



OFFICE OF FILM
& LITERATURE
CLASSIFICATION

Te Tari Whakarōpū Tukuata, Tuhituhinga



Public Understanding of Censorship

Research undertaken by the Office of Film and
Literature Classification and UMR Research

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Foreword

Recent research by the Office of Film and Literature Classification has focused on the views, behaviour and experiences of young people. While young people are the group most affected by age restrictions, censorship in New Zealand is predicated on the idea of protecting the entire “public good” from injury. The public as a whole should therefore understand the classification system and have confidence in the way it works. For that to occur, the Office must make clearly reasoned and timely classification decisions. This study examines adult New Zealanders’ understanding and perceptions of the classification system.

To discover how well New Zealanders understand the classification system, we asked them what they knew about the Classification Office and its functions, what the G, PG, M, R16 and R18 labels mean, and the extent to which they used ratings and classifications to make entertainment choices for themselves and their children.

Of particular concern is the fact that only 68% of New Zealanders actually know what the M label means. Among people who play computer games at least once a week, and who should therefore know better, this figure is even lower. On the other hand, we can be reassured that almost everyone surveyed knew what the G, PG, R16 and R18 labels mean.

We also asked New Zealanders to tell us how well they thought the classification system was performing, in particular whether they thought it was too strict, too liberal, or just right. Three-quarters of those surveyed thought the system was “about right”, “a bit too strict”, or “much too strict”. The other quarter thought the system was “a bit too lenient” or “much too lenient”, 29% of women agreed that the system was either “a bit too lenient” or “much too lenient” (compared with 20% of men), as did 40% of people over 60, and 34% of people who watched DVDs or videos once a month or never.

We have included raw data in the tables at the back of this report so that readers are able to analyse the data in different ways, draw different comparisons, and reach their own conclusions. Where possible, this study also compares our viewing habits with those revealed in the last New Zealand study of this type which was completed in 1992¹.

This was the first time the Office carried out research using an Internet-based poll. The Internet seemed particularly useful as a way to involve a large number of people throughout the country in research requiring responses to visual elements. Although Internet access is not yet universal in New Zealand², UMR Research is confident that the results provide a reasonably good picture of overall trends.

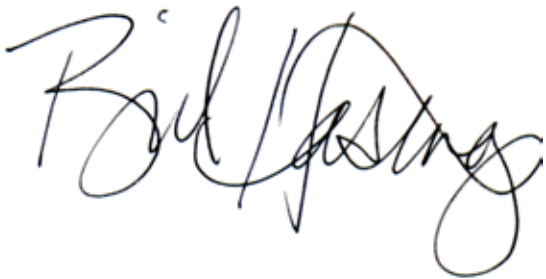
1 Westwood, J. and Christophel, P. (1992). *Public Attitudes to Film Censorship*. Wellington: Department of Internal Affairs.

2 69% of New Zealanders used the Internet in 2006. *Household Use of Information and Communication Technology 2006*. Statistics New Zealand.



Public interest in the research was considerable. The Office intended to get the views of 2000 members of the public but achieved a response rate 30% higher than anticipated.

My thanks go to David Wilson, the Office's Information and Policy Manager, who designed, managed and summarised the findings of this research, and to UMR Research for its development of the survey and expert analysis. The Classification Office is especially grateful to the 2611 people who participated in this research.

A handwritten signature in black ink, reading "WK Hastings". The signature is written in a cursive, flowing style with large loops and a prominent initial "W".

WK Hastings
Chief Censor of Film and Literature Classification

CHAPTER 1

RESEARCH METHODOLOGY

UMR Research conducted an internet survey of 2611 New Zealanders aged 18 years or older, through the internet research portal Buzz. People who had indicated that they were willing to take part in internet-based polls were contacted and invited to participate. Participants completed the online survey between 23 and 30 May 2006. They were only able to complete the survey once.

The sample is representative of New Zealand's population in terms of age and location. The fact that internet usage is not yet universal means that the sample cannot be said to be truly representative of all demographic groups. New Zealand Europeans are over-represented in the sample while Maori, Pacific Islander and Asian ethnicities are somewhat under-represented. The sample is broadly representative of New Zealand's gender balance, though women are slightly over-represented. The overall sample is representative enough of the New Zealand population to provide a good picture of overall trends.

The margin of error for a sample size of 2611 for a 50% figure at the 95% confidence level is $\pm 1.9\%$.

CHAPTER 2

SUMMARY OF KEY FINDINGS

Overview

- The general public is aware of the existence of the Office of Film and Literature Classification, although they generally feel that they do not know a great deal about what it does. Most are happy enough with the current classification system, with only one in twenty said that it was ‘much too lenient’ and one in a hundred saying that it was much too strict. Those who believed that the system was too lenient were most likely to be concerned about violence in films.
- The ‘M’ classification emerged as the one that people were least likely to recognise of the five classification labels tested. While just about everyone opted for the correct interpretation of ‘G’, ‘PG’, ‘R16’ and ‘R18’, more than three in ten respondents chose a wrong answer for ‘M’, or admitted that they did not know what it meant.
- Classification labels and descriptive notes are very important for parents when choosing entertainment options for their children, although most adults regard this information as of less importance when choosing films, DVDs, videos or games for themselves.

Entertainment Options

- 43% of New Zealanders claimed to watch DVDs or videos at least once a week, and 32% said that they watched them 1-3 times per month.
- 32% said that they played computer or console games at least once a week, including 10% who played them every day. By contrast, 37% said that they never played computer or console games.
- New Zealanders went to the movies less regularly, although only 12% said that they never watched films at the cinema. 25% said that they went to the movies at least once a month.

Declared Knowledge of the Office of Film and Literature

Classification

- Knowledge of the Office of Film & Literature Classification was quite low, although a good proportion did feel that they had at least a basic knowledge. While only 1% of New Zealanders said that they knew ‘a lot’ about the Office of Film & Literature Classification or the Chief Censor, 70% either said that they knew ‘a fair amount’ or ‘not that much’ about it. 23% said that they knew hardly anything about the Office, while 6% admitted to never having heard of it.

- Those who claimed to have heard of the Office of Film & Literature Classification were asked what it did. 77% of these respondents mentioned classifying movies as one of the Office's roles, compared with 26% who nominated classifying literature and publications, and 19% who suggested classifying games. On this unprompted question, 6% nominated classifying television programmes as one of the Office of Film and Literature Classification's roles.

Understanding of Classification Labels

- Understanding of the classification labels was good, with the exception of the 'M' classification. It should be noted that the labels were tested without any explanatory text (i.e. respondents saw only the symbol).
- Asked to choose from a range of options for each classification label, 95% opted for the right answer for the 'G' classification, as did 91% for 'R18', 89% for 'R16' and 88% for PG.
- Only 68% of respondents correctly stated that the 'M' classification meant that 'anyone can watch the film but it is more suitable for people aged 16 years and over'. 12% said that people under 16 years could only watch the film with their parents, while 11% said that only people over 16 years could watch the film. 9% were unsure of its meaning.

Impact of Classification Labels & Descriptive Notes

- Most New Zealanders did not feel that the classification labels or descriptive notes had much influence over which film, video, DVD or game they watched/ played. 17% stated that the classification note was very important in their decision, compared with 17% who said that it was not important at all. Similarly, 21% said that the descriptive note was very important and 11% said that it was not at all important.
- However, when choosing films, videos, DVDs or games for children the classification labels and descriptive note were considered to be far more important. 85% of parents stated that the classification and descriptive note were important when choosing entertainment for their children. Only 1% said that the classification was not at all important and 2% claimed that the descriptive note was not at all important.

Perceptions of the Classification System

- New Zealanders were quite happy with the classification system. Around two thirds of respondents (64%) felt that the current classification system for films, videos, DVDs and games was about right. 25% believed that it was too lenient, although most of these people opted for 'a bit too lenient' rather than 'much too lenient'. Similarly, while 10% believed that the classification label system was a 'bit too strict', just 1% felt that it was 'much too strict'.

- Those who believed that the classification system was too strict often said that it was out of step with changing social standards (30%), that classifications were more stringent than in other countries (29%), that they were against censorship on general principle (23%) or that it should be up to parents and the viewer to decide (22%).
- Violence in films was the main concern of those who felt that the system was too lenient. 43% of this group nominated violence as the reason why they believed the system was too lenient, compared with 28% who believed that restrictions were lower than in other countries, and 22% that sex was treated too leniently by the classification system.

CHAPTER 3

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(i) Entertainment Options

ENTERTAINMENT OPTIONS						
About how often do you do each of the following:						
	%					
	Every day	Several times a week	Once a week	1-3 times per month	Less than once a month	Never
Watch DVDs or videos	3	17	23	32	22	2
Play computer or console games (e.g. PS2, PSP, X-box)	10	15	7	10	20	37
Watch a movie at the cinema	-	1	3	21	63	12

(ii) Knowledge of the Office of Film and Literature Classification

DECLARED KNOWLEDGE OF OFFICE OF FILM & LITERATURE CLASSIFICATION	
How much do you know about the Office of Film & Literature Classification or Chief Censor?	
	%
A lot	1
A fair amount	21
TOTAL HIGH DECLARED KNOWLEDGE	22
Not that much	49
Hardly anything	23
Have not heard of them before	6
TOTAL LOW DECLARED KNOWLEDGE	78

ROLE OF OFFICE OF FILM & LITERATURE CLASSIFICATION (Asked if aware of the Office)	
So far as you know, what does the Office of Film & Literature Classification do? What is their role?	
	%
Classify movies	77.4
Classify literature/ publications	26.1
Classify games	19.3
Classify ratings for media – general	15.7
Classify TV programmes	5.9
Classify magazines	4.2
Censor/ ban media	4.0
Classify music	3.4
Deal with complaints about restrictions	0.8
OTHER Undertake reviews for a films genre/ quality (0.3%), Classify advertising (0.3%), Classify websites (0.2%), Classify music videos (0.2%), Ensures copyrights are not broken (0.1%), Disseminate information about classification system (0.1%), Censor art (0.1%), Classify/ censor radio (0.1%), Wastetaxpayers' money (0.1%)	1.5
Base: 94% of respondents who were aware of the Office of Film & Literature Classification, Multiple response	

(iii) Understanding of Labels

UNDERSTANDING OF LABELS - G	
What does this symbol mean?	
	%
The film is suitable for anyone	95
Young children may need parental guidance when watching the film	3
The film is suitable for young children only	1
Not that much	1

UNDERSTANDING OF LABELS - PG	
What does this symbol mean?	
	%
Anyone can watch the film but young children may need parental guidance	88
Young children may need parental guidance when watching the film	11
The film is suitable for anyone	1

UNDERSTANDING OF LABELS - M	
What does this symbol mean?	
	%
Anyone can watch the film but it is more suitable for people aged 16 years and over	68
People under 16 years can only watch the film with their parents	12
Only people over 16 years can watch the film	11
Unsure	9

UNDERSTANDING OF LABELS- R16

What does this symbol mean?

