

Classification Decisions and Community Standards 2007 Report

– Prepared for –

The Australian Government Attorney-General's Department

– Prepared by –

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Executive Summary

To assist the ongoing monitoring and development of the National Classification Scheme (NCS) for film and computer games, the Commonwealth, State and Territory Censorship Ministers determined there was a need for a contemporary assessment as to whether or not classification decisions reflect current community standards in Australia, hence the commissioning of this research.

The overarching aims of this research are to assess whether and the extent to which:

- (i) classification decisions on films and computer games generally reflect community standards; and
- (ii) whether classification decisions on films appropriately apply the R18+ classification guidelines, particularly with respect to actual sex and the level of violence.

The secondary research aim is to identify unprompted awareness of classifications applied to films and computer games.

A total of ten in-depth interviews were conducted, each was around 90 minutes in length. A total of 1,516 telephone interviews were conducted. Fully interlocking age / sex / region quotas were utilised.

Do classification decisions on films and computer games generally reflect community standards?

Overall, the findings of the research indicate that classification decisions for films and computer games do reflect community standards.

When asked generally about the overall classifications of computer games or films:

- 70% of computer game consumers thought that the classifications of computer games are about right, and
- 77% of film consumers thought that the classifications of films are about right.

Of the remaining respondents, 17% of computer game consumers and 5% of film consumers felt that classifications are too strict. In comparison, 10% of computer game consumers and 14% of film consumers thought that classifications are too permissive.

When asked about the classification of a new release computer game or film they had directly experienced:

- 77% thought that the classification of the computer game they had played was about right, and
- 82% thought that the classification of the film they had seen was about right.

The remainder of respondents were fairly evenly split between those who felt the classification was too strict and those who felt it was too permissive.

Overall, 85% of film consumers felt the consumer advice for the film they saw was about right and 79% of computer game consumers felt that the consumer advice provided with their game was about right.

Do classification decisions on films appropriately apply the R18+ classification guidelines, particularly with respect to actual sex and the level of violence?

The *Guidelines for the Classification of Films and Computer Games 2005* state that for R18+ films 'sexual activity may be realistically simulated. The general rule is "simulation, yes – the real thing, no"'.

The findings of the research indicate that the community is split on the issue of whether or not to allow actual sex in films rated R18+. Overall, 46% of respondents believed that actual sex should not be allowed in R18+ films (regardless of their views on what should be allowed in X18+) compared with 48% who believed it should be (either without restriction or if it meets a strict set of criteria).

We can state with certainty that community attitudes do not support allowing actual sex in R18+ films without restriction, as just 11% hold this view. The research does suggest that actual sex might be permissible if it meets the following strict criteria:

- the classification must warn that the film contains actual sex
- actual intercourse should be justified by the storyline, and
- footage should only last for a couple of minutes.

Overall, 41% of respondents felt that less violence should be permitted in R18+ films, compared with 29% who felt that currently allowable levels are about right and 4% who believed that more should be permitted. The remaining 26% were unsure. This is evidence that community attitudes are quite diverse and that a sizeable minority feel that less violence should be permitted in this classification.

Age and gender were the strongest predictors, with 16% of 18-24 year olds believing that less violence should be permitted (cf. 24% of 25-34 year olds, 47% of 40-64 year olds and 53% of those aged 65 years and over). In this context, it should be noted that young people are the largest consumers of new release films.

Half (51%) of the respondents believed that sexual violence should not be allowed in films classified R18+, compared with 44% of respondents who believed that sexual violence could be allowed to varying degrees (10% felt it should be allowed once only, 27% believed it could be allowed infrequently and 7% felt it could be allowed frequently). Graphic / explicit violence is perceived as unacceptable in R18+ films by 38% of Australians, higher than the 30% for animated violence. This implies that merely animating the violence is not sufficient to loosen restrictions. Just 6% of the respondents felt that violence in war documentaries should not be allowed in films classified R18+.

Unprompted awareness of film and computer game classifications

Overall, 92% of Australian film consumers are aware that there are classifications for films and 89% of computer games consumers are aware that computer games carry classifications.

The majority (80%) of computer game consumers were able to mention, unprompted, at least one of the correct classifications. The classifications that rated the highest mentions were the G (57%), PG (56%) and M (54%) classifications.

The majority of film consumers can name the G (69%), PG (71%), and M (64%) classifications unprompted. Only 23% named MA 15+, and just 12% named R18+.

However, the majority either correctly or almost correctly named MA 15+ (59%) and R18+ (66%) which implies knowledge of these classifications. The X18+ classification was named correctly by 3% of film consumers unprompted and correctly or almost correctly by 18%.

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Introduction

To assist the ongoing monitoring and development of the National Classification Scheme (NCS) for film and computer games, the Commonwealth, State and Territory Censorship Ministers determined there was a need for a contemporary assessment as to whether or not classification decisions reflect current community standards in Australia.

The NCS is established through the joint agreement and cooperation of the Australian, State and Territory Governments. The Classification Board and Classification Review Board classify films, computer games and some publications applying the criteria in the *Classification (Publications, Films and Computer Games) Act 1995*, the National Classification Code and the Classification Guidelines. Through the operation of the NCS, the Classification Board assists Australians to make informed decisions about films, games and publications which they (or those in their care) view, play or read.

Under the *Classification (Publications, Films and Computer Games) Act 1995*, the following matters must be taken into account by the Classification Board in classifying films and computer games:

- a. The standards of morality, decency and propriety generally accepted by reasonable adults;
- b. The literary, artistic or educational merit (if any) of the film or computer game;
- c. The general character of the film or computer game, including whether it is of medical, legal or scientific character; and
- d. The person or class of persons to or amongst whom it is published or is intended or likely to be published.

The overarching aims of this research are to assess whether and the extent to which:

- (i) classification decisions on films and computer games generally reflect community standards; and
- (ii) whether classification decisions on films appropriately apply the R18+ classification guidelines, particularly with respect to actual sex and the level of violence.

The secondary research aim is to identify unprompted awareness of classifications applied to films and computer games.

In order to ensure that the primary research aims (in relation to points b, c and d above) and secondary research aims are adequately covered, care was taken in the design of the discussion guide and telephone questionnaire to ensure that data collected was split between direct experience (i.e. the appropriateness of classifications / consumer advice as they apply to a

specific film/ game) and indirect experience (questions which are more general in nature, and that capture consumers views across all films / games).

Asking respondents about their direct experience ensures that exposure to games and films is in a natural environment, which means that the respondents' answers can incorporate consideration of factors such as the literary, artistic or educational merit, character of the material and its intended audience.

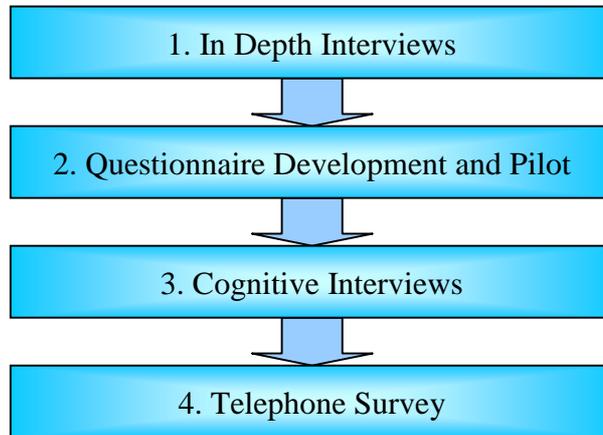
Furthermore, through commenting on a specific game or film, we gain several advantages:

- We can ensure that respondents views can be attributed to contemporary classification decisions, with minimal interference from historic classification decisions;
- We can compare respondents answers to actual classifications and consumer advice;
- When asked to comment on classification generally, more salient memories will impact on responses. Individuals are more likely to remember salient scenes which they felt warranted a higher classification than times where they felt the game or movie warranted a lower consideration (i.e. a lack of such scenes). Comments about a specific game / film reduce this salience bias.

Further information on the National Classification Scheme and the work of the Classification Board and the Classification Review Board is available at www.classification.gov.au.

Methodology

This research was conducted in four phases:



In Depth Interviews

A total of ten in-depth interviews were conducted. The primary aim of the in-depth interviews was to inform and assist in the questionnaire development stage for this project. A secondary aim was to provide qualitative information to explain and contextualise the findings from the quantitative phase of this project.

Interviews were around 90 minutes in length, a copy of the discussion guide can be found in Appendix 2 to this document.

Ten in-depth interviews is not a sufficient number to provide robust results, therefore findings uncovered in this stage of the research are not intended to provide definitive answers or insights in themselves. Insights uncovered during the in-depth interviews thematically grouped and reported alongside quantitative findings, which will provide readers of this report with some context on how to interpret the findings.

Not all participants in the in-depth interviews had well formed opinions about what is appropriate. Although these respondents did tend to form opinions as the discussion progressed, as they had time to think through these issues. Initially, however, these participants took cues as to what was appropriate from other sources – including current classification decisions.

This also means that data collected in this (and subsequent) research may tend towards the status quo. Attempts were made to minimise this impact (such as allowing and reading out “don’t know” where appropriate,

interviewers being briefed not to press uncertain respondents for an answer etc.), so we expect the overall impact to be limited.

The following table outlines the participants we recruited as part of the research project.

Table 1: In-Depth Interview Participants

Gender	Age	Exposure	Past 12 months
Female	23	cinema,dvd,games	G through to R
Female	34	cinema, dvd	G through to R
Female	56	Cinema	G, PG,M
Female	49	cinema, dvd	G through to R
Female	39	cinema, dvd	G through to R
Male	54	new release dvd	G through to R
Male	20	cinema, games	G through to X
Male	57	cinema, dvd	G through to R
Male	22	Games	G through to R
Male	21	cinema, games	PG, M, MA15+

Questionnaire Development and Pilot Interviews

Based on findings from the in-depth interviews and the overall objectives of the research, a questionnaire was designed and pilot tested. For the pilot study, a total of 26 interviews were conducted. Fifteen of these were monitored (listened in to) by quality control staff in their entirety and 10 cognitive interviews were conducted.

The cognitive interviews involved Galaxy Research staff ringing back respondents to explore the reasons why respondents answered each question in the manner that they did. This is done to ensure that all questions are measuring the attitudes and behaviours they are intended to measure.

Whilst a number of key questions were flagged for inclusion in the cognitive interviews prior to the commencement of the pilot interviews, more questions were added to the list during monitoring, for one of two reasons:

- i) where respondents qualified their answer with extra information which implied the question had been interpreted in a different manner to that in which it was intended; or
- ii) where it was deemed there was uncertainty in the manner in which a respondent answered a question (indicated by signals such as pauses before answering questions, or uncertainty in their tone of voice etc.)

Following this, the data was also examined and tested for reliability and validity.

Overall, most interviewed respondents understood the subtle distinctions that were drawn throughout the survey with regard to categorisations, and types of sex and violence permitted in film.

There were, however, a few areas for improvement which were incorporated into the final study. These mainly included reducing the length of some questions, to reduce the amount of memory respondents needed to store in short term memory, as well as rewording some questions to improve understanding and quality of response.

Telephone Interviews

Interviewing for the final questionnaire was conducted via CATI (computer aided telephone interviewing). Fully interlocking age / sex / region quotas were utilised. A total of 1,516 interviews were conducted.

Interviewing commenced on Friday, November 9 and was completed on Thursday, November 21.

Please note that 1,102 of the 1,516 interviews were conducted as part of the Galaxy Omnibus (a telephone omnibus). This provided considerable cost savings, yet as the methodology is entirely consistent, there is no sacrifice of data quality.

Overall, a response rate of 14% was achieved, which is in line with industry averages for a study of this nature. The stand alone study has a lower response rate as more time was spent in chasing hard to reach quotas. Considering that many refusals occur before the interviewer can identify whether or not there is an eligible respondent in the household, this reduces the reported response rate.

Table 2: Telephone Survey Call Outcomes

Call outcome	Omnibus	Stand Alone	Total
Interviews	1102	414	1516
Refused	5583	3145	8728
Terminated	10	3	13
Appointment	113	103	216
Total contacts	6808	3665	10473
Non contact (engaged + answering machine)	2699	3678	6377
Disconnected	3031	2272	5303
Fax	237	135	372
Engaged	47	0	47
QNA	1188	1348	2536
Quota Full	381	218	599
Business	98	53	151
Language	181	63	244
Dead (3+ non contacts)	1599	385	1984
Total non-contacts	9461	8152	17613
Response Rate	16%	11%	14%

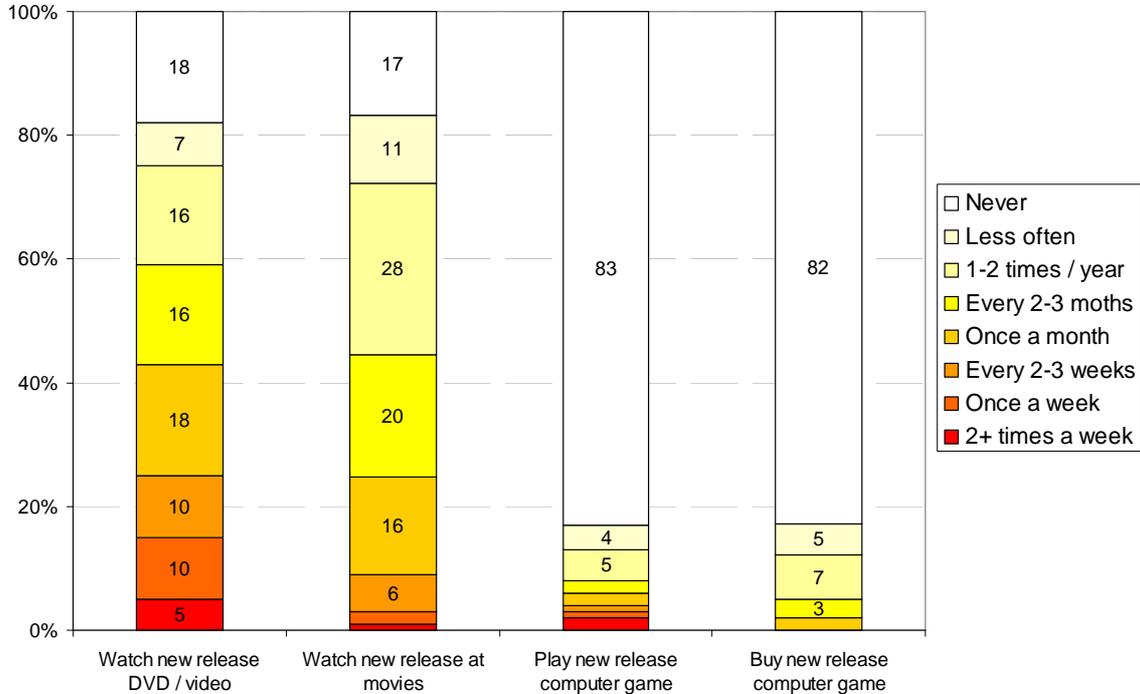
Knowledge and Use of Classifications

Respondents in the in-depth interviews had a good knowledge of the classifications for both computer games and films. There was some confusion between the M and the MA15+ classifications in an unprompted setting, however when prompted, the distinction was noted by the majority of respondents.

Classifications tend to be used by consumers 'as needed'. Those with kids tended to consult them more frequently than those without, however all in-depth interview participants were able to fairly accurately surmise information about the movie or game from reading the classification and consumer advice.

Contact with Classification Symbols

Figure 1: Frequency Encounter Recent Classification Symbols



A1. Thinking now about how often you watch movies and computer games. How often do you do each of the following?

Base: All Respondents n=1516 (NB: figures may not always add to 100% due to rounding)

On average, Australians encounter new release film classifications far more frequently than new release game classifications, with new release DVDs / videos being the most popular place.

Overall, 43% of Australians have watched a new release DVD / video in the last month – the most likely demographics to have watched a DVD / video are:

- Young people, particularly 15-17 year olds (90%), 18-24 year olds (74%) and 25-39 year olds (53%) cf. 40-64 year olds (35%) or those aged 65+ (18%);
- Those who are unmarried (65%) de-facto or living together (50%) cf. married (35%) and divorced /widowed, separated (33%);
- Those with children 0-17 years in the house (58%); and
- Those who speak a language other than English at home (53%) cf. English (43%).

Similarly, 24% of Australians have watched a new release film at the movies in the last month, with the most common demographics being:

- 15-17 year olds (62%), 18-24 year olds (47%) and 25-39 year olds (25%) cf. 40-64 year olds (16%) or those aged 65+ (18%);
- Those who are unmarried (44%) de-facto or living together (26%) cf. married (16%) and divorced /widowed, separated (20%); and
- Those in capital cities (28%) cf. rural and regional Australia (17%).

Just 5% have played a new release computer game in the last month – with the most common demographics being:

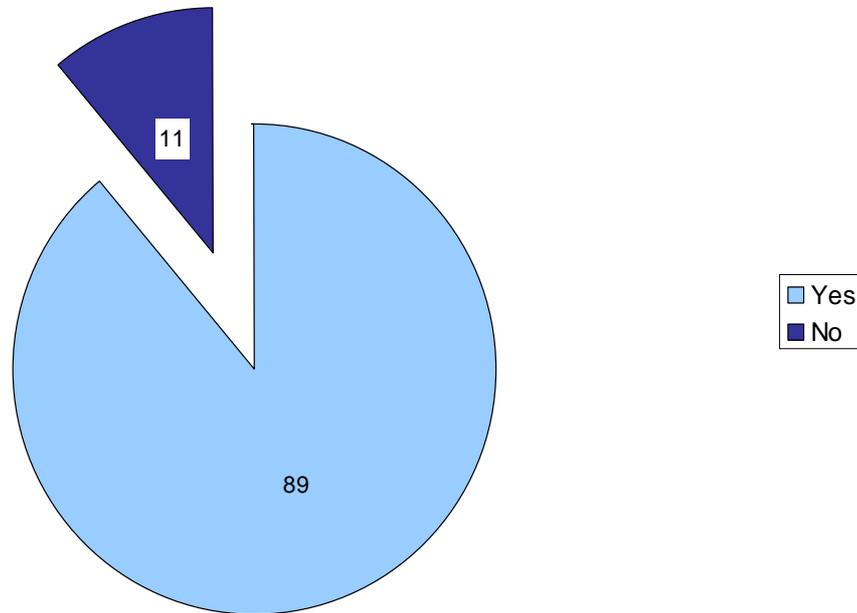
- Male (8%) cf. female (2%)
- 15-17 year olds (22%), 18-24 year olds (16%) and 25-39 year olds (7%) cf. 40-64 year olds (2%) or those aged 65+ (0%); and
- Those who are unmarried (14%) de-facto or living together (6%) cf. married (2%) and divorced /widowed, separated (2%).

A similar pattern is found amongst those who have purchased a new release computer game – with the most common demographics being:

- Male (4%) cf. female (2%)
- 15-17 year olds (9%), 18-24 year olds (8%) and 25-39 year olds (3%) cf. 40-64 year olds (1%) or those aged 65+ (0%); and
- Those who are unmarried (6%) de-facto or living together (3%) cf. married (2%) and divorced /widowed, separated (2%).

Unprompted Awareness of Computer Game Classifications

Figure 2: Awareness of Classification Symbols for Games



B1. Thinking now about new release computer games. As far as you are aware, are there any classification ratings on computer games?
Base: Respondents Play / Buy New Release Games Every 5 months or More n=138 (NB: figures may not always add to 100% due to rounding)

Those who purchase or play a new release computer game every five months or more are considered to be the market for computer games. This is a total of 138 respondents. This is enough to provide some insights into the knowledge and perceptions of the computer game market as a whole, but only limited analysis by demographics can take place within this group.

Whilst the vast majority (89%) are aware that computer games carry classifications, 11% are not, which equates to 157,000 computer game consumers. A further 7% (100,000 Australians) are aware that classifications exist for computer games, but are not able to mention even one single classification (see table overleaf).

