



YouGov®

Age ratings on subscription streaming services - April 2021

bbfc View what's right for you



Overview

Purpose

This survey was created to ask parents for their views on streaming services operating in the UK and the age ratings they use. The survey asked about subscription services such as Netflix, Amazon Prime Video, Apple TV+ and Disney+, and excluded TV on-demand services like the BBC iPlayer, All4 or ITV Hub. Parents were shown five short clips from films, and were asked 'blind' whether they agreed with two alternative age ratings (one assigned by the BBFC and the other by a European regulator) without being told which regulator had assigned the rating.

BBFC age ratings were compared to the Dutch regulator NICAM's age ratings in this project - but equally the BBFC has also identified differences in ratings from France, Germany, Italy, etc. because every country has their own standards which reflect their own specific national sensitivities.

Methodology

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 4102 adults of which 875 were parents of children aged 18 and under and willing to take this survey. Fieldwork was undertaken between 15th - 16th April 2021. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

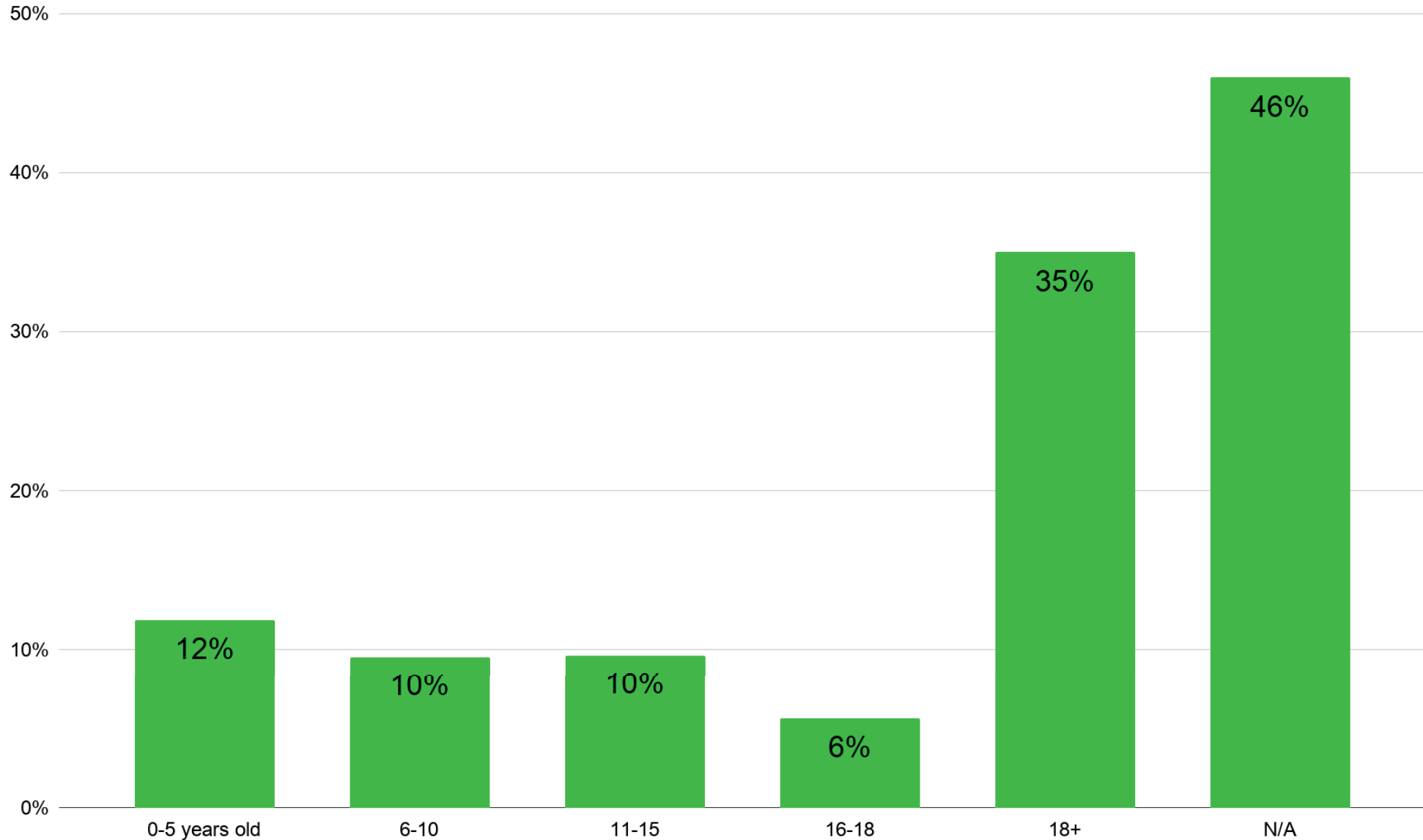
Key Findings

- More than eight in ten parents (82%) want services accessible in the UK to display age ratings that reflect the UK nations' sensitivities and values
- Nine in ten (90%) think that streaming services should display the same age ratings as cinema and DVD
- Parents are concerned (54%) and angry (21%) at the prospect of streaming services using non-UK ratings

