



Age Ratings You Trust

# Online Media Regulation in 2015

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**BERNICE HARDIE**

MARKET RESEARCH

THE GARDEN HOUSE 35 WINDERMERE ROAD LONDON N10 2RD  
TEL 020 8444 3887 EMAIL [bernice@bernicehardie.co.uk](mailto:bernice@bernicehardie.co.uk)



## Background

- A project was conducted by the BBFC in 2011 that demonstrated the on-going public demand for trusted regulatory services online, the better to protect children and empower consumers
- Four years on, key questions from this project have been repeated to ascertain public demand for continued online regulation.





## Whom did we speak to?

- 3421 interviews were conducted in June 2015 among adults aged 18+ and children aged 10-17yrs who watch videos online
- A nationally (UK) representative on-line panel survey was undertaken, with a boost sample of 244 street interviews among parents and children in Northern Ireland and Wales\*, to ensure statistically valid sample sizes were achieved in each geographical area

### Sample achieved

Audience	England	Northern Ireland	Scotland	Wales	TOTAL
Children 10-17yrs, who watch videos on Vevo or YouTube	432	67	41	58	<b>598</b>
Parents of children who watch videos on-line	1316	124	103	109	<b>1652</b>
Nationally representative adults aged 18+	825	108	119	119	<b>1171</b>
<b>TOTAL</b>	<b>2573</b>	<b>299</b>	<b>263</b>	<b>286</b>	<b>3421</b>

\*It should be noted that there is a tendency for respondents to give more 'politically correct' answers in face to face interviews than in (anonymous) on-line interviews – this influence may be reflected in the results for Northern Ireland and Wales where street interviews were conducted to boost the sample.





## Demographic profile of adults

### 2823 Adults %

#### Gender:

Male	47
Female	53

#### Age:

18-34	18
35-44	25
45-54	34
55+	23

#### Age of youngest child in household:

Under 9	18
10-11	23
12-14	29
15-17	30

#### Social class:

AB	36
C1C2	47
DE	17

#### Religious:

Yes	26
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The sample was recruited to be as representative as possible of the UK population in terms of gender, region and social class.

The sample is not nationally representative in terms of age because of the focus on recruiting parents of children aged 10-17yrs who watch videos online.





## Demographic profile of children

**598 Children**  
%

**Gender:**

Male

47

Female

53

**Age:**

10-11

25

12-14

36

18-34

39

**Religious:**

Yes

25





## What did we ask them ?

- The survey measured attitudes toward the classification of streamed/downloaded videos :
  - Opinion on the importance of comparative age ratings on and offline
  - Ease of checking age labelling online
  - Use of age ratings for viewing decision on cinema and film downloads
  - Preferred positioning of video on demand age labelling on-screen
  - Usefulness of BBFCinsight services



# KEY FINDINGS



## The perceived need and desire for online classification has remained high

1. The majority of parents (85%) consider it important to have consistent classification on and offline – this is almost identical to the opinion expressed in the 2011 survey (84%)
2. Of concern though is the fact that 55% of viewers who usually check classifications say that the ease of checking age ratings on film or video downloads is variable
3. Inconsistent age labelling methods across different online services, may explain why viewers say they do not always find it easy to check age ratings online (70% of those surveyed recalled one labelling format vs just 9% for another)
4. Prominent display of identifiable and trusted age ratings next to film titles on VOD, and before the prompt to buy/view/stream/download, is the most helpful form of labelling
5. BBFCinsight information, and the BBFC app, are considered useful by the majority.