Table 3: Unprompted Awareness of Computer Game Classifications

Classification	Percent
G / General	57
G8+	3
PG / Parental Guidance	56
M / Mature	54
MA / Mature Audiences (no age mentioned)	37
MA15+ / Mature Audiences aged 15+	29
Total MA / MA15+	55
Total mentioned 1 or more correct / Almost correct classification	80
R / Restricted (no age mentioned)	22
R18+ / Restricted to adults / 18+	7
Total R / R18+	28
X (no age mentioned)	4
X18+ / X adults only	2
XXX	1
Total Mentioned Variations on X18+	4
Total Mentioned Variations on R / X	28
Adults only / AO	1
Other	3
Not aware of Computer Game Classifications	11
Aware of classifications, unable to name any	7

B2. *What classification ratings for computer games are you aware of?*
 Base: Respondents Play / Buy New Release Games Every 5 months or More n=138

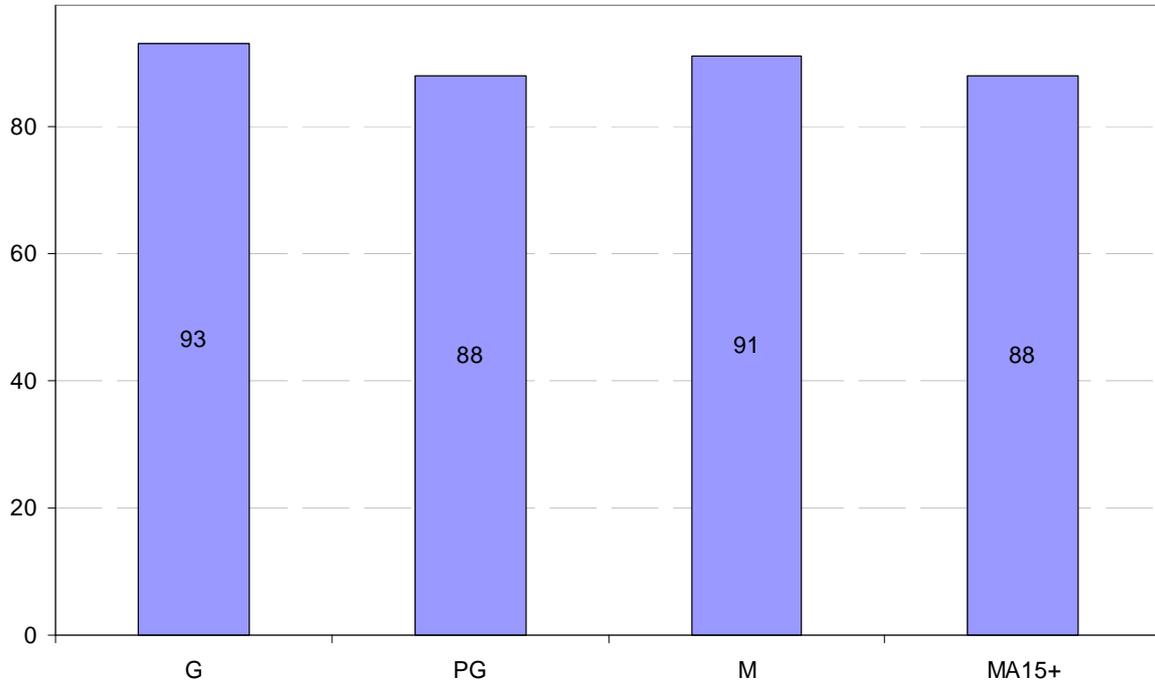
Unprompted, the majority (80%) of game consumers are able to mention at least one of the correct classifications. The classifications that rate the highest mentions are the G (57%), PG (56%) and M (54%) classifications. Whilst just 29% mentioned the MA15+ classification in a technically correct manner, 55% mentioned either MA or MA15+.

The G8+ classification (no longer in use) has little impact, with just 3% spontaneously mentioning this classification. This may be partially explained by the trade in second hand computer games, as well as some old games with the G8+ classification still present in retailers and households.

Almost three in ten (28%) mentioned the R18+ or X18+ classification (or similar), implying there are large numbers of computer game consumers unaware these classifications do not exist. This is consistent with the in-depth interviews, where people assumed the same classifications were used on computer games as films.

Prompted Awareness of Computer Game Classifications

Figure 4: Prompted Awareness of Computer Game Classifications



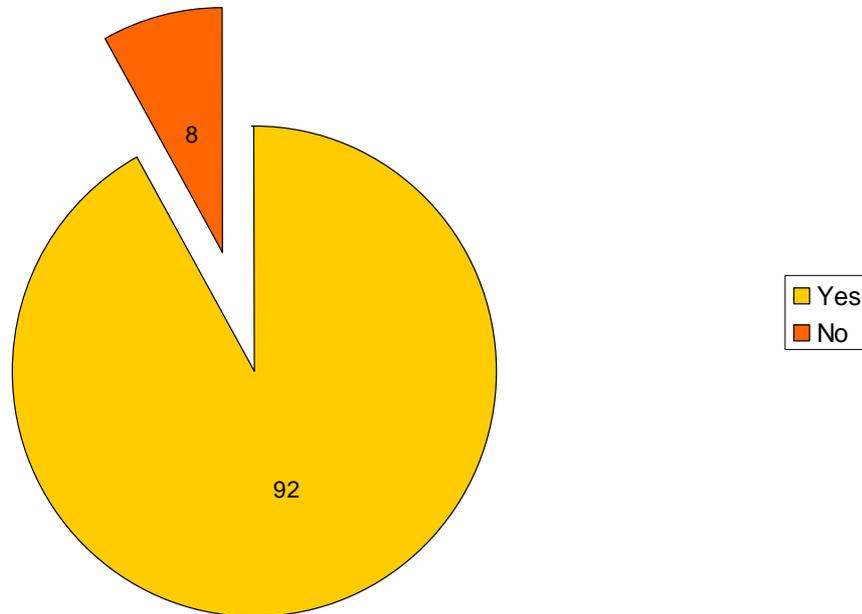
B5. Which of the following classification ratings for computer games were you aware of before today?
Base: Respondents Play / Buy New Release Games Every 5 months or More n=138

Prompted awareness was high for all four of the computer game classifications, with around nine in ten being aware of each. Overall, 95% were aware of at least one of the classifications, and 82% were aware of all four. This is consistent with the in-depth interviews where all participants were able to knowledgeably discuss all classifications when prompted.

Indicative analysis by subgroups shows that awareness seems to drop slightly with age, and that those in the five largest state capitals have slightly higher awareness than those in regional and rural Australia.

Unprompted Awareness of Film Classifications

Figure 5: Awareness of Classifications for Films



B3. Thinking now about new release films. As far as you are aware, are there any classification ratings on films?

Base: Respondents Watch New Release Movies Every 5 months or More n=1030_(NB: figures may not always add to 100% due to rounding)

Those who watch a new release movie (either on DVD, video or at the cinema) are considered to be the market for new release films. This is a total of 1,030 respondents which is a sufficient number for robust analysis by sub-groups.

Overall, 92% Australian film consumers are aware that there are classifications for films. Amongst respondents who speak a language other than English, 75% are aware that there are classification symbols for films. Awareness is lower amongst 15-17 year olds (85%) than those aged 18 years or older (94%).

By state, awareness is highest in NSW (95%), followed by Victoria (92%), Queensland (92%), South Australia (91%) and Western Australia (87%). There is no evidence that Tasmania, ACT and the NT differ significantly from the national average.

Film consumers in the five largest state capitals are slightly more likely to be aware of film classifications (94%) than those in regional and rural Australia (90%).

Table 4: Unprompted Awareness of Film Classifications

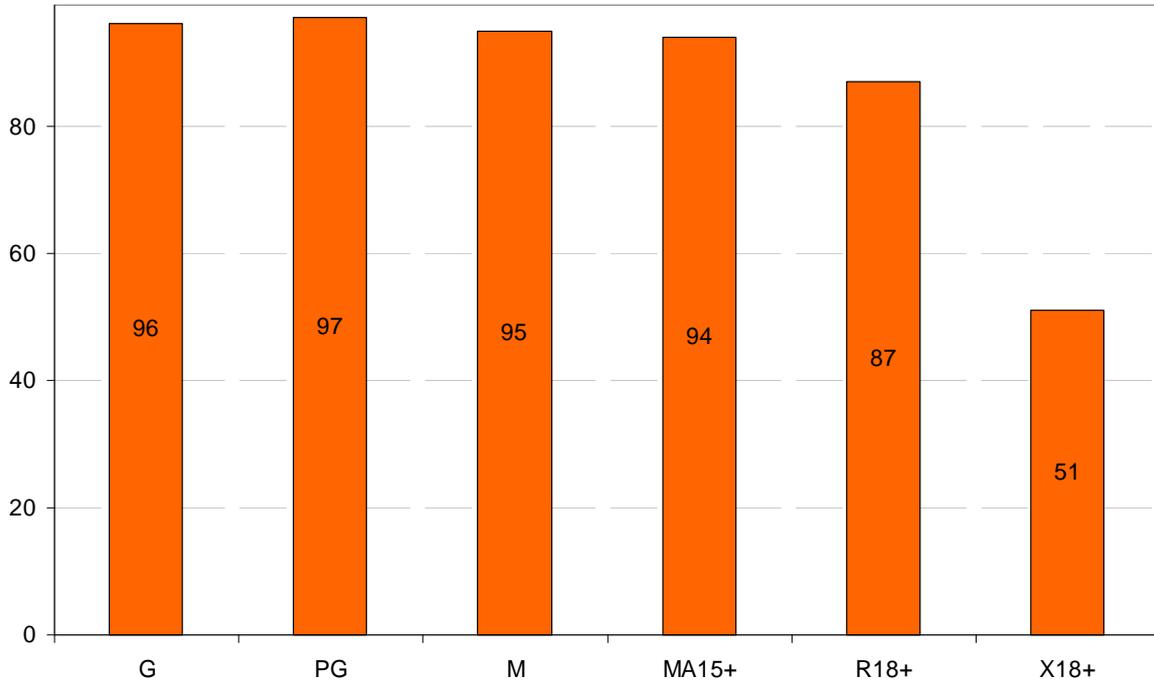
Classification	Percent
G / General	69
G8+	2
PG / Parental Guidance	71
M / Mature	64
MA / Mature Audiences (no age mentioned)	45
MA15+ / Mature Audiences aged 15+	23
Total MA / MA15+	59
R / Restricted (no age mentioned)	58
R18+ / Restricted to adults / 18+	12
Total R / R18+	66
X (no age mentioned)	15
X18+ / X adults only	3
XXX	3
Total X / X18+ / XXX	18
Total Correct / Almost Correct	90
Adults Only / AO	2
Other	4
Not aware of Film Classifications	8
Aware of classifications, unable to name any	2

B4. What classification ratings for films are you aware of?
 Base: Respondents Watch New Release Movies Every 5 months or More n=1030

Overall, the majority of film consumers can name the G (69%), PG (71%), and M (64%) classifications unprompted. Although only 23% named MA 15+, and just 12% named R18+, the majority got close enough (59% for MA15+ and 66% for R18+) to imply knowledge of these classifications. The X18+ classification was named correctly by 3% of film consumers and correctly or almost correctly by 18%. The lower proportion of consumers spontaneously mentioning this classification is not surprising as restrictions on the sale of films classified X18+ would reduce the number of times most consumers come into contact with this classification.

Prompted Awareness of Film Classifications

Figure 6: Prompted Awareness of Film Classifications



B6. Which of the following classification ratings for films were you aware of before today?
Base: Respondents Watch New Release Movies Every 5 months or More n=1030

Overall, 99% of film consumers are aware of at least one category. Although less than half (47%) of consumers are aware of all five categories, this is reduced by the relatively low awareness of the X18+ classification.

This is in line with findings from the in-depth interviews where all participants had sufficient knowledge to discuss each classification in detail. When participants were presented with the actual guidelines which governed classification, although they were previously unaware of the details, none were overly surprised by the intent of the guidelines.

Interpretation of ‘Themes’

Table 5: Unprompted Understanding of the term ‘Themes’

Classification	Percent
Storyline/ story/ plot	6
Social issues / subject matter/ what it is about/ content/ tone	0
Other correct/ mostly correct description	18
Total correct / mainly correct descriptions	24
Horror themes	2
Supernatural themes	1
War themes	1
Drug themes	2
Other themes	2
Total gave examples of themes	7
Sex/ sex scenes	9
Language	3
Violence	14
Nudity	1
Other classifiable elements	1
What to expect in movie/ descriptions of consumer advice	2
Total described / gave examples of classifiable elements	19
Adult themes/ not for kids	5
Total Repeated ‘adult themes’ without demonstrating understanding	5
Video/ DVD shop classification/ drama/ comedy/ romance	3
Genre	2
Total described / gave examples of genres	5
Other incorrect description	5
Other	0
Don’t know / did not attempt to define	46

B7. *Films and computer games often carry consumer advice, which provides a brief description on what to expect. These include phrases like medium level violence. Consumer advice may use the word themes. Do you know what is meant by themes and if so, could you tell me?*

Base: All Respondents n=1516

Overall, Australian consumers have a limited and often incorrect understanding of the word “themes”. Although around half (54%) of film consumers are able to attempt a definition, just one in four (24%) film consumers provided a definition which was correct or mostly correct, and 7% gave examples of themes.

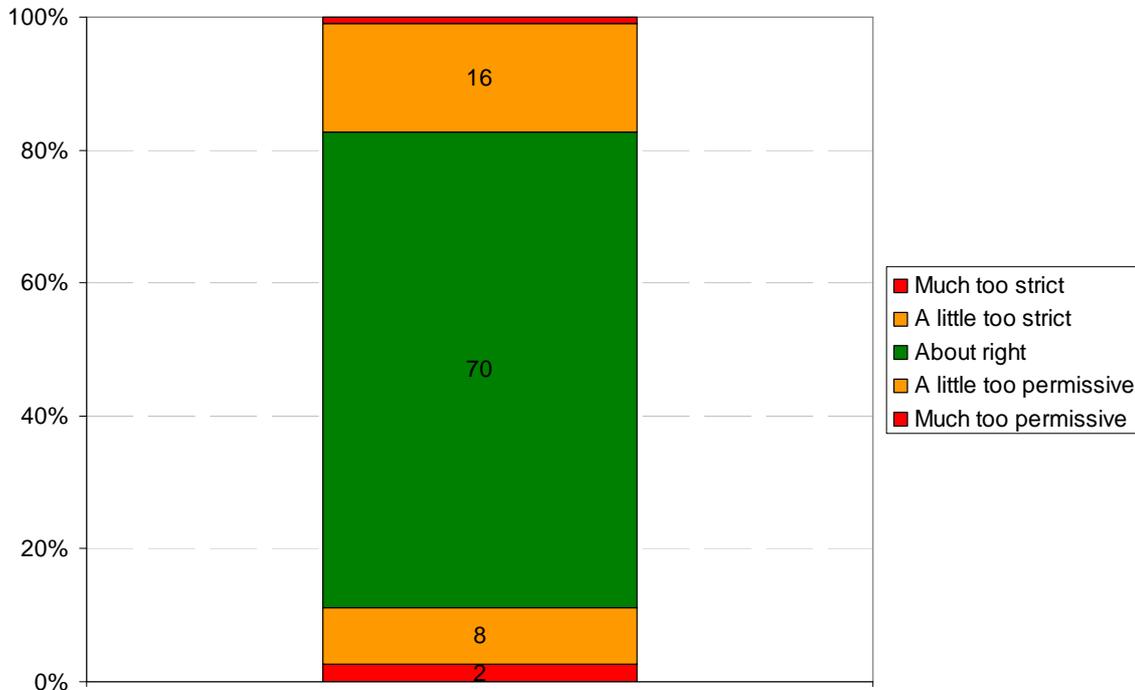
Almost as many (19%) described or gave examples of other classifiable elements – demonstrating that there is a great deal of confusion about the word ‘*themes*’. Other common misinterpretations of the term included repeating the phrase ‘adult themes’ without demonstrating any understanding of it (5%) and describing / giving examples of genres and DVD shop classifications (5%).

After this question, 'themes' were described to respondents as "*Themes are what the storyline or images are about. For example, a film or a game set in a haunted house may have supernatural themes*".

Perception of Computer Game Classifications

Overall Perceptions

Figure 7: Overall Perceptions of Game Classifications



C1. In general, would you say that the classification of computer games is too permissive, too strict or about right? Is that much too strict / permissive or just a little too strict / permissive?

Base: Respondents Play / Buy New Release Games Every 5 months or More n=138 (NB: figures may not always add to 100% due to rounding)

The majority (70%) of the computer game market believes the classifications for games are about right. Although more believe that game classifications are too strict (17%) than too permissive (10%), this difference is not statistically significant.

Note that only a small minority (3%) feel strongly (much too strict / much too permissive) about the appropriateness of computer game classifications. Indicative analysis by groups indicates that those most likely to believe game classification decisions are too strict are younger and male.

The implication of this finding is that classification decisions on computer games reflect community standards.

Interviewer feedback (and some open ended responses) indicate that there is a vocal minority who are upset that there is no R18+ classification for computer games, as some games are refused classification which would otherwise be classified R18+. This was not measured in the quantitative survey.

Keep in mind that this question was asked in a general manner, and therefore is subject to some salience bias, as discussed in the introduction (page 2).

Table 6: Reasons Game Classifications Too Strict

Reason	n=
Violence treated too harshly	n=7
Swearing treated too harshly	n=1
Realism treated too harshly	n=1
Blood and gore treated too harshly	n=1
Death scenes treated too harshly	n=1
Total element treated too harshly	n=11
There should be a R18+ classification / allow adult games	n=4
Shouldn't have age ratings /shouldn't stop kids playing them	n=4
Too strict NFI	n=4
Other	n=3

C2. *In what way is the classification of games too strict?*
 Base: Respondents Feel Computer Game Classifications Too Strict n=24

Those who believe that classifications are too strict often cited violence as being treated too harshly. Keep in mind this represents only a very small percentage of consumers. Very small numbers of people mentioned any other reason.

Table 7: Reasons Game Classifications Too Permissive

Reason	n=
Violence treated too mildly	n=7
Easy for children to access / compliance issues	n=3
Scary	n=2
Gory	n=1
Too lenient NFI	n=2

C2. *In what way is the classification of games too permissive?*
 Base: Respondents Feel Computer Game Classifications Too Permissive n=13

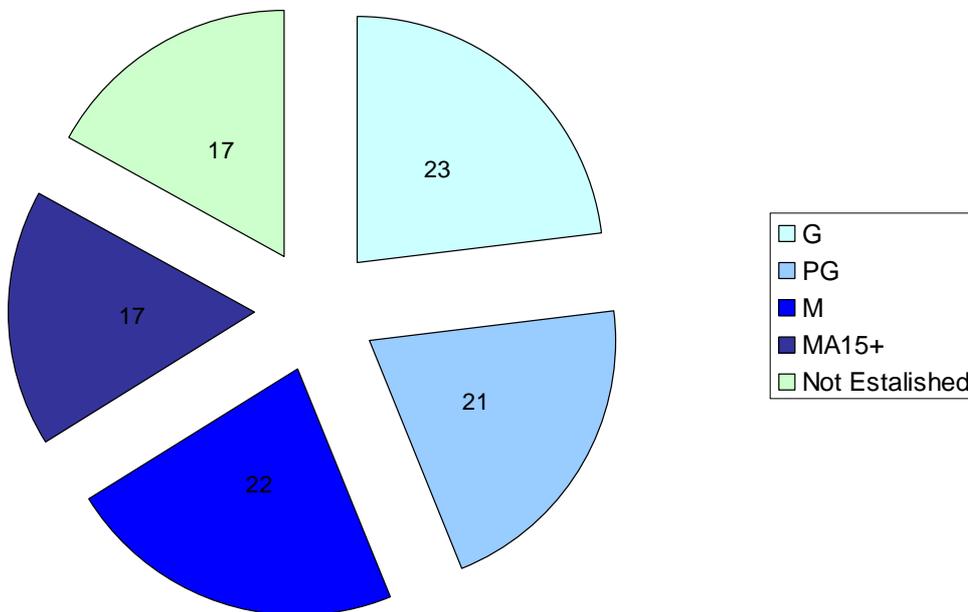
Exactly the same number of respondents (7) felt violence was not being treated strictly enough, implying that on balance the level of violence is in line with community expectations. Again, very small numbers of people mentioned any other reason.