Survey Results

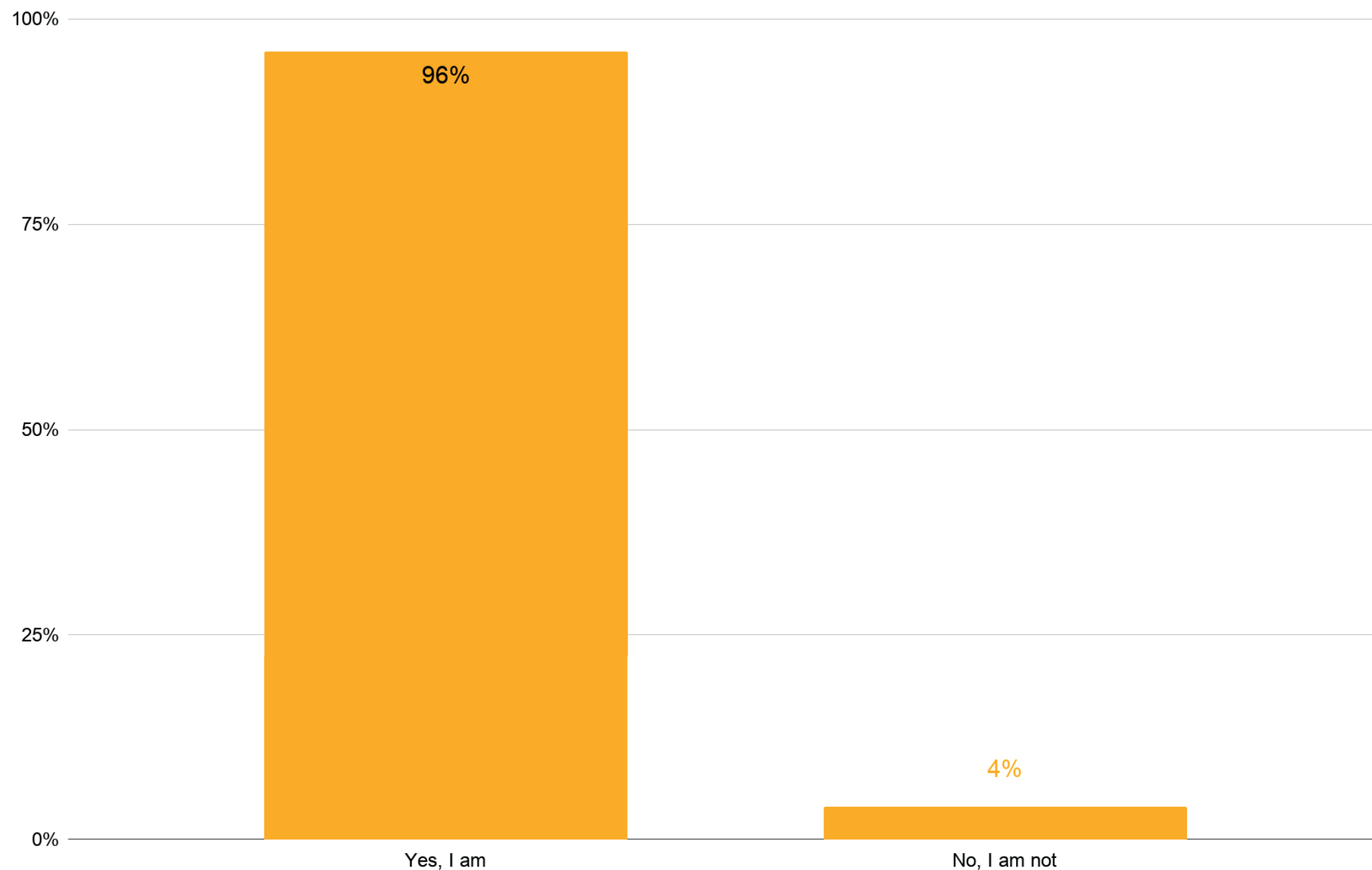
Question 1

Are you the parent/guardian of children of any of the following ages? (Please select all that apply. If you do not have any children, please select the "Not applicable" option).