## DETAILED FINDINGS



## Most parents would like to see consistency between Cinema, DVD and VOD age ratings



**85%** of parents say it is important to have the same age ratings online as we currently have for films at the cinema and DVD



This figure rises to **91%** importance among parents whose youngest child is under 10yrs old

Even among young adults (18-34 yr olds – who are traditionally less concerned about age ratings) **82%** agree with the importance of consistent age ratings off and online

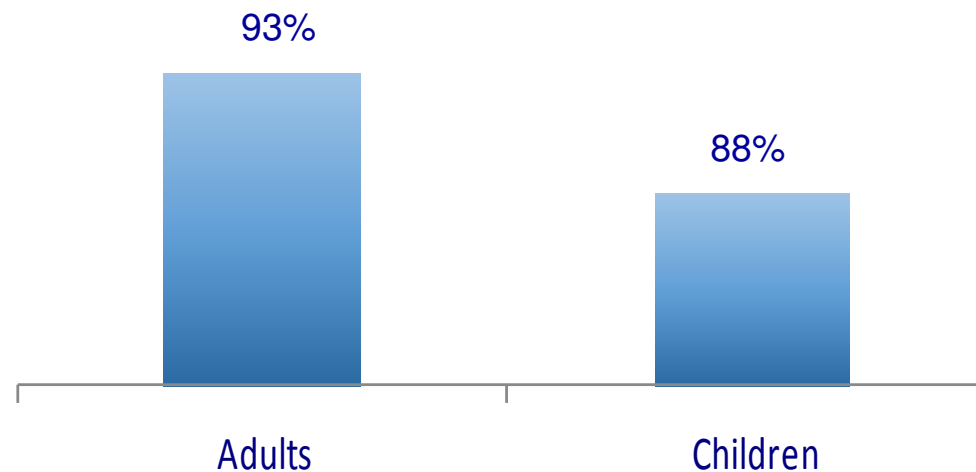


Q7. In your opinion, how important is it to have the same age ratings online as you currently have for films at the cinema and on DVD?  
Base: Parents of children aged 10-17yrs (1652); Young adults (508)



## There is almost universal awareness of the availability of classifications when downloading/ streaming films

% saying they are aware of the availability of classifications  
when downloading/streaming films



Q3. What is your use of age ratings. Base: (All who download or stream films – 2546 Adults; 598 Children)