Perceptions of Classifications in a Natural Environment

When interpreting this data, it should be noted that this approach is in keeping with the tenet of classification being appropriate to “*the person or class of persons to or amongst whom it is published or is intended or likely to be published*”. Although this was deliberately done to gauge reactions to classifications and consumer advice in a natural environment, if a representative sample of computer games was shown to all Australians, we may arrive at different conclusions.

Classification of Game Recently Played

Figure 8: Classification of New Release Game Played Recently



E1. What new release games, if any, have you played?

E2. Which of the following games, if any, have you played?

Base: Respondents Play / Buy New Release Games Every 5 months or More n=138 (NB: figures may not always add to 100% due to rounding)

The majority (83%) of the computer game market have recently played a new release game which they are able to name. Although our definition of a ‘new release’ game was one which was released in the last 12 months, we did accept games mentioned by respondents which are up to 2 years old. Sample sizes are too small to analyse any particular game title.

Note that the data in the above pie chart is the actual rating of the game (identified from cross-referencing game title with classification data provided by the Attorney-General’s Department).

Table 8: Actual Consumer Advice for Game

Advice	Percent
General	23
Strong violence	15
Moderate science fiction violence	13
Gaming experience may change online	10
Mild violence	10
Moderate sexual references	5
Moderate violence	5
Sexual references	4
Mild coarse language	3
Mild gambling references	3
Mild themes	3
Mild fantasy violence	2
Mild nudity	2
Strong coarse language	2
Strong drug use	2
Strong horror violence and themes	2
Gambling References	1
No Game established	17

E1. What new release games, if any, have you played?

E2. Which of the following games, if any, have you played?

Base: Respondents Play / Buy New Release Games Every 5 months or More n=138

The consumer advice associated with the games is listed in the table above. The diversity of consumer advice reflects the large number of game titles included in this research project. Data in the above table is the actual consumer advice for the game (identified from cross-referencing game title with classification data provided by the Attorney-General’s Department).

Perceived Classification of Game Recently Played

Table 9: Actual Classification of Game by Assumed Classification

	Actual Classification of Game				
		G n=33	PG n=28	M n=26	MA15+ n=26
Assumed Classification of Game	G	43	17	0	0
	PG	20	23	14	0
	M	17	23	56	25
	MA15+	0	24	24	73
	Don't Know	19	14	6	2

E3. As far as you are aware, and without checking, what classification rating was this game given?
 Base: Respondents play / buy new release games every 5 months or more able to name game n=113

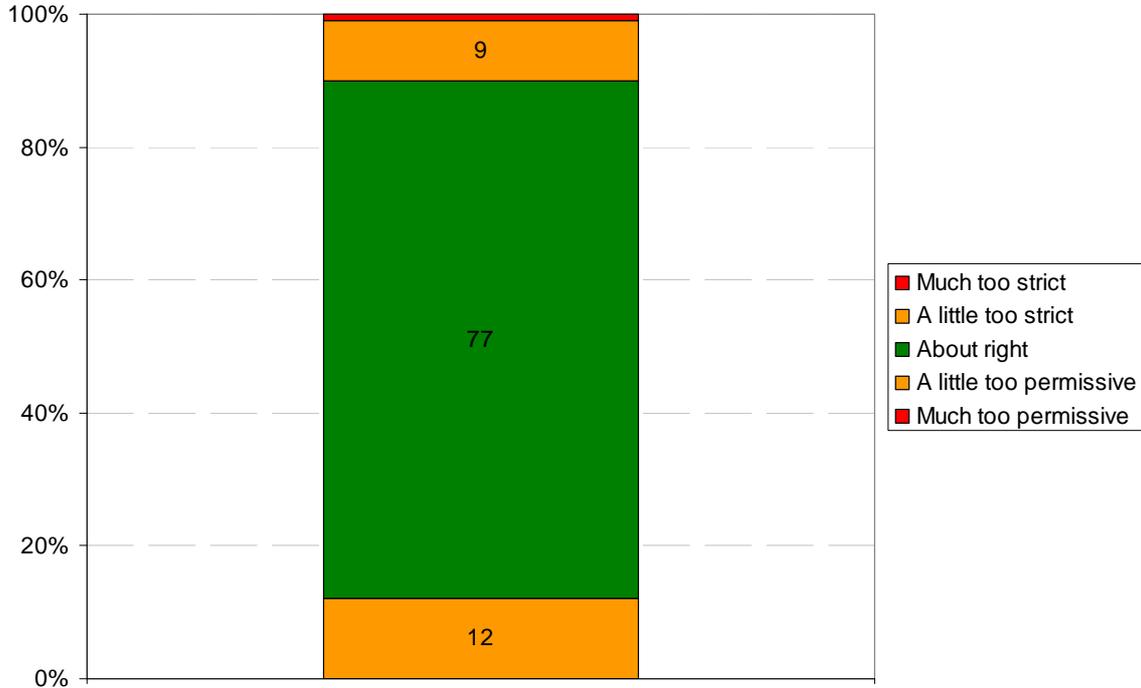
When thinking about a new release game, around half (48%) know, or are able to surmise the correct classification of that game. One in four (28%) thought the game had a higher classification than it did, whilst 13% thought it had a lower classification. The remaining 11% were unsure.

The PG is the classification which was the least likely to be correctly picked, with around one in four correctly stating this rating. The MA15+ category had the highest percent correctly cite its rating – however, by this stage of the survey respondents are aware that no R18+ classification currently exists for computer games, so respondents who would otherwise have guessed R18+ would have lowered their estimate to MA15+, accounting for the higher percentage.

This data does not imply that classification decisions are too strict or permissive, just that they sometimes differ from consumer expectations.

Perception of Appropriateness of Game Classification

Figure 9: Perception of Classification of Game



E4. The classification for this game was READ CLASSIFICATION. The READ CLASSIFICATION classification means READ DESCRIPTION FROM APPENDIX Do you think this classification is too permissive, too strict or about right?

Base: Respondents play / buy new release games every 5 months or more able to name game n=113 (NB: figures may not always add to 100% due to rounding)

When read the actual classification from the game, three in four respondents (77%) felt this was an appropriate classification. The remainder were fairly evenly split between those who felt it was too strict and those who felt it was too permissive – indicating that classification decisions for computer games are in line with community attitudes for the G, PG, M and MA15+ classifications.

This is fairly much in line with the in-depth interviews. Those who were not regular game players were more likely to suggest that games were too violent, or had too much shooting, however Figure 9 above is more reflective of the views of consumers of computer games.

Table 10: Perceived Appropriateness of Classification by Actual Classification

	Actual Classification of Game				
		G n=33	PG n=28	M n=26	MA15+ n=26
Perceived Appropriateness of Classification	Much too permissive				
	A little too permissive	6	9	14	22
	About right	81	87	71	69
	A little too strict	10	4	11	9
	Much too strict			3	
	None / Don't know	4			

E4. The classification for this game was READ CLASSIFICATION. The READ CLASSIFICATION classification means READ DESCRIPTION FROM APPENDIX Do you think this classification is too permissive, too strict or about right?

Base: Respondents play / buy new release games every 5 months or more able to name game n=113

Whilst some care needs to be taken when interpreting this table due to the small sample sizes, the results indicate that the majority of computer game consumers feel that each classification is about right. Furthermore, the very small percentage of the population (one respondent of 103) in the 'much too strict / much too permissive' categories supports this assertion.

Within the MA15+ classification, 9% felt this classification is too strict cf. 22% felt it was too permissive. Caution should be applied in interpreting this data, as the difference is not statistically significant (at the 95% confidence interval).

Table 11: Perceived Appropriate Classification by Actual Classification

	Actual Classification of Game				
		G n=33	PG n=28	M n=26	MA15+ n=26
More appropriate classification for game	G	88			
	PG	10	91	15	
	M	2	9	75	9
	MA15+			10	84
	Ban it altogether				
	None / Don't know				7

E5. What classification would you have given it?

Base: Respondents play / buy new release games every 5 months or more able to name game n=113

Overall, 9% of respondents felt the game we asked them about should have had a higher rating than it received, compared with 6% who felt their game should have got a lower rating than it received. No respondent believed the game we asked about should be banned altogether.

Perception of Classifiable Elements in Game

Table 12: Elements in Game

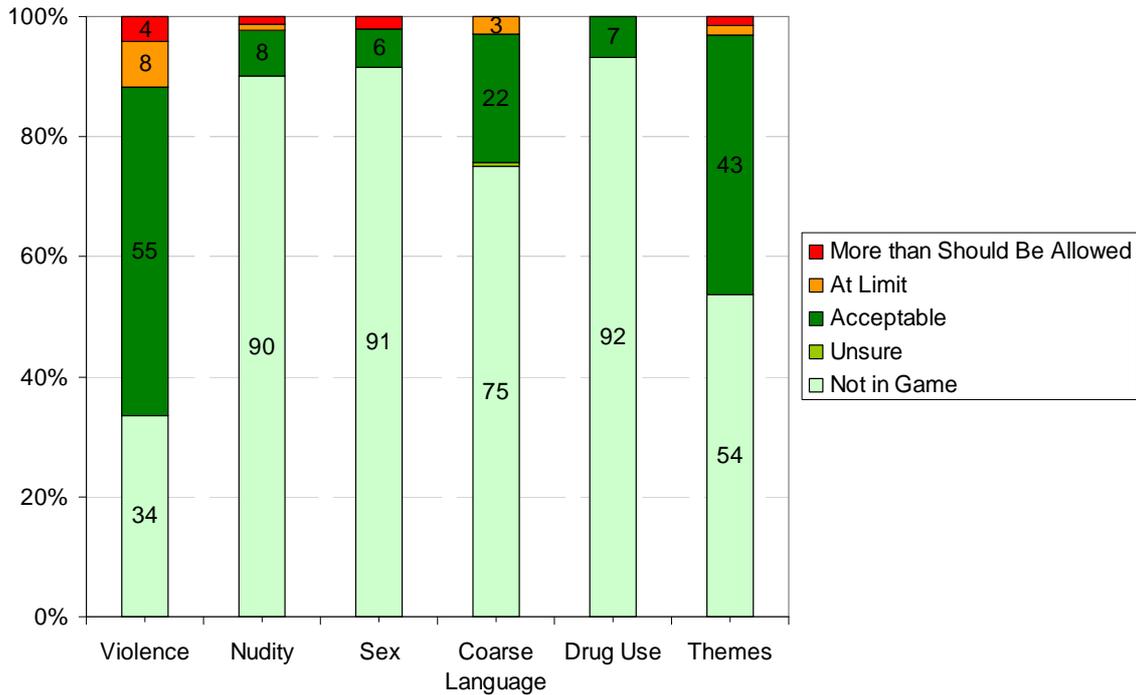
	Actual Classification of Game				
		G n=33	PG n=28	M n=26	MA15+ n=26
Classifiable elements in game	Violence	38	51	83	100
	Nudity	5	4	15	16
	Sex			21	14
	Coarse Language	9	20	25	52
	Drug Use	5	6		23
	Themes	42	39	61	42
	None / Don't know	51	30	1	
	Average	1.0	1.2	2.1	2.5

E8. Which of the following elements did this game have?

Base: Respondents play / buy new release games every 5 months or more able to name game n=113

The perceived number of classifiable elements increases as the classification becomes higher. This trend is clearly observable for the elements violence, nudity and language. This trend is also likely to be apparent for sex and drug use, but may be disguised by the relatively small sample sizes. No clear pattern is evident for themes.

Figure 10: Perception of Classification of Game



E9. *Regardless of whether or not it is the type of game you choose to play or enjoy. Do you think that the level of ELEMENT in this game is acceptable for this classification, at the limit of what is acceptable or is more than should be allowed for this classification?*

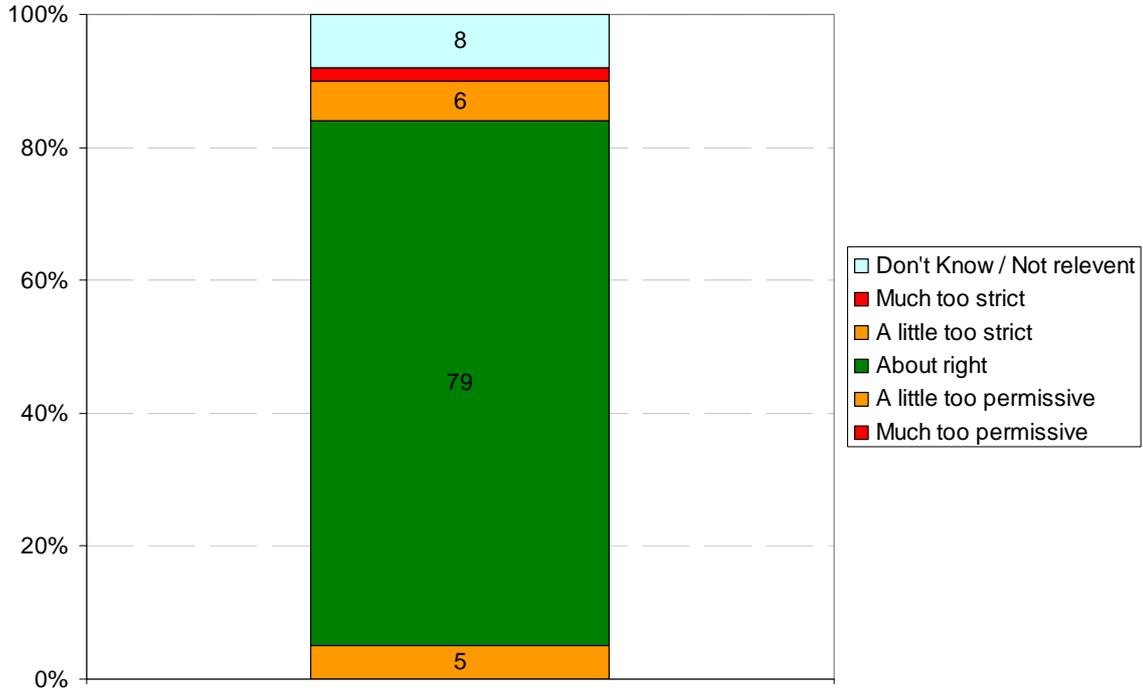
Base: Respondents play / buy new release games every 5 months or more able to name game n=113 (NB: figures may not always add to 100% due to rounding)

Broken down by classifiable element, we can see that 0-4% of consumers believe that there is an unacceptable level of each classifiable element in the computer game they are discussing. Violence is the classifiable element most likely to be perceived as having more than should be allowed for that classification, however this only applies to 4% of consumers.

Considering that two thirds (66%) of games contained violence (cf. 46% themes, 25% coarse language, 10% nudity, 8% drugs and 8% sex), the finding that violence is the classifiable element most likely to exceed the perceived boundaries of the game classification is likely to be impacted by the ubiquitous nature of violence in computer games.

Perceptions of Specific Game Consumer Advice

Figure 11: Perception of Consumer Advice for Game



E6. The game also contained the consumer advice *READ CONSUMER ADVICE*. Would you say that this consumer advice is too permissive, too strict or about right?

Base: Respondents play / buy new release games every 5 months or more able to name game n=113 (NB: figures may not always add to 100% due to rounding)

Four in five (79%) felt that the level of consumer advice provided with their game was about right. Another 8% were unable to answer this question, leaving only a small proportion who felt the consumer advice was too strict or too permissive. Again, only a very small proportion (2%) felt strongly about this, implying that the level of consumer advice is similar to community expectations.

Table 13: Perceived Appropriateness of Consumer Advice by Actual Classification

	Actual Classification of Game				
		G n=33	PG n=28	M n=26	MA15+ n=26
Perceived Appropriateness of Consumer Advice	Much too permissive				
	A little too permissive	5	5	3	8
	About right	67	69	89	92
	A little too strict	1	25		
	Much too strict	4	2	3	
	None / Don't know	23		5	

E6. The game also contained the consumer advice READ CONSUMER ADVICE. Would you say that this consumer advice is too permissive, too strict or about right?

Base: Respondents play / buy new release games every 5 months or more able to name game n=113

Note that 27% of respondents felt the consumer advice delivered with their game rated PG was too strict cf. 5% too permissive. Although this difference is statistically significant, given the small sample size the magnitude of this difference should be treated as indicative rather than precise.

Table 14: Elements Would Change in Game Consumer Advice

Reason	n=
Reduce warning for violence	n=3
Increase warning for violence	n=2
Add warning for low level coarse language	n=1
Reduce consumer advice NFI	n=1

E7. What, if anything, would you change on the consumer advice for this particular game? Please be as specific as possible.

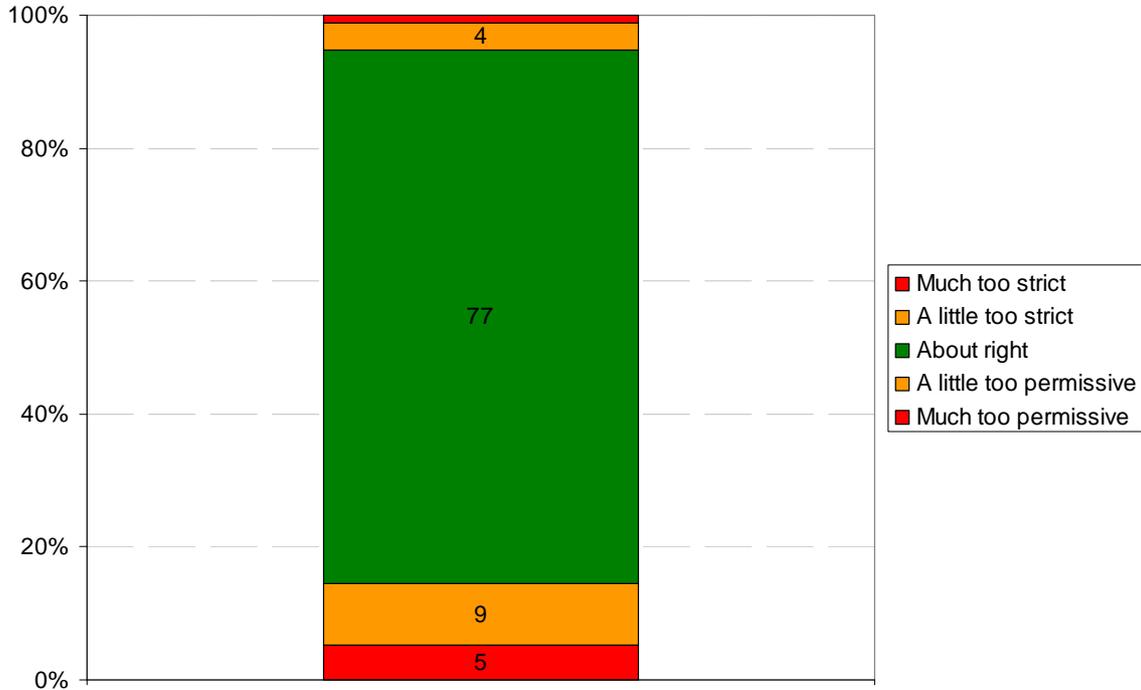
Base: Respondents suggested changes to consumer advice n=7

Just seven respondents suggested changes to the consumer advice – three said to decrease the warning for violence (stating reasons such as "I wouldn't consider a pie fight violent"), whilst two thought the warning for violence should be increased. It should be noted that we have no way of knowing whether or not each respondent played the entire game – it is possible that the most violent scene occurs in a stage of the game that the respondent never progressed to. Regardless, the small number of respondents implies that the consumer advice is in line with community expectations.