	%
Only people over 16 years can watch the film	87
People under 16 years can only watch the film with their parents	7
Anyone can watch the film but it is more suitable for people aged 16 years and over	5

UNDERSTANDING OF LABELS- R18

What does this symbol mean?

	%
Only people over 18 years can watch the film	91
People under 18 years can only watch the film with their parents	6
Anyone can watch the film but it is more suitable for people aged 18 years and over	4

LOCATION OF LABELS

Where have you seen these labels before?

	%
On videos/ DVDs	92
On movie posters	85
On movie trailers	80
On TV advertising	63
On computer games	55
OTHER Print media (video shop leaflets, magazines, TV guides etc) (1.7%), CDs (0.8%), Console/ video games (0.4%), Internet (0.3%), Books (0.3%), Reviews (0.1%)	4

(iv) Influence of Classification Labels

INFLUENCE OF LABEL INFORMATION ON PERSONAL ENTERTAINMENT CHOICE

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

FOLLOWED BY:

As well as a classification, films and games often come with a descriptive note (e.g. contains violence, contains offensive language). When choosing a film, video, DVD or game how important is the descriptive note in your decision to watch it?

		%													
		10 Very Important	9	8	7	TOTAL 7-9	6	5	4	TOTAL 4-6	3	2	1	TOTAL 1-3	0 Not at all important
Descriptive Note	21	9	13	10	32	7	7	10	4	21	7	6	4	17	11
Classification	17	6	11	9	26	6	6	9	3	18	7	8	6	21	17

INFLUENCE OF LABEL INFORMATION ON ENTERTAINMENT CHOICE FOR CHILDREN

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

FOLLOWED BY:

When choosing a film, video, DVD or game for a child to watch how important is the descriptive note in your decision?

		%													
		10 Very Important	9	8	7	TOTAL 7-9	6	5	4	TOTAL 4-6	3	2	1	TOTAL 1-3	0 Not at all important
Descriptive Note		45	16	16	8	40	4	4	2	10	2	2	1	5	2
Classification		50	15	14	6	35	4	4	2	10	2	1	1	4	1

v) Perceptions of Classification System

PERCEPTIONS OF CLASSIFICATION SYSTEM	
How would you rate the current classification system for films, videos, DVDs and games (TV is not included). Would you say it was:	
	%
Much too strict	1
A bit too strict	10
TOTAL TOO STRICT	11
ABOUT RIGHT	64
A bit too lenient	20
Much too lenient	5
TOTAL TOO LENIENT	25

PERCEPTIONS OF CLASSIFICATION SYSTEM- REASONS WHY TOO STRICT	
In what ways do you think the classification of films, videos, DVDs and games is too strict?	
	%
Social standards have changed	30
Restriction is too high/ higher than overseas	29
Against banning/ censorship	23
Parents/ viewer should decide	22
Sex overrated	7
Violence overrated	6
Language overrated	5
Can't see a movie I want to see	3
Nudity overrated	2
Base: 11% of respondents who believed that the classification system was too strict, Multiple response	

PERCEPTIONS OF CLASSIFICATION SYSTEM-
REASONS WHY TOO LENIENT

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

	%
Violence underrated	43
Restriction is too low/ lower than overseas	28
Sex underrated	22
Language underrated	15
Not enforced well enough/ Underage people able to hire or buy restricted material	12
More classification categories/ M needs to be reviewed – large gap from PG to R16	6
Nudity underrated	3
Drug use underrated	0.3
Base: 25% of respondents who believed that the classification system was too strict, Multiple response	

CHAPTER 4

DISCUSSION

This section sets out the views of the Office of Film and Literature Classification on the results of the research.

Frequency of viewing

In 1992, the Department of Internal Affairs surveyed 1,929 members of the public on their attitudes to censorship³. This study asked people how often they watched films and videos. The viewing habits of the 1269 people aged 18 years and over in that study are interesting to compare with the results of the present study. In the 1992 study, 50% of subjects watched a video at least once a month while 50 per cent never watched videos. In the present study, 75% watched videos and DVDs at least once a month and two per cent reported never watching videos or DVDs. In the 1992 study 43 percent of adults watched a film in a cinema at least once a month while 57 per cent never watched films. In the present study, 24 percent watched a film at least once a month while 12 percent reported never watching films. Further comparisons between the two studies were not possible since they collected data in different categories.

Comparison between 1992 and 2006 studies of frequency of viewing

Year	Watch video monthly	Never watch video	Watch film monthly	Never watch film
1992	50%	50%	43%	57%
2006	75%	2%	24%	12%

While the 1992 study was not strictly representative of the New Zealand adult population⁴, the comparison indicates that adults are far more likely to watch videos or DVDs today than in the early 1990s. This is not surprising in light of the growth in the range, quality and availability of home entertainment goods, accompanied by their decreasing price.

Interestingly, more people in the 1992 study reported going to the cinema at least once a month than in the present study while significantly fewer indicated that they never go to the cinema. The diminished numbers reporting that they go to the cinema each month may also be a result of the growth in the popularity of home entertainment systems. On the other hand, the decrease in the number who never go to the cinema could reflect the spread of cinemas into smaller towns and into suburban areas.

3. Westwood, J. and Christophel, P. (1992). *Public Attitudes to Film Censorship*. Wellington: Department of Internal Affairs.

4. The 1992 study surveyed people who attended censorship education events and was slightly over-represented among older age groups.

Adult viewing figures are also interesting to compare with those of young people. In 2006 the Office surveyed 460 secondary school students aged 16 to 19 years who attended Censor for a Day events in Christchurch, Dunedin, Invercargill, Nelson and Wellington⁵. The subjects were asked, among other things, how often they watched films and DVDs and how often they played computer games. The results of that study and the present study are summarised in the table below.

Comparison between viewing habits of adults and young people

	Every day		Several times a week		Once a week		1-3 times per month		Less than once a month		Never	
	Adult	Youth	Adult	Youth	Adult	Youth	Adult	Youth	Adult	Youth	Adult	Youth
Watch DVD or video	3	3	17	22	23	38	32	31	22	6	2	-
Play computer game	10	9	15	16	7	13	10	14	20	29	37	19
Watch a movie at the cinema	-	-	1	-	3	2	21	32	63	65	12	1

Viewing a video or DVD at least once a week is a more common activity for young people (63%) than adults (43%). Young people are also more frequent cinema-goers with 34% going several times a month compared to 24% of adults. While adults are almost twice as likely as young people to never play computer games, it is interesting to note that the proportion of each group who play computer games several times a week or more is identical (25%). Computer gaming is frequently regarded as the preserve of children and teenagers but frequent gamers are just as likely to be adults.

Knowledge of the Classification Office

A relatively small proportion of respondents (22%) felt that they had high levels of knowledge of the Classification Office. However, only 6% had never heard of the Office or the Chief Censor. Knowledge of the Office was highest amongst 50 to 54 year olds and lowest amongst 18 to 24 year olds. The 94% of respondents who had at least heard of the Office displayed a reasonable level of knowledge of its main area of work – classifying movies. While 77.4% were aware of the Office’s film classification role, 26.1% knew that it classified literature and 19.3% knew that it classified computer games. In 2006, 84% of the Office’s classification work involved films, video, DVDs and associated material such as posters or slicks. Only 1% of its work involved classifying literature and 6% involved classifying computer games. Given the relatively small number of games and literature classified by the Office it is not surprising that these activities are relatively less well known.

5. Office of Film and Literature Classification & UMR Research Ltd (2006). *Young People’s Use of Entertainment Mediums*. Wellington: Office of Film and Literature Classification.

The Office's classification of games is also likely to be less prominent because unrestricted computer games are exempt from the mandatory labelling that applies to all other moving images. The Office only classifies, and the Labelling Body only issues labels for, the 10% of games that require classification because of their restricted content. Most games sold in New Zealand appear in shops bearing foreign classification labels. Research conducted in 2005 concluded that the presence of foreign labels on computer games rented and sold in New Zealand creates public confusion⁶. This confusion does not exist amongst film, video and DVD audiences because all foreign labels are required by law to be obscured and replaced with the correct New Zealand label.

Understanding of classification labels

New Zealanders showed a very high level of understanding of the meaning of classification labels. Knowledge of the meaning of G, PG, R16 and R18 symbols varied between 88 per cent and 95 per cent. Research subjects were shown the symbols without the text that usually accompanies them, suggesting that the symbols themselves are widely recognised. Research conducted in Australia found similarly high levels of recognition of labels but lower levels of understanding of their meaning⁷.