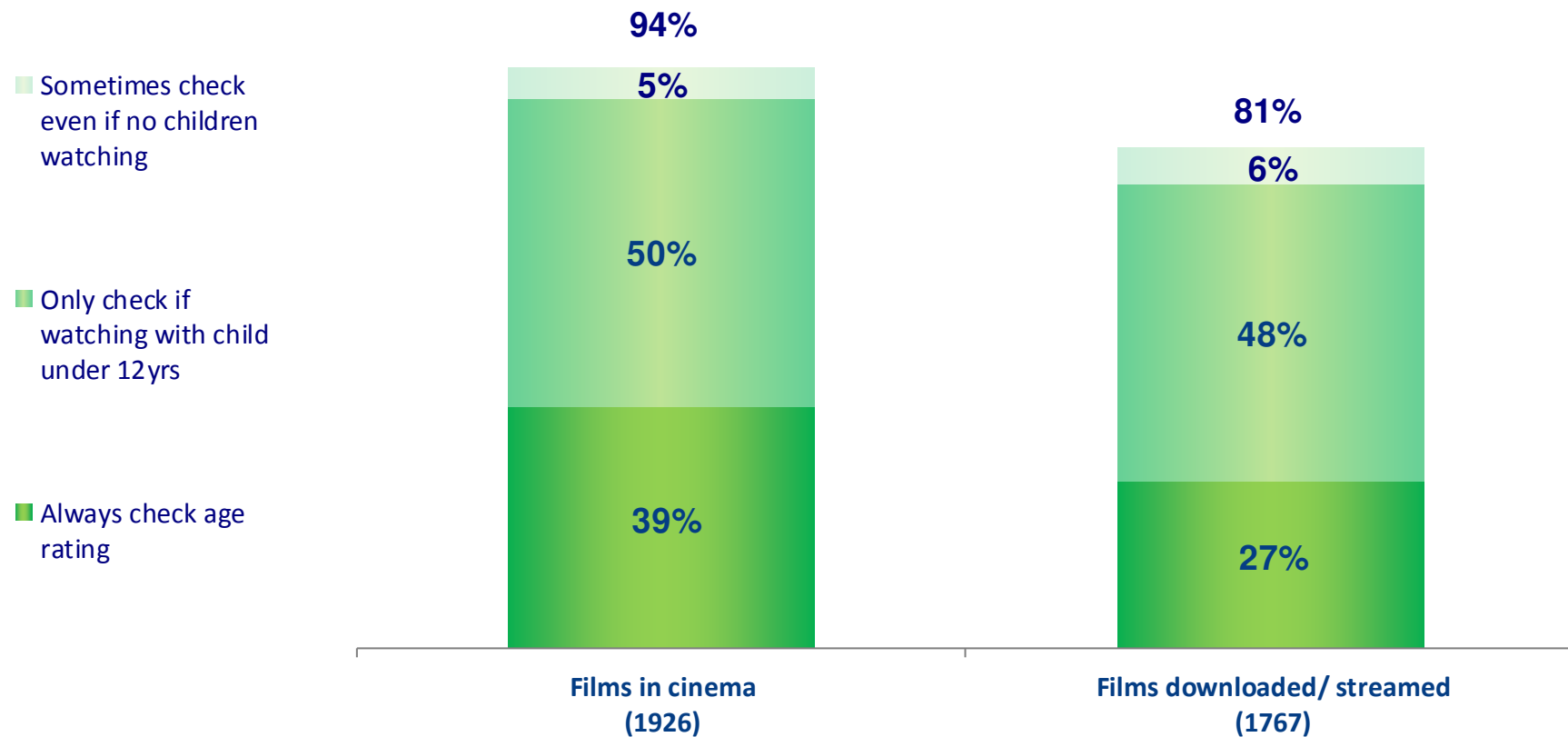




# Online classification checking is approaching the level of checking undertaken by parents for cinema films

## Parents of children under 17

% claiming to check age ratings when watching...



Q3. Please pick the statement that best describes your use of age ratings.  
Base: (Parents who watch films in cinema/download or stream films)