Perception of Film Classifications

Overall Perceptions

Figure 15: Overall Perceptions of Film Classifications

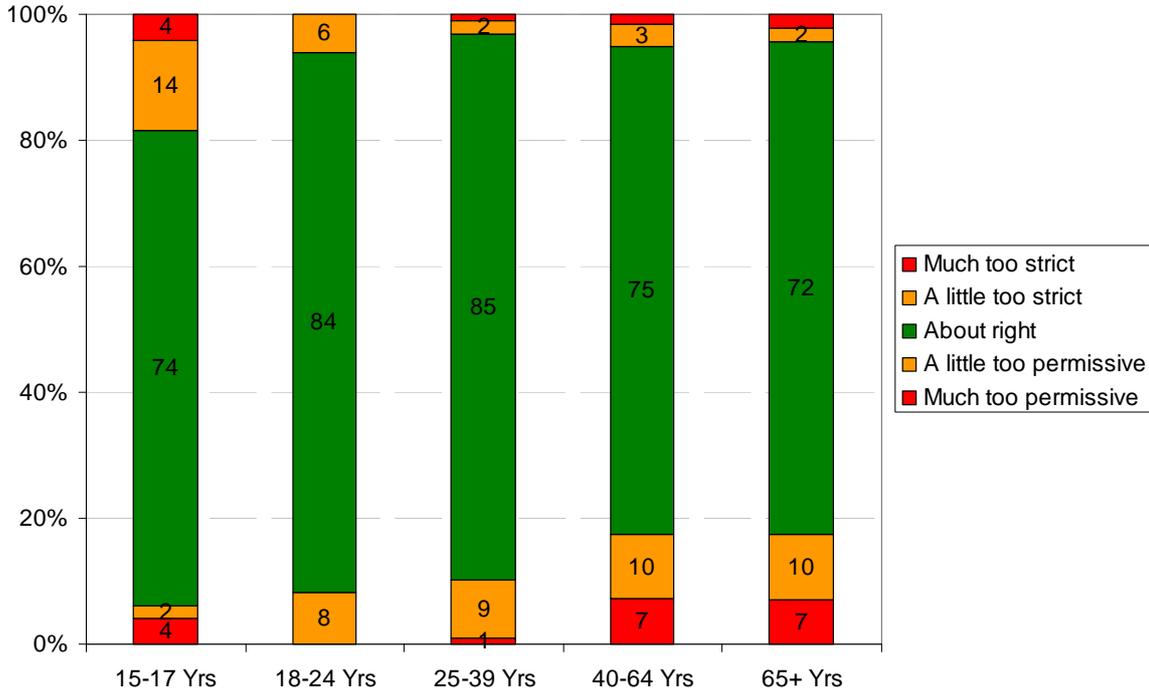


D1. Films can be classified into the categories G, PG, M, MA15+, R18+ and X18+. Putting aside the X18+ category just for the moment, would you say that the classification of films classified G, PG, M, MA15+ and R18+ is too permissive, too strict or about right?

Base: Respondents Watch New Release Movies Every 5 months or More n=1030 (NB: figures may not always add to 100% due to rounding)

The majority (77%) of film consumers believe the classifications for films are about right. More believe that film classifications are too permissive (14%) than too strict (5%), a pattern which holds across all states and territories. Similar to computer games, only a minority (6%) feel classifications are much too strict or much too permissive – implying that classification decisions on films reflect community standards and any changes to the classification system to bring it in line with consumer perceptions should be incremental rather than large.

Figure 16: Overall Perceptions of Film Classifications



D1. Films can be classified into the categories G, PG, M, MA15+, R18+ and X18+. Putting aside the X18+ category just for the moment, would you say that the classification of films classified G, PG, M, MA15+ and R18+ is too permissive, too strict or about right?

Base: Respondents Watch New Release Movies Every 5 months or More n=1030 (NB: figures may not always add to 100% due to rounding)

There is a strong correlation by age. Film consumers aged 15-17, who are young enough to have limited access to films, have a slightly higher proportion who believe that classifications are too strict than believe they are too permissive – however 74% feel they are about right. Those aged 18-24 have 84% who believe the classifications are about right, with similar proportions believing classifications are too strict as too permissive. Amongst those aged 25 years and over, three in four think classifications are about right, however those who feel classifications are too permissive (15%) outnumber those who feel they are too strict (4%).

Table 15: Reasons Film Classifications Too Strict

Reason	Percent
Violence rating too high / should be lower	28
Sex / nudity rating too high / should be lower	13
Language rating too high / should be lower	6
Supernatural themes rating too high / should be lower	5
Other classifiable elements too high / should be lower	5
Too strict NFI	14
Depends on age / maturity of child / OK for some children	10
Disagree with censorship	10
Kids watch anyway / compliance issues	4
Other	9
Don't know	15

D2. *In what way is the classification of films too strict?*

Base: Respondents Believe Film Classifications too strict n=52

Fifty two respondents believed that film classifications are too strict, the most common themes coming through are violence (28%), sex / nudity (13%), language (6%) and supernatural themes (5% - largely due to the recent Harry Potter movies which were mentioned several times.

A few mentioned that it was too simplistic to put age restrictions on films as this does not allow for the different levels of maturity evident in children of the same age.

Table 16: Reasons Film Classifications Too Permissive

Reason	Percent
Violence / murder / shooting / blood / horror	46
Sex scenes not necessary / suitable	31
Inappropriate for young people NFI	27
Language / swearing	18
Rating should be higher NFI	13
Too explicit / graphic (classifiable element not specified)	8
Incorrectly classified NFI	7
Ratings inconsistent	2
Smoking	1
Drug use	1
Other	9
Don't know	7

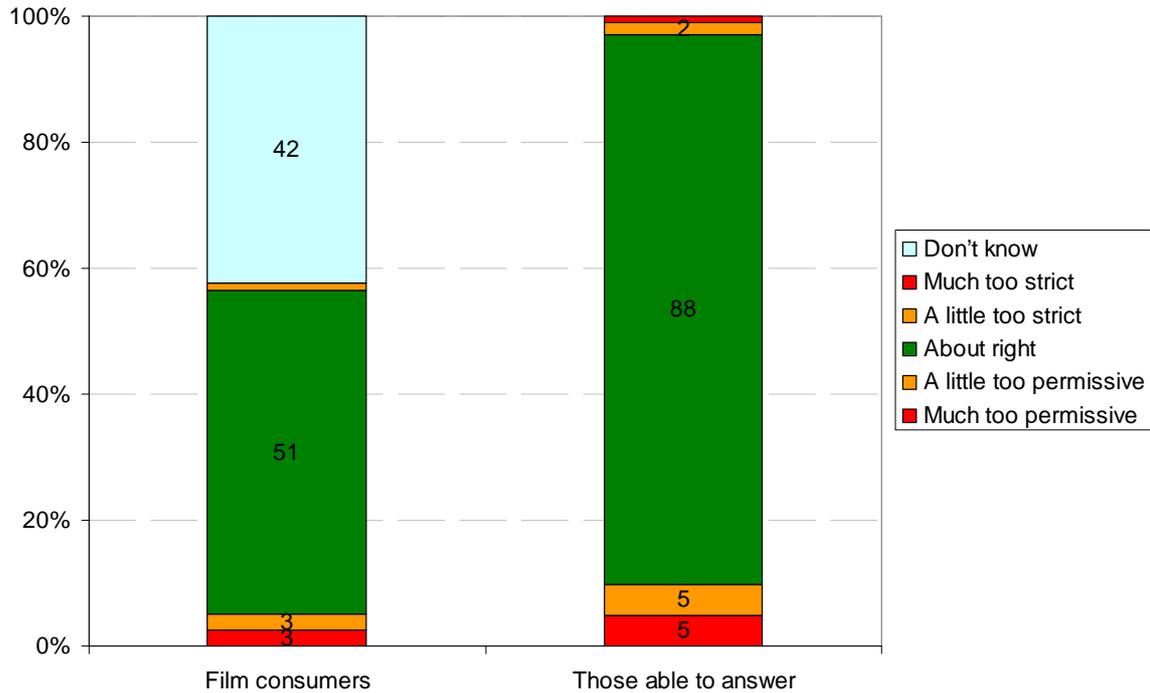
D2. *In what way is the classification of films too permissive?*
 Base: Respondents Believe Film Classifications too permissive n=142

Overall, 142 respondents believed that film classifications were too permissive. The main offender is violence. Note that respondents often blended general violence, as well as specific elements of violence (e.g. gore, shooting) in their answers, which makes it difficult to accurately provide more specific information about violence types.

The in depth interviews found that it is not just the classifiable elements which can be offensive to respondents, but the manner in which they are portrayed. The key reasons were:

- Desensitisation. If people became desensitised to things, they appear normal and this can affect people's behaviour (particularly children). This is why frequent or unnecessary scenes of classifiable elements upset some consumers.
- Role modelling. If a hero character is seen to be doing something unsavoury, this is often seen as inappropriate. This is particularly important for films which are available and targeted towards children. This applies mainly to violence and sex – particularly if the role modelling can be seen to encourage sex to start at a young age.
- Immoral behaviour. If immoral behaviour is portrayed as being acceptable, this would warrant a higher rating. This is different to illegal behaviour – as for example movies where the main characters are involved in a bank robbery may be seen as more acceptable than movies which endorse sexual promiscuity. Whilst this is similar to role modelling, it differs in that it applies to all age groups, and it applies to anything which condones immoral behaviour, and hence encourages people who engage in such behaviour.
- Instructional. If the movie provides information on how to do something immoral or illegal, this is seen to warrant a higher classification. This is important for topics where information is not readily available to the uninitiated, such as drug use, car theft and suicide.

Figure 17: Overall Perceptions of X18+ Film Classifications



D3. *Would you say that the classification of X18+ films is too permissive, too strict or about right?*
Base: Respondents Watch New Release Movies Every 5 months or More n=1030 (NB: figures may not always add to 100% due to rounding)

Overall, 58% of Australians were able to comment on the X18+ classification. Of these, the majority (88%) feel the classification is about right (9% too permissive, 3% too strict). This suggests that the classification decisions are reflective of community standards.

Females (7%) are more likely than males (4%) to feel the X18+ classification is too permissive. There were no other substantial state or demographic differences evident in the data.

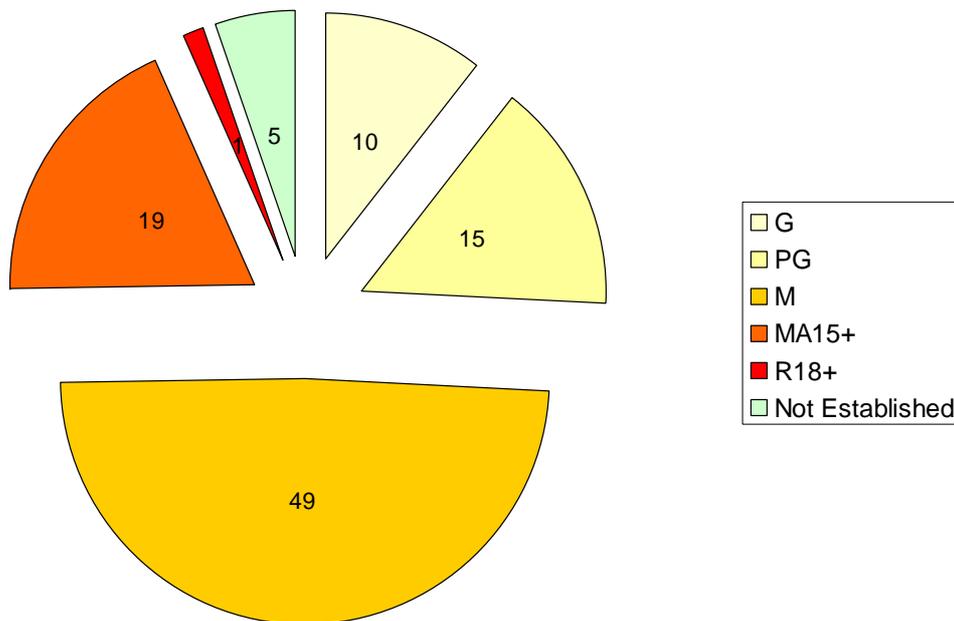
During the in-depth interviews, where the X18+ classification was explored, consumers typically saw this as containing actual sex – most did not appear to know, or to have thought about what was within or outside classification for this category.

Many people would not choose to watch films rated X18+ at all, and are unlikely to encounter the X18+ classification with any regularity; however the views of these people are included in this question. No attempt was made to measure the impact of X18+ films in a natural setting.

Perceptions of Specific Film Classification

When interpreting the data from this section, it should be noted that this approach is in keeping with the tenet of classification being appropriate to “*the person or class of persons to or amongst whom it is published or is intended or likely to be published.*”. If a representative sample of films was shown to all Australians, we may arrive at different conclusions.

Figure 18: Classification of New Release Film Watched Recently



F1. What new release films, if any, have you seen?
F2. Which of the following films, if any, have you seen?

Base: Respondents Watch New Release Movies Every 5 months or More n=1030 (NB: figures may not always add to 100% due to rounding)

Almost all (95%) of film consumers had seen a new release film recently, which they were able to name. The most common classification of new release films seen by Australians is M. Enough respondents have recently seen G, PG and MA15+ classified films to allow analysis of these classifications. Just 13 respondents answered questions about an R-rated film, which is too small for detailed analysis.

Although the definition of a ‘new release’ film was one which was released in the last 12 months, we did accept films mentioned by respondents which are up to 2 years old. Sample sizes are too small to analyse any particular film title.

Note that the data in the above pie chart is the actual rating of the film (identified from cross-referencing game title with classification data provided by the Attorney-General’s Department).

Table 17: Actual Consumer Advice for Film

Advice	Percent
Moderate violence	19
Moderate action violence	13
General	9
Moderate sexual references	8
Moderate coarse language	7
Strong coarse language	6
Strong violence	6
Frequent coarse language	5
Infrequent moderate coarse language	5
Mild animated violence	5
Mild themes	5
Moderate drug themes	5
Moderate fantasy themes	5
Moderate nudity	5
Moderate themes	5
Supernatural themes	5
Mild coarse language	4
Mild sexual references	4
Sexual references	4
Infrequent mild coarse language	3
Mild violence	3
Strong drug use	3
Strong sexual references	3
Strong themes	3

F1. What new release films, if any, have you seen?

F2. Which of the following films, if any, have you seen?

Base: Respondents Play / Buy New Release Games Every 5 months or More n=138

Due to the large variety of films consumers have watched, there are many iterations and variations on the consumer advice associated with the films watched by respondents. The most common consumer advice are listed in the table above, to provide the reader with some context for the discussion about themes.

Data in the above table is the actual consumer advice for the film (identified from cross-referencing film title with classification data provided by the Attorney-General's Department).

Table 18: Actual Classification of Film by Assumed Classification

	Actual Classification of Film					
		G n=115	PG N=156	M n=496	MA15+ n=189	R18+ n=13
Assumed Classification of Film	G	57	18	4	1	14
	PG	35	51	17	6	
	M	3	14	44	24	12
	MA15+	1	7	23	57	7
	R18+		1	2	7	66
	Don't Know	3	9	10	6	

F1. What new release films, if any, have you seen?

F2. Which of the following films, if any, have you seen?

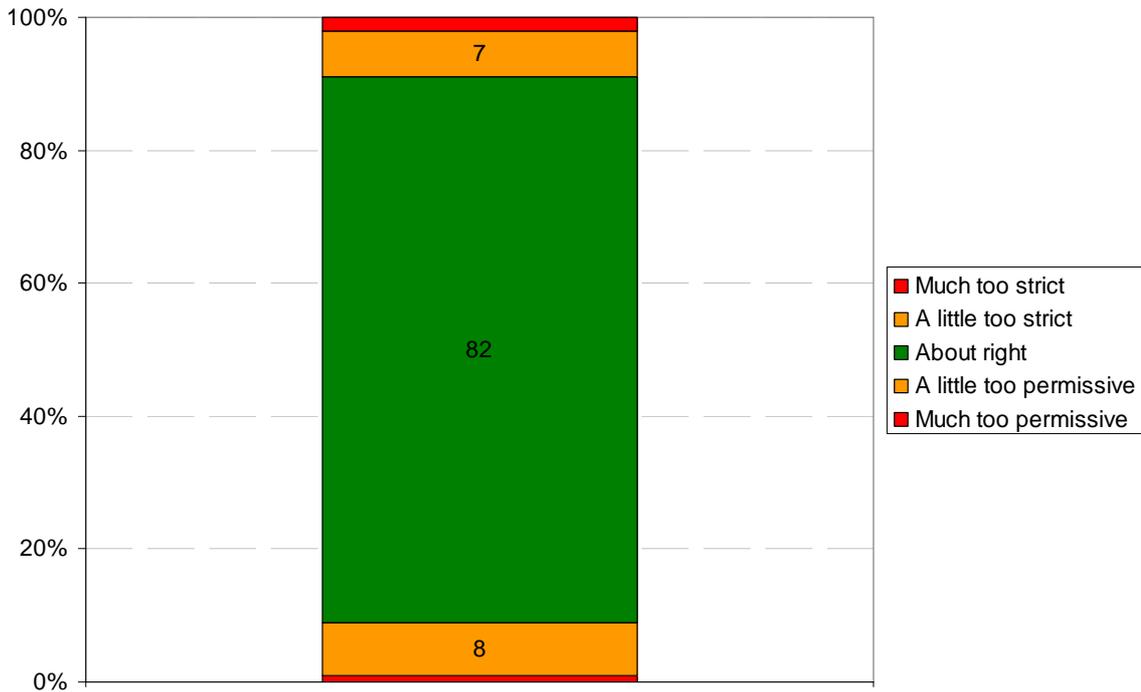
F3. As far as you are aware, and without checking, what classification rating was this film given?

Base: Respondents Watch New Release Movie Every 5 months or More Able to Name Film n=969

Overall, 22% of respondents assumed that the film had a higher classification than it actually had, and 20% assumed the film had a lower classification. The key areas of confusion are between G and PG, as well as between M and MA15+.

Note the small sample size for the R18+ classification.

Figure 19: Perception of Classification of Film



F4. The classification for this film was READ CLASSIFICATION. The READ CLASSIFICATION classification means READ DESCRIPTION FROM APPENDIX Do you think this classification is too permissive, too strict or about right?

Base: Respondents Watch New Release Movie Every 5 months or More Able to Name Film n=969 (NB: figures may not always add to 100% due to rounding)

When read the actual classification for the film, four in five respondents (82%) felt this was an appropriate classification. The remainder were fairly evenly split between those who felt it was too strict and those who felt it was too permissive – indicating that classification decisions are in line with community attitudes.

Note that again only a very small percentage (3%) of respondents felt the classification was much too strict / much too permissive, indicating that classification decisions are in line with community standards.

No clear patterns emerged by age, language spoken at home, city / country, level of education or the presence of children in the home. Men were slightly more likely to feel the classification is too strict (10%) than women (6%).

Table 20: Perceived Appropriateness of Classification by Actual Classification

	Actual Classification of Film					
		G n=115	PG n=156	M n=496	MA15+ n=189	R18+ n=13
Perceived Appropriate ness of Classificati on	Much too permissive		1	2	1	
	A little too permissive	4	8	7	11	8
	About right	94	84	81	78	88
	A little too strict	1	6	8	6	4
	Much too strict		1	2	2	
	None / Don't know	1		1	1	

F4. Do you think this classification is too permissive, too strict or about right?

Base: Respondents Watch New Release Movie Every 5 months or More Able to Name Film n=969

The level of agreement is highest amongst the G classification, with 94% reporting that this classification was about right for the movie they saw. More than four in five (84%) felt that the PG classification was about right, however a roughly equal proportion felt this classification was too permissive and too strict, implying that a good balance has been found.

Similarly, amongst respondents who had recently seen a film classified M, 78% believed this classification was about right, with approximately equal numbers believing the classification was too strict as too permissive.