The M symbol, which indicates that a film is unrestricted but more suitable for a mature audience aged 16 years and over, had a significantly lower level of recognition with 68 per cent of respondents able to correctly identify it. People living in Wellington and those on higher incomes were most likely to correctly identify the meaning of the symbol. Possible reasons for lower levels of understanding include the fact that the label has not been in circulation for as long as most others. Most classification symbols currently in use were introduced by the Video Recordings Act 1987. The M label was introduced seven years later, under the current Act which came into force in 1994. The other classification symbols may also be better understood because similar symbols are used in other areas. For example, broadcasters use the G and PGR ratings for television programmes and they have meanings broadly similar to those applied to film. The phrase 'R18' is commonly used to denote that a premises or item is restricted to adults. The M symbol is not used outside the sphere of film classification. Its message is, perhaps, less clear than other labels because it mentions a recommended age of 16 years for viewers (similar to restricted labels) but is coloured yellow like the unrestricted PG label. It also uses the subjective term 'mature', which is open to different interpretations, along with the recommended age. Other countries that have carried out similar research, such as Ireland⁸ and Australia⁹, have also found 'mid-range' classification symbols to be less well understood than other classification symbols.

Usefulness of Classification Labels & Descriptive Notes

Given the high levels of understanding of most classification labels, the Office was interested to know the extent to which the public made use of them.

Research subjects were asked to rank on a scale of 0 (not important at all) to 10 (very important) the importance of the classification and descriptive note in their choice of film, video, DVD or game. Forty-

6. UMR Research & Office of Film and Literature Classification (2005). *Underage Gaming Research*. Wellington: Office of Film and Literature Classification.

7. D&M Research (2005). *Classification Study*. Sydney: Office of Film and Literature Classification.

8. Landsdowne Market Research (2004). *Parental Usage & Attitudes Survey*. Dublin: Irish Film Censor's Office.

9. D&M Research (2005). *Classification Study*. Sydney: Office of Film and Literature Classification.

3% of respondents rated the importance of the classification at 7 or higher, while 17% considered that it was not important at all. 53% of respondents rated the importance of the descriptive note at 7 or higher, while 11% considered that it was not important at all. Not surprisingly, adults, who are not constrained by age restrictions on films, considered the descriptive note more important than the classification in informing their choices. Women were more likely than men to consider the classification and descriptive note important. Maori and Pacific Island people, those on lower household incomes and older people were also more likely to consider the classification and descriptive note important.

When the 940 respondents with children in their care were asked the about the importance of the classification and descriptive note, results showed that parents place a much greater reliance on them. 85% of parents rated the importance of the classification at 7 or higher, while only 1% considered that it was not important at all. Similarly, 85% of parents rated the importance of the descriptive note at 7 or higher, while only 2% considered that it was not important at all. People aged 25 to 39 years (those parents most likely to have young children) and those aged over 60 years (those most likely to be grandparents) were most likely to consider the classification important in choosing a film or game for children. Maori people and those on lower household incomes were also more likely to hold that view.

The results of this part of the survey indicate that classification and descriptive notes are important to parents in making viewing and gaming decisions for children. Research conducted on the use of descriptive notes, known as ‘consumer advice’ in the United Kingdom found similarly strong support for them amongst parents¹⁰. Research conducted in Ireland showed similar trends to New Zealand in finding that 93% of all parents regularly check the classification rating before allowing their children to watch films¹¹.

Perceptions of the Classification System

Parents in particular consider the classifications and descriptive notes important and the work of the Office is relatively well known. In that light, it is interesting to measure public perceptions of the classification system. Research subjects were asked to rate the current classification system for films, video, DVDs and games and were told that television ratings were excluded from the question. The “classification system” is larger than the Classification Office. It includes the Film and Video Labelling Body that deals with unrestricted films (cross-rating most of them from equivalent Australian classifications) and the Censorship Compliance Unit of the Department of Internal Affairs, the primary enforcement agency. It includes cinemas, video stores and games stores who are required to police age restrictions on films and games. It also includes the provisions of the Films, Videos, and Publications Classification Act 1993 to which censorship agencies are required to adhere.

The majority of New Zealanders (64%) thought that the classification system was “about right”. The groups most likely to hold this opinion were people aged 25 to 34 years and those with higher household incomes.

I think it is very important to have a classification system for films; games etc; even books if the content might be disturbing to young people should have a warning of some sort on there. Thanks you guys do a great job!

10. British Board of Film Classification (2005). BBFC Consumer Advice Research. London: British Board of Film Classification.

11. Landsdowne Market Research (2004). Parental Usage & Attitudes Survey. Dublin: Irish Film Censor’s Office.

I feel it is quite ok, our country doesn't seem to be overly strict with banning movies etc. But; they are not too lenient either. It is really important to me, as I have a young child and don't want to not know a movie rating - go in and find out it is totally inappropriate for him. The classification system allows me some insight even if it is a last minute decision to go to the movies, and I don't really know much about the movie we are watching for example.

I think the classification system is fine. I like that the Chief Censor is always accountable for his actions and is generally willing to engage in discussion or debate over classifications, particularly with regards to things that are right on the edge of being classified 'objectionable'. I also like that the office doesn't necessarily bow to the pressure of 'moral rights' groups.

A further 10% thought that the system was “a bit too strict”. People aged 18 to 24 years, on very high household incomes or of Indian ethnicity were more likely to hold this view. An additional 1% of respondents thought that the classification system was “much too strict”. Those respondents who thought the classification system was too strict considered that societal standards had changed or that New Zealand was more restrictive than other countries. Some respondents were philosophically opposed to censorship and thought that parents or viewers rather than the State should decide what is suitable.

I believe that there should never be censorship; and giving material classifications is an excellent way of protecting those needing protection without depriving others who may be interested or stimulated by things others find objectionable. for example Baise Moi.

Too strict on hardcore pornography.

There are some movies that I know of that haven't been allowed for us to see because of the censor chief; it just gives us an incentive to download the movies; illegally.

Conversely, 20% of respondents thought that the classification system was “a bit too lenient” and five per cent of respondents felt that the classification system was “much too lenient”. People aged over 60 years were most likely to regard the system as lenient. Those who thought the system was too lenient primarily considered that violent material was not sufficiently restricted. Almost twice as many respondents expressed concern about violence as opposed to sexual content. Research conducted in Ireland in 2004 found similar results, with violent content being of primary concern and sexual activity of less concern¹². Other respondents thought that New Zealand was less restrictive than other countries. Some expressed concern over enforcement of classifications or the availability of restricted material to young people.

I think it's very good with the exception of the violence which is allowed to be shown. I would have a specific classification for violence; so that any adult can tell how bad it is. Violence as entertainment is not really right and

12. Landsdowne Market Research (2004). *Parental Usage & Attitudes Survey*. Dublin: Irish Film Censor's Office.

people have a right to know if they are going to be subjected to something unpleasant and to what extent.

I worry that lots of people ignore the classification of videos & DVDs & allow their children to watch inappropriate violence in particular. For example; I am a teacher & in media studies classes; some 13 year-olds viewed an R18 movie for their viewing homework. When I was discussing that I would not accept discussion of an R18 movie for assessment, another student claimed “there’s nothing wrong with R18 movies”.

Over the years the NZ classification system has become increasingly lenient and this happens to coincide with an increase in the incident of violence; profanity and unhealthy sexuality. I believe that these are learned behaviours and that much of the teaching of these anti-social behaviours come from films, games, DVD’s, videos etc that model these behaviours.

DEMOGRAPHICS

	n=	%
REGION		
Auckland	883	34
Hamilton	316	12
Wellington	540	21
Christchurch	360	14
Dunedin	130	5
Other	379	15
GENDER		
Male	1250	18
Female	1361	52
AGE		
18-24	303	12
25-29	264	10
30-34	282	11
35-39	270	10
40-44	274	11
45-49	240	9
50-54	262	10
55-59	138	5
60 years +	579	22
HOUSEHOLD INCOME		
\$20,000 or less	290	11
\$20,001 - \$30,000	267	11
\$30,001 - \$40,000	287	11
\$40,001 - \$50,000	280	11
\$50,001 - \$60,000	259	10
\$60,001 - \$70,000	231	9
\$70,001 - \$80,000	214	8
\$80,001 - \$90,000	149	6
\$90,001 - \$100,000	152	6
\$100,001 - \$150,000	271	11
PERSONAL INCOME		
\$20,000 or less	746	29
\$20,001 to \$30,000	354	14
\$30,001 to \$40,000	396	16
\$40,001 to \$50,000	367	14
\$50,001 to \$60,000	227	9
\$60,001 to \$80,000	238	9
Over \$80,001	215	8
PARTICIPATION IN ENTERTAINMENT		
Watch DVDs/Videos at least once a week	1123	43
Play computer/console games at least once a week	852	32
Go to movies at least once a month	648	25
ETHNICITY (multiple response, person is counted in each ethnicity they indicate)		
European	2030	78
Maori	261	10
Pacific Islander	96	4
Chinese	37	1
Indian	28	1
Other Asian	25	1

About how often do you do each of the following: play computer or console games?