Question 2

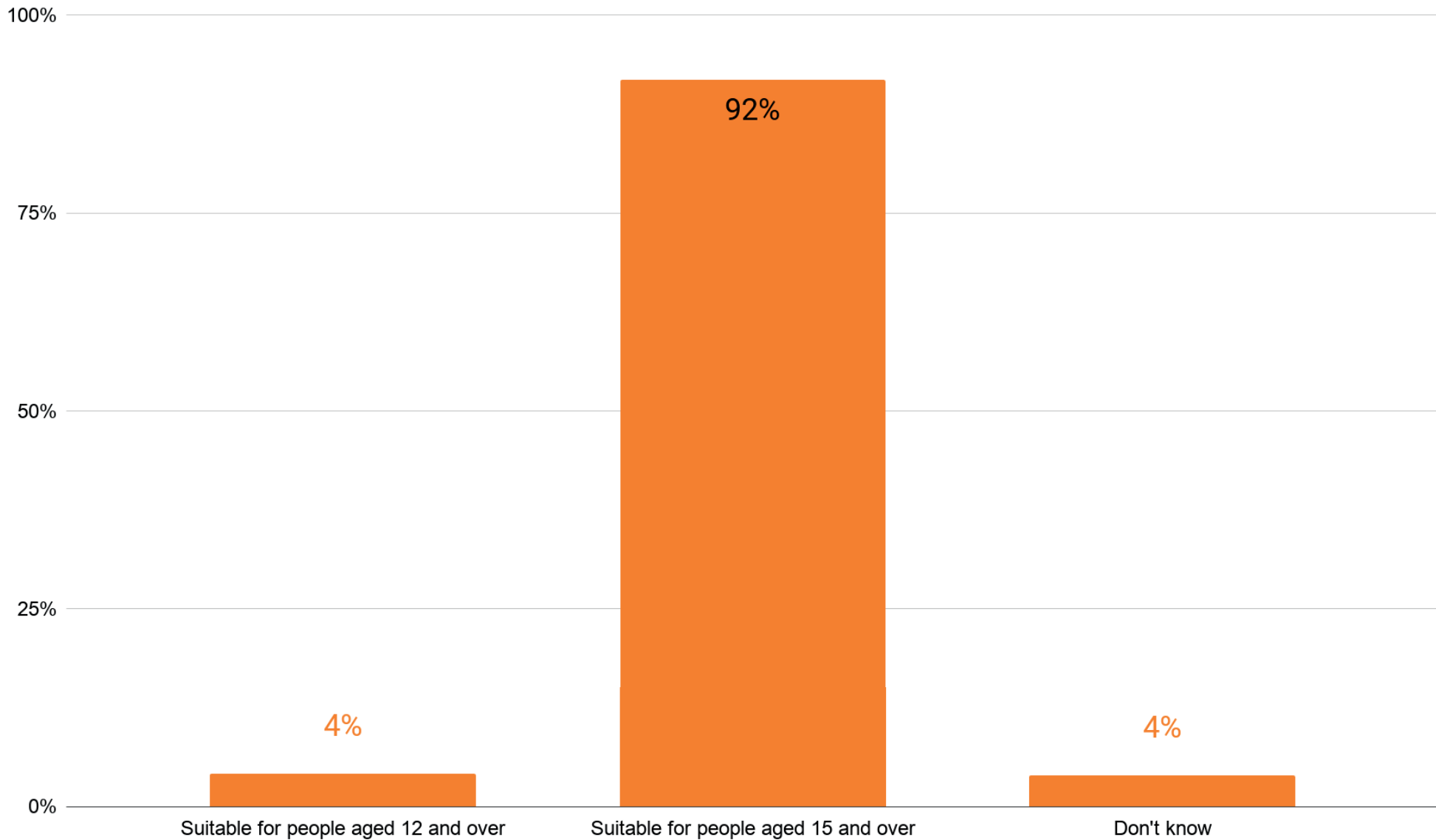
The following questions are on the topic of age ratings for film and TV content. We are going to ask you to watch some clips from films that contain depictions of sex, sexual violence, eating disorders and drug misuse, as well as graphic bloody images of murder victims which some people may find disturbing. Are you happy to continue with this section of the survey?