Amongst the MA15+ classification, again four in five felt this classification was about right, 12% felt it was too permissive and 8% too strict. The difference between the latter two figures is not statistically significant at the 95% confidence interval.

Note the small sample size for the R18+ classification.

Table 21: Actual Classification of Film by Assumed Classification

	Actual Classification of Film					
		G n=115	PG N=156	M n=496	MA15+ n=189	R18+ n=13
Appropriate Classification For Film	G	96%	6%	1%	1%	
	PG	4%	88%	9%	1%	
	M		4%	82%	7%	
	MA15+		1%	5%	79%	12%
	R18+		1%	2%	10%	88%
	Ban Altogether					
	Don't Know				2%	

F5. What classification would you have given it?

Base: Respondents Watch New Release Movie Every 5 months or More Able to Name Film n=969

Overall, 7% of respondents would have given a film a higher classification than it received, and 8% would have given a film a lower classification. Not one respondent would have banned the film they saw.

Across the PG, M and MA15+ classifications (where both a higher and lower classification exists), there were approximately even numbers of people believing that it would be more appropriate to give the film they were asked about a higher classification as those felt a lower classification was more appropriate.

Note the small sample size for the R18+ classification.

Table 22: Elements in Movie

	Actual Classification of Film					
		G n=115	PG N=156	M n=496	MA15+ n=189	R18+ n=13
Elements In Film	Violence	19	54	71	79	96
	Nudity	8	11	27	41	57
	Sex	1	11	21	43	41
	Coarse Language	10	30	56	74	86
	Drug Use	5	9	20	39	31
	Themes	30	46	57	61	48
	None / Don't know	61	24	6	2	4

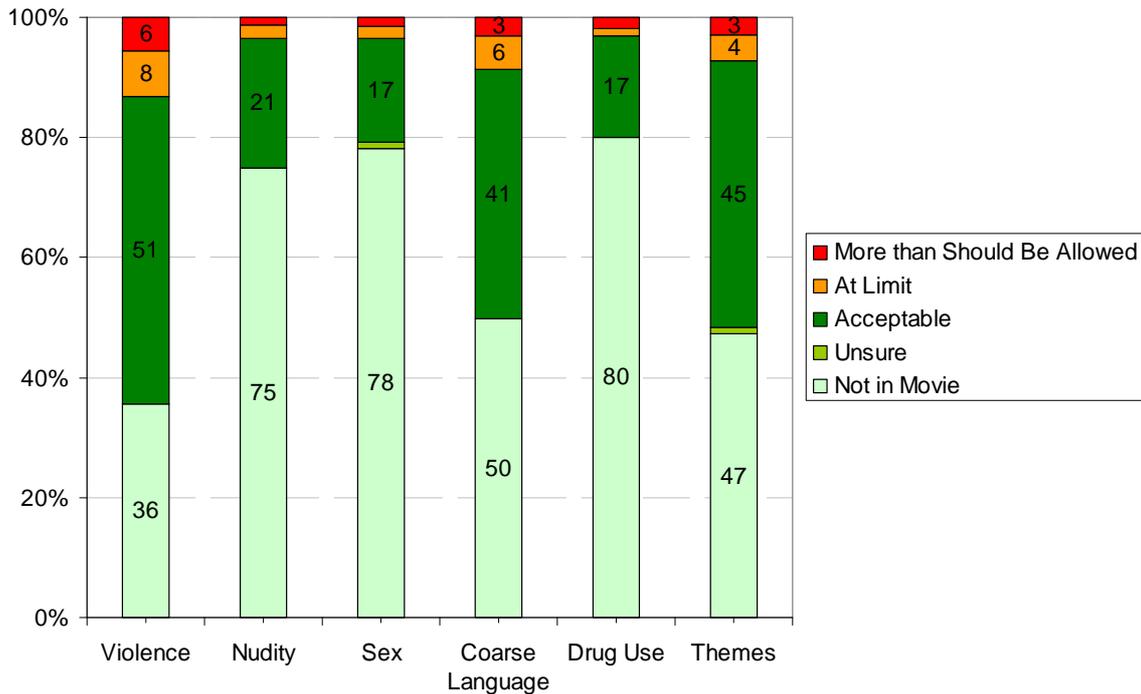
F8. Which of the following elements did this film have?

Base: Respondents Watch New Release Movie Every 5 months or More Able to Name Film n=969

All classifiable elements become more frequent as the film classification becomes higher. The most common classifiable elements in films as reported by consumers are violence (64%), themes (53%), language (50%), nudity (25%), sex (22%) and drug use (20%).

Note the small sample size for the R18+ classification.

Figure 20: Perception of Classification of Film



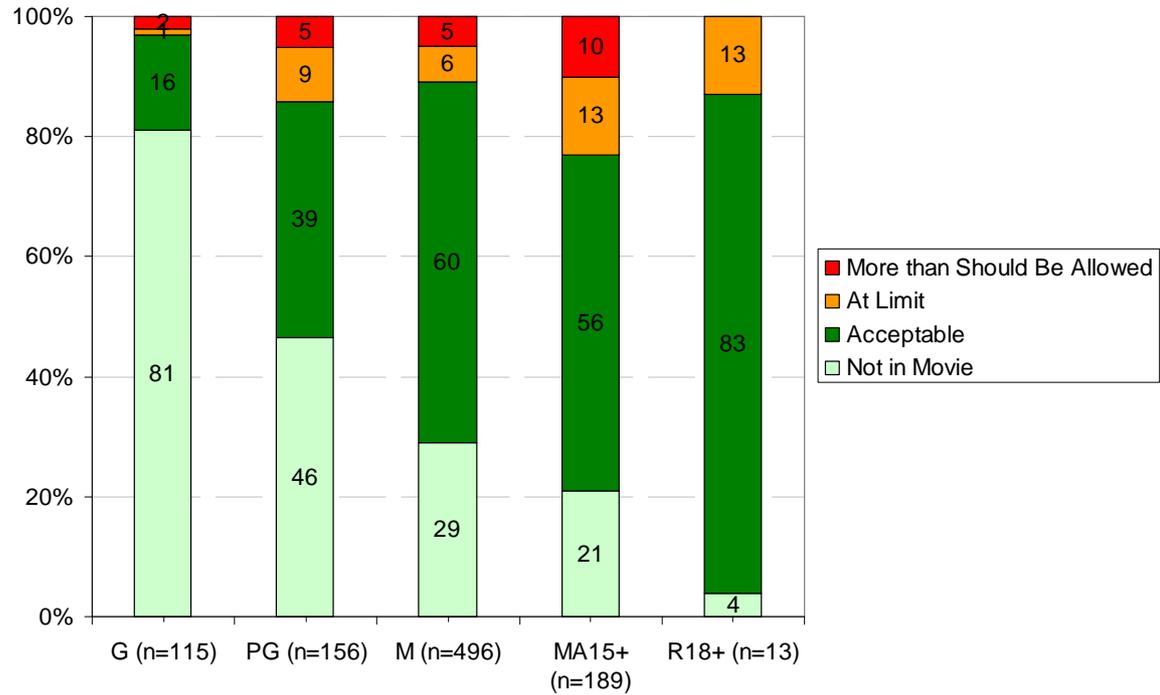
F9. *Regardless of whether or not it is the type of film you choose to watch or enjoy. Do you think that the level of ELEMENT in this film is acceptable for this classification, at the limit of what is acceptable or is more than should be allowed for this classification?*

Base: Respondents Watch New Release Movie Every 5 months or More Able to Name Film n=969 (NB: figures may not always add to 100% due to rounding)

Broken down by classifiable element, we can see that 1-6% of consumers believe that there is an unacceptable level of each classifiable element in the film they are discussing. Therefore, when viewing a new release film, 94-99% of consumers believe there is an acceptable level of each classifiable element in the film. Note it is valid to include films where consumers did not perceive a classifiable element to be present at all, as we can safely assume that this is within the limits of what is acceptable for each classification.

Violence is the most likely classifiable element most likely to be perceived as having more than should be allowed for that classification (6% of consumers) followed by coarse language (3%) and themes (3%). Again, this pattern may be linked to the frequency of each classifiable element in films, rather than suggesting differences in the stringency of classification systems.

Figure 21: Perception of Violence in Films



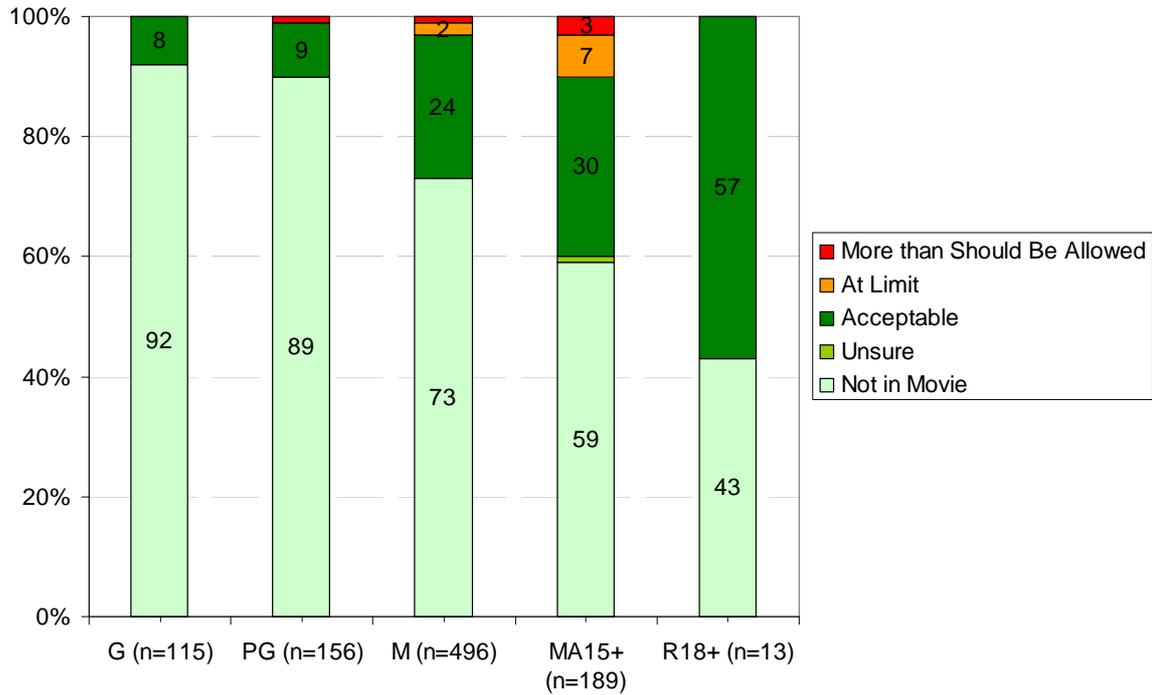
F9. *Regardless of whether or not it is the type of film you choose to watch or enjoy. Do you think that the level of ELEMENT in this film is acceptable for this classification, at the limit of what is acceptable or is more than should be allowed for this classification?*

Base: Respondents Watch New Release Movie Every 5 months or More Able to Name Film n=969 (NB: figures may not always add to 100% due to rounding)

One in ten Australian film consumers believes the amount of violence in the new release MA15+ film they saw is more than should be allowed. This is higher than for the M (5%), PG (5%) or G (2%) categories.

Note the small sample size for the R18+ classification.

Figure 22: Perception of Nudity in Films



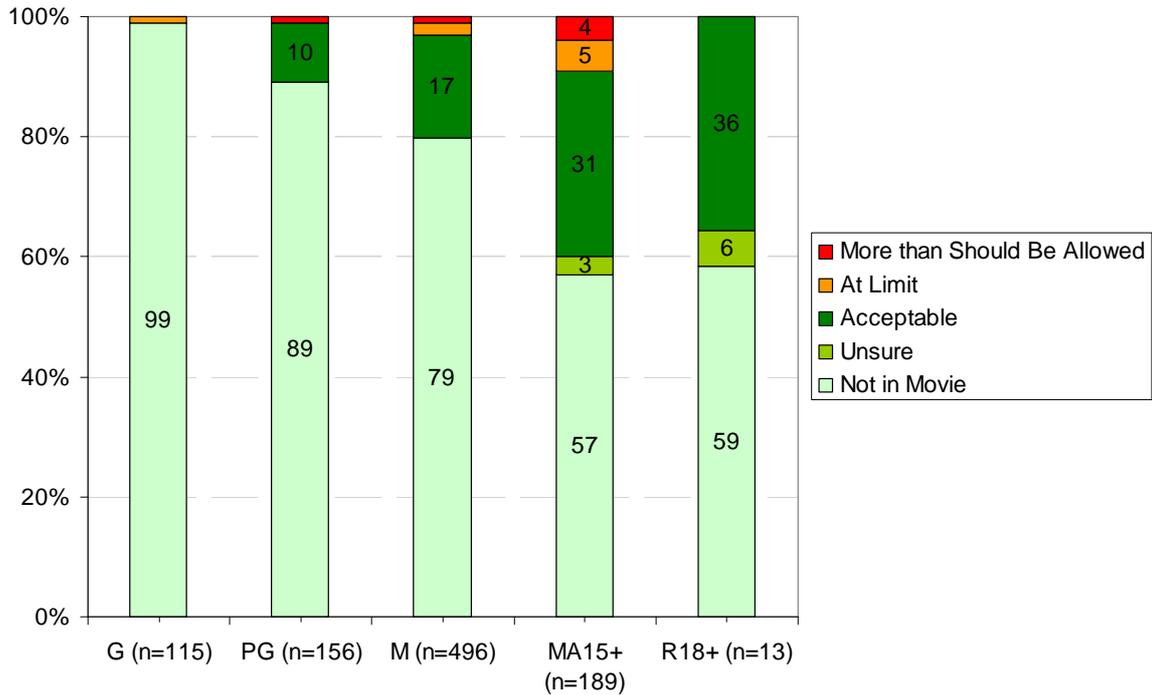
F9. *Regardless of whether or not it is the type of film you choose to watch or enjoy. Do you think that the level of ELEMENT in this film is acceptable for this classification, at the limit of what is acceptable or is more than should be allowed for this classification?*

Base: Respondents Watch New Release Movie Every 5 months or More Able to Name Film n=969 (NB: figures may not always add to 100% due to rounding)

Only a very small proportion believe the amount of nudity in the last new release film is beyond the limits of acceptability. Again, the MA15+ category is the most likely to be perceived as unacceptable, however this only applies to 3% of consumers who recently saw a MA15+ film.

Note the small sample size for the R18+ classification.

Figure 23: Perception of Sex in Films



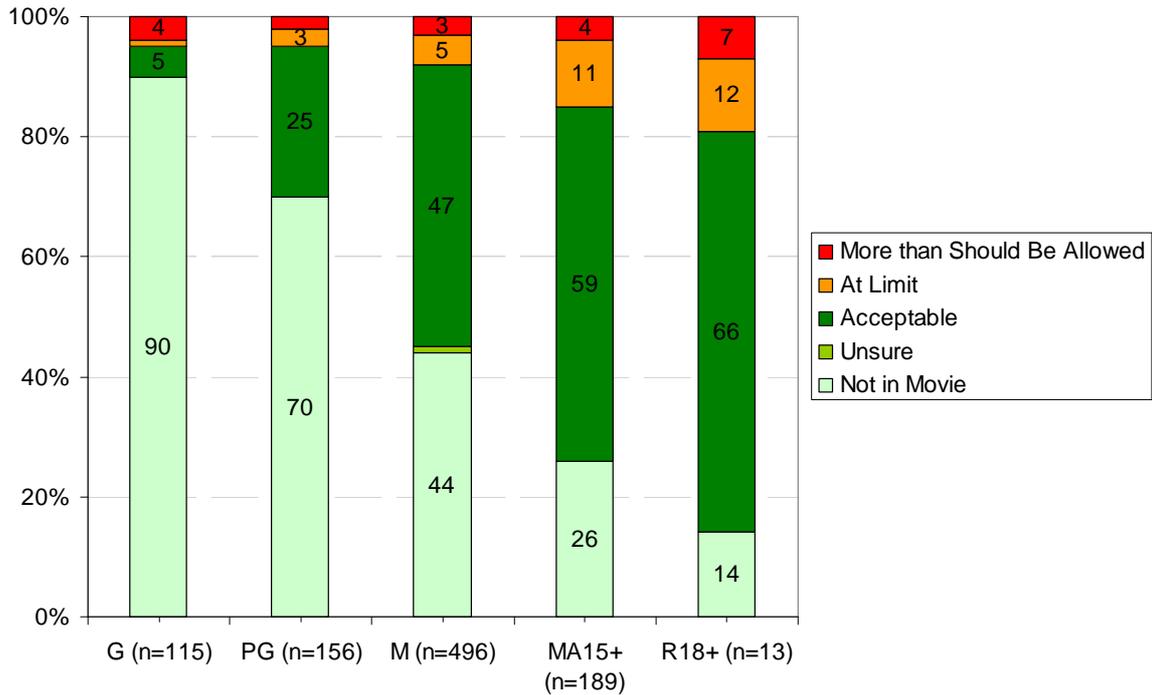
F9. *Regardless of whether or not it is the type of film you choose to watch or enjoy. Do you think that the level of ELEMENT in this film is acceptable for this classification, at the limit of what is acceptable or is more than should be allowed for this classification?*

Base: Respondents Watch New Release Movie Every 5 months or More Able to Name Film n=969 (NB: figures may not always add to 100% due to rounding)

Similar to nudity, only a small proportion believe the amount of sex in the last new release film is beyond the limits of acceptability. The MA15+ category is again the main offender, however as this only applies to 4% of consumers of this category of film, it is unlikely to cause widespread problems.

Note the small sample size for the R18+ classification.

Figure 24: Perception of Coarse Language in Films



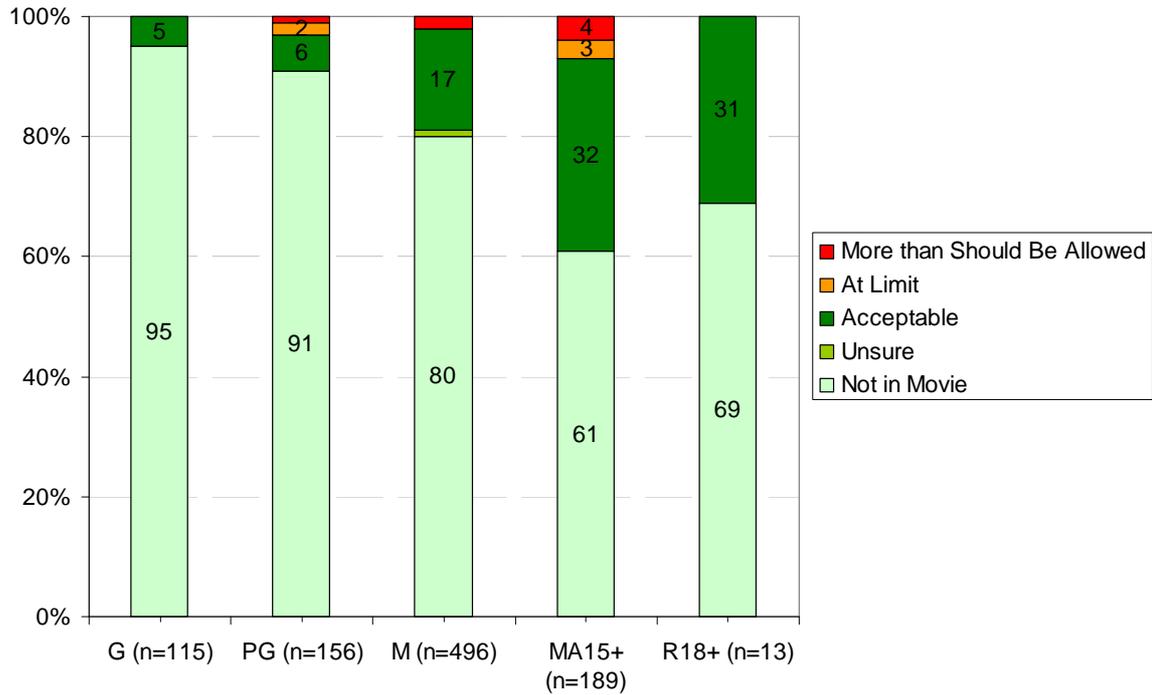
F9. *Regardless of whether or not it is the type of film you choose to watch or enjoy. Do you think that the level of ELEMENT in this film is acceptable for this classification, at the limit of what is acceptable or is more than should be allowed for this classification?*

Base: Respondents Watch New Release Movie Every 5 months or More Able to Name Film n=969 (NB: figures may not always add to 100% due to rounding)

A small proportion (2-4%) believe there is more than an acceptable amount of coarse language for each classification (except R18+, where sample sizes mean results should be treated as indicative rather than precise).