		Never	Less than once a month	1-3 times per month	Once a week	Several times a week	Every Day
All		37%	20%	10%	7%	15%	10%
Which city do you live in or closest to?	Auckland	37%	20%	11%	8%	15%	9%
	Hamilton	40%	21%	9%	5%	14%	11%
	Wellington	38%	22%	9%	6%	17%	9%
	Christchurch	33%	19%	10%	9%	15%	14%
	Dunedin	31%	20%	14%	8%	15%	12%
	Other	42%	16%	10%	7%	14%	12%
Gender	Male	34%	20%	11%	8%	17%	9%
	Female	41%	20%	9%	6%	13%	11%
Age	18-24yrs	20%	25%	15%	11%	19%	9%
	25-29yrs	23%	30%	14%	12%	16%	5%
	30-34yrs	32%	22%	14%	9%	16%	7%
	35-39yrs	29%	27%	14%	7%	14%	9%
	40-44yrs	38%	24%	13%	4%	14%	7%
	45-49yrs	39%	23%	6%	6%	18%	8%
	50-54yrs	45%	17%	10%	6%	13%	9%
	55-59yrs	48%	13%	5%	6%	16%	12%
Household Income	\$20,000 or less	36%	15%	7%	9%	15%	18%
	\$20,001 to \$30,000	35%	12%	11%	7%	19%	17%
	\$30,001 to \$40,000	40%	17%	9%	6%	15%	12%
	\$40,001 to \$50,000	36%	21%	10%	8%	14%	10%
	\$50,001 to \$60,000	36%	20%	9%	7%	20%	8%
	\$60,001 to \$70,000	38%	20%	9%	6%	15%	12%
	\$70,001 to \$80,000	33%	26%	12%	9%	15%	6%
	\$80,001 to \$90,000	37%	22%	11%	7%	15%	9%
	\$90,001 to \$100,000	34%	29%	10%	7%	13%	7%
	\$100,001 to \$150,000	43%	21%	14%	6%	12%	4%
	Over \$150,000	42%	22%	11%	7%	13%	4%
Personal Income	\$20,000 or less	35%	16%	10%	8%	17%	14%
	\$20,001 to \$30,000	37%	16%	10%	8%	16%	13%
	\$30,001 to \$40,000	38%	19%	10%	7%	15%	11%
	\$40,001 to \$50,000	36%	25%	10%	8%	15%	6%
	\$50,001 to \$60,000	35%	25%	13%	9%	14%	4%
	\$60,001 to \$80,000	39%	22%	10%	6%	13%	9%
	Over \$80,001	48%	23%	8%	4%	11%	5%
Watch DVDS/ Videos at least once a week		23%	18%	13%	11%	20%	14%
Go to movies at least once a month		36%	23%	10%	9%	14%	9%
Watch DVDS/ Videos less than once a month/never		55%	17%	4%	4%	12%	8%
Go to movies less than once a month/never		39%	19%	10%	6%	15%	10%
Maori		27%	19%	13%	9%	19%	13%
Pacific Islander		24%	25%	14%	11%	13%	13%
European		40%	19%	9%	7%	15%	9%
Chinese		20%	24%	14%	0%	24%	18%
Indian		10%	34%	19%	11%	24%	2%
Other Asian		22%	9%	17%	14%	25%	12%

About how often do you do each of the following: watch DVDs or videos?

		Never	Less than once a month	1-3 times per month	Once a week	Several times a week	Every Day
All		2%	22%	32%	23%	17%	3%
Which city do you live in or closest to?	Auckland	2%	18%	33%	23%	20%	4%
	Hamilton	3%	24%	34%	26%	12%	1%
	Wellington	1%	24%	34%	21%	17%	3%
	Christchurch	4%	23%	29%	24%	18%	2%
	Dunedin	1%	14%	37%	21%	22%	5%
	Other	3%	32%	27%	22%	14%	2%
Gender	Male	2%	20%	33%	22%	21%	3%
	Female	3%	25%	32%	23%	14%	3%
Age	18-24yrs	1%	8%	34%	29%	25%	3%
	25-29yrs	0%	9%	29%	34%	24%	4%
	30-34yrs	1%	13%	32%	26%	23%	5%
	35-39yrs	1%	14%	34%	23%	23%	4%
	40-44yrs	2%	18%	32%	27%	18%	3%
	45-49yrs	2%	22%	35%	22%	18%	1%
	50-54yrs	2%	32%	34%	16%	15%	1%
	55-59yrs	3%	38%	37%	15%	6%	2%
Household Income	\$20,000 or less	5%	26%	27%	22%	17%	3%
	\$20,001 to \$30,000	1%	24%	30%	20%	21%	5%
	\$30,001 to \$40,000	2%	23%	35%	25%	12%	3%
	\$40,001 to \$50,000	1%	21%	33%	19%	23%	3%
	\$50,001 to \$60,000	4%	21%	33%	20%	20%	2%
	\$60,001 to \$70,000	2%	20%	35%	21%	19%	4%
	\$70,001 to \$80,000	6%	20%	35%	26%	12%	2%
	\$80,001 to \$90,000	0%	20%	36%	26%	15%	3%
	\$90,001 to \$100,000	1%	21%	29%	28%	17%	4%
	\$100,001 to \$150,000	1%	22%	34%	23%	18%	2%
	Over \$150,000	2%	23%	29%	26%	17%	4%
Personal Income	\$20,000 or less	3%	24%	30%	21%	18%	3%
	\$20,001 to \$30,000	0%	21%	34%	19%	21%	3%
	\$30,001 to \$40,000	2%	16%	33%	31%	14%	4%
	\$40,001 to \$50,000	1%	24%	34%	19%	20%	2%
	\$50,001 to \$60,000	3%	23%	29%	25%	17%	3%
	\$60,001 to \$80,000	4%	26%	33%	22%	15%	2%
	Over \$80,001	2%	22%	38%	21%	15%	2%
Play computer/console games at least once a week		2%	16%	21%	27%	28%	6%
Go to movies at least once a month		0%	10%	28%	31%	25%	6%
Go to movies less than once a month/never		3%	26%	34%	20%	15%	2%
Maori		2%	18%	32%	22%	23%	3%
Pacific Islander		1%	9%	28%	29%	26%	7%
European		2%	24%	33%	22%	16%	3%
Chinese		2%	20%	27%	13%	35%	3%
Indian		0%	10%	11%	31%	39%	9%
Other Asian		0%	14%	39%	24%	19%	5%

About how often do you do each of the following: go to see a movie at the cinema?

		Never	Less than once a month	1-3 times per month	Once a week	Several times a week
All		12%	63%	21%	3%	1%
Which city do you live in or closest to?	Auckland	10%	60%	25%	4%	1%
	Hamilton	18%	65%	15%	1%	0%
	Wellington	8%	64%	23%	4%	1%
	Christchurch	13%	65%	19%	2%	1%
	Dunedin	9%	61%	26%	3%	0%
	Other	16%	68%	14%	2%	0%
Gender	Male	11%	64%	21%	3%	1%
	Female	12%	63%	21%	3%	0%
Age	18-24yrs	5%	52%	36%	6%	1%
	25-29yrs	7%	56%	31%	5%	1%
	30-34yrs	7%	70%	19%	3%	0%
	35-39yrs	9%	67%	23%	1%	0%
	40-44yrs	11%	71%	16%	2%	0%
	45-49yrs	13%	67%	18%	2%	0%
	50-54yrs	13%	59%	23%	4%	0%
	55-59yrs	18%	66%	13%	2%	1%
Household Income	\$20,000 or less	22%	56%	19%	3%	0%
	\$20,001 to \$30,000	21%	58%	16%	5%	0%
	\$30,001 to \$40,000	17%	61%	17%	4%	0%
	\$40,001 to \$50,000	10%	66%	19%	4%	2%
	\$50,001 to \$60,000	9%	68%	22%	1%	0%
	\$60,001 to \$70,000	12%	67%	18%	3%	1%
	\$70,001 to \$80,000	8%	70%	20%	2%	0%
	\$80,001 to \$90,000	6%	69%	22%	3%	0%
	\$90,001 to \$100,000	7%	62%	29%	2%	0%
	\$100,001 to \$150,000	4%	68%	24%	4%	0%
Over \$150,000	2%	58%	34%	6%	1%	
Personal Income	\$20,000 or less	16%	61%	20%	3%	0%
	\$20,001 to \$30,000	16%	63%	16%	4%	0%
	\$30,001 to \$40,000	12%	63%	22%	3%	0%
	\$40,001 to \$50,000	7%	68%	21%	2%	1%
	\$50,001 to \$60,000	8%	64%	24%	4%	1%
	\$60,001 to \$80,000	10%	62%	22%	5%	1%
	Over \$80,001	3%	68%	26%	2%	1%
Watch DVDS/ Videos at least once a week		8%	56%	29%	6%	1%
Play computer/console games at least once a week		15%	60%	20%	4%	0%
Watch DVDS/ Videos less than once a month/never		20%	69%	10%	1%	0%
Maori		16%	62%	18%	5%	0%
Pacific Islander		9%	57%	30%	4%	0%
European		11%	64%	21%	3%	0%
Chinese		6%	49%	45%	0%	0%
Indian		0%	38%	51%	6%	4%
Other Asian		8%	54%	31%	7%	0%

How much do you know about the Office of Film & Literature Classification or Chief Censor?