Question 3

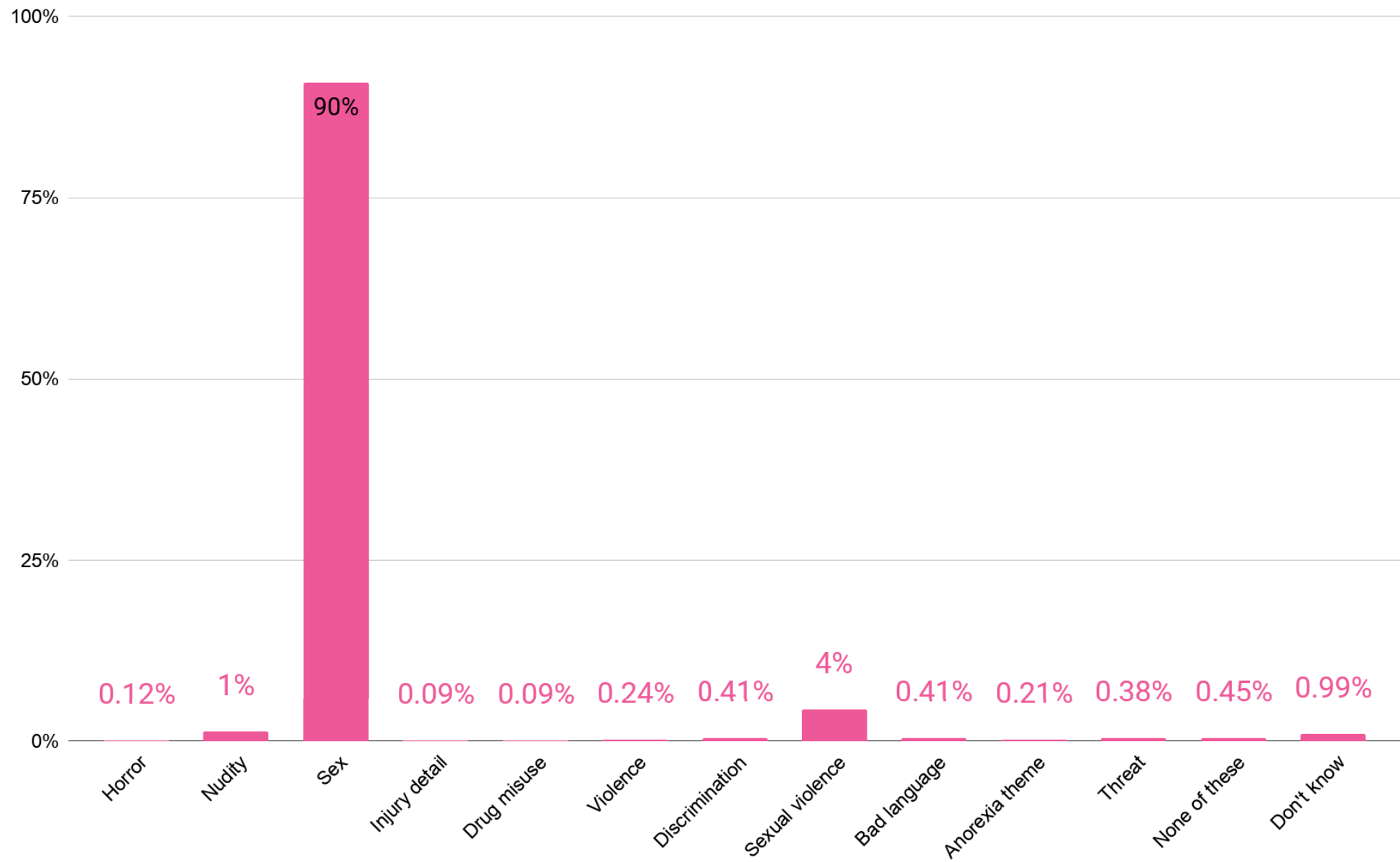
Participants were shown a 56 second clip from *Blue Valentine* (2010).

Thinking about the video you have just watched... Based on the content within this video, if you had to choose, which ONE of the following age ratings do you think is the MOST appropriate? (Please select the option that best applies).