Of interest is the G category, although 9 in 10 films in this category are perceived to have no coarse language, where it does exist, close to half the time consumers feel it is inappropriate.

Figure 25: Perception of Drug Use in Films



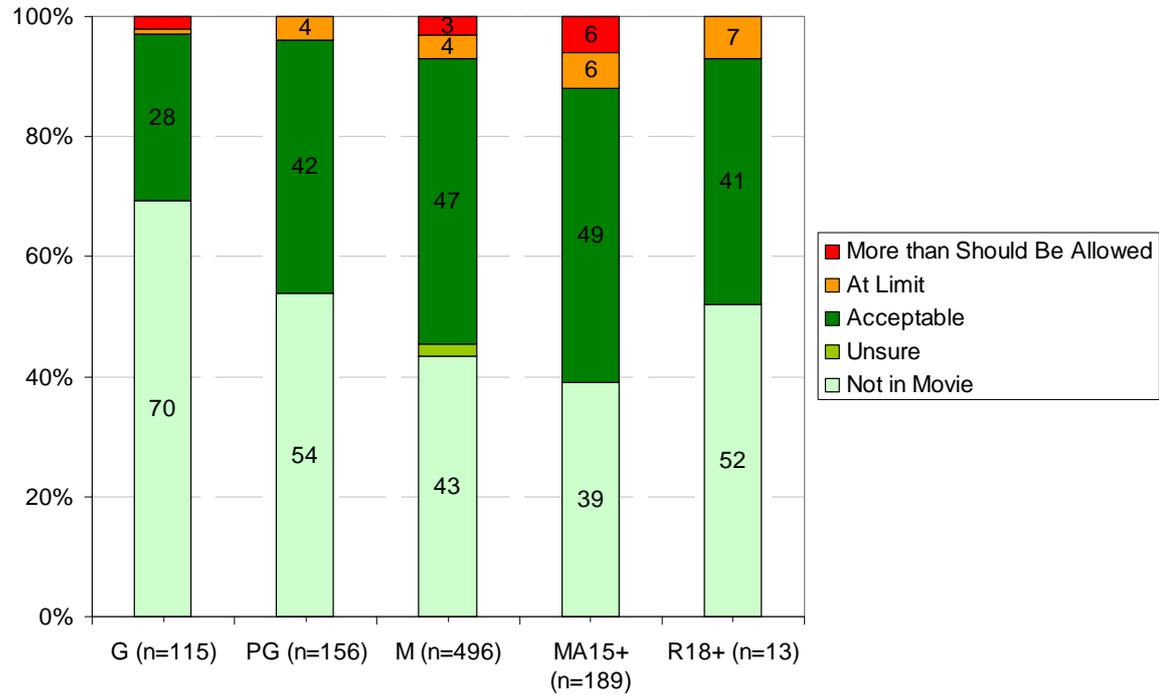
F9. *Regardless of whether or not it is the type of film you choose to watch or enjoy. Do you think that the level of ELEMENT in this film is acceptable for this classification, at the limit of what is acceptable or is more than should be allowed for this classification?*

Base: Respondents Watch New Release Movie Every 5 months or More Able to Name Film n=969 (NB: figures may not always add to 100% due to rounding)

Only a small proportion of films contain drug use, and in the vast majority of cases, the levels are within standards the community defines as acceptable. The MA15+ category has the largest proportion of people feeling more drug use occurs than should be allowed, but again, this only applies to a small number of cases.

Note the small sample size for the R18+ classification.

Figure 26: Perception of Themes in Films



F9. *Regardless of whether or not it is the type of film you choose to watch or enjoy. Do you think that the level of ELEMENT in this film is acceptable for this classification, at the limit of what is acceptable or is more than should be allowed for this classification?*

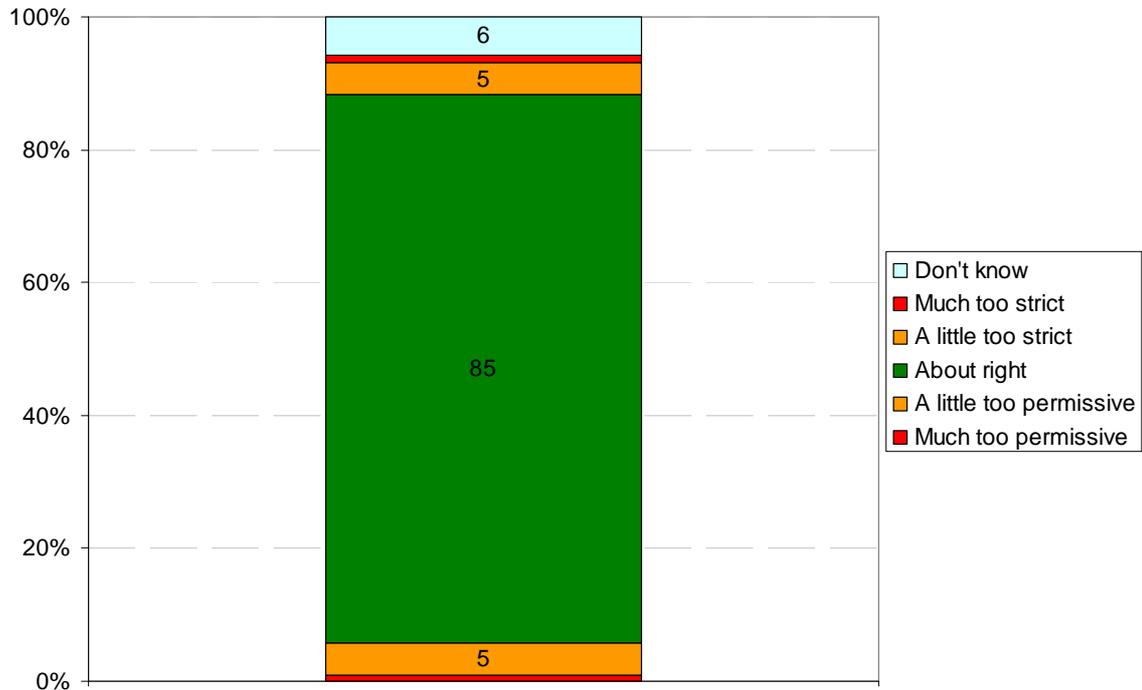
Base: Respondents Watch New Release Movie Every 5 months or More Able to Name Film n=969 (NB: figures may not always add to 100% due to rounding)

Themes only present a problem in a minority of cases, however again the MA15+ classification is the closest to pushing the boundaries, with 6% feeling the level of themes is more than should be allowed. This is still a minority of cases.

Note the small sample size for the R18+ classification.

Perceptions of Specific Film Consumer Advice

Figure 27: Perception of Consumer Advice for Film



F6. The film also contained the consumer advice *READ CONSUMER ADVICE*. Would you say that this consumer advice is too permissive, too strict or about right?
Base: Respondents Watch New Release Movie Every 5 months or More Able to Name Film n=969 (NB: figures may not always add to 100% due to rounding)

Overall, 85% of consumers felt the consumer advice for the film they saw was about right. The same proportion (6%) felt that the consumer advice was too strict as too permissive – with a very small percentage (2%) holding this view strongly.

Younger consumers 15-18 are more likely to feel the classification was too strict (16%) as too permissive (4%) – however amongst all other age groups, there are similar proportions who feel the consumer advice is too strict as too permissive.

Table 23: Perceived Appropriateness of Consumer Advice by Actual Classification

	Actual Classification of Film					
		G n=115	PG n=156	M n=496	MA15+ n=189	R18+ n=13
Elements In Film	Much too permissive	1	2	1		
	A little too permissive	3	5	5	4	
	About right	73	77	88	90	94
	A little too strict	1	10	5	5	6
	Much too strict		2			
	None / Don't know	22	4	1	1	

F6. The film also contained the consumer advice READ CONSUMER ADVICE. Would you say that this consumer advice is too permissive, too strict or about right?

Base: Respondents Watch New Release Movie Every 5 months or More Able to Name Film n=969

Although there are some slight differences between the different classifications of films examined, for each classification, no statistically significant differences are found between the proportion that finds the consumer advice too strict and the proportion that finds it too permissive.

Note the small sample size for the R18+ classification.

Table 24: Elements Would Change in Film Consumer Advice

Reason	(%)
Remove / take off advice	24
Violence lower	18
Lessen advice NFI	10
Language lower	6
Other elements should be stricter	4
Other elements should be lower	3
Consumer advice too strong NFI	2
Violence higher	0
Language higher	0
Other	2
No changes	37

F7. *What, if anything, would you change on the consumer advice for this particular film? Please be as specific as possible.*

Base: Respondents believe advice too strict, n=55

In total, 55 respondents felt the consumer advice for the movie they saw was too strict. One in five (18%) thought the violence should be lower and 6% felt the language should be lower. No other patterns or trends emerged. Despite interviewer probing, 37% could not provide a specific answer, implying their response may have been influenced by other factors (such as the classification of the film, general beliefs about classification and censorship etc.).

Table 25: Elements Would Change in Film Consumer Advice

Reason	(%)
Violence higher	35
Language higher	13
Other elements should be stricter	12
Violence lower	4
Lessen advice NFI	3
Remove / take off advice	2
Other	9
No changes	25

F7. *What, if anything, would you change on the consumer advice for this particular film? Please be as specific as possible.*

Base: Respondents believe advice too permissive, n=53

Overall, 53 respondents felt the consumer advice for the movie they saw was too permissive. One in three (35%) thought the violence should be lower and 13% felt the language should be higher, with 12% mentioning a variety of other elements. One in four (25%) could not provide a specific answer, implying their response may have been influenced by other factors.

Perceived Acceptable Limits for R18+ Films

This part of the research sought to assess the level of actual sex and violence that the community considers is acceptable in films classified R18+. Given the limited number of films classified R18+, feedback was sought through general opinion based questions.

Table 26: Unprompted Elements Not Allowable in R18+ Films

Element	Percent
Extreme / graphic violence	9
Unnecessary / frequent violence	6
Gore / blood / cutting up bodies / torture	6
Murder / graphic murder	5
Violence NFI	6
Violence other	8
Total Violence (excluding sexual violence)	31
Extreme/ actual sex	7
Pornography	3
Violent sex / sexual violence	3
Rape	3
Too much / unnecessary sex	2
Sexual perversions / kinky sex	1
Bestiality	1
Sex NFI	3
Sex other	3
Child pornography	5
Total Sex (including sexual violence)	25
Snuff	1
Coarse language	2
Drugs other / NFI	2
Nudity	1
Other	3
Don't know	57

G1. Assuming that the film was labelled with appropriate warnings, and regardless of whether or not you personally would choose to see such a film. Is there anything which should not be allowed in a R18+ film?
 Base: Respondents aged 18 years and over n=1428

The majority (57%) of adults were not able to name anything that should not be in a movie rated R18+. This does not necessarily mean they believe anything is acceptable, rather they were unable to think of any such elements in the context of a telephone interview.

Amongst those who were able to name elements which are unacceptable, two themes emerged – violence and sex. Most Australians are not able to easily specify a type of violence they prefer not to be in R18+ movies, and instead reverted to adjectives such as “extreme” and “graphic”.

During the in-depth interviews, there were a few types of violence that were not acceptable:

- Snuff, or actual death was off limits. Some concessions were allowed here for actual war footage or war documentaries – although not all participants shared this view. Participants perceived snuff and war footage as thematically different, and did not contemplate that there may be a grey area between until prompted.
- Whilst participants did concede a need to allow film makers to express their artistic ability, violence that was both extremely graphic and unnecessary / frequent was seen as pushing the boundaries. Again, different participants had different views on what was acceptable – some believe the violence in R18+ films should be banned altogether, others feel that classifications should warn, but not dictate the content in films.
- Sexual violence was a touchy area – particularly if it is seen to condone sexual violence or rape. Furthermore, if violence is introduced into a highly sexual context, it can be seen to normalise sexual violence, which many people believed was inappropriate. It was acknowledged that sexual violence may be allowable in some movies, for example, a movie portraying the negative consequences of rape.

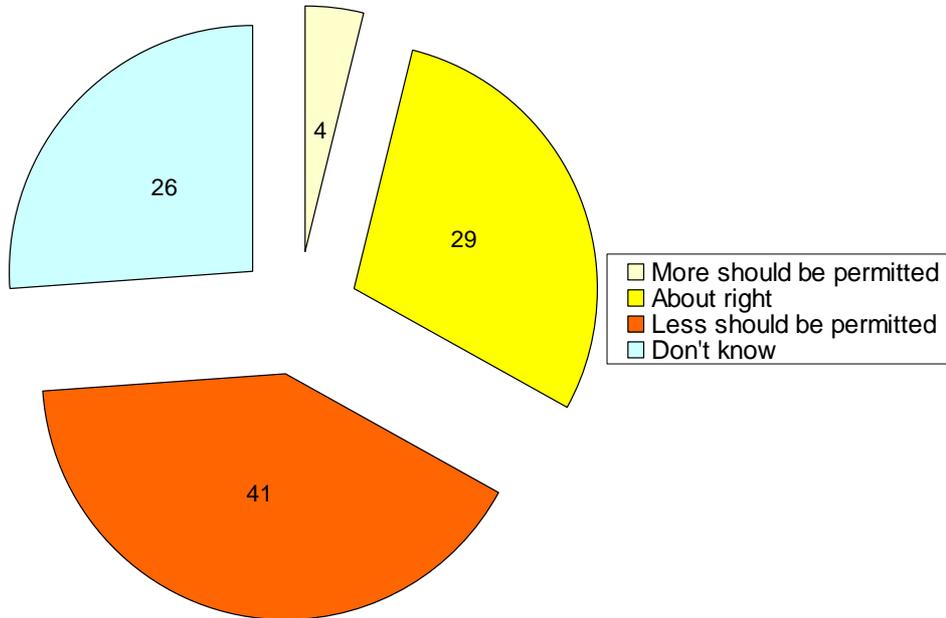
Amongst those who mentioned sex, in-depth interviews can also shed some light on this:

- Sexual violence remains a touchy area, for the reasons mentioned above
- Sex with children (including realistic depictions thereof) is seen as off limits. Some participants volunteered that bestiality falls into the same category. A further 1% mentioned sexual perversions / kinky sex, which in the context of the question is likely to refer to extreme sexual perversions.
- 7% mentioned extreme / actual sex, and 3% pornography, implying that there is a significant proportion of the population who are against allowing X18+ content into R18+ films.

Note that under the Guidelines for the Classification of Films and Computer Games 2005, detailed instructions or promotion in matters of crime or violence, depictions of practices such as bestiality, child sexual abuse or any other exploitative or offensive descriptions or depictions involving a person who is, or appears to be, under 18 years, would be classified RC (Refused Classification)

Perceptions of Violence in R18+ Films

Figure 28: Violence Allowable in R18+ Films



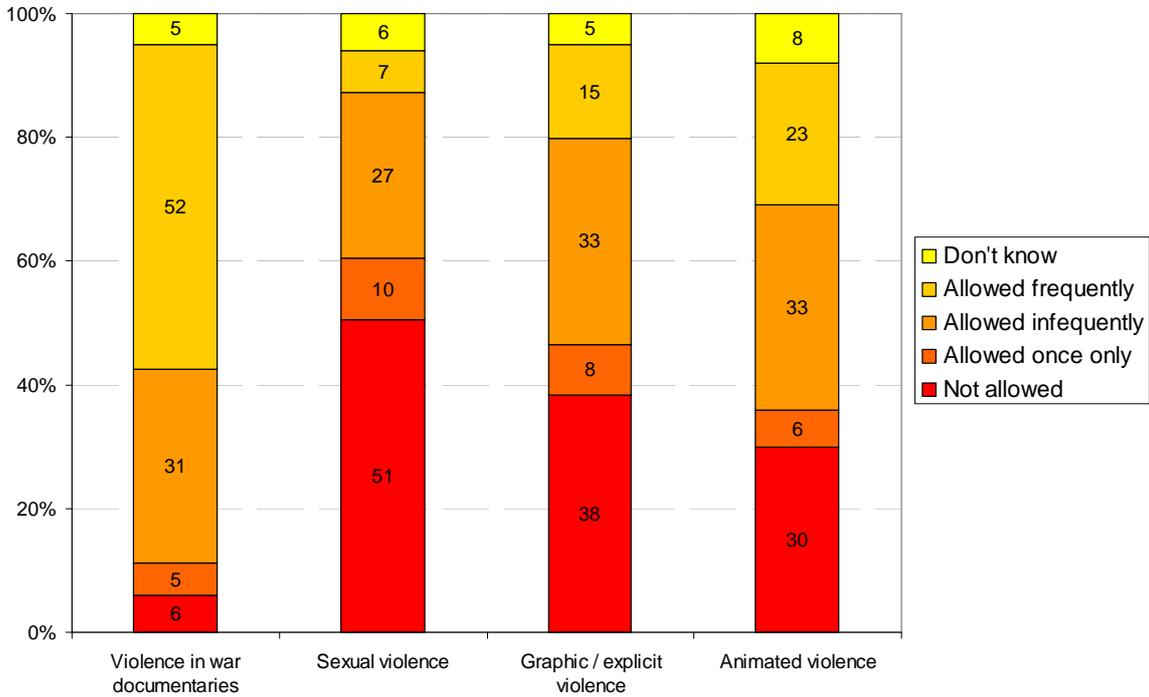
G2. *Regardless of whether or not you would choose to watch such a film, do you think that the amount of violence permitted in R18+ film is acceptable, more should be permitted, less should be permitted, or are you not sure?*

Base: Respondents aged 18 years and over n=1428 (NB: figures may not always add to 100% due to rounding)

Overall, two in five respondents feel that less violence should be permitted in R18+ films, cf. 29% feel currently allowable levels are about right and 4% feel more should be permitted. The remaining 26% are unsure.

Age and gender are the strongest predictors, with 16% of 18-24 year olds believing that less violence should be permitted (cf. 24% of 25-34 year olds, 47% of 40-64 year olds and 53% of those aged 65 years and over). Almost half (48%) of women feel less violence should be permitted in films of this classification, cf. 33% of men.

Figure 29: Specific Elements of Violence Allowable in R18+ Films



G3. Do you think that VIOLENCE TYPE in R18+ films should not be allowed, should be allowed once only, should be allowed infrequently or should be allowed frequently?
Base: Respondents aged 18 years and over n=1428 (NB: figures may not always add to 100% due to rounding)

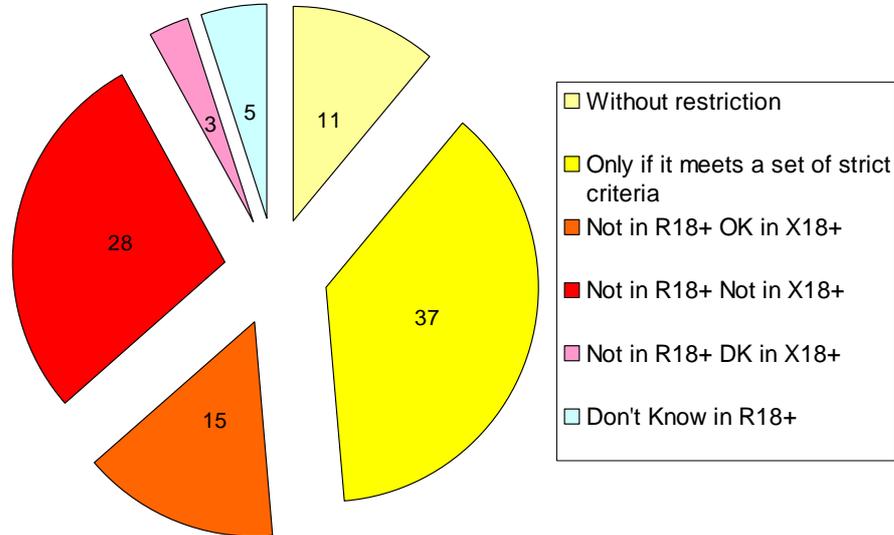
Half (51%) of respondents believe sexual violence should not be allowed in films classified R18+, with a further 10% feeling it should be allowed once only, and 27% believe it is appropriate to include it occasionally in films.