		A lot	A fair amount	Not that much	Hardly anything	Have not heard of them before
All		1%	21%	49%	23%	6%
Which city do you live in or closest to?	Auckland	2%	21%	46%	24%	7%
	Hamilton	0%	21%	52%	20%	7%
	Wellington	1%	24%	48%	22%	5%
	Christchurch	2%	19%	53%	21%	5%
	Dunedin	1%	12%	59%	25%	3%
	Other	2%	21%	48%	24%	5%
Gender	Male	2%	25%	50%	20%	3%
	Female	1%	17%	49%	25%	8%
Age	18-24yrs	2%	14%	39%	27%	18%
	25-29yrs	2%	15%	38%	34%	11%
	30-34yrs	2%	19%	46%	26%	7%
	35-39yrs	1%	21%	52%	21%	5%
	40-44yrs	1%	21%	53%	22%	3%
	45-49yrs	2%	20%	52%	22%	4%
	50-54yrs	2%	29%	52%	15%	2%
	55-59yrs	2%	18%	60%	18%	3%
	60yrs+	1%	25%	52%	20%	2%
Household Income	\$20,000 or less	1%	22%	48%	20%	9%
	\$20,001 to \$30,000	3%	21%	45%	23%	8%
	\$30,001 to \$40,000	1%	17%	56%	20%	5%
	\$40,001 to \$50,000	2%	23%	44%	24%	8%
	\$50,001 to \$60,000	1%	22%	48%	24%	5%
	\$60,001 to \$70,000	2%	22%	46%	24%	6%
	\$70,001 to \$80,000	1%	17%	50%	27%	5%
	\$80,001 to \$90,000	1%	17%	54%	21%	7%
	\$90,001 to \$100,000	0%	26%	50%	20%	3%
	\$100,001 to \$150,000	2%	20%	51%	23%	3%
	Over \$150,000	1%	22%	50%	23%	3%
Personal Income	\$20,000 or less	1%	19%	48%	22%	9%
	\$20,001 to \$30,000	3%	21%	46%	23%	6%
	\$30,001 to \$40,000	2%	17%	49%	26%	6%
	\$40,001 to \$50,000	0%	25%	46%	22%	6%
	\$50,001 to \$60,000	2%	19%	53%	24%	2%
	\$60,001 to \$80,000	1%	21%	52%	24%	2%
	Over \$80,001	1%	26%	54%	18%	1%
	Watch DVDS/ Videos at least once a week	2%	22%	48%	21%	6%
Play computer/console games at least once a week	2%	22%	48%	22%	6%	
Go to movies at least once a month	2%	24%	50%	20%	5%	
Watch DVDS/ Videos less than once a month/never	1%	20%	52%	24%	4%	
Go to movies less than once a month/never	1%	20%	50%	24%	6%	
Maori	2%	17%	45%	23%	14%	
Pacific Islander	1%	17%	41%	21%	19%	
European	2%	22%	48%	23%	5%	
Chinese	0%	13%	50%	21%	16%	
Indian	0%	17%	59%	15%	9%	
Other Asian	4%	23%	25%	30%	17%	

What does the Restricted 16 symbol mean?

		Only people over 16 years can watch the film	People under 16 years can only watch the film with their parents	Anyone can watch the film but it is more suitable for people over 16	Don't know
All		89%	7%	5%	0%
Which city do you live in or closest to?	Auckland	87%	8%	5%	0%
	Hamilton	88%	8%	5%	0%
	Wellington	89%	7%	4%	0%
	Christchurch	92%	5%	2%	0%
	Dunedin	88%	6%	6%	0%
	Other	89%	6%	5%	0%
Gender	Male	89%	6%	4%	0%
	Female	88%	7%	5%	0%
Age	18-24yrs	86%	11%	3%	0%
	25-29yrs	90%	7%	4%	0%
	30-34yrs	90%	7%	3%	0%
	35-39yrs	87%	6%	7%	0%
	40-44yrs	88%	6%	5%	0%
	45-49yrs	90%	6%	4%	0%
	50-54yrs	92%	5%	3%	0%
	55-59yrs	91%	6%	4%	0%
	60yrs+	87%	6%	6%	0%
Household Income	\$20,000 or less	87%	8%	5%	0%
	\$20,001 to \$30,000	86%	7%	7%	0%
	\$30,001 to \$40,000	85%	8%	7%	1%
	\$40,001 to \$50,000	92%	3%	5%	0%
	\$50,001 to \$60,000	95%	3%	2%	0%
	\$60,001 to \$70,000	91%	5%	4%	0%
	\$70,001 to \$80,000	89%	8%	3%	0%
	\$80,001 to \$90,000	88%	7%	4%	0%
	\$90,001 to \$100,000	85%	7%	8%	0%
	\$100,001 to \$150,000	88%	9%	4%	0%
	Over \$150,000	89%	11%	0%	0%
Personal Income	\$20,000 or less	89%	6%	5%	0%
	\$20,001 to \$30,000	90%	6%	4%	0%
	\$30,001 to \$40,000	87%	7%	5%	0%
	\$40,001 to \$50,000	90%	5%	5%	0%
	\$50,001 to \$60,000	89%	7%	5%	0%
	\$60,001 to \$80,000	88%	8%	4%	0%
	Over \$80,001	86%	10%	4%	0%
Watch DVDS/ Videos at least once a week		89%	6%	4%	0%
Play computer/console games at least once a week		88%	6%	5%	0%
Go to movies at least once a month		88%	8%	4%	0%
Watch DVDS/ Videos less than once a month/never		90%	7%	3%	0%
Go to movies less than once a month/never		90%	6%	5%	0%
Maori		88%	4%	8%	0%
Pacific Islander		82%	7%	11%	0%
European		89%	7%	4%	0%
Chinese		91%	6%	3%	0%
Indian		98%	2%	0%	0%
Other Asian		81%	16%	3%	0%

What does the M symbol mean?

		Only people over 16 years can watch the film	People under 16 years can only watch the film with their parents	Anyone can watch the film but it is more suitable for people over 16 years	Don't know
All		11%	12%	68%	9%
Which city do you live in or closest to?	Auckland	11%	13%	68%	7%
	Hamilton	14%	17%	60%	9%
	Wellington	8%	10%	74%	8%
	Christchurch	6%	12%	69%	13%
	Dunedin	10%	16%	63%	11%
	Other	14%	9%	67%	11%
Gender	Male	8%	14%	72%	6%
	Female	13%	11%	65%	11%
Age	18-24yrs	4%	21%	74%	1%
	25-29yrs	8%	24%	64%	3%
	30-34yrs	10%	16%	70%	4%
	35-39yrs	10%	14%	71%	5%
	40-44yrs	9%	9%	79%	4%
	45-49yrs	14%	9%	71%	6%
	50-54yrs	12%	8%	72%	8%
	55-59yrs	9%	9%	71%	11%
	60yrs+	15%	6%	56%	24%
Household Income	\$20,000 or less	16%	14%	59%	12%
	\$20,001 to \$30,000	15%	11%	62%	12%
	\$30,001 to \$40,000	14%	12%	65%	9%
	\$40,001 to \$50,000	9%	12%	71%	8%
	\$50,001 to \$60,000	13%	16%	61%	10%
	\$60,001 to \$70,000	11%	15%	68%	7%
	\$70,001 to \$80,000	7%	14%	67%	12%
	\$80,001 to \$90,000	8%	7%	81%	4%
	\$90,001 to \$100,000	6%	9%	82%	3%
	\$100,001 to \$150,000	7%	11%	71%	11%
	Over \$150,000	4%	16%	76%	4%
Personal Income	\$20,000 or less	13%	13%	65%	9%
	\$20,001 to \$30,000	13%	13%	64%	9%
	\$30,001 to \$40,000	11%	16%	65%	7%
	\$40,001 to \$50,000	9%	12%	71%	8%
	\$50,001 to \$60,000	11%	12%	71%	6%
	\$60,001 to \$80,000	7%	10%	70%	13%
	Over \$80,001	3%	7%	81%	8%
Watch DVDS/ Videos at least once a week		9%	17%	69%	6%
Play computer/console games at least once a week		13%	15%	62%	10%
Go to movies at least once a month		8%	14%	72%	6%
Watch DVDS/ Videos less than once a month/never		12%	8%	65%	15%
Go to movies less than once a month/never		12%	11%	68%	9%
Maori		13%	18%	62%	6%
Pacific Islander		12%	18%	66%	3%
European		10%	12%	69%	9%
Chinese		8%	15%	74%	3%
Indian		8%	17%	75%	0%
Other Asian		17%	9%	63%	11%

What does the Restricted 18 symbol mean?

		Only people over 18 years can watch the film	People under 18 years can only watch the film with their parents	Anyone can watch the film but it is more suitable for people over 18 years	Don't know
All		91%	6%	4%	0%
Which city do you live in or closest to?	Auckland	90%	6%	4%	0%
	Hamilton	90%	6%	3%	0%
	Wellington	92%	5%	3%	0%
	Christchurch	88%	7%	5%	0%
	Dunedin	95%	4%	1%	0%
	Other	92%	4%	4%	0%
Gender	Male	92%	5%	3%	0%
	Female	89%	6%	4%	0%
Age	18-24yrs	91%	6%	2%	0%
	25-29yrs	94%	4%	2%	0%
	30-34yrs	93%	5%	2%	0%
	35-39yrs	91%	5%	4%	0%
	40-44yrs	90%	5%	5%	0%
	45-49yrs	91%	5%	4%	0%
	50-54yrs	95%	3%	2%	0%
	55-59yrs	90%	5%	5%	0%
	60yrs+	85%	8%	7%	0%
Household Income	\$20,000 or less	89%	7%	4%	0%
	\$20,001 to \$30,000	90%	7%	4%	0%
	\$30,001 to \$40,000	86%	7%	7%	0%
	\$40,001 to \$50,000	94%	3%	3%	0%
	\$50,001 to \$60,000	96%	3%	1%	0%
	\$60,001 to \$70,000	91%	5%	4%	0%
	\$70,001 to \$80,000	90%	5%	5%	0%
	\$80,001 to \$90,000	90%	6%	5%	0%
	\$90,001 to \$100,000	89%	5%	5%	0%
	\$100,001 to \$150,000	91%	5%	3%	0%
	Over \$150,000	89%	9%	2%	0%
Personal Income	\$20,000 or less	92%	4%	3%	0%
	\$20,001 to \$30,000	91%	7%	2%	0%
	\$30,001 to \$40,000	88%	6%	5%	0%
	\$40,001 to \$50,000	88%	7%	5%	0%
	\$50,001 to \$60,000	93%	4%	3%	0%
	\$60,001 to \$80,000	90%	5%	5%	0%
	Over \$80,001	89%	8%	3%	0%
Watch DVDS/ Videos at least once a week		91%	5%	4%	0%
Play computer/console games at least once a week		90%	6%	4%	0%
Go to movies at least once a month		90%	7%	3%	0%
Watch DVDS/ Videos less than once a month/never		91%	5%	4%	0%
Go to movies less than once a month/never		91%	5%	4%	0%
Maori		91%	3%	6%	0%
Pacific Islander		92%	2%	6%	0%
European		91%	6%	4%	0%
Chinese		87%	9%	3%	0%
Indian		100%	0%	0%	0%
Other Asian		86%	14%	0%	0%

What does the PG symbol mean?