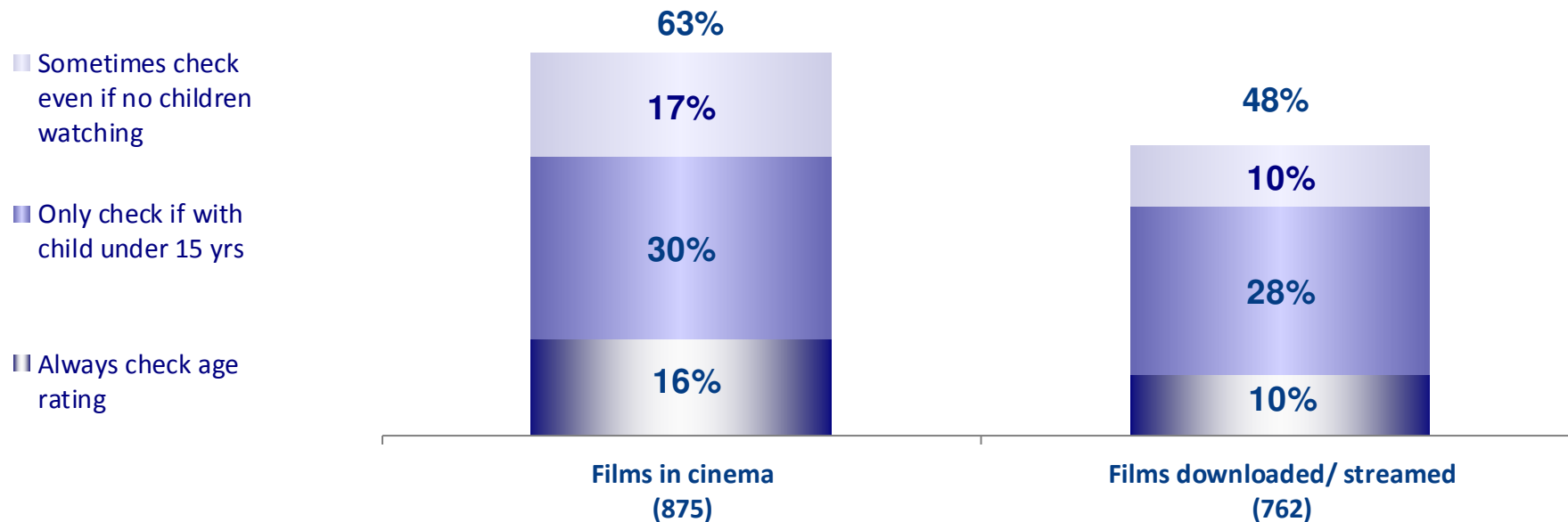




## Even adults without children (48%) acknowledge the importance of age checking for VOD content

### Adults with no children under 17

% claiming to check age ratings when watching...



Q3. Please pick the statement that best describes your use of age ratings.  
Base: Adults with no children under 17yrs who watch films in cinema (1161)/download or stream films (1023)





## Checking for age ratings on films downloaded/streamed is most likely among parents of children under 10yrs old

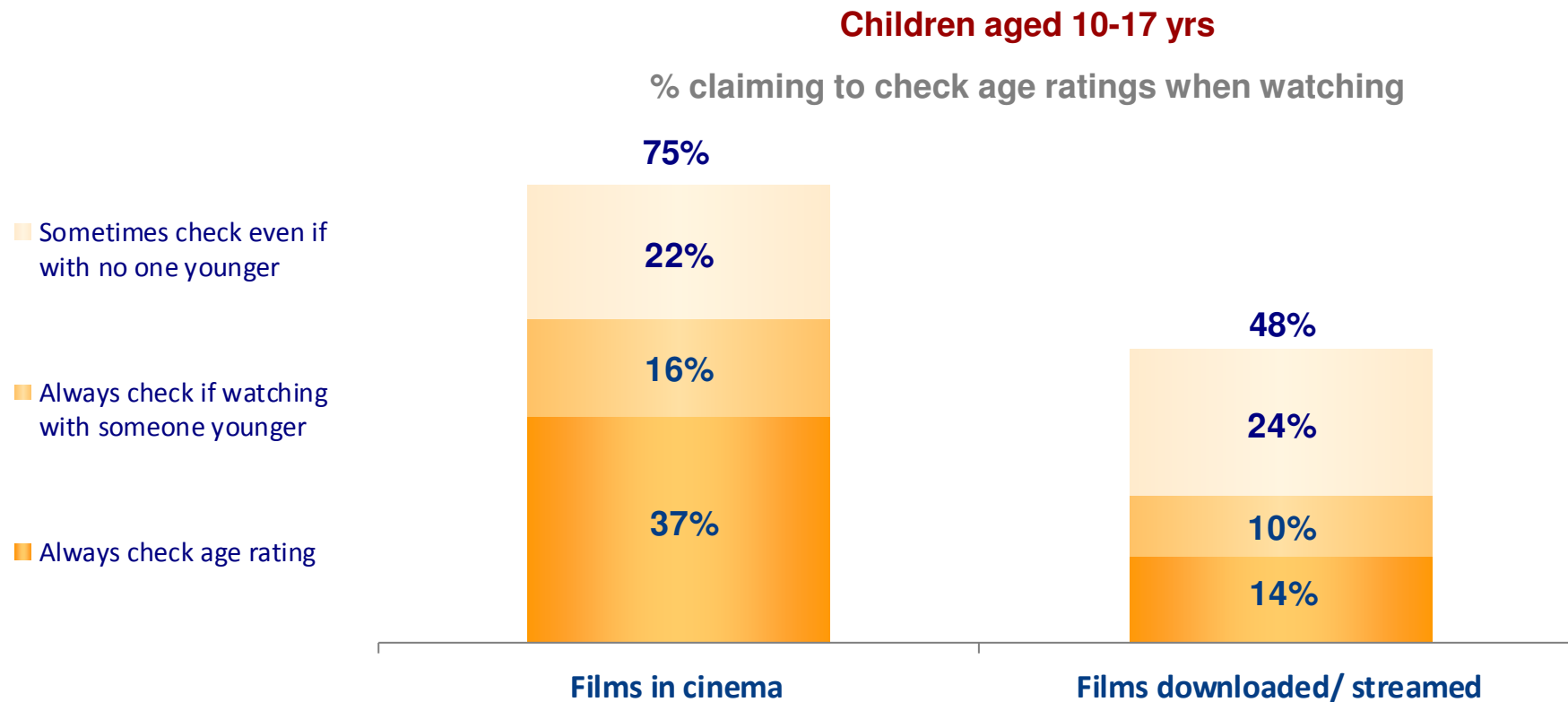
% who check* age ratings on downloaded/streamed films	
All adults	72%
Parents with youngest child under 10yrs old	86%
Parents with children aged 10-17yrs	81%
Adults with religious beliefs	81%