Question 4

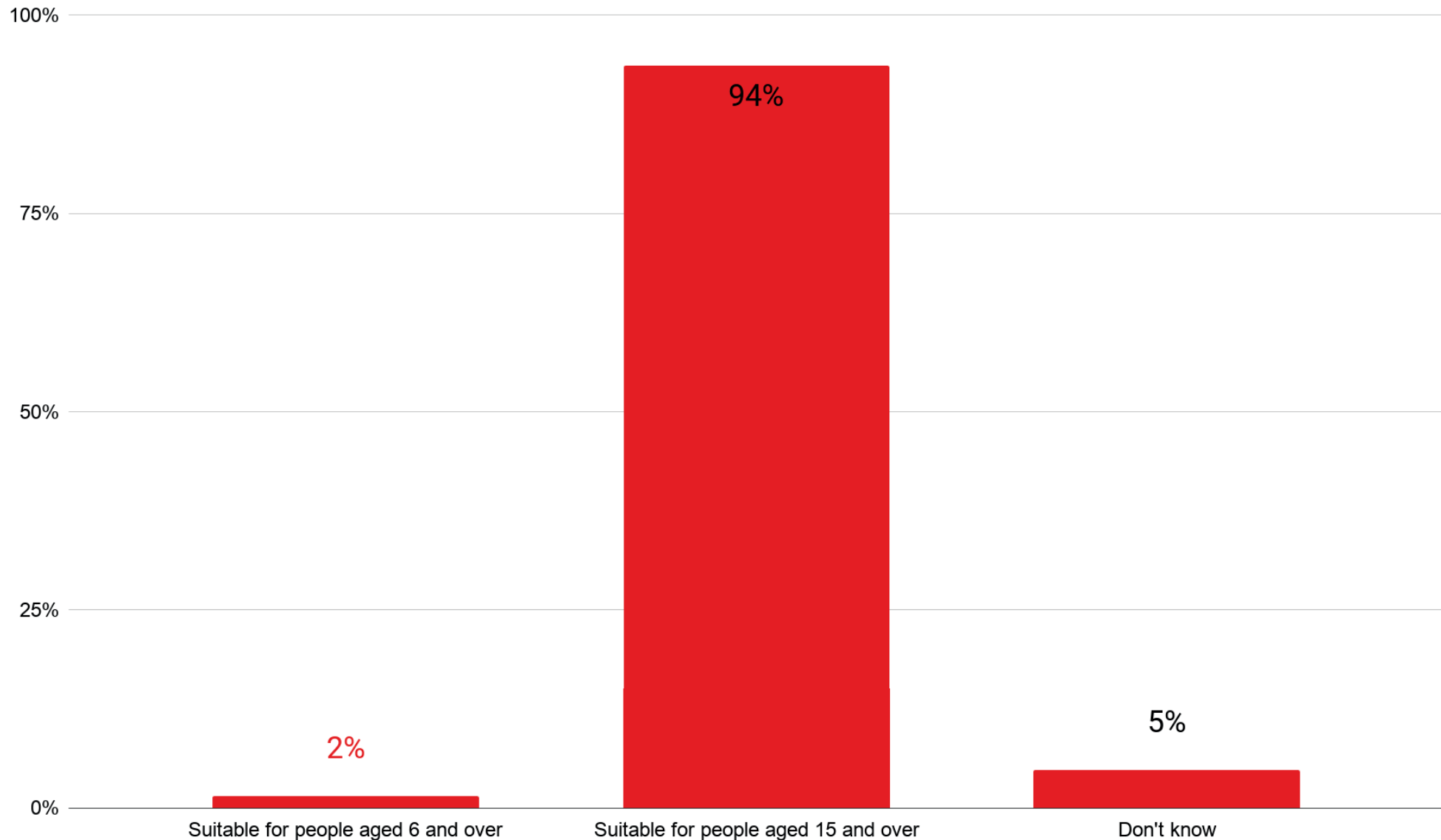
Still thinking about the video you have just watched... Which ONE, if any, of the following was the MOST important aspect/issue for you when deciding which age rating was appropriate for this content? (Please select all that apply).



Question 5

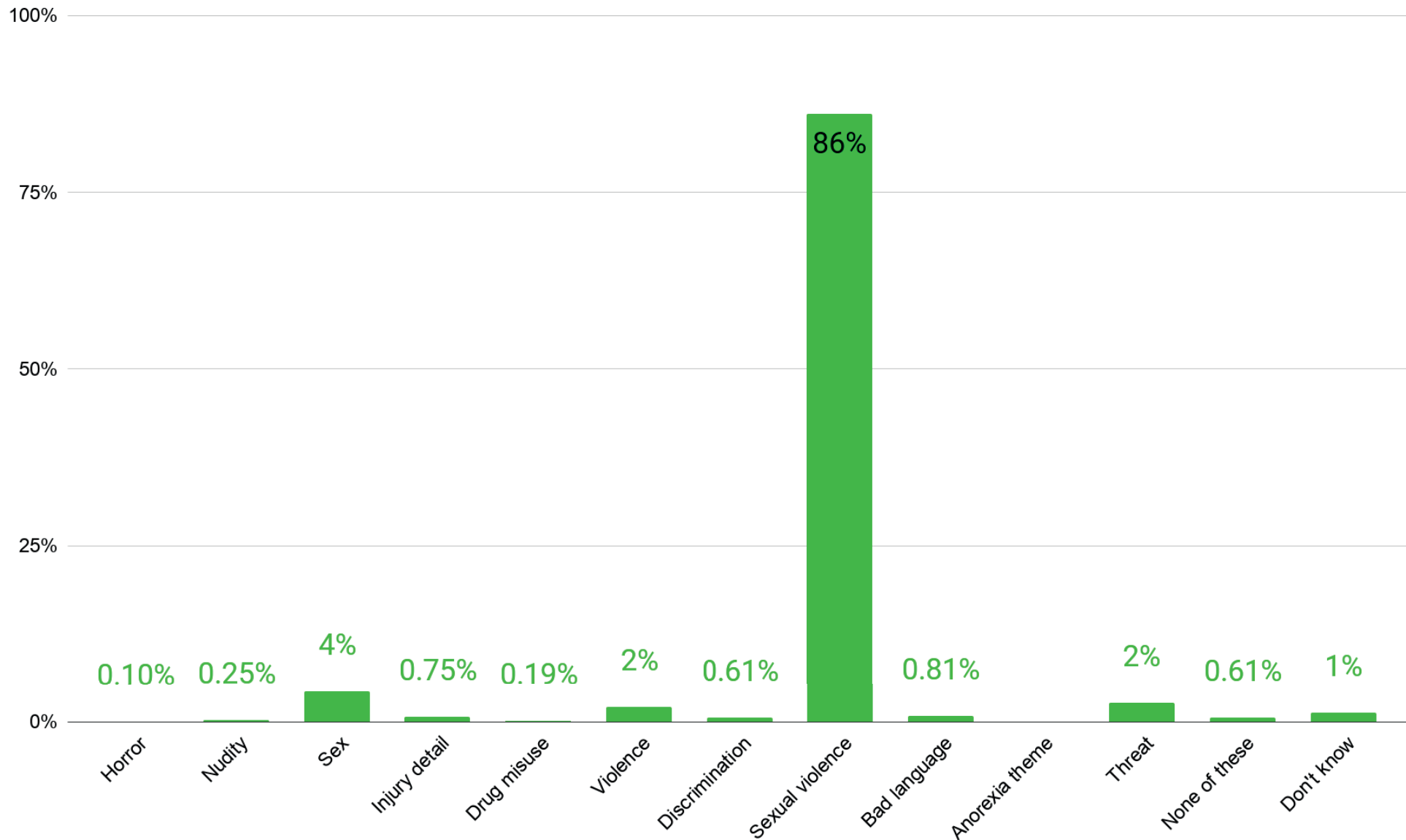
Participants were shown a 59 second clip from *Reinventing Marvin* (2017).

