



**REPORT
AUSTRALIAN CONSUMERS'
UNDERSTANDING OF CLASSIFICATION
INFORMATION**

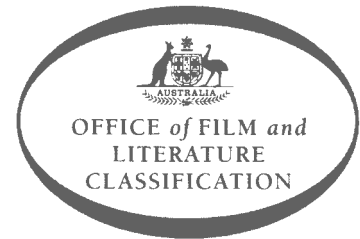


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EXECUTIVE SUMMARY

The Office of Film and Literature Classification has recently conducted quantitative market research to better understand a range of issues including the current level of consumer familiarity with the organization and with the symbols it uses to classify film, video and computer games. A national study using AC Nielsen's face to face omnibus service was conducted in both metropolitan and rural areas of Australia's six States and two Territories between the period 14 to 17 February 2002. A total of 1075 people aged 14 years and over participated in the study. The methodology employed allows for results to be projected to the Australian population aged 14+.

The key findings of this research are as follows:

1. Consumer Familiarity with OFLC

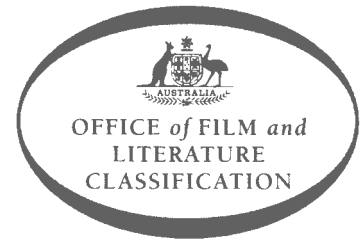
- Around 8 out of 10 (81%) Australians indicate they had heard of the OFLC via at least one of the three sources evaluated – brand name, logo or yellow slide. Awareness is marginally higher amongst parents (86%).

2. Yellow “yet to be classified” Slide

- The yellow OFLC slide is familiar to the majority (65%) of consumers. Awareness is considerably stronger amongst the youth segment, those aged 14 to 17 years, with close to 9 in 10 (87%) recognizing the slide. This compares to 64% of adults. Parents (74%) also exhibit higher recognition than adults without children at home (56%).
- There is however general confusion as to the intended communication of this slide. Only a minority (21%) is able to nominate the correct message. The strongest opinion registered by almost one third of people who recognize the slide (32%) is that the OFLC has a back log of films to classify and is behind schedule. There is also a smaller proportion (20%) who indicate that use of the “yet to be classified” slide is because the distributor has not yet submitted the film for classification.

3. Awareness of Classification Symbols

- Awareness of all the symbols used by the OFLC to classify film, video and DVD is very high, averaging around 90%.
- Although the great majority of consumers claim to be aware of these classification symbols, the level of correct understanding of the symbols varies enormously. The highest correct interpretation is registered for the G symbol (75%) and lowest for the MA 15+ at only 6%.



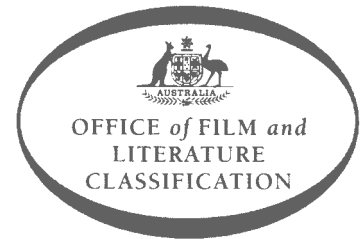
- There is obvious confusion with regard to the MA 15+ symbol. It is most commonly interpreted (40%) to indicate a film is for mature audiences. Consumers are failing to distinguish the “accompanied” and legally restrictive elements of MA15+ from that of the M 15+ classification.
- In the case of the M 15+, two-thirds (66%) give the absolute correct interpretation whilst the remainder get it partially correct and omit the age restriction of under 15 years.
- The situation is similar for the PG symbol where 52% give the correct interpretation. A large proportion (42%) are aware that it denotes parental guidance but do not mention the “for persons under 15 years” part of the definition.
- With regard to the R 18+ classification, the majority (65%) correctly interpret this symbol. There seems to be little confusion with this symbol.
- There is comparatively lower correct interpretation of the X 18+ symbol (24%) although it is believed that there is general understanding of the type of material that will be included in a film classified in this way based on the other interpretations offered.

4. Awareness of Computer Game Symbols

- Awareness of any of the symbols used to classify computer games (around 20% to 30%) is considerably lower than awareness for any of the film symbols. There is a sizeable proportion (36%), who are unaware of the existence of any scheme at all to classify computer games. This compares with 3% for film. Not surprisingly awareness is higher though not universal amongst players (79%).
- Of the two sets of symbols currently being used to classify computer games, familiarity is marginally stronger for the symbols which are similar to those used for classifying film, that is the symbols on those games that are distributed in packaging under 300 cm².
- Amongst the 8 individual computer game symbols, recognition of the G symbol is highest at 28% closely followed by M15+ at 25%.

5. Converging symbols for Films and Computer Games

- There is general consumer agreement that the same symbols should be used for classifying film and computer games. Over 7 in 10 (71%) indicate agreement with nearly 5 in 10 (47%) agreeing strongly with this view. Overall levels of agreement and disagreement are similar for players and non players alike.



1. Research Background

The OFLC commissioned consumer research in order to determine the level of knowledge and understanding that currently exists in the Australian community in relation to classification information. The results of this benchmark study will be used to measure the effectiveness of future activities.

The insights gained from this research will be also be used in a number of practical ways:

- Provide benchmark measure on community awareness of OFLC and classification symbols
- Input into advertising guidelines
- Input into the determined markings for films, videos and computer games
- Provide more information on the users of the classification system
- Direction and focus for educational efforts

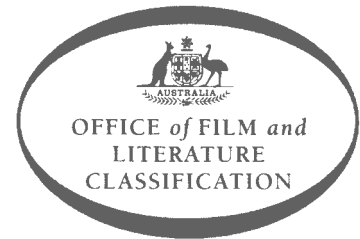
2. Research Objectives

The key objectives of the research were to measure:

- Consumer familiarity with OFLC
 - awareness of the brand
 - recognition of the logo
 - recognition of the yellow “yet to be classified” slide
- Understanding of the yellow slide
- Awareness/recognition of film and video classification symbols
- Interpretation of the film/video symbols
- Awareness of computer game classification symbols
- Attitudes towards the use of different classification symbols for film/video and computer games

In addition questions were asked on frequency of going to the cinema, watching videos or DVDs and playing computer games.