Graphic / explicit violence is perceived as unacceptable by 38% of Australians, higher than the 30% for animated violence. This implies that merely animating the violence is not sufficient to loosen restrictions. During in-depth interviews, it was generally believed that animated violence should not have the same restrictions as film violence, because it is not as realistic and lifelike. However, computer generated imagery was making animation more and more lifelike. One participant suggested that the two should be treated in the same manner, to allow classification guidelines to stay ahead of technology.

Just 6% of Australians feel that violence in war documentaries should not be allowed in films classified R18+. In-depth interview respondents felt that because actual war was such a horrendous event, it is justified to show the horror of war in a realistic manner so as to help people understand the impacts war can have, which may help prevent future conflict.

Perceptions of Actual Sex in R18+ Films

Figure 30: Views on Whether Actual Sex Allowable in R18+ Films



G4. In your opinion, should actual intercourse be allowed in films rated R18+...?

G6. Do you believe that footage of actual intercourse should be permitted in films rated X18+?

Base: Respondents aged 18 years and over n=1428 (NB: figures may not always add to 100% due to rounding)

The issue of whether or not to allow actual sex in films rated R18+ has split community attitudes. Note that 46%² of the population believe that actual sex should not be allowed in R18+ films (regardless of their views on X18+) cf. 48% who believe it should be (without restriction or if it meets a strict set of criteria).

Women (56%) are more likely than men (36%) to believe that actual sex should not be permitted under any circumstances. Age is also a strong predictor with 33% of 18-24 year olds believing actual sex should not be permitted, cf. 39% of 25-39 year olds, 46% of 50-64 year olds and 54% of people aged 65+.

² This 46% comprises those who believe actual sex should not be allowed in films classified R18+, but is allowable in films classified X18+, those who believe actual sex should not be allowed in films classified R18+ or X18+, and those who believe that actual sex should not be allowed in films classified R18+, but are unsure about films classified X18+

Differences also exist by state (note the small sample sizes for NT and ACT).

Table 27: Views on Actual Sex Allowable in R18+ Films

	NSW n=296	VIC n=286	QLD n=282	TAS n=49	SA n=235	WA n=233	NT / ACT n=47
Without restriction	13	9	10	20	11	10	19
Only if it meets strict criteria	40	36	34	40	37	37	37
Not allowed in R18+, OK in X18+	11	19	17	8	15	18	18
Not allowed in R18+, nor X18+	28	24	33	28	29	28	20
Not allowed in R18+, unsure in X18+	2	4	2	0	5	2	0
Don't know	5	7	4	4	3	5	7

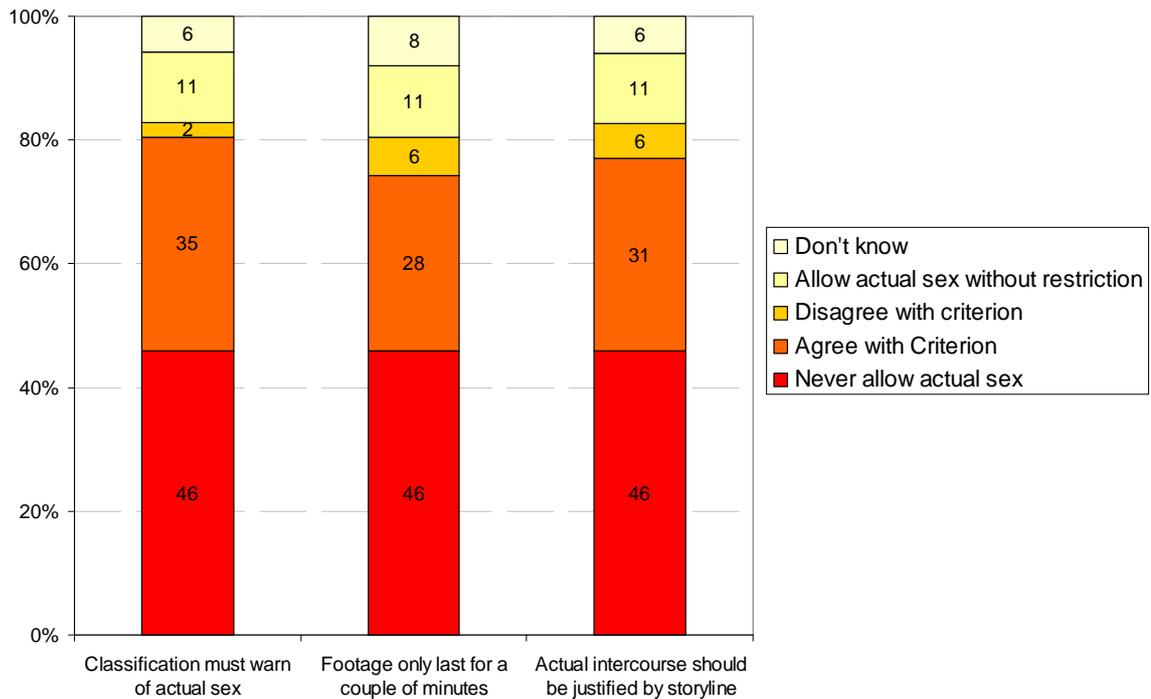
G4. *In your opinion, should actual intercourse be allowed in films rated R18+...?*

G6. *Do you believe that footage of actual intercourse should be permitted in films rated X18+?*

Base: Respondents aged 18 years and over

We can state with certainty that community attitudes do not support allowing actual sex in R18+ films without restriction, as just 11% hold this view. The data does suggest that actual sex might be permissible if it meets strict criteria. Assuming that it is to be published amongst a class of persons who are not likely to object, there may be some situations where actual sex is permissible.

Figure 31: Views on Whether Actual Sex Allowable in R18+ Films



G5. Which of the following limitations should apply to a film rated R18+ containing actual intercourse?
Base: Respondents aged 18 years and over n=1428 (NB: figures may not always add to 100% due to rounding)

The data³ indicates that all three of these criteria should be adopted, that is:

- the classification must warn that the film contains actual sex;
- actual intercourse should be justified by the storyline; and
- footage should only last for a couple of minutes.

³ The 46% 'never allow actual sex' is a percentage imported from G4, and comprises those who believe actual sex should not be allowed in films classified R18+, but is allowable in films classified X18+, those who believe actual sex should not be allowed in films classified R18+ or X18+, and those who believe that actual sex should not be allowed in films classified R18+, but are unsure about films classified X18+. The base, therefore, is all respondents aged 18 years and over.

Appendix 1 – Sample Profile and Demographics

Table 28: Demographic Profile I

Demographic	Raw Number (n=)	Weighted Percent
Area		
Sydney	204	21
Rest NSW	112	12
ACT	25	2
Melbourne	204	18
Rest Victoria	100	7
Tasmania	50	2
Brisbane	149	9
Rest Queensland	149	11
Adelaide	174	6
Rest SA	75	2
Perth	174	7
Rest WA	75	3
Northern Territory	25	1
Age		
15-17 years	88	6
18-24 years	166	11
25-29 years	67	4
30-34 years	99	7
35-39 years	155	10
40-44 years	168	11
45-49 years	181	12
50-54 years	105	7
55-59 years	115	7
60-64 years	120	8
65-69 years	86	5
70+ years	166	11
Gender		
Male	758	50
Female	758	50
Education		
Below Year 12	374	25
Completed Year 12	339	23
Trades or technical	276	18
University	514	34
Don't know/ Refused	13	1

Table 29: Demographic Profile II

Demographic	Raw Number (n=)	Weighted Percent
Marital Status		
Never married	367	25
De-facto or living together	124	8
Married	774	50
Separated, Divorced or Widowed	237	16
Don't know/ Refused	14	1
People in Household		
One	239	15
Two	517	34
Three	266	18
Four	274	18
Five	154	10
Six or more	59	4
Don't know/ Refused	7	0
Children in Household		
One	207	13
Two	223	14
Three	102	7
Four	19	1
Five	6	0
Six or more	3	0
None	949	65
Don't know/ Refused	7	0
Language Mainly Speak at Home		
English	1467	97
Arabic	3	<1%
Chinese	6	<1%
Dutch	1	<1%
French	2	<1%
German	1	<1%
Italian	3	<1%
Japanese	1	<1%
Thai	1	<1%
Turkish	1	<1%
Other	25	2%
Refused	5	<1%

Appendix 2 – In Depth Interview Discussion Guide

Project: 'Classification'

Depth Interviews

Discussion Guide

14th September 2007

1. Introduction (5 mins)

- Research conducted on behalf of Attorney-General's Department
- Independence of research
- Mobile phone off
- Own opinions, thoughts and feelings
- Topic is about classification of films and computer games, so the discussion may include some sensitive issues, such as violence, sex, drug use etc. If at any stage you do not feel comfortable / prefer to discuss with partner present, please let me know
- Brief introduction about self: Family status / work status / frequency watch TV / go to movies / play computer games / buy computer games
- How would you rate your views on classification? Would you say you are: Very conservative, quite conservative, neutral, quite permissive or very permissive? Why do you say that?

2. Knowledge and use of Classification Ratings (10 mins)

ONLY RELATES TO MOVIES FROM THE CINEMA OR DVD NOT TV

- Unprompted awareness of film classification ratings
- Unprompted awareness of computer game classification ratings (are there any? IF YES: What are they?)
- Prompted awareness of film and computer classification ratings (showcard 1)
- Frequency consult film classification ratings (every film, most films etc.)
- Frequency use computer game classification ratings

3. Recent contact with Computer Games classification ratings (15 mins)

- Last computer game bought? How long ago? Which others? What other new release computer games have you played?

INTERVIEWER PICKS GAME WITH HIGHEST CLASSIFICATION

- What rating was it? (this should be unprompted at first and if the interviewee can not remember then consult the showcard) How appropriate was that rating?
- What rating would you have given it? Why?
- What do you think is the minimum age appropriate for this game? Why?
- The classification advice given for that film was actually [READ ADVICE]
- Aware of that advice? Where seen / heard?
- How appropriate is that advice?
- What should be added to that advice
- What can be removed?

Choose relevant probes based on classification / advice

- Was the level of violence more, less or about what you would expect for a game with this advice? Probe for types of violence (continual shooting, level of realism, battle, stylised, fantasy, sporting, violence against people / animals or monsters)
- The level of fear? Horror?
- The level of sex / implied sex? Nudity? Provocative characters? Are these animated or video? Realistic?
- Were the themes appropriate to the rating (e.g. drugs, prostitution, criminal activity, war themes, realistic death or injury etc.)
- Is this a program where it is possible to interact with other gamers via the internet? Is inappropriate conduct by other players possible? Common? Alter advice?
- Drug use? Language? Anything else?

Repeat questions for other games purchased in last 12 months

Can discuss games played rather than bought in the last 12 months

4. Recent contact with film classification ratings (15 mins)

- Last movie seen at cinema or watched on DVD/video? How long ago? What others have you seen? If DVD/video, did you purchase or hire the DVD/video?

INTERVIEWER PICKS MOVIE WITH HIGHEST CLASSIFICATION

- What rating was it? (this should be unprompted at first and if the interviewee can not remember then consult the showcard) Can you remember seeing the rating, or are you guessing based on the content of the film? What other advice, if any, was provided to help explain the classification rating?
- How appropriate was that rating? What rating would you have given it? Why?
- What do you think is the minimum age appropriate for this film? Why?
- The classification advice given for that film was actually [READ ADVICE]
- Aware of that advice? Where seen / heard?
- How appropriate is that advice?
- What should be added to that advice?
- What can be removed?

Choose relevant probes based on advice

- Was the level of violence more, less or about the same as you would expect for a movie with this advice?
- The level of sex?
- Nudity?
- Drug use?
- Coarse language?
- Were the themes of the movie appropriate to the rating (e.g. alcoholism, suicide, horror, drug use, smoking, incest, gambling etc.)
- Anything else?

IF TIME / NON GAMER: Repeat questions for other movies seen in last 12 months

5. Rating of various elements (10 mins)

- Thinking about films, and looking at show card 1a, I would like you to tell me whether there is a minimum rating you, personally, would give to a film that had the following:
 - Bare breasts
 - Supernatural themes
 - Drug references
 - Somebody being shot
 - Full frontal nudity
 - Realistic simulations of people having sex
 - War footage including dead bodies
 - Invasive surgical procedures
 - A documentary about human reproduction involving nudity
 - Animated (explicit) sex
 - Actual (explicit) sex
 - Smoking
 - Drug use

Thinking about computer games, and looking at show card 1b, I would like you to tell me whether there is a minimum rating you would give to a film that had the following:

- Continuous shooting of non-human targets
- Continuous shooting of human targets
- Supernatural themes
- Drug references
- Cartoon nudity
- Realistic blood and gore
- War footage including dead bodies
- Horror themes

6. Appropriateness of decisions(20-30 mins)

- Now we will talk the different ratings available for films and computer games. I will go through them all, but will spend most time talking about the R18+ classification

Give respondent showcard for G rating

- Thinking firstly about the G rating
- Given what the Guidelines allow for films classified G, are films classified G, generally speaking, appropriately classified? Are they classified too low (Too high? [only for PG and above]. Just right?
- Why do you say that? What about for computer games? Why do you say that?
- What comments do you have on the level of violence in G rated films? Is it too permissive, too restrictive or about right? What about G rated computer games?
- What comments do you have on the level of sex in G rated films? Is it too permissive, too restrictive or about right?
- What comments do you have on other content in G films? Is it too permissive, too restrictive or about right?

(Consult list of examples of recent contentious films/computer games within each classification rating)

Repeat for PG, M and MA15+

Give respondent showcard for R18+ and X18+ rating

- Explain difference between R18+ and X18+ classifications. (R18+ small number of films, restricted viewing, highest category outside ACT and NT, explain R18+ in the Guidelines. X18+ films contain actual explicit sex, only legally available in ACT or NT).
- Focus discussion on R18+
- Explain difference between *appropriateness* and *compliance*, we are only interested in what is appropriate (assume 100% compliance)
- What comments do you have on the level of violence in R18+ films? Is it too permissive, too restrictive or about right? Why?
- Are there limits to what should be allowed in a film rated R18+? What are they?

- **PROBE:** What if the violence is animated? Less lifelike? Comedic? Contains blood and gore? Less realistic (e.g. fantasy, horror, science fiction)? War or documentary footage involving actual death? Sexual violence? Surgery?
- **PROBE:** What if the material is not intended for public release, e.g. training videos for soldiers, doctors, police, psychiatrists, lawyers etc.? What if the video has educational merit e.g. war documentaries? Does it make a difference if it is for a genre audience (i.e. horror)?
- **PROBE:** What if the violence is infrequent? Occurs only once? Is integral to the storyline? Has artistic merit?

- What comments do you have on the level of sex in R18+ films? Is it too permissive, too restrictive or about right? Why?
- Are there limits to what should be allowed in a film rated R18+? What are they?
- In your opinion, should footage of actors really having actual sex rather than simulating sex be allowed for films rated R18+? Under what circumstances?
- **PROBE:** What about sexual violence? Educational or instructional videos? What if the material is not intended for public release, e.g. training videos for doctors etc.?
- **PROBE:** What if the sex is infrequent? Is frequent? Occurs only once? Is integral to the storyline? Has artistic merit?
- **IF BELIEVES ACTUAL SEX NOT APPROPRIATE:** Do you believe actual sex should be allowed for films rated X18+?
- What comments do you have on other content in R18+ films? Is it too permissive, too restrictive or about right? Why?

7. Thank and close

Appendix 3 – Main Study Questionnaire

GALAXY RESEARCH

GALAXY JOB NO. 071123
To be fielded no later than
Tuesday, 13 November, 2007

INTERVIEWER NAME: _____

QUESTIONNAIRE NO: ____ ____ ____ ____

Interview Start Time: ____ / ____

Good evening. My name is...(NAME) from Galaxy Research. We are currently conducting a public opinion survey amongst about people's attitudes towards films and computer games. Could I please speak to the...

It will take about 10 minutes, depending on your answers.

RECORD AREA

Sydney	01	Brisbane.....	08
Rest NSW	02	Rest Queensland	09
ACT	03	Adelaide	10
Melbourne	04	Rest SA.....	11
Rest Victoria.....	05	Perth	12
Hobart	06	Rest WA.....	13
Rest Tasmania .	07	Northern Territory.....	14

Q1. Firstly, could you please tell me, are you over or under 44 years of age? **IF UNDER 44 YEARS, READ OUT 01-07. IF OVER 44 YEARS READ OUT 08-13**

15 Years.....	01	45-49 years.....	08
16-17 years	02	50-54 years.....	09
18-24 years	03	55-59 years.....	10
25-29 years	04	60-64 years.....	11
30-34 years	05	65-69 years.....	12
35-39 years	06	70+ years.....	13
40-44 years	07	Refused	14

RECORD SEX

Male 1
Female..... 2

SECTION A - ASK ALL RESPONDENTS

A1. Thinking now about how often you watch movies and computer games. How often do you do each of the following?
READ OUT A-F

	<u>DAILY</u>	<u>2-3 TIMES A WEEK</u>	<u>ONCE A WEEK</u>	<u>EVERY 2-3 WEEKS</u>	<u>ONCE A MONTH</u>	<u>EVERY 2-5 MONTHS</u>	<u>ONCE OR TWICE A YEAR</u>	<u>LESS OFTEN</u>	<u>NEVER</u>
A. Watch a new release DVD or video	1	2	3	4	5	6	7	8	9
B. Watch a new release movie at the movies	1	2	3	4	5	6	7	8	9

C. Play a new release computer game.....	1	2	3	4	5	6	7	8	9
D. Buy a new release computer game.....	1	2	3	4	5	6	7	8	9

SECTION B – ASK ALL RESPONDENTS

ASK IF PLAY/ BUY NEW RELEASE GAME EVERY 5 MONTHS OR MORE IE CODE 1-6 A1C OR A1D. OTHERS GO TO B3

B1. Thinking now about new release computer games. As far as you are aware, are there any classification ratings on computer games? Yes 1 * B2
 No / Don't know ... 2 # B3

ASK IF AWARE OF CLASSIFICATION RATINGS FOR GAMES IE CODE 1 IN B1. CODE 2 TO B3

B2. What classification ratings for computer games are you aware of? MR

G / General	01
G8+	02
PG / Parental Guidance	03
M / Mature	04

MA / Mature Audiences (no age mentioned)	05
MA15+ / Mature Audiences aged 15+	06
R / Restricted (no age mentioned)	07
R18+ / Restricted To adults / 18+	08

X (no age mentioned)	09
X18+ / X adults only	10
XXX	11
Other (specify) _____	12
None / Don't know	13

ASK IF WATCH NEW RELEASE MOVIES EVERY 5 MTHS OR MORE IE CODE 1-6 IN A1A OR A1B. OTHERS GO TO B5

B3. Thinking now about new release films. As far as you are aware, are there any classification ratings on films? Yes 1 * B4
 No / Don't know ... 2 # B5

ASK IF AWARE OF CLASSIFICATION RATINGS FOR FILMS IE CODE 1 IN B3. CODE 2 GO TO B5

B4.	What classification ratings for films are you aware of?	<u>MR</u> G / General.....01 G8+.....02 PG / Parental Guidance.....03 M / Mature04 ----- MA / Mature Audiences (no age mentioned).....05 MA15+ / Mature Audiences aged 15+.....06 R / Restricted (no age mentioned)07 R18+ / Restricted To adults / 18+.....08 ----- X (no age mentioned)09 X18+ / X adults only.....10 XXX11 Other (specify) _____ 12 None / Don't know13
-----	---	---

ASK IF PLAY/ BUY NEW RELEASE GAME EVERY 5 MONTHS OR MORE IE CODE 1-6 A1C OR A1D. OTHERS GO TO B6

B5.	Which of the following classification ratings for computer games were you aware of before today? READ OUT 1-4	<u>MR</u> G..... 1 PG 2 M 3 MA15+ 4 None / Don't know .. 5
-----	---	---

ASK IF WATCH NEW RELEASE MOVIES EVERY 5 MTHS OR MORE IE CODE 1-6 IN A1A OR A1B. OTHERS GO TO B7

B6.	Which of the following classification ratings for films were you aware of before today? READ OUT 1-6	<u>MR</u> G..... 1 PG 2 M 3 MA15+ 4 R18+..... 5 X18+ 6 None / Don't know .. 7
-----	--	--

ASK ALL RESPONDENTS

B7.	Films and computer games often carry consumer advice, which provides a brief description on what to expect. These include phrases like <i>medium level violence</i> . Consumer advice may use the word <i>themes</i> . Do you know what is meant by <i>themes</i> and if so, could you tell me? PROBE FULLY	<u>SR</u> (Specify) 1 _____ None / Don't know .. 2
-----	--	---

B8. Themes are what the storyline or images are about. For example, a film or a game set in a haunted house may have supernatural themes.