Thinking about the video you have just watched... Based on the content within this video, if you had to choose, which ONE of the following age ratings do you think is the MOST appropriate? (Please select the option that best applies).



Question 6

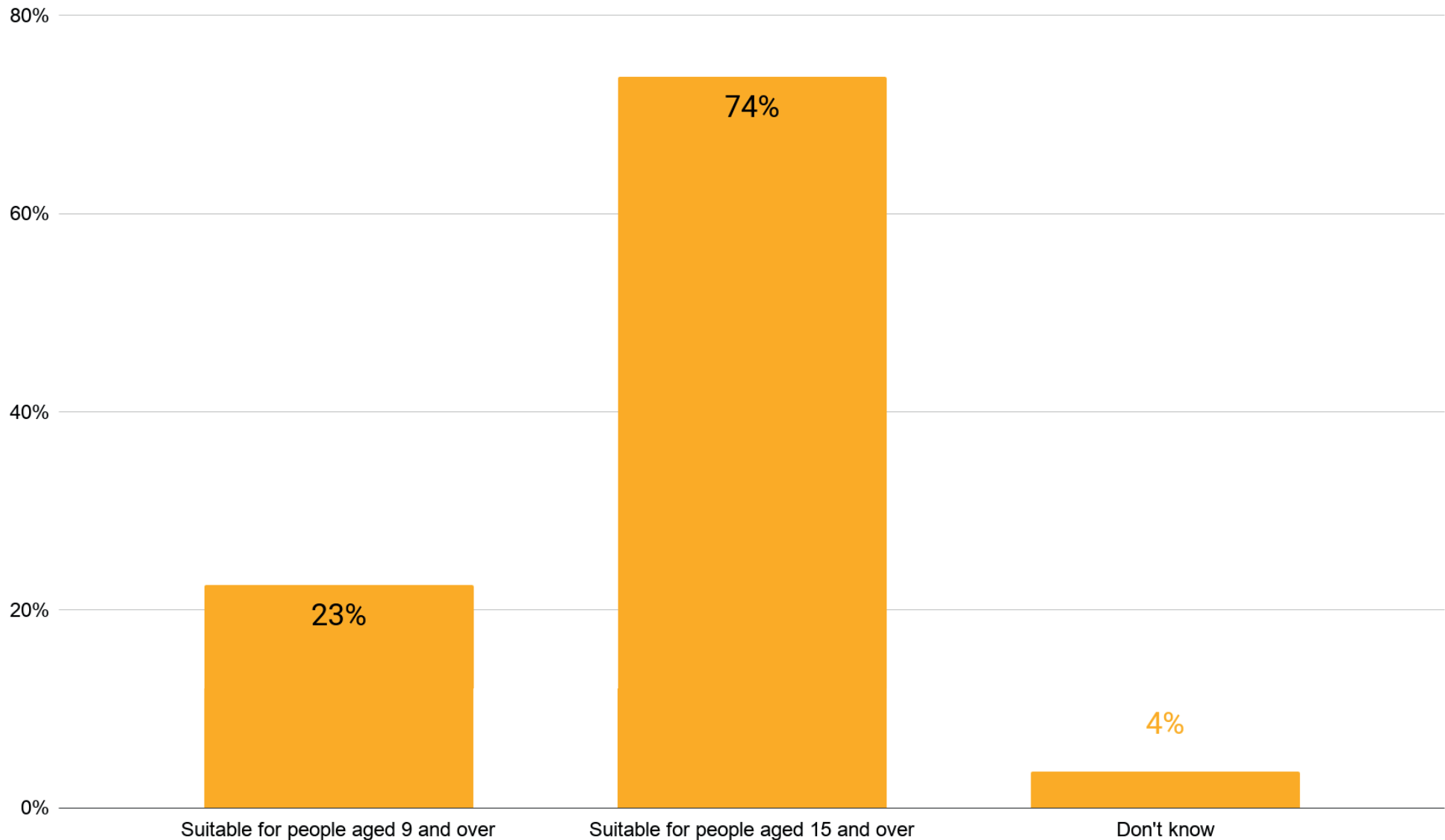
Still thinking about the video you have just watched... Which ONE, if any, of the following was the MOST important aspect/issue for you when deciding which age rating was appropriate for this content? (Please select all that apply).