Standard demographics for analysis purposes include sex, age, respondent occupation, work status, household income, parental status and residential area.



3. Research Design and Methodology

3.1 Overview

A national consumer survey was conducted using AC Nielsen's face to face omnibus study. An omnibus is a survey where a number of clients wanting to find out news of consumers contribute to a weekly questionnaire, each participating client including their own exclusive questions. Respondents who participate in the study are not part of a panel. A different sample of consumers is recruited for each omnibus study.

A total of 1075 individuals aged 14 years and over was interviewed during the period 15 to 17 February. All interviews were conducted in respondent's own homes.

3.2 Sample Design

A multi-stage probability sample has been designed comprising a total of over 100 clusters of households each week. The cluster size per area is limited to 10 interviews. These clusters are spread throughout the six States and two Territories each weekend. The procedure for selection is rigorous and statistically acceptable. It ensures that the sample areas are widely spread and thoroughly representative of both city and rural areas throughout Australia. Call backs are made to households where, on previous visits to the area, interviews were not obtained. This procedure ensures that difficult to find respondents are more likely to be included in the survey.

3.3 Questionnaire

A structured questionnaire was used to administer the survey questions. Visual stimulus was also used to accurately determine awareness/recognition of the various symbols. Copies of these materials appear in the appendix to this report.

3.4 Fieldwork and Analysis

All interviews were conducted by trained AC Nielsen interviewers supervised by full-time managers in each State and a network of regional supervisors. A minimum of 10% of each interviewer's work is validated by telephone audit each week. In addition each area, on a random basis, is fully verified by a personal field audit undertaken by supervisors.

All questionnaires were centrally processed in the Sydney office of AC Nielsen. Output is in the form of computer tabulations.

3.5 Weighting Factors and Projections

The sampling methodology as far as possible ensures that composition of the sample by sex, age and locality is closely, but never exactly, in line with the real distribution of the population.

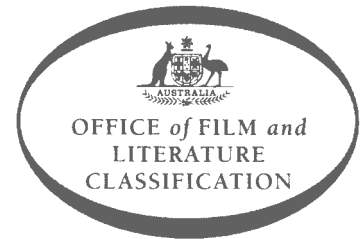
To compensate for this, separate weighting factors are applied to each age/sex group in each Metropolitan Statistical Division and in each “Rest of State” area. This is to ensure that each age/sex/locality group is assigned its true “weight” or importance in all projected results. Survey results can therefore be projected to the 14+ population at large (15,974,000).

The following weights were applied to the sample:

Base: WEIGHTED SAMPLE (“000s)	Sample N=1075 %	Weighted to 2002 Population in “000s N=15974 %
<i>Sex:</i>		
Male	47	49
Female	53	51
<i>Age:</i>		
14 to 17 years	4	6
18 to 24 years	12	13
25 to 39 years	26	28
40 to 54 years	29	26
55+ years	30	27

TABLE 1: Weighting Factors

Other details of the sample obtained appear in Section 4.



4. Sample Profile – Who was interviewed?

4.1 Demographic Profile

The weighted sample is representative of the Australian 14+ population.

Base: WEIGHTED SAMPLE (15,974,000)	%
Sex:	
Male	49
Female	51
Age:	
14 to 17 years	6
18 to 24 years	13
25 to 39 years	28
40 to 54 years	26
55+ years	27
Parental status¹:	
Parent	36
Non Parent	64
Occupation²:	
Upper white collar	22
Lower white collar	13
Upper blue collar	8
Lower blue collar	10
Not working	46
Residential area:	
Sydney	22
Rest of NSW/ACT	14
Melbourne	18
Rest of Victoria	7
Brisbane	9
Rest of Queensland	10
Adelaide	6
Rest of SA	3
Perth	7
Rest of WA	3
All Tasmania	2

TABLE 2: Demographic Profile of Sample

¹ Parent: adults with child/children aged under 18 years at home; non parent – adults with no child aged under 18 years at home

² ABS Australian Standard Classification of Occupations

4.2 Entertainment Media Behaviour

The majority of Australians (54%) report light visitation to cinemas. Watching videos is much more popular with the six in ten (60%) viewing at least 2 to 3 times per month.

Almost four in ten (38%) consumers report playing computer games on at least an occasional basis. Frequency of playing is fairly evenly spread across the three types of playing segments with around one-third in each - 12% of the 14+ population can be classified as frequent players. Amongst 14 to 17 year olds this figure increases to 37%.

Base: WEIGHTED SAMPLE 14+ POPULATION (15,974,000)	%
<i>Cinema frequency:</i>	
Frequent (once a week or more often)	3
Regular (2 to 3 times a month)	27
Light (once a month or less)	54
Never go to cinema	16
<i>Video/DVD Frequency:</i>	
Frequent (once a week or more often)	30
Regular (2 to 3 times a month)	30
Light (once a month or less)	27
Never watch	13
<i>Computer Games Experience³:</i>	
Frequent (Several times a week)	12
Regular (2 to 3 times a month)	11
Light (once a month or less)	14
Non player	62

TABLE 3: Entertainment Media Behaviour

³ Games played on PCs, Gameboys, Playstations etc but not on the Internet

4.3 Profile of Frequent/Regular Computer Games Player

There is a particularly strong skew to adoption of computer games by males (70% compared to 30% amongst females). Frequent use is also much more likely in the younger age groups with the 25 to 39 year age group accounting for the bulk of players but in a similar proportion to their representation in the population. Respondents working in upper white collar occupations are less likely to be players of computer games.