- Q3. Please pick the statement that best describes your use of age ratings (\*those saying "I always check/only check if with children/sometimes check whether with children or not").  
Base: Those who download or stream films





## For children, it is clearly not as habitual to check age ratings for online viewing as it is for cinema viewing



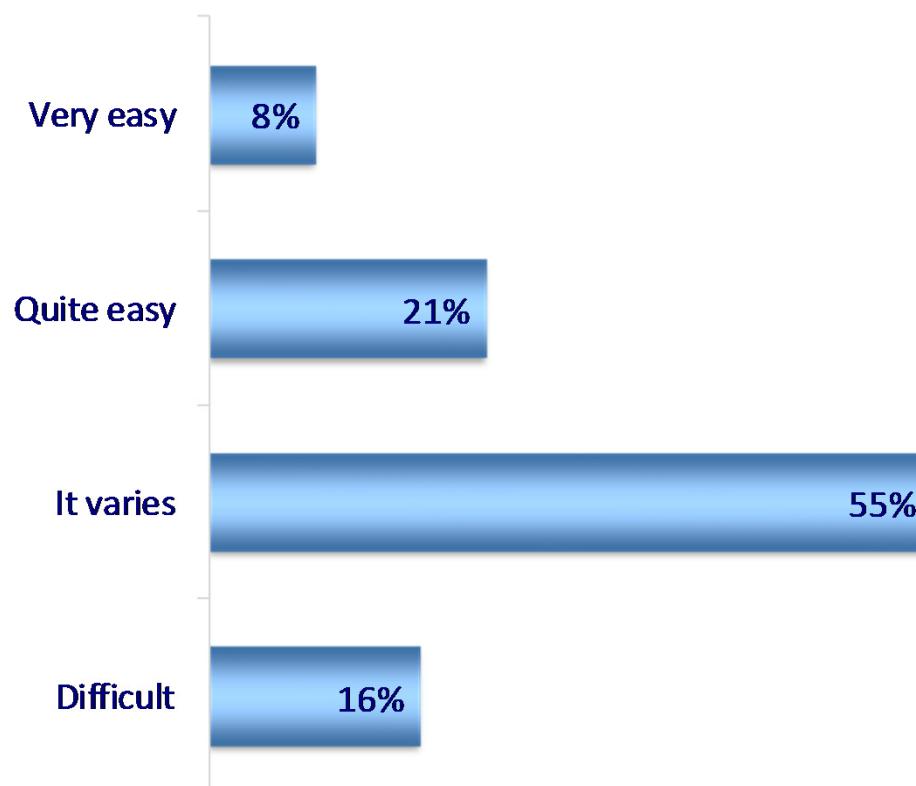
Q3. Please pick the statement that best describes your use of age ratings.  
Base: Children who watch films in cinema/download or stream film (598)





## Viewers do not always find it easy to check age ratings for VOD

% rating ease of checking age ratings on downloads



Q14. How easy do you find it to check the age rating on films or videos that you download or stream from the web?  
Base: Adults who download or stream films and who check classifications (2237)







## Preferred labelling format

In order to measure the ideal positioning and format of labelling for VOD services, alternative mock-up options were presented to adults in the survey.