**SECTION C - ASK IF PLAY/ BUY NEW RELEASE GAME EVERY 5 MONTHS OR MORE IE CODE 1-6 A1C OR A1D.
OTHERS TO NEXT SECTION**

- | | | | |
|-----|---|-----------------------------|------|
| | | <u>SR</u> | |
| C1. | Computer games can be classified as G, PG, M and MA15+. In general, would you say that the classification of computer games is too permissive, too strict or about right? | Much too permissive....1 | * C2 |
| | | A little too permissive...2 | * * |
| | | About right3 | # D1 |
| | | A little too strict4 | * C2 |
| | | Much too strict5 | * * |
| | | None / Don't know6 | # D1 |
| | IF TOO PERMISSIVE Is that much too permissive or just a little too permissive? | | |
| | IF TOO STRICT Is that much too strict or just a little too strict? | | |

ASK IF FEEL TOO STRICT OR TOO PERMISSIVE IE CODE 1, 2, 4 OR 5 IN C1. CODE 3 OR 6 GO TO D1

- C2. In what way is the classification of games too permissive / too strict? **PROBE FULLY**
-
-
-
-

**SECTION D - ASK IF WATCH NEW RELEASE MOVIES EVERY 5 MTHS OR MORE IE CODE 1-6 IN A1A OR A1B.
OTHERS TO NEXT SECTION**

- | | | | |
|-----|--|-----------------------------|------|
| | | <u>SR</u> | |
| D1. | Films can be classified as G, PG, M, MA15+, R18+ and X18+. Putting aside the X18+ rating just for the moment, would you say that the classification of films classified G, PG, M, MA15+ and R18+ is too permissive, too strict or about right? | Much too permissive....1 | * D2 |
| | | A little too permissive...2 | * * |
| | | About right3 | # D3 |
| | | A little too strict4 | * D2 |
| | | Much too strict5 | * * |
| | | None / Don't know6 | # D3 |
| | IF TOO PERMISSIVE Is that much too permissive or just a little too permissive? | | |
| | IF TOO STRICT Is that much too strict or just a little too strict? | | |

ASK IF FEEL TOO STRICT OR TOO PERMISSIVE IE CODE 1, 2, 4 OR 5 IN D1. CODE 3 OR 6 GO TO D2

- D2. In what way is the classification of films too permissive / too strict? **PROBE FULLY**
-
-
-
-

- | | | | |
|-----|---|-----------------------------|--|
| | | <u>SR</u> | |
| D3. | Would you say that the classification of X18+ films is too permissive, too strict or about right? | Much too permissive....1 | |
| | | A little too permissive...2 | |
| | | About right3 | |
| | | A little too strict4 | |
| | | Much too strict5 | |
| | | None / Don't know6 | |
| | IF TOO PERMISSIVE Is that much too permissive or just a little too permissive? | | |
| | IF TOO STRICT Is that much too strict or just a little too strict? | | |

SECTION E - ASK IF PLAY/ BUY NEW RELEASE GAME EVERY 5 MONTHS OR MORE IE CODE 1-6 A1C OR A1D. OTHERS TO NEXT SECTION

E1. I would now like you to think about computer games which have been released in the last 12 months. What **new release** games, if any, have you played? SR
Other (specify code) 1 * E3

None / Don't Know 2 # E2

INTERVIEWER TO RECORD FIRST NEW RELEASE GAME PLAYED ON LIST ONLY. DO NOT RECORD GAMES NOT ON THE LIST. LIST WILL CARRY GAMES RELEASED IN LAST 2 YEARS

ASK IF NOT PLAYED ANY GAMES OR CANT RECALL NAMES IE CODE 2 IN E1. CODE 1 GO TO E3

E2. Which of the following games, if any, have you played? SR
READ OUT AND ROTATE 1-20. STOP WHEN FIRST GAME PLAYED IS RECALLED.

	Cricket 0701 * *
	Dr Kawashima's Brain Training02 *
	Final Fantasy XII03 *
	Gears of War04 *

	God of War 205 *
	Guitar Hero 206 *
	MotorStorm07 *
	New Super Mario BROS08 *

	Nintendogs: Dachshund and Friends09 * E3
	Nintendogs: Dalmatian and Friends10 *
	Nintendogs: Labrador and Friends11 *
	Pokemon Diamond.....12 *

	Pokemon Pearl.....13 *
	Resistance: Fall of Man.....14 *
	SingStar Rocks!15 *
	The Legend of Zelda: Twilight Princess16 *

	The Sims 2: Pets17 *
	The Sims 2: Seasons18 *
	World of Warcraft19 *
	World of Warcraft: The Burning Crusade ..20 * *
	None / Don't Know21 # Next
	# Sect

ASK ALL PLAYED A NEW RELEASE GAME IE CODE 1 IN E1 OR CODE 1-20 IN E2. CODE 21 IN E2 GO TO NEXT SECT

E3. I would just like you to think about **TITLE**. As far as you are aware, and without checking, what classification rating was this game given? Was it...? **READ OUT 1-4** SR

	G 1
	PG 2
	M 3
	MA15+ 4
	None / Don't know .. 5

E4. The classification for this game was **READ CLASSIFICATION**. The **READ CLASSIFICATION** classification means **READ DESCRIPTION FROM APPENDIX** Do you think this classification is too permissive, too strict or about right? SR

	Much too permissive.... 1 * E5
	A little too permissive... 2 * *
	About right 3 # E6
	A little too strict 4 * *
	Much too strict 5 * E5
	None / Don't know 6 # E6

ASK IF THINK CLASSIFICATION PERMISSIVE OR STRICT IE CODE 1,2 4 OR 5 IN E4. CODE 3 AND 6 TO E6

E5. What classification would you have given it? **READ OUT 1-5** SR

	G 1
	PG 2
	M 3
	MA15+ 4
	Or, would you
	ban it altogether.... 5
	None / Don't know .. 6

ASK ALL PLAYED A NEW RELEASE GAME IE CODE 1 IN E1 OR CODE 1-20 IN E2

- E6. In addition to classification ratings, many computer games also have consumer advice. This game contained the consumer advice **READ CONSUMER ADVICE**. Would you say that this consumer advice is too permissive, too strict or about right?
- | | | | |
|----------------------------|---|---|----|
| Much too permissive.... | 1 | * | E7 |
| A little too permissive... | 2 | * | * |
| About right | 3 | # | E8 |
| A little too strict | 4 | * | * |
| Much too strict | 5 | * | E7 |
| None / Don't know | 6 | # | E8 |
- IF TOO PERMISSIVE** Is that much too permissive or just a little too permissive?

IF TOO STRICT Is that much too strict or just a little too strict?

ASK IF THINK ADVICE PERMISSIVE OR STRICT IE CODE 1,2 4 OR 5 IN E7. CODE 3 AND 6 GO TO E9

- E7. What, if anything, would you change on the consumer advice for this particular game? (Specify) 1
Please be as specific as possible. **PROBE FULLY**
- | | |
|-----------------|---|
| Nothing | 2 |
| Don't know..... | 3 |

ASK ALL PLAYED A NEW RELEASE GAME IE CODE 1 IN E1 OR CODE 1-20 IN E2

- E8. Which of the following elements did this game have?
READ OUT AND ROTATE 1-6
- | | | | |
|-----------------------|---|---|------|
| Violence..... | 1 | * | * |
| Nudity | 2 | * | |
| Sex | 3 | * | E9 |
| Coarse Language.... | 4 | * | |
| Drug use..... | 5 | * | |
| Themes | 6 | * | * |
| None / Don't know ... | 7 | # | Next |
| | | # | Sect |

ASK IF MENTION ANY ELEMENTS IE CODE 1-6 IN E7. CODE 7 GO TO NEXT SECTION

- E9. Regardless of whether or not it is the type of game you choose to play or enjoy. Do you think that the level of **ELEMENT** in this game is acceptable for this classification, at the limit of what is acceptable or is more than should be allowed for this classification? **REPEAT FOR A-F MENTIONED IN E9. ROTATE A-F**
- | | ACCEP-
TABLE | AT
LIMIT | MORE THAN
SHOULD BE
ALLOWED | DON'T
KNOW |
|------------------------|-----------------|-------------|-----------------------------------|---------------|
| A. Violence | 1 | 2 | 3 | 4 |
| B. Nudity..... | 1 | 2 | 3 | 4 |
| C. Sex..... | 1 | 2 | 3 | 4 |
| ----- | | | | |
| D. Coarse Language.... | 1 | 2 | 3 | 4 |
| E. Drug Use..... | 1 | 2 | 3 | 4 |
| F. Themes..... | 1 | 2 | 3 | 4 |

SECTION F ASK IF WATCH NEW RELEASE MOVIES EVERY 5 MONTHS OR MORE IE CODE 1-6 IN A1A OR A1B. OTHERS TO NEXT SECTION

F1. I would now like you to think about films which have been released in the last 12 months. What **new release** films, if any, have you seen? Other (specify code) 1 * F3

None / Don't Know 2 # F2

INTERVIEWER TO RECORD FIRST NEW RELEASE FILM SEEN ON LIST ONLY. DO NOT RECORD FILMS NOT ON THE LIST

ASK IF NOT SEEN ANY FILM OR CANT RECALL NAMES IE CODE 2 IN F1. CODE 1 TO F3

F2. Which of the following films, if any, have you seen? SR
READ OUT AND ROTATE 1-23. STOP WHEN FIRST FILM SEEN IS RECALLED.

	300	01	*	*	
	Away from her	02	*	*	
	Blood Diamond.....	03	*	*	
	Borat.....	04	*	*	

	Cars.....	05	*	*	
	Death at a funeral.....	06	*	*	
	Hairspray.....	07	*	*	
	Happy Feet.....	08	*	*	

	Hostel Part II.....	09	*	*	
	Ice Age: The Meltdown.....	10	*	*	
	Lady Chatterly	11	*	*	
	Night at the Museum	12	*	*	F3

	Over the Hedge	13	*	*	
	Pirates of the Caribbean: At World's End	14	*	*	
	Ratatouille	15	*	*	
	Shrek the Third.....	16	*	*	

	Texas Chainsaw Massacre: the beginning	17	*	*	
	The Bourne Ultimatum.....	18	*	*	
	The Da Vinci Code	19	*	*	
	The Kingdom	20	*	*	

	The Pursuit of Happyness	21	*	*	
	The Simpsons Movie.....	22	*	*	
	X-Men: The Last Stand	23	*	*	
	None / Don't Know	24	#	#	Next Sect

ASK ALL SEEN A NEW RELEASE FILM IE CODE 1 IN F1 OR CODE 01-23 IN F2. CODE 24 IN F2 TO NEXT SECTION

F3. I would just like you to think about **TITLE**. As far as you are aware, and without checking, what classification rating was this film given? Was it...? **READ OUT 1-5** SR

	G.....	1	*	
	PG	2	*	
	M	3	*	
	MA15+	4	*	
	R18+.....	5	*	
	None / Don't know ..	6	#	

F4. The classification for this film was **READ CLASSIFICATION**. The **READ CLASSIFICATION** classification means **READ DESCRIPTION FROM APPENDIX** Do you think this classification is too permissive, too strict or about right? SR

	Much too permissive....	1	*	*	F5
	A little too permissive...	2	*	*	
	About right	3	#	#	F6
	A little too strict	4	*	*	
	Much too strict	5	*	*	F5
	None / Don't know	6	#	#	F6

ASK IF THINK CLASSIFICATION PERMISSIVE OR STRICT IE CODE 1,2 4 OR 5 IN F4. CODE 3 AND 6 TO F6

- F5. What classification would you have given it? **READ OUT 1-7**
- | | | |
|--|---|-----------|
| G..... | 1 | <u>SR</u> |
| PG..... | 2 | |
| M..... | 3 | |
| MA15+..... | 4 | |
| R18+..... | 5 | |
| X18+..... | 6 | |
| Or, would you
ban it altogether.... | 7 | |
| None / Don't know .. | 8 | |

ASK ALL SEEN A NEW RELEASE FILM IE CODE 1 IN F1 OR CODE 01-23 IN F2

- F6. In addition to classification ratings, many films also have consumer advice. This film contained the consumer advice **READ CONSUMER ADVICE**. Would you say that this consumer advice is too permissive, too strict or about right?
- | | | | |
|----------------------------|---|---|----|
| Much too permissive.... | 1 | * | F7 |
| A little too permissive... | 2 | * | * |
| About right..... | 3 | # | F8 |
| A little too strict..... | 4 | * | * |
| Much too strict..... | 5 | * | F7 |
| None / Don't know | 6 | # | F8 |
- IF TOO PERMISSIVE** Is that much too permissive or just a little too permissive?
- IF TOO STRICT** Is that much too strict or just a little too strict?

ASK IF THINK ADVICE PERMISSIVE OR STRICT IE CODE 1,2 4 OR 5 IN F6. CODE 3 AND 6 GO TO F8

- F7. What, if anything, would you change on the consumer advice for this particular film? Please be as specific as possible. **PROBE FULLY**
- | | | |
|-----------------|---|-----------|
| (Specify) | 1 | <u>SR</u> |
| Nothing..... | 2 | |
| Don't know..... | 3 | |

ASK ALL SEEN A NEW RELEASE FILM IE CODE 1 IN F1 OR CODE 01-23 IN F2

- F8. Which of the following elements did this film have? **READ OUT AND ROTATE 1-6**
- | | | | |
|-----------------------|---|---|-----------|
| Violence..... | 1 | * | * |
| Nudity..... | 2 | * | |
| Sex..... | 3 | * | F9 |
| Coarse Language.... | 4 | * | |
| Drug use..... | 5 | * | |
| Themes..... | 6 | * | * |
| None / Don't know ... | 7 | # | Next Sect |

ASK IF MENTION ANY ELEMENTS IE CODE 1-6 IN F8. CODE 7 GO TO NEXT SECTION

- F9. Regardless of whether or not it is the type of film you choose to watch or enjoy. Do you think that the level of **ELEMENT** in this film is acceptable for this classification, at the limit of what is acceptable or is more than should be allowed for this classification? **REPEAT FOR A-F MENTIONED IN F9. ROTATE A-F**
- | | ACCEP-
TABLE | AT
LIMIT | MORE THAN
SHOULD BE
ALLOWED | DON'T
KNOW |
|------------------------|-----------------|-------------|-----------------------------------|---------------|
| A. Violence..... | 1 | 2 | 3 | 4 |
| B. Nudity..... | 1 | 2 | 3 | 4 |
| C. Sex..... | 1 | 2 | 3 | 4 |
| ----- | | | | |
| D. Coarse Language.... | 1 | 2 | 3 | 4 |
| E. Drug Use..... | 1 | 2 | 3 | 4 |
| F. Themes..... | 1 | 2 | 3 | 4 |

SECTION G - ASK IF AGED 18 YEARS OR OVER IE CODE 03-14 IN Q1. OTHERS GO TO NEXT SECTION

G1. I would now like you to just think about films which are rated R18+. The R18+ classification is legally restricted to adults aged 18 years and over. This classification includes films such as Hostel, Texas Chainsaw Massacre: the Beginning and The Hills Have Eyes. (Specify) 1 SR
 None / Don't know .. 2

Assuming that the film was labelled with appropriate warnings, and regardless of whether or not you personally would choose to see such a film. Is there anything which should **not** be allowed in a R18+ film? **PROBE FULLY**

G2. Currently, most types of violence are permitted in a film classified R18+, so long as they are justified by context or storyline. The Classification Guidelines permit the impact for a film rated R18+ to be high. Regardless of whether or not you would choose to watch such a film, do you think that the amount of violence permitted in R18+ film is acceptable, more should be permitted, less should be permitted, or are you not sure? SR
 More should be permitted..... 1
 Acceptable..... 2
 Less should be permitted..... 3
 None / Don't know 4

G3. There are many different forms that violence can take. Again, just thinking about films rated R18+, and regardless of whether or not you would choose to watch such a film.

	NOT <u>ALLOWED</u>	ALLOWED ONCE <u>ONLY</u>	ALLOWED INFRE- <u>QUENTLY</u>	ALLOWED FREQ- <u>UENTLY</u>	DON'T <u>KNOW</u>
A. Violence in war documentaries ...	1	2	3	4	5
B. Sexual violence.....	1	2	3	4	5
C. Graphic or explicit violence.....	1	2	3	4	5
D. Animated violence	1	2	3	4	5

Do you think that **VIOLENCE TYPE** in R18+ films should not be allowed, should be allowed to once only, should be allowed infrequently or should be allowed frequently?

REPEAT FOR ELEMENTS A-C. ROTATE ELEMENTS

G4. Currently sexual activity can be simulated in a realistic manner in R18+ films, however actual intercourse, not simulated intercourse, is generally not permitted. In your opinion, should actual, non-simulated, intercourse be allowed in films rated R18+...? **READ OUT 1-3**

	Without restriction..... 1 * <u>SR</u> NS
	Only if it meets a set of strict criteria..... 2 @ G5
	Or, should footage of actors actually having sex not be permitted under any circumstances ... 3 # #
	None / Don't know 4 # G6

ASK IF BELIEVE CERTAIN CRITERIA REQUIRED IE CODE 2 IN G4. CODE 1 TO NEXT SECTION. CODE 3-4 TO G6

	AGREE WITH CRIT- <u>ERION</u>	DISAGREE WITH CRIT- <u>ERION</u>	DON'T <u>KNOW</u>
G5. Which of the following limitations should apply to a film rated R18+ containing actual intercourse, not simulated intercourse? READ OUT A-C			
A. Classification must warn that the film contains actual intercourse.....	1	2	3
B. Footage of actual intercourse should only last for a couple of minutes.....	1	2	3
C. Actual intercourse should be justified by the storyline ...	1	2	3

**ASK IF BELIEVE ACTUAL SEX SHOULD NOT BE PERMITTED IN R18+ FILMS OR NONE/ DON'T KNOW IE CODE 3 OR 4
IN G4. CODES 1-2 TO NEXT SECTION**

G6. Do you believe that footage of actual intercourse, not simulated intercourse should be permitted in films rated X18+? Yes 1
No.....2
Don't Know3