Base: WEIGHTED SAMPLE ("000s)	Total Population N=15,974 %	Frequent/Regular Players⁴ N=3851 %
Sex:		
Male	49	70
Female	51	30
Age:		
14 to 17 years	6	17
18 to 24 years	13	23
25 to 39 years	28	34
40 to 54 years	26	16
55+ years	27	10
Occupation:		
Upper white collar	22	15
Lower white collar	13	14
Upper blue collar	8	10
Lower blue collar	10	11
Not working	46	45

TABLE 4: Profile of Frequent/Regular Computer Games Player

⁴ At least 2 to 3 times per month



5. MAIN FINDINGS



5.1 Consumer Familiarity with the OFLC

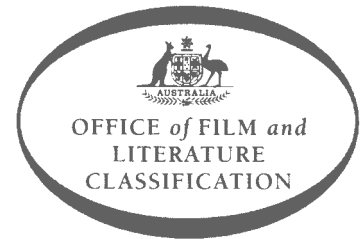
5.1.1 Overall Familiarity

Three measures of awareness were covered to assess the extent of consumer familiarity with the OFLC:

- Awareness of the OFLC brand name – this was read out to respondents as “the Office of Film and Literature Classification”
- Recognition of the OFLC logo – coat of arms and branding
- Recognition of the yellow “yet to be classified” slide

Across the three potential sources of awareness of the OFLC, overall around 8 in 10 (81%) indicate some level of familiarity. The brand name itself (63%) when read out to respondents and the yellow slide (65%) appear to have registered to a stronger degree than the logo.

These findings appear in the table overleaf (Table 5)





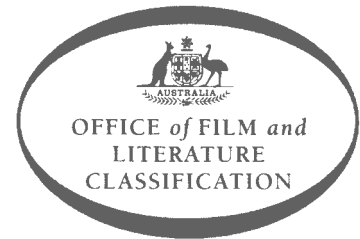
Base: WEIGHTED SAMPLE ('000s)	N=15974 %
Nett consumer awareness – all three sources	81
Awareness of the name “Office of Film and Literature Classification”	63
Recognition of the OFLC logo  PHOTOPROMPT PC1	50
Recognition of yellow “yet to be classified” slide 	65

TABLE 5: Overall Familiarity with OFLC



5.1.2 Consumer Familiarity with OFLC analyzed by Age Segment

Overall awareness of the OFLC is marginally higher amongst younger consumers (90%) than adults (80%). This is largely driven by stronger recognition of the yellow “yet to be classified” slide with almost 9 in 10 (87%) 14 to 17 year olds indicating they have seen it previously. This compares with 64% of those aged 18 and over. Adults (64%) however, are slightly more likely to be aware of the OFLC name than younger consumers (43%).

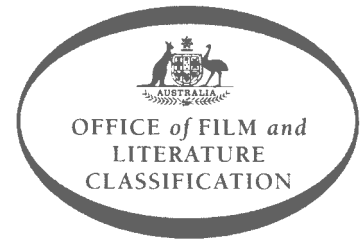
Examining age further reveals that awareness amongst adults declines with age for all three sources. These findings appear in Table 7 overleaf.

Base: WEIGHTED SAMPLE (‘000s)	Total N=15974 %	Youth⁵ N=1001 %	Adults⁶ N=14973 %
Nett consumer awareness of OFLC (all three sources)	81	90	80
Awareness of the name “Office of Film and Literature Classification”	63	43	64
Recognition of the OFLC logo	50	42	50
Recognition of yellow “yet to be classified” slide	65	87	64

TABLE 6: OFLC Familiarity analyzed by Age Segment

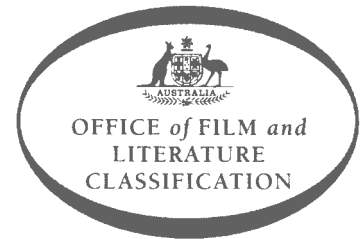
⁵ Defined as 14 to 17 years

⁶ Defined as 18+ years



Base: WEIGHTED SAMPLE (‘000s)	Total N=15974 %	14 to 17 N=1001 %	18 to 24 N=2002 %	25 to 39 N=4426 %	40 to 54 N=4170 %	55+ N=4376 %
Nett consumer awareness of OFLC (all three sources)	81	90	85	88	80	70
Awareness of the name “Office of Film and Literature Classification”	63	43	59	74	66	54
Recognition of the OFLC logo	50	42	62	65	49	31
Recognition of yellow “yet to be classified” slide	65	87	77	77	76	42

TABLE 7: OFLC Familiarity Analyzed by Age Groups

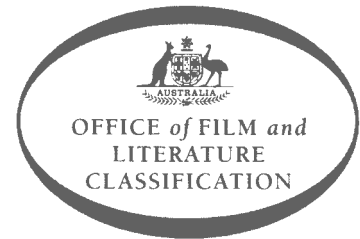


5.1.3 Consumer Familiarity with OFLC analyzed by Sex

There are no strong major differences in awareness of the OFLC between males and females except that males seem to be slightly more familiar with the OFLC brand name (53% compared to 47%).