To remove any potential 'order of presentation' bias in the selection of preferred label, the sample was split into two – with half the sample being shown a screen grab of the typical '12' symbol presentation and half the sample a screen grab of the typical 'Partner rating' presentation.

The split samples were demographically matched to ensure fair comparability of responses

Respondents were shown the screen grabs for five seconds and then asked to identify what, if any, age rating they had noticed on screen

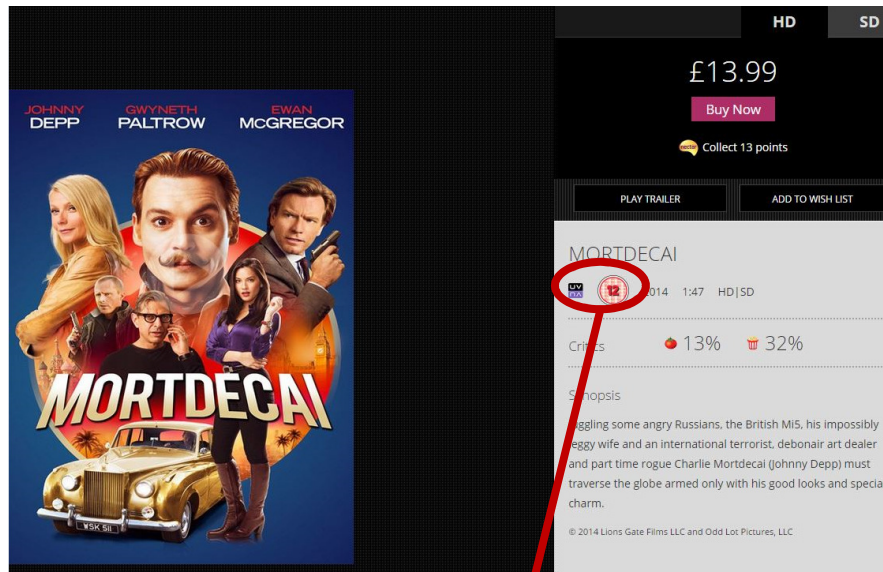
Alternative positioning formats were also presented for ranking in terms of likelihood to be noticed.