		Anyone can watch the film but young children may need a parent	Young children can only watch the film with their parents	The film is suitable for anyone	Don't know
All		88%	11%	1%	0%
Which city do you live in or closest to?	Auckland	86%	13%	1%	0%
	Hamilton	92%	6%	1%	1%
	Wellington	86%	13%	1%	0%
	Christchurch	91%	7%	2%	0%
	Dunedin	81%	15%	3%	0%
	Other	90%	9%	1%	0%
Gender	Male	89%	10%	1%	0%
	Female	87%	11%	1%	0%
Age	18-24yrs	89%	10%	1%	0%
	25-29yrs	87%	12%	1%	0%
	30-34yrs	88%	11%	1%	0%
	35-39yrs	87%	12%	1%	0%
	40-44yrs	91%	8%	1%	0%
	45-49yrs	89%	9%	1%	1%
	50-54yrs	87%	12%	1%	0%
	55-59yrs	90%	9%	1%	0%
Household Income	60yrs+	86%	12%	2%	1%
	\$20,000 or less	86%	13%	1%	0%
	\$20,001 to \$30,000	84%	12%	4%	0%
	\$30,001 to \$40,000	86%	13%	1%	0%
	\$40,001 to \$50,000	91%	9%	0%	0%
	\$50,001 to \$60,000	87%	11%	0%	1%
	\$60,001 to \$70,000	90%	9%	1%	0%
	\$70,001 to \$80,000	86%	11%	2%	1%
	\$80,001 to \$90,000	90%	9%	0%	0%
	\$90,001 to \$100,000	90%	9%	1%	0%
Personal Income	\$100,001 to \$150,000	90%	9%	1%	0%
	Over \$150,000	91%	9%	1%	0%
	\$20,000 or less	86%	12%	1%	0%
	\$20,001 to \$30,000	90%	9%	1%	0%
	\$30,001 to \$40,000	86%	11%	2%	0%
	\$40,001 to \$50,000	89%	10%	0%	0%
	\$50,001 to \$60,000	88%	11%	1%	0%
\$60,001 to \$80,000	92%	7%	1%	0%	
Over \$80,001	87%	11%	1%	0%	
Watch DVDS/ Videos at least once a week		89%	10%	1%	0%
Play computer/console games at least once a week		87%	12%	2%	0%
Go to movies at least once a month		87%	12%	1%	0%
Watch DVDS/ Videos less than once a month/never		90%	9%	0%	0%
Go to movies less than once a month/never		88%	10%	1%	0%
Maori		86%	10%	3%	0%
Pacific Islander		83%	15%	2%	0%
European		89%	10%	1%	0%
Chinese		92%	8%	0%	0%
Indian		81%	19%	0%	0%
Other Asian		81%	19%	0%	0%

What does the G symbol mean?

		The film is suitable for anyone	The film is suitable for young children only	Young children may need parental guidance when watching the film	Don't know
All		95%	1%	3%	1%
Which city do you live in or closest to?	Auckland	93%	1%	5%	1%
	Hamilton	96%	1%	2%	1%
	Wellington	97%	0%	2%	1%
	Christchurch	98%	0%	2%	0%
	Dunedin	97%	0%	3%	0%
	Other	97%	0%	2%	0%
Gender	Male	95%	0%	4%	1%
	Female	96%	0%	3%	1%
Age	18-24yrs	95%	1%	4%	0%
	25-29yrs	93%	0%	5%	1%
	30-34yrs	94%	1%	5%	0%
	35-39yrs	94%	1%	4%	1%
	40-44yrs	96%	0%	3%	1%
	45-49yrs	97%	0%	3%	0%
	50-54yrs	96%	0%	4%	1%
	55-59yrs	97%	0%	2%	1%
Household Income	60yrs+	98%	0%	1%	1%
	\$20,000 or less	96%	1%	3%	0%
	\$20,001 to \$30,000	96%	0%	3%	1%
	\$30,001 to \$40,000	95%	1%	3%	1%
	\$40,001 to \$50,000	95%	0%	5%	0%
	\$50,001 to \$60,000	95%	1%	3%	0%
	\$60,001 to \$70,000	98%	0%	2%	0%
	\$70,001 to \$80,000	93%	0%	4%	2%
	\$80,001 to \$90,000	94%	1%	5%	0%
	\$90,001 to \$100,000	96%	0%	4%	0%
	\$100,001 to \$150,000	97%	1%	1%	1%
Over \$150,000	96%	0%	3%	1%	
Personal Income	\$20,000 or less	96%	1%	3%	0%
	\$20,001 to \$30,000	98%	0%	2%	1%
	\$30,001 to \$40,000	95%	1%	3%	1%
	\$40,001 to \$50,000	95%	0%	4%	1%
	\$50,001 to \$60,000	95%	1%	4%	0%
	\$60,001 to \$80,000	95%	0%	3%	1%
	Over \$80,001	95%	0%	3%	1%
	Watch DVDS/ Videos at least once a week		95%	1%	4%
Play computer/console games at least once a week		95%	0%	4%	0%
Go to movies at least once a month		96%	0%	3%	1%
Watch DVDS/ Videos less than once a month/never		97%	0%	2%	1%
Go to movies less than once a month/never		96%	0%	3%	1%
Maori		94%	1%	5%	1%
Pacific Islander		88%	2%	9%	2%
European		97%	0%	2%	1%
Chinese		95%	0%	3%	2%
Indian		94%	0%	6%	0%
Other Asian		80%	0%	20%	0%

On a scale where 0 = Not very important and 10 =Very important, how important is the classification (eg: PG, M, R16) in your decision when choosing a film, video, DVD or game to play or watch?

		Not very important	1	2	3	4	5	6	7	8	9	Very important
All		17%	6%	8%	7%	3%	9%	6%	9%	11%	6%	17%
Which city do you live in or closest to?	Auckland	16%	7%	8%	7%	4%	9%	6%	9%	12%	6%	16%
	Hamilton	16%	6%	7%	5%	2%	10%	5%	9%	13%	10%	17%
	Wellington	20%	7%	10%	8%	3%	9%	6%	11%	8%	6%	12%
	Christchurch	18%	4%	8%	7%	3%	11%	7%	5%	17%	6%	14%
	Dunedin	17%	5%	6%	5%	2%	10%	1%	19%	11%	7%	18%
	Other	14%	4%	7%	6%	3%	8%	7%	9%	9%	6%	27%
Gender	Male	22%	7%	10%	7%	4%	10%	5%	10%	11%	4%	11%
	Female	12%	5%	6%	6%	3%	9%	7%	9%	12%	8%	22%
Age	18-24yrs	26%	7%	12%	9%	5%	11%	6%	7%	10%	2%	6%
	25-29yrs	27%	11%	10%	6%	2%	8%	4%	9%	8%	3%	11%
	30-34yrs	27%	8%	7%	4%	4%	10%	6%	8%	11%	3%	11%
	35-39yrs	14%	3%	5%	6%	4%	11%	6%	8%	16%	7%	20%
	40-44yrs	14%	4%	7%	4%	3%	8%	7%	11%	12%	9%	20%
	45-49yrs	14%	8%	8%	7%	5%	9%	4%	10%	10%	6%	17%
	50-54yrs	10%	6%	8%	7%	4%	10%	8%	8%	13%	7%	18%
	55-59yrs	11%	5%	5%	15%	2%	5%	7%	7%	13%	10%	20%
	60yrs+	11%	4%	8%	6%	2%	9%	6%	12%	11%	10%	23%
Household Income	\$20,000 or less	11%	2%	5%	6%	3%	9%	9%	10%	13%	13%	19%
	\$20,001 to \$30,000	12%	5%	6%	6%	3%	10%	5%	7%	15%	9%	23%
	\$30,001 to \$40,000	18%	4%	9%	3%	3%	10%	5%	12%	10%	6%	20%
	\$40,001 to \$50,000	15%	5%	6%	8%	2%	9%	7%	11%	10%	6%	21%
	\$50,001 to \$60,000	15%	6%	10%	8%	3%	10%	6%	7%	13%	3%	19%
	\$60,001 to \$70,000	18%	5%	7%	11%	2%	10%	6%	12%	8%	5%	16%
	\$70,001 to \$80,000	22%	4%	8%	6%	5%	11%	4%	6%	14%	5%	15%
	\$80,001 to \$90,000	19%	6%	13%	7%	5%	8%	5%	8%	10%	5%	12%
	\$90,001 to \$100,000	21%	9%	9%	4%	5%	5%	6%	8%	13%	6%	16%
	\$100,001 to \$150,000	16%	8%	9%	8%	4%	7%	7%	14%	12%	5%	10%
	Over \$150,000	31%	13%	8%	6%	4%	15%	5%	6%	6%	1%	3%
Personal Income	\$20,000 or less	13%	4%	8%	6%	3%	10%	7%	8%	14%	8%	20%
	\$20,001 to \$30,000	13%	6%	6%	6%	4%	9%	6%	12%	10%	7%	22%
	\$30,001 to \$40,000	19%	7%	8%	5%	2%	9%	7%	9%	10%	7%	17%
	\$40,001 to \$50,000	19%	8%	7%	8%	6%	11%	5%	11%	9%	4%	13%
	\$50,001 to \$60,000	19%	5%	11%	6%	3%	9%	7%	10%	11%	5%	13%
	\$60,001 to \$80,000	18%	7%	12%	9%	3%	6%	3%	11%	14%	4%	12%
	Over \$80,001	28%	9%	8%	6%	3%	9%	5%	7%	10%	5%	9%
Watch DVDS/ Videos at least once a week		22%	7%	7%	6%	3%	9%	4%	8%	13%	6%	16%
Play computer/ console games at least once a week		18%	6%	7%	5%	2%	9%	5%	9%	12%	7%	20%
Go to movies at least once a month		23%	7%	7%	7%	5%	9%	6%	7%	12%	6%	11%
Watch DVDS/ Videos less than once a month/never		1%	2%	0%	1%	1%	2%	6%	4%	12%	18%	51%
Go to movies less than once a month/never		1%	1%	1%	2%	2%	4%	4%	6%	12%	16%	47%
Maori		17%	4%	9%	3%	3%	9%	6%	8%	9%	7%	26%
Pacific Islander		14%	3%	6%	2%	2%	2%	4%	11%	16%	11%	29%
European		17%	6%	8%	6%	4%	9%	6%	9%	12%	6%	15%
Chinese		27%	3%	19%	10%	2%	5%	6%	6%	6%	5%	10%
Indian		23%	4%	0%	15%	0%	20%	0%	8%	6%	8%	15%
Other Asian		18%	4%	14%	9%	0%	7%	2%	9%	14%	7%	15%

On a scale where 0 = Not very important and 10 =Very important, how important is the descriptive note in your decision when choosing a film, video, DVD or game to watch or play?