Base: WEIGHTED SAMPLE (‘000s)	Total N=15974 %	Males N=7904 %	Females N=8071 %
Nett consumer awareness of OFLC (all three sources)	81	82	80
Awareness of the name “Office of Film and Literature Classification”	63	64	61
Recognition of the OFLC logo	50	53	47
Recognition of yellow “yet to be classified” slide	65	65	65

TABLE 8: OFLC Familiarity analyzed by Sex



5.1.4 Consumer Familiarity with the OFLC analyzed by Parental Status

Parents (86%) are considerably more likely to be aware of the OFLC than non parents (60%) with recognition of the yellow slide being a strong contributor. Around three-quarters (74%) of parents indicate they recognize this slide compared to 56% of non parents.

Base: WEIGHTED SAMPLE (‘000s)	Total Sample N=15974 %	Parent N=4989 %	Non Parent N=10926 %
Nett consumer awareness of OFLC (all three sources)	81	86	60
Awareness of the name “Office of Film and Literature Classification”	63	72	60
Recognition of the OFLC logo	50	58	58
Recognition of yellow “yet to be classified” slide	65	74	56

TABLE 9: OFLC Familiarity analyzed by Parental Status

5.2 Consumer Understanding of Yellow “yet to be classified” Slide

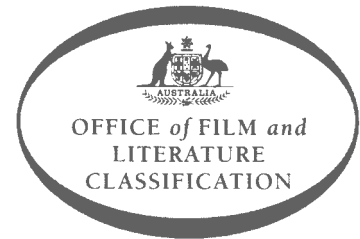
5.2.1 Overall Understanding

Those respondents who indicated they recognized the yellow slide, were asked to select from a range of possible responses (correct and incorrect) which one best describes their understanding of this slide. Of the five options that were presented, two can be classified as correct. Only around two in ten (21%) of the 14+ population is able to correctly select the intended communications of the yellow slide.

Just over 5 in 10 (52%) consumers nominate an inaccurate meaning for this slide. The strongest incorrect opinion held is that the OFLC has a back log of films to classify and is behind schedule. There is also some criticism of the industry with 2 in 10 consumers indicating they believe the distributor has failed to submit the film for classification in time to enable it to be included at the time of screening the trailer.

Base: WEIGHTED BASE ('000s) –ALL RESPONDENTS RECOGNIZING YELLOW SLIDE	N=10441 %
<i>Correct interpretations</i>	21
The trailer/preview has been checked before the whole film has been classified	13
Suggests the film being previewed is likely to be the same classification as the film being screened	8
<i>Incorrect interpretations</i>	52
The OFLC has a back log of films to classify and hasn't got round to classifying this film yet	32
The distributor has not yet submitted the film for classification	20
<i>No meaning</i>	27
Have not really thought about what it means other than the film is waiting to be classified	23
Don't know what it means	4

TABLE 10: Understanding of Yellow Slide



5.2.2 Understanding of Yellow Slide analyzed by Sex

Males (36%) are more likely than females (27%) to believe the meaning of the yellow slide is that the OFLC is behind schedule.

Base: WEIGHTED BASE ('000s) –ALL RESPONDENTS RECOGNIZING YELLOW SLIDE	Total N=10441 %	Males N=5162 %	Females N=5279 %
<i>Correct interpretations</i>	21	20	21
The trailer/preview has been checked before the whole film has been classified	13	14	11
Suggests the film being previewed is likely to be the same classification as the film being screened	8	6	10
<i>Incorrect interpretations</i>	52	55	48
The OFLC has a back log of films to classify and hasn't got round to classifying this film yet	32	36	27
The distributor has not yet submitted the film for classification	20	19	21
<i>No meaning</i>	27	25	30
Have not really thought about what it means other than the film is waiting to be classified	23	21	26
Don't know what it means	4	4	4

TABLE 11: Understanding of Yellow Slide analyzed by Sex

5.2.3 Understanding of Yellow Slide analyzed by Age Group

The 18 to 24 year age group (28% compared to 21% overall) is more likely than any other age group to correctly select the intended communication of the yellow slide.

Nomination of slow turnaround time by the OFLC tends to increase with age while younger consumers in the 14 to 17 year age group are more likely to see the use of the yellow slide as being attributable to the slowness of the industry (36% compared to overall 20%).

Base: WEIGHTED BASE ('000s) –ALL RESPONDENTS RECOGNIZING YELLOW SLIDE	Total N=10441 %	14 to 17 N=869 %	18 to 24 N=1550 %	25 to 39 N=3417 %	40 to 54 N=2787 %	55+ N=1817 %
<i>Correct interpretations</i>	21	21	28	19	21	17
The trailer/preview has been checked before the whole film has been classified	13	8	14	11	15	13
Suggests the film being previewed is likely to be the same classification as the film being screened	8	13	14	8	6	4
<i>Incorrect interpretations</i>	52	60	45	55	49	52
The OFLC has a back log of films to classify and hasn't got round to classifying this film yet	32	24	25	30	35	38
The distributor has not yet submitted the film for classification	20	36	20	25	14	14
<i>No meaning</i>	27	19	27	26	31	31
Have not really thought about what it means other than the film is waiting to be classified	23	17	26	22	25	26
Don't know what it means	4	2	1	4	6	5

TABLE 12: Understanding of Yellow Slide analyzed by Age Group

5.3 Awareness /Recognition of Classification Symbols for Film/Video /DVD

5.3.1 Overall Awareness/Recognition of Film Symbols

Awareness of the symbols used to classify film is very high. Only a very small proportion (3%) of consumers do not recognize any of the symbols at all. Familiarity with G, PG and M15+ is very similar (around 93%) with MA 15+ and R 18+ being the next best known (88% and 86% respectively). Consumers seem to be less familiar with the X 18+ symbol with around 6 out of 10 (61%) recognizing it.