# The BBFC age symbol was noticed and correctly recalled by 7 out of 10 viewers

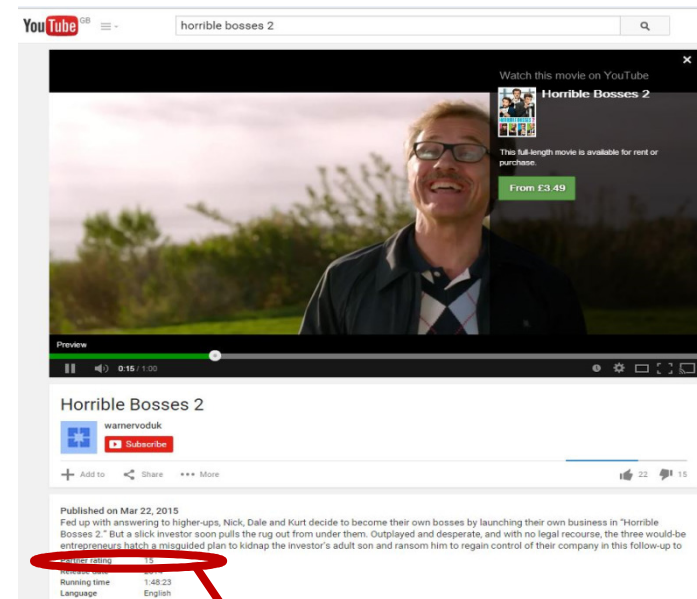
Most likely to be noticed



**70% correctly noticed the age labelling on this screen**

21% said they did not notice this age labelling

Least likely to be noticed



**9% correctly noticed the age labelling on this screen**

85% said they did not notice this age labelling

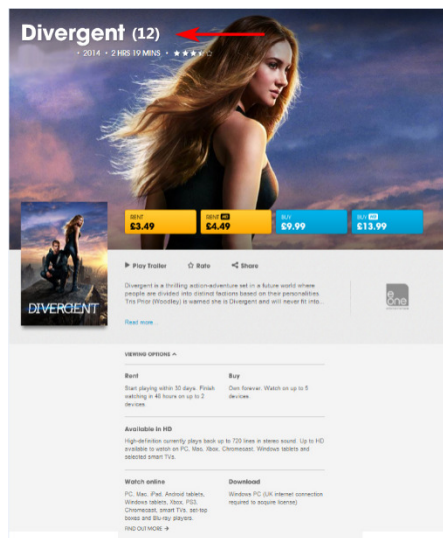


Q15. What, if an, age rating did you notice on this video download/streaming screen (screen shown for five seconds only)  
Base: Sample split and matched - YouTube screen shown to 1403 adults/Sainsbury's screen shown to 1418 adults

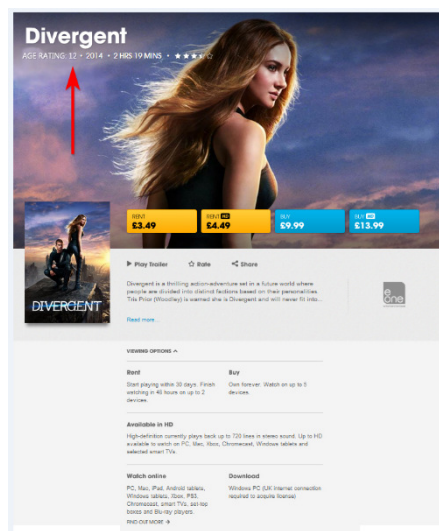


# Prominent display of the age rating next to the film title is the positioning most likely to be noticed

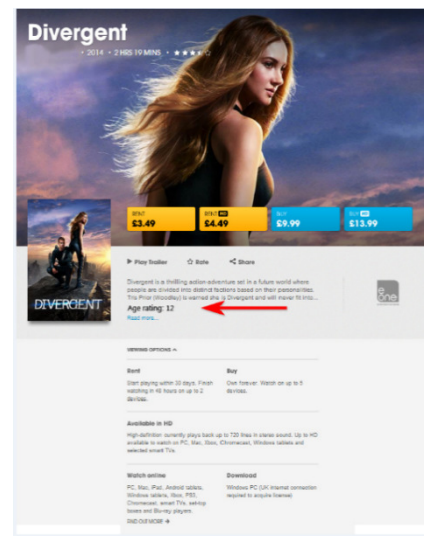
MOST NOTICEABLE —————> LEAST NOTICEABLE



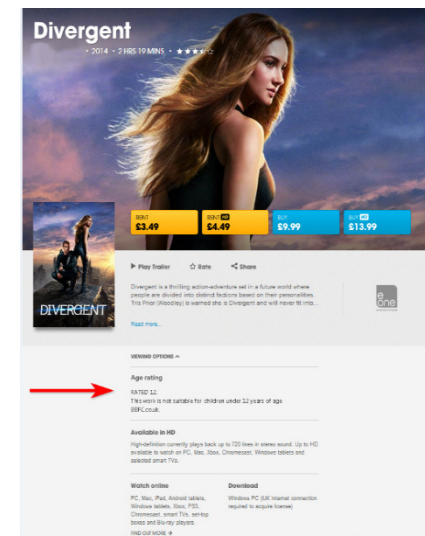
80% rank this rating the most noticeable