Question 7

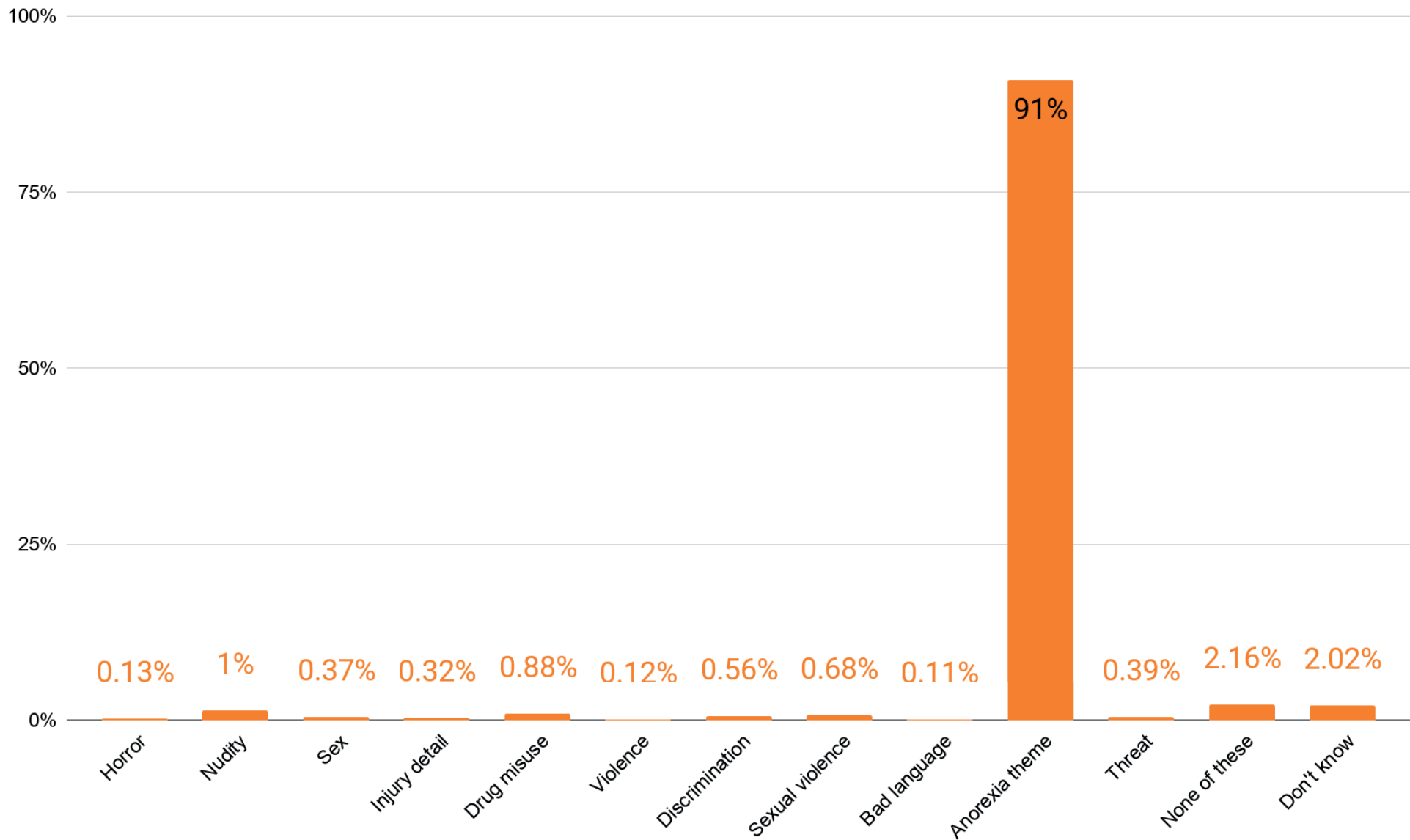
Participants were shown a 74 second clip from *To The Bone* (2017)

Thinking about the video you have just watched... Based on the content within this video, if you had to choose, which ONE of the following age ratings do you think is the MOST appropriate? (Please select the option that best applies).