Base: WEIGHTED SAMPLE ('000s)	N=15974 %
Not aware of any of the classification symbols	3
	94
	93
	93
	88
	86
	61

TABLE 13: Awareness/Recognition of Film Symbols

5.3.2 Awareness/Recognition of Film Symbols analyzed by Sex

Recognition of film symbols is quite similar between males and females with the exception being X 18+. Males tend to indicate they are more familiar (69% compared to 54% for females). This tendency is also noted with MA 15+ albeit to a lesser degree (90% for males compared to 85% for females).







Base: WEIGHTED SAMPLE ('000s)	Total N=15974 %	Male N=7904 %	Female N=8071 %
Not aware of any of the classification symbols	3	3	3
	94	94	95
	93	94	93
	93	93	92
	88	90	85
	86	89	83
	61	69	54

TABLE 14: Awareness/Recognition of Film Symbols analyzed by Sex

5.3.3 Awareness of Film Symbols analyzed by Age Group

Across the board, recognition of film symbols is lower amongst the 55+ year age group. Awareness levels are very similar for all other age groups for G, PG, M 15+, MA 15+ and R 18+. Only in the case of X 18+ are differences evident. Not surprising the younger age group of 14 to 17 years is much less likely to recognize this symbol with awareness peaking amongst the 25 to 39 year age group (71% compared to 61% overall).







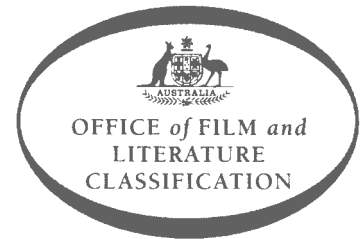
Base: WEIGHTED SAMPLE (*000s)	Total N=15974 %	14 to 17 N=1001 %	18 to 24 N=2002 %	25 to 39 N=4426 %	40 to 54 N=4170 %	55+ N=4376 %
Not aware of any of the classification symbols	3	-	2	2	2	8
	94	100	96	97	96	87
	93	100	97	97	98	83
 15+	93	96	96	97	97	82
 15+	88	96	96	95	92	71
 18+	86	89	92	92	91	73
 18+	61	39	66	71	65	51

TABLE 15: Awareness/Recognition of Film Symbols Analyzed by Age Group



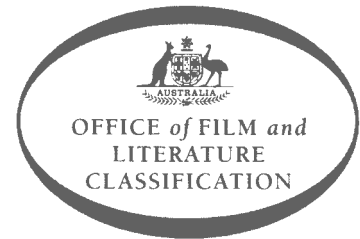
5.4 Consumer Interpretation of Classification Symbols for Film/Video/DVD

5.4.1 Summary of Consumer Interpretation of Film Symbols

Respondents who indicated they were aware of each symbol were asked to give their understanding of the symbol and these responses were recorded verbatim. No prompting was permitted. Responses have been classified into correct interpretation and other interpretation with the most common other response also being shown in Table 16. Detailed responses for each classification symbol are also presented in this section of the report.

Of the six (6) film symbols currently in use, the G symbol registers the highest correct interpretation at 75%. In contrast, the MA 15+ symbol, records the lowest correct interpretation at only 6%. “Recommended for mature audiences 15 years and over” is the most common other response indicating confusion with the M 15+ symbol and consumer and non recognition of the “accompanied” and “legally restrictive” elements of this classification.

Base: WEIGHTED RESPONDENTS AWARE OF EACH SYMBOL ('000s)	
G “For general exhibition/admission”	N=15054
Correct interpretation	75
Other interpretations	22
Don’t know	3
PG “Parental guidance recommended for persons under 15 years”	N=14932
Correct interpretation	52
Other interpretations	45
<i>Parental guidance recommended</i>	<i>42</i>
Don’t know	3
M 15+ “Recommended for mature audiences 15 years and over”	N=14801
Correct	66
Other interpretations	31
<i>Mature audiences</i>	<i>22</i>
Don’t know	3
MA 15+ “Persons under the age of 15 years must be accompanied by parent or adult guardian”	N=14023
Correct	6
Other interpretations	84
<i>Recommended for mature audiences 15 years and over</i>	<i>40</i>



Don't know	10
R 18+ "Restricted to adults aged 18 years and over"	N=13778
Correct	65
Other interpretations	30
Don't know	5
X 18+ "Restricted to adults aged 18 years and over"	N=9812
Correct	24
Other interpretations	64
<i>Pornographic film/blue movie</i>	<i>33</i>
Don't know	12

TABLE 16: Summary of Consumer Interpretation of Film Symbols

5.4.2 Interpretation of G Symbol

Three-quarters of consumers (75%) are able to accurately interpret the G symbol. A further 22% offer alternate explanations which are close to the actual definition of the symbol and indicate a high level of knowledge of the G classification.

Base: WEIGHTED RESPONDENTS AWARE OF G SYMBOL ('000s)	
G “For general exhibition/admission”	N=15054
Correct interpretation	75
Other interpretations	22
<i>Suitable for children</i>	<i>12</i>
<i>Suitable for everyone/all ages</i>	<i>10</i>
<i>Other</i>	<i>3</i>
Don’t know	3

TABLE 17: Interpretation of G Symbol

5.4.3 Interpretation of PG Symbol

Around five in 10 (52%) give an accurate interpretation of the PG symbol. The balance (42%) give a partially correct response however neglect to include the “for under 15 years” part of the definition.