8% rank this rating the most noticeable



6% rank this rating the most noticeable



59% rank this rating the least noticeable

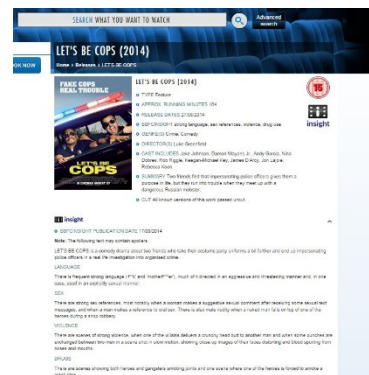


Q19. Could you please order these pictures from 1 to 4 to show the age rating that is *most and least likely to be noticed*? Base: All adults (2823)

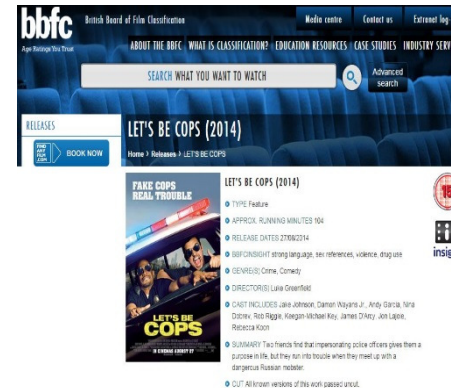


# Most adults (78%+ ) find BBFCinsight information useful – the BBFC app has greatest appeal

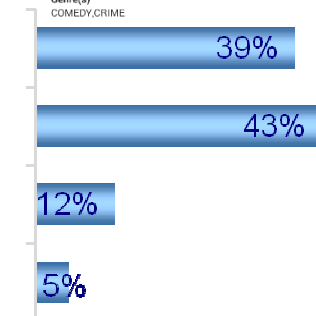
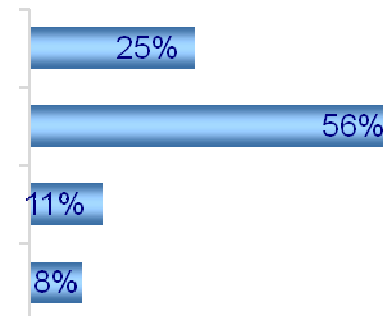
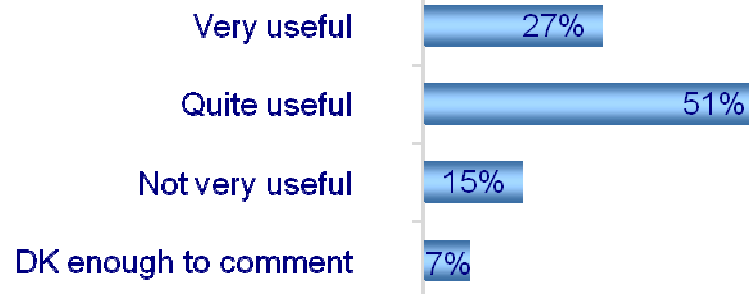
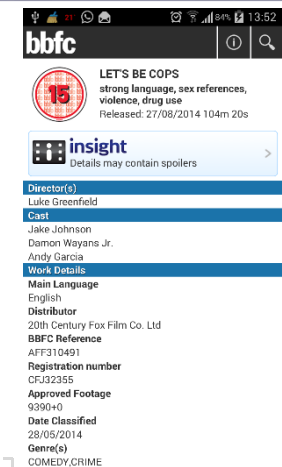
## Long Insight



## Short Insight



## BBFC app



Q18. How useful do you consider these different types of ratings information provided by the BBFC?  
Base: All adults (2823)