		Not very important	1	2	3	4	5	6	7	8	9	Very important
All		11%	4%	6%	7%	4%	10%	7%	10%	13%	9%	21%
Which city do you live in or closest to?	Auckland	10%	5%	6%	7%	4%	9%	7%	10%	12%	8%	22%
	Hamilton	9%	5%	5%	6%	3%	8%	4%	10%	17%	12%	20%
	Wellington	12%	6%	8%	6%	5%	10%	8%	10%	11%	8%	15%
	Christchurch	13%	3%	4%	7%	6%	10%	5%	11%	14%	9%	17%
	Dunedin	12%	2%	5%	7%	4%	12%	6%	9%	16%	8%	17%
	Other	8%	2%	5%	6%	3%	10%	8%	9%	12%	7%	30%
Gender	Male	15%	5%	7%	7%	4%	11%	7%	11%	12%	7%	13%
	Female	7%	4%	5%	6%	5%	8%	7%	9%	13%	10%	28%
Age	18-24yrs	18%	6%	9%	11%	7%	11%	9%	9%	10%	3%	7%
	25-29yrs	21%	8%	8%	10%	4%	12%	6%	10%	7%	3%	11%
	30-34yrs	17%	7%	7%	7%	5%	10%	6%	12%	10%	2%	16%
	35-39yrs	9%	5%	6%	6%	3%	8%	5%	14%	14%	9%	22%
	40-44yrs	8%	3%	5%	5%	4%	8%	6%	10%	12%	13%	26%
	45-49yrs	10%	6%	6%	6%	5%	11%	4%	5%	12%	11%	22%
	50-54yrs	6%	3%	6%	8%	3%	10%	6%	12%	13%	9%	24%
	55-59yrs	5%	0%	4%	7%	2%	11%	7%	11%	17%	13%	23%
Household Income	60yrs+	5%	2%	4%	3%	3%	8%	8%	9%	18%	12%	29%
	\$20,000 or less	9%	1%	5%	4%	2%	6%	7%	10%	14%	12%	29%
	\$20,001 to \$30,000	6%	3%	5%	6%	4%	10%	7%	10%	13%	6%	30%
	\$30,001 to \$40,000	12%	3%	7%	6%	3%	7%	7%	5%	15%	11%	23%
	\$40,001 to \$50,000	12%	2%	4%	7%	4%	11%	7%	8%	11%	8%	26%
	\$50,001 to \$60,000	9%	4%	6%	4%	4%	10%	8%	12%	13%	9%	22%
	\$60,001 to \$70,000	11%	4%	6%	8%	6%	9%	7%	9%	14%	10%	18%
	\$70,001 to \$80,000	12%	6%	4%	9%	6%	12%	8%	8%	12%	9%	14%
	\$80,001 to \$90,000	8%	8%	5%	7%	9%	14%	9%	13%	13%	1%	12%
	\$90,001 to \$100,000	13%	9%	5%	8%	5%	10%	3%	12%	14%	6%	15%
Personal Income	\$100,001 to \$150,000	12%	6%	9%	6%	4%	9%	5%	14%	10%	11%	15%
	Over \$150,000	17%	8%	8%	11%	6%	11%	6%	9%	9%	8%	7%
	\$20,000 or less	8%	3%	6%	6%	4%	8%	7%	10%	15%	8%	26%
	\$20,001 to \$30,000	7%	3%	5%	6%	6%	9%	8%	10%	12%	10%	24%
	\$30,001 to \$40,000	14%	4%	6%	7%	3%	10%	5%	8%	16%	9%	19%
	\$40,001 to \$50,000	12%	6%	4%	9%	7%	10%	7%	10%	11%	7%	17%
	\$50,001 to \$60,000	12%	4%	7%	4%	4%	13%	9%	12%	10%	8%	17%
Watch DVDs/ Videos at least once a week	\$60,001 to \$80,000	12%	6%	8%	6%	4%	9%	8%	12%	12%	8%	16%
	Over \$80,001	14%	9%	7%	8%	5%	14%	3%	9%	9%	12%	11%
	Watch DVDs/ Videos at least once a week	14%	5%	7%	7%	4%	11%	5%	9%	12%	8%	18%
	Play computer/ console games at least once a week	11%	4%	6%	7%	3%	9%	5%	9%	13%	9%	24%
	Go to movies at least once a month	14%	6%	7%	8%	5%	9%	7%	9%	13%	9%	15%
	Watch DVDs/ Videos less than once a month/never	7%	3%	5%	5%	3%	8%	7%	10%	17%	9%	26%
	Go to movies less than once a month/never	8%	4%	5%	6%	4%	10%	6%	10%	14%	9%	23%
Maori	10%	4%	6%	5%	3%	13%	6%	8%	10%	5%	31%	
Pacific Islander	7%	7%	3%	5%	4%	4%	4%	10%	12%	11%	32%	
European	10%	5%	6%	7%	4%	9%	7%	10%	13%	9%	19%	
Chinese	19%	4%	8%	8%	8%	13%	8%	5%	10%	0%	18%	
Indian	11%	15%	4%	15%	4%	15%	4%	0%	4%	13%	15%	
Other Asian	18%	5%	14%	7%	5%	7%	0%	3%	6%	12%	24%	

On a scale where 0 = Not very important and 10 = Very important, how important is the classification (e.g.: PG, M, R16) in your decision when choosing a film, video, DVD or game for a child to play or watch?

		Not very important	1	2	3	4	5	6	7	8	9	Very important
All		1%	1%	1%	2%	2%	4%	4%	6%	14%	15%	50%
Which city do you live in or closest to?	Auckland	1%	1%	1%	2%	1%	5%	4%	5%	14%	11%	55%
	Hamilton	0%	0%	0%	1%	3%	1%	4%	8%	19%	15%	50%
	Wellington	3%	3%	1%	2%	3%	5%	4%	6%	12%	18%	44%
	Christchurch	2%	0%	0%	1%	0%	4%	2%	10%	15%	14%	52%
	Dunedin	2%	0%	3%	0%	2%	1%	5%	3%	11%	17%	56%
	Other	2%	0%	2%	2%	3%	5%	4%	5%	12%	17%	48%
Gender	Male	2%	1%	1%	2%	2%	4%	5%	7%	19%	14%	42%
	Female	1%	0%	1%	1%	2%	4%	3%	5%	9%	15%	58%
Age	18-24yrs	4%	0%	0%	1%	4%	1%	0%	5%	18%	12%	53%
	25-29yrs	0%	0%	1%	1%	1%	4%	4%	6%	8%	17%	59%
	30-34yrs	0%	3%	0%	2%	0%	7%	3%	6%	13%	10%	56%
	35-39yrs	1%	0%	1%	2%	1%	2%	3%	6%	13%	14%	56%
	40-44yrs	2%	1%	1%	1%	1%	4%	4%	7%	14%	19%	45%
	45-49yrs	3%	0%	2%	1%	4%	5%	5%	4%	18%	16%	43%
	50-54yrs	0%	1%	1%	4%	5%	4%	7%	7%	11%	16%	43%
	55-59yrs	6%	0%	6%	0%	0%	0%	12%	12%	12%	15%	37%
60yrs+	6%	0%	0%	0%	6%	9%	0%	6%	12%	0%	62%	
Household Income	\$20,000 or less	4%	0%	0%	3%	3%	4%	1%	7%	8%	23%	47%
	\$20,001 to \$30,000	4%	0%	2%	0%	2%	2%	6%	2%	11%	7%	64%
	\$30,001 to \$40,000	2%	0%	1%	2%	3%	2%	4%	5%	15%	16%	51%
	\$40,001 to \$50,000	1%	0%	1%	4%	1%	5%	6%	5%	13%	19%	46%
	\$50,001 to \$60,000	2%	1%	1%	2%	2%	6%	2%	9%	16%	9%	50%
	\$60,001 to \$70,000	0%	2%	1%	1%	1%	3%	3%	10%	15%	12%	52%
	\$70,001 to \$80,000	1%	0%	0%	2%	2%	8%	4%	5%	14%	13%	52%
	\$80,001 to \$90,000	2%	1%	3%	2%	1%	6%	1%	5%	13%	20%	46%
	\$90,001 to \$100,000	0%	0%	0%	3%	1%	1%	2%	7%	16%	12%	58%
	\$100,001 to \$150,000	0%	0%	1%	0%	3%	4%	5%	6%	15%	19%	48%
Over \$150,000	0%	7%	2%	0%	4%	6%	6%	9%	13%	13%	40%	
Personal Income	\$20,000 or less	2%	0%	1%	1%	2%	4%	1%	5%	10%	14%	58%
	\$20,001 to \$30,000	1%	0%	1%	1%	1%	3%	4%	4%	13%	14%	59%
	\$30,001 to \$40,000	0%	0%	1%	1%	3%	4%	4%	10%	11%	17%	47%
	\$40,001 to \$50,000	1%	1%	1%	3%	4%	8%	6%	9%	14%	13%	41%
	\$50,001 to \$60,000	2%	1%	1%	4%	1%	4%	2%	2%	20%	17%	46%
	\$60,001 to \$80,000	1%	2%	1%	1%	1%	3%	6%	7%	18%	12%	47%
	Over \$80,001	1%	2%	1%	1%	1%	6%	5%	2%	17%	18%	45%
Watch DVDs/ Videos at least once a week		3%	1%	1%	2%	3%	5%	3%	5%	13%	13%	51%
Play computer/ console games at least once a week		2%	0%	1%	2%	1%	6%	5%	6%	14%	12%	50%
Go to movies at least once a month		1%	0%	1%	2%	2%	4%	5%	7%	16%	14%	48%
Watch DVDs/ Videos less than once a month/never		1%	1%	1%	1%	0%	2%	6%	7%	20%	16%	44%
Go to movies less than once a month/never		2%	1%	2%	2%	2%	3%	4%	8%	15%	16%	47%
Maori		3%	0%	1%	3%	1%	7%	4%	5%	5%	13%	59%
Pacific Islander		1%	0%	0%	4%	2%	0%	0%	5%	9%	26%	52%
European		1%	1%	1%	2%	2%	5%	4%	6%	16%	15%	48%
Chinese		0%	0%	0%	0%	0%	0%	0%	0%	15%	0%	85%
Indian		0%	0%	0%	0%	0%	0%	16%	0%	16%	16%	52%
Other Asian		0%	0%	0%	0%	0%	0%	0%	11%	0%	19%	70%