Base: WEIGHTED RESPONDENTS AWARE OF PG SYMBOL ('000s)	
PG “Parental guidance recommended for persons under 15 years”	N=14932
Correct interpretation	52
Other interpretations	45
<i>Parental guidance recommended</i>	<i>42</i>
<i>Other</i>	<i>2</i>
Don’t know	3

TABLE 18: Interpretation of PG Symbol

5.4.4 Comparison of Consumer Interpretation of M 15+ and MA 15+ Symbols

The majority (66%) of consumers accurately interpret the M 15+ symbol. However a large proportion (40%) also offer a similar meaning for the MA 15+ symbol indicating widespread misunderstanding of this classification. The main alternative consumer description offered for M 15+ is “for mature audiences”, a partially correct response.

Only a very small proportion (6%) of consumers are actually aware of what the MA 15+ symbol means. The great majority are confused indicating that the symbol has been ineffective in representing the meaning of this classification.

Base: WEIGHTED SAMPLE AWARE OF EACH CLASSIFICATION SYMBOL ('000s)	M 15+ N=14801 %	MA 15+ N=14023 %
CORRECT M 15+ Recommended for mature audiences 15 years and over	66	40
Mature audiences/for mature audiences only	22	22
Adults only	2	5
Mainly adults	1	3
Not for under 15 years	4	3
CORRECT MA 15+ Persons under 15 years must be accompanied by a parent or adult guardian	NA	6
Under 15s need to be accompanied by someone aged 15 years and over	NA	2
Legally restricted to people over 15 years	NA	2
Other response	4	7
Don't know	3	10

TABLE 19: Interpretation Comparison between M 15+ and MA 15+

5.4.5 Comparison of Consumer Interpretation of MA 15+ - Youth versus Adults

There is minimal difference in the understanding of the MA 15+ symbol between younger consumers (14 to 17 years) and adults indicating the comprehension problem of the classification is across the board.

Base: WEIGHTED SAMPLE AWARE OF MA 15+ ('000s)	Total N=14023 %	Youth N=962 %	Adults N=13060 %
CORRECT M 15+ Recommended for mature audiences 15 years and over	40	39	40
Mature audiences/for mature audiences only	22	16	23
Adults only	5	6	5
Mainly adults	3	-	3
Not for under 15 years	3	8	2
CORRECT MA 15+ Persons under 15 years must be accompanied by a parent or adult guardian	6	10	6
Under 15s need to be accompanied by someone aged 15 years and over	2	6	2
Legally restricted to people over 15 years	2	2	2
Other response	7	4	7
Don't know	10	10	10

TABLE 20: Youth versus Adults Interpretation of MA 15+ Symbol

5.4.6 Comparison of Consumer Interpretation of MA 15+ - Parents versus Non Parents

Parents do not appear to be any better informed than non parents in relation to the MA 15+ classification symbol.

Base: WEIGHTED SAMPLE AWARE OF MA 15+ ('000s)	Total N=14023 %	Parents N=4671 %	Non Parents N=8331 %
CORRECT M 15+ Recommended for mature audiences 15 years and over	40	41	40
Mature audiences/for mature audiences only	22	19	25
Adults only	5	7	4
Mainly adults	3	3	3
Not for under 15 years	3	4	2
CORRECT MA 15+ Persons under 15 years must be accompanied by a parent or adult guardian	6	8	5
Under 15s need to be accompanied by someone aged 15 years and over	2	3	2
Legally restricted to people over 15 years	2	2	3
Other response	7	7	7
Don't know	10	7	11

TABLE 21: Parents versus Non Parents Interpretation of MA 15+ Symbol

5.4.7 Consumer Interpretation of R 18+

The majority of consumers (65%) accurately interpret the R 18+ symbol. Other interpretations are partially correct indicating a good level of knowledge of this classification.

Base: WEIGHTED RESPONDENTS AWARE OF R 18+ SYMBOL ('000s)	
R 18+ “Restricted to adults aged 18 years and over”	N=13778
Correct	65
Other interpretations	30
<i>Only for people over 18 years</i>	<i>11</i>
<i>Adults only</i>	<i>11</i>
<i>Children not allowed to view this film</i>	<i>1</i>
<i>Other</i>	<i>7</i>
Don't know	5

TABLE 22: Interpretation of R 18+ Symbol

5.4.8 Consumer Interpretation of X 18+

Only around one quarter (24%) of consumers accurately define the X 18+ symbol however the other interpretations offered demonstrate that consumers understand the likely content of films with this classification.

Base: WEIGHTED RESPONDENTS AWARE OF X 18+ SYMBOL ('000s)	
X 18+ “Restricted to adults aged 18 years and over”	N=9812
Correct	24
Other interpretations	64
<i>Pornographic film/blue movie</i>	<i>33</i>
<i>Adults only</i>	<i>12</i>
<i>Mainly about sex/contains real sex scenes</i>	<i>11</i>
<i>Other</i>	<i>10</i>
Don't know	12

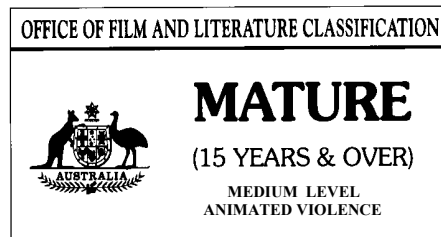
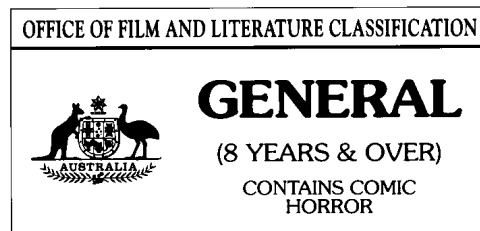
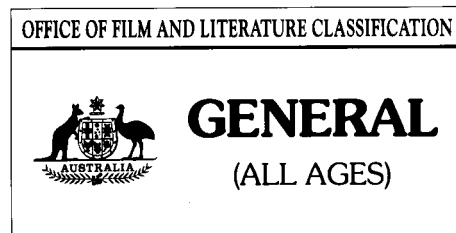
TABLE 23: Interpretation of X 18+ Symbol

5.5 Awareness/Recognition of Classification Symbols for Computer Games

Both sets of symbols that are currently being used were shown to respondents to assess awareness.

Small symbols used on
packaging smaller than
300cm²

Large symbols used on packaging larger
than 300cm²



5.5.1 Overall Awareness/Recognition of Classification Symbols for Computer Games

There is a sizeable proportion (36%) of consumers who are definitely not familiar with the scheme for classification of computer games and a further 2 in 10 (21%) who are unsure. Overall awareness at 43% is much lower than with the film classification scheme where 97% indicate familiarity.

Of the two sets of symbols that are currently in use, familiarity is marginally higher for the smaller set of symbols which is more similar to those used to classify film.

Nett awareness of each classification ranges from 20% to 30% with consumers tending to be slightly more familiar with G (28%) and M 15+ (25%).

Base: WEIGHTED SAMPLE ('000s)	N=15974 %
Not aware of any system to classify computer games	36
Unsure	21
Overall awareness of scheme	43
Aware of system but not any of individual classification symbols	8
G	28
General (all ages)	20
Nett Awareness of Classification	31
G8+	20
General (8 years & over)	18
Nett Awareness of Classification	23
M 15+	25
Mature (15 years & over)	19
Nett Awareness of Classification	27
MA 15+	20
MA – Restricted (15 years & over)	16
Nett Awareness of Classification	23

TABLE 24: Awareness of Computer Games Symbols

5.5.2 Awareness/Recognition of Classification Symbols for Computer Games – Players versus Non Players

Overall players of computer games are considerably more likely to recognize the symbols used to classify computer games, 63% recognition compared to 38% for non players. Awareness of the individual symbols is also much higher amongst players. As with the overall population, player familiarity with the smaller symbols is generally higher than for the larger symbols. Nett awareness of classifications range from 40% to 50% with G and M 15+ achieving higher recognition.

Base: WEIGHTED SAMPLE (‘000s)	Total N=15974 %	Player N=6090 %	Non Player N=9884 %
Not aware of any scheme to classify computer games	36	21	45
Don’t know/unsure	21	12	27
Awareness of scheme	43	63	38
Aware of scheme but not any of individual classification symbols	8	8	8
G	28	46	17
General (all ages)	20	35	11
Nett Classification	31	51	18
G8+	20	36	10
General (8 years & over)	18	34	9
Nett Classification	23	42	12
M 15+	25	43	13
Mature (15 years & over)	19	34	9
Nett Classification	27	48	14
MA 15+	20	37	11
MA – Restricted (15 years & over)	16	29	8
Nett Classification	23	40	12

TABLE 25: Awareness of Computer Games Symbols analyzed by Players and Non Players

5.5.3 Awareness of Computer Games Symbols analyzed by Parental Status

Parents (52%) are more likely to be familiar with the classification scheme for computer games than non parents (35%). Consistent with the overall population, recognition of the smaller set of symbols is also marginally higher amongst parents.

Base: WEIGHTED SAMPLE (‘000s)	Total N=15974 %	Parent N=4935 %	Non Parent N=9880 %
Not aware of any scheme to classify computer games	36	29	41
Don’t know/unsure	21	19	24
Aware of scheme	43	52	35
Aware of scheme but not any of individual classification symbols	8	7	9
G	28	38	21
General (all ages)	20	21	17
Nett Classification	31	40	24
G8+	20	27	13
General (8 years & over)	18	20	14
Nett Classification	23	30	16
M 15+	25	29	19
Mature (15 years & over)	19	18	16
Nett Classification	27	31	21
MA 15+	20	24	16
MA – Restricted (15 years & over)	16	17	13
Nett Classification	23	25	18

TABLE 26: Awareness of Computer Games Symbols analyzed by Parents and Non Parents

5.5.4 Awareness of Computer Games Symbols analyzed by Males and Females

It is not surprising that awareness levels are generally higher amongst males given that the profile of players is strongly skewed to males (refer Table 4)

Base: WEIGHTED SAMPLE (‘000s)	Total N=15974 %	Males N=7904 %	Females N=8071 %
Not aware of any scheme to classify computer games	36	31	41
Don’t know/unsure	21	19	23
Awareness of scheme	43	50	36
Aware of scheme but not any of individual classification symbols	8	8	8
G	28	35	22
General (all ages)	20	26	14
Nett Classification	31	38	24
G8+	20	26	14
General (8 years & over)	18	24	14
Nett Classification	23	30	17
M 15+	25	31	19
Mature (15 years & over)	19	24	14
Nett Classification	27	34	20
MA 15+	20	28	13
MA – Restricted (15 years & over)	16	20	12
Nett Classification	23	29	16

TABLE 27: Awareness of Computer Games Symbols analyzed by Sex

5.5.5 Awareness of Computer Games Symbols analyzed by Age Groups

The majority of the youth segment (76%) is familiar with the computer game classification scheme with nett awareness of individual classifications around 60%. In general younger consumers, those aged under 40 years, tend to indicate higher levels of recognition than adults in general and older consumers.