On a scale where 0 = Not very important and 10 =Very important, how important is the descriptive note in your decision when choosing a film, video DVD or game for a child to watch or play?

		Not very important	1	2	3	4	5	6	7	8	9	Very important
All		2%	1%	2%	2%	2%	4%	4%	8%	16%	16%	45%
Which city do you live in or closest to?	Auckland	0%	0%	4%	1%	2%	2%	3%	7%	18%	14%	50%
	Hamilton	1%	1%	2%	1%	2%	2%	4%	9%	14%	21%	44%
	Wellington	2%	2%	1%	3%	2%	7%	4%	8%	13%	16%	39%
	Christchurch	2%	0%	0%	2%	1%	2%	3%	9%	18%	16%	47%
	Dunedin	2%	0%	1%	2%	2%	0%	8%	12%	8%	11%	53%
	Other	2%	0%	2%	2%	0%	8%	5%	6%	15%	17%	41%
Gender	Male	2%	1%	3%	4%	1%	5%	5%	10%	18%	17%	34%
	Female	1%	0%	1%	1%	2%	3%	3%	7%	13%	15%	55%
Age	18-24yrs	4%	0%	4%	1%	1%	3%	3%	12%	12%	21%	38%
	25-29yrs	1%	1%	3%	0%	3%	5%	4%	6%	12%	12%	55%
	30-34yrs	0%	1%	4%	2%	0%	7%	2%	8%	12%	16%	48%
	35-39yrs	1%	0%	1%	2%	1%	3%	3%	5%	17%	14%	52%
	40-44yrs	1%	1%	2%	1%	1%	2%	6%	9%	15%	21%	41%
	45-49yrs	2%	0%	1%	3%	3%	5%	5%	5%	23%	13%	41%
	50-54yrs	1%	0%	4%	4%	1%	3%	5%	13%	17%	15%	36%
	55-59yrs	6%	0%	0%	0%	0%	0%	6%	12%	29%	26%	21%
	60yrs+	6%	0%	0%	0%	6%	9%	0%	12%	6%	0%	62%
Household Income	\$20,000 or less	4%	0%	3%	1%	1%	1%	6%	8%	12%	14%	48%
	\$20,001 to \$30,000	4%	0%	2%	1%	3%	0%	4%	8%	9%	8%	60%
	\$30,001 to \$40,000	0%	0%	1%	3%	1%	4%	5%	8%	12%	24%	43%
	\$40,001 to \$50,000	1%	1%	0%	3%	1%	4%	3%	12%	17%	14%	44%
	\$50,001 to \$60,000	2%	1%	2%	1%	1%	5%	3%	7%	18%	18%	42%
	\$60,001 to \$70,000	0%	1%	1%	3%	2%	3%	6%	5%	17%	12%	50%
	\$70,001 to \$80,000	2%	0%	1%	1%	5%	9%	4%	6%	16%	18%	40%
	\$80,001 to \$90,000	2%	0%	5%	0%	2%	7%	3%	7%	16%	16%	41%
	\$90,001 to \$100,000	0%	1%	0%	4%	1%	0%	2%	4%	28%	10%	50%
	\$100,001 to \$150,000	1%	0%	4%	1%	0%	3%	3%	10%	12%	23%	44%
	Over \$150,000	3%	3%	6%	2%	2%	6%	6%	13%	15%	13%	31%
Personal Income	\$20,000 or less	3%	0%	2%	1%	1%	1%	3%	6%	12%	16%	55%
	\$20,001 to \$30,000	1%	1%	1%	2%	2%	1%	4%	8%	13%	17%	50%
	\$30,001 to \$40,000	0%	0%	0%	1%	2%	6%	7%	6%	13%	19%	43%
	\$40,001 to \$50,000	1%	0%	3%	4%	4%	4%	5%	13%	19%	10%	38%
	\$50,001 to \$60,000	1%	2%	2%	2%	0%	8%	0%	5%	17%	17%	44%
	\$60,001 to \$80,000	2%	2%	1%	0%	3%	7%	4%	10%	20%	14%	36%
	Over \$80,001	2%	0%	6%	3%	0%	6%	5%	7%	17%	18%	36%
Watch DVDs/ Videos at least once a week		2%	0%	4%	3%	2%	5%	3%	6%	15%	14%	45%
Play computer/ console games at least once a week		1%	0%	3%	2%	2%	5%	4%	7%	16%	15%	44%
Go to movies at least once a month		1%	0%	3%	1%	0%	3%	6%	10%	18%	16%	42%
Watch DVDs/ Videos less than once a month/never		1%	1%	1%	1%	0%	2%	6%	7%	20%	16%	44%
Go to movies less than once a month/never		2%	1%	2%	2%	2%	3%	4%	8%	15%	16%	47%
Maori		3%	0%	3%	2%	0%	7%	5%	5%	7%	12%	54%
Pacific Islander		1%	0%	0%	2%	4%	0%	1%	6%	18%	19%	49%
European		1%	1%	2%	2%	1%	4%	4%	8%	17%	16%	44%
Chinese		0%	0%	0%	0%	0%	0%	0%	0%	0%	56%	44%
Indian		0%	0%	0%	0%	0%	0%	16%	0%	16%	16%	52%
Other Asian		0%	0%	0%	0%	0%	0%	0%	0%	0%	30%	70%

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

		Much too strict	A bit too strict	About right	A bit too lenient	Much too lenient
All		1%	10%	64%	20%	5%
Which city do you live in or closest to?	Auckland	1%	10%	67%	18%	4%
	Hamilton	2%	10%	58%	23%	6%
	Wellington	2%	9%	67%	18%	4%
	Christchurch	1%	9%	62%	23%	5%
	Dunedin	2%	10%	65%	21%	2%
	Other	2%	9%	62%	18%	8%
Gender	Male	2%	13%	64%	17%	3%
	Female	1%	6%	65%	22%	7%
Age	18-24yrs	0%	17%	66%	16%	1%
	25-29yrs	2%	8%	75%	12%	2%
	30-34yrs	1%	11%	72%	16%	1%
	35-39yrs	1%	12%	63%	21%	4%
	40-44yrs	2%	10%	67%	17%	3%
	45-49yrs	3%	10%	64%	20%	3%
	50-54yrs	3%	9%	66%	16%	7%
	55-59yrs	1%	7%	64%	23%	6%
	60yrs+	1%	5%	54%	28%	12%
Household Income	\$20,000 or less	1%	9%	54%	27%	9%
	\$20,001 to \$30,000	0%	7%	65%	22%	6%
	\$30,001 to \$40,000	1%	9%	66%	19%	6%
	\$40,001 to \$50,000	1%	7%	63%	23%	5%
	\$50,001 to \$60,000	2%	7%	66%	22%	4%
	\$60,001 to \$70,000	5%	9%	66%	16%	4%
	\$70,001 to \$80,000	2%	12%	67%	15%	4%
	\$80,001 to \$90,000	0%	14%	73%	10%	3%
	\$90,001 to \$100,000	1%	7%	68%	22%	2%
	\$100,001 to \$150,000	0%	12%	65%	18%	5%
	Over \$150,000	2%	17%	63%	16%	3%
Personal Income	\$20,000 or less	1%	9%	61%	23%	6%
	\$20,001 to \$30,000	0%	9%	66%	19%	5%
	\$30,001 to \$40,000	1%	8%	63%	22%	6%
	\$40,001 to \$50,000	1%	10%	69%	16%	4%
	\$50,001 to \$60,000	1%	9%	70%	18%	2%
	\$60,001 to \$80,000	3%	10%	61%	21%	5%
	Over \$80,001	3%	15%	66%	14%	3%
	Watch DVDs/ Videos at least once a week	2%	12%	65%	17%	3%
Play computer/console games at least once a week	2%	12%	62%	19%	5%	
Go to movies at least once a month	2%	9%	67%	20%	2%	
Watch DVDs/ Videos less than once a month/never	1%	7%	59%	26%	8%	
Go to movies less than once a month/never	1%	9%	65%	20%	5%	
Maori	2%	9%	64%	20%	5%	
Pacific Islander	1%	14%	68%	14%	3%	
European	1%	9%	65%	20%	5%	
Chinese	0%	8%	82%	10%	0%	
Indian	0%	28%	57%	15%	0%	
Other Asian	0%	2%	67%	27%	5%	