Base: WEIGHTED SAMPLE (‘000s)	Total N=15974 %	Youth 14 to 17 N=1001 %	18 to 24 N=2002 %	25 to 39 N=4426 %	Adults N=1031 %
Not aware of any scheme to classify computer games	36	14	22	27	37
Don’t know/unsure	21	10	14	20	22
Aware of scheme	43	76	64	53	41
Aware of scheme but not any of individual classification symbols	8	2	5	8	8
G	28	53	46	37	26
General (all ages)	20	51	35	24	18
Nett Classification	31	58	52	40	29
G8+	20	50	30	26	18
General (8 years & over)	18	58	32	22	16
Nett Classification	23	63	35	30	21
M 15+	25	61	44	31	22
Mature (15 years & over)	19	49	35	23	17
Nett Classification	27	66	48	34	25
MA 15+	20	50	37	26	18
MA – Restricted (15 years & over)	16	44	33	18	14
Nett Classification	23	58	42	28	20

TABLE 28: Awareness of Computer Games Symbols analyzed by Age Group

5.6 Consumer Opinion Towards the Different Classification Symbols for Film/Video/DVD and Computer Games

5.6.1 Overall Opinion

After respondents had been exposed to film classification symbols and both sets of computer games symbols, they were asked to express their opinion in terms of strength of agreement or disagreement in relation to the use of different symbols for the two media.

The great majority (71%) agree that the same classification symbols should be used for both film and computer games with most of these consumers indicating strong agreement.

Base: WEIGHTED SAMPLE ('000s)	N=15974 %
<i>Positive to convergence</i>	71
Strongly agree that the SAME classification symbols should be used for both film/video AND computer games	47
Somewhat agree that the SAME classification symbols should be used for both film/video AND computer games	24
No opinion either way	11
<i>Negative to convergence</i>	18
Somewhat that the SAME classification symbols should be used for both film/video AND computer games	8
Strongly disagree that the SAME classification symbols should be used for both film/video AND computer games	10

TABLE 29: Opinion on Use of Different Classification Symbols for Film and Computer Games

5.6.2 Consumer Opinion towards the Different Classification Symbols for Film/Video/DVD and Computer Games analyzed by Players and Non Players

There is no major difference in opinion between players and non players. Both largely agree that there should be a single classification scheme for both media.

Base: WEIGHTED SAMPLE (‘000s)	Total N=15974 %	Player N=6090 %	Non Player N=9884 %
<i>Positive to convergence</i>	71	73	69
Strongly agree that the SAME classification symbols should be used for both film/video AND computer games	47	46	47
Somewhat agree that the SAME classification symbols should be used for both film/video AND computer games	24	27	22
No opinion either way	11	9	13
<i>Negative to convergence</i>	18	19	17
Somewhat that the SAME classification symbols should be used for both film/video AND computer games	8	10	7
Strongly disagree that the SAME classification symbols should be used for both film/video AND computer games	10	9	10

TABLE 30: Opinion on Use of Different Classification Symbols for Film and Computer Games analyzed by Players and Non Players

5.6.3 Consumer Opinion towards the Different Classification Symbols for Film/Video/DVD and Computer Games analyzed by Sex

There is no difference in opinion between males and females. Both are in general agreement that the same scheme should be used for both film and computer games.

Base: WEIGHTED SAMPLE (‘000s)	Total N=15974 %	Males N=7904 %	Females N=8071 %
<i>Positive to convergence</i>	71	71	71
Strongly agree that the SAME classification symbols should be used for both film/video AND computer games	47	47	47
Somewhat agree that the SAME classification symbols should be used for both film/video AND computer games	24	24	24
No opinion either way	11	12	11
<i>Negative to convergence</i>	18	18	19
Somewhat that the SAME classification symbols should be used for both film/video AND computer games	8	9	8
Strongly disagree that the SAME classification symbols should be used for both film/video AND computer games	10	9	11

TABLE 31: Opinion on Use of Different Classification Symbols for Film and Computer Games analyzed by Sex

5.6.4 Consumer Opinion towards the Different Classification Symbols for Film/Video/DVD and Computer Games analyzed Age Group

The majority of each age group are in agreement with the use of a single classification scheme however strength of agreement varies. Commitment to the proposition increases with age, with the exception of the over 55's.

Although the youth segment is marginally less positive (56% agree compared to 71% overall) there is no corresponding increase in disagreement. The younger age group, as well as the over 55s, tend to register slightly higher levels of ambivalence.

Base: WEIGHTED SAMPLE (‘000s)	Total N=15974 %	14 to 17 N=1001 %	18 to 24 N=2002 %	25 to 39 N=4426 %	40 to 54 N=4170 %	55+ N=4376 %
<i>Positive to convergence</i>	71	58	71	76	80	63
Strongly agree that the SAME classification symbols should be used for both film/video AND computer games	47	20	35	50	60	42
Somewhat agree that the SAME classification symbols should be used for both film/video AND computer games	24	38	36	26	20	21
No opinion either way	11	19	10	8	5	20
<i>Negative to convergence</i>	18	24	28	15	16	17
Somewhat that the SAME classification symbols should be used for both film/video AND computer games	8	9	15	8	6	7
Strongly disagree that the SAME classification symbols should be used for both film/video AND computer games	10	15	13	7	10	10

TABLE 32: Opinion on Use of Different Classification Symbols for Film and Computer Games analyzed by Age Group



6. Conclusions

There are three clear issues to address emerging from this research. They are:

- The yellow “yet to be classified” slide is not working optimally to communicate its intended message. In contrast it is creating an image that positions the OFLC in a negative manner. This needs to be rectified to give consumers confidence that the OFLC is doing its job in a timely manner and has their best interests at heart. Although not an element that was evaluated in this research, some modernity in the tone of communication is likely to strongly support a more positive image for the OFLC.
- There are clearly problems with the MA 15+ classification. This should be the focus of future research to ensure that any change is well understood by consumers.
- There is strong consumer support for convergence of the classification for the two media which can be taken to industry.