Question 8

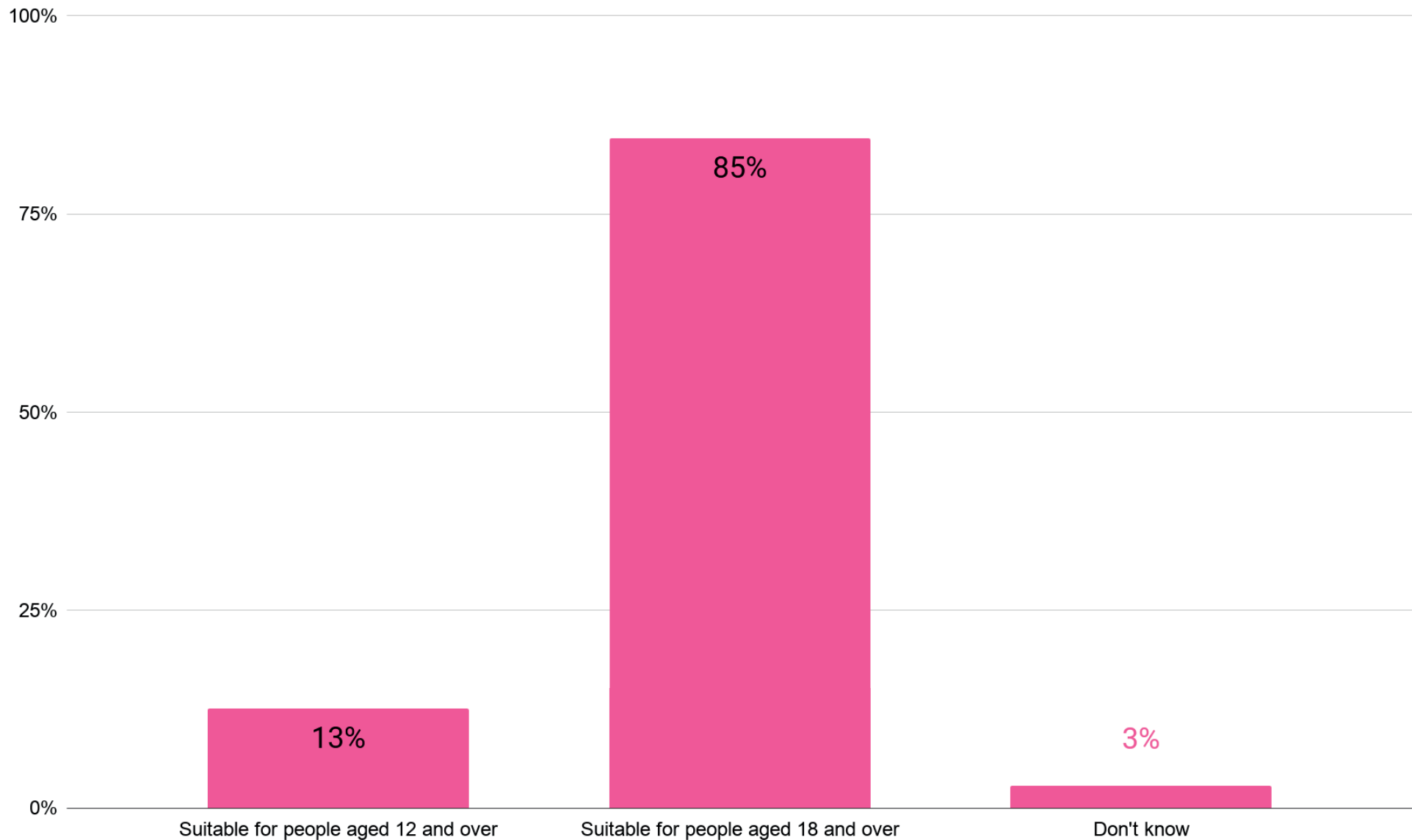
Still thinking about the video you have just watched... Which ONE, if any, of the following was the MOST important aspect/issue for you when deciding which age rating was appropriate for this content? (Please select all that apply).



Question 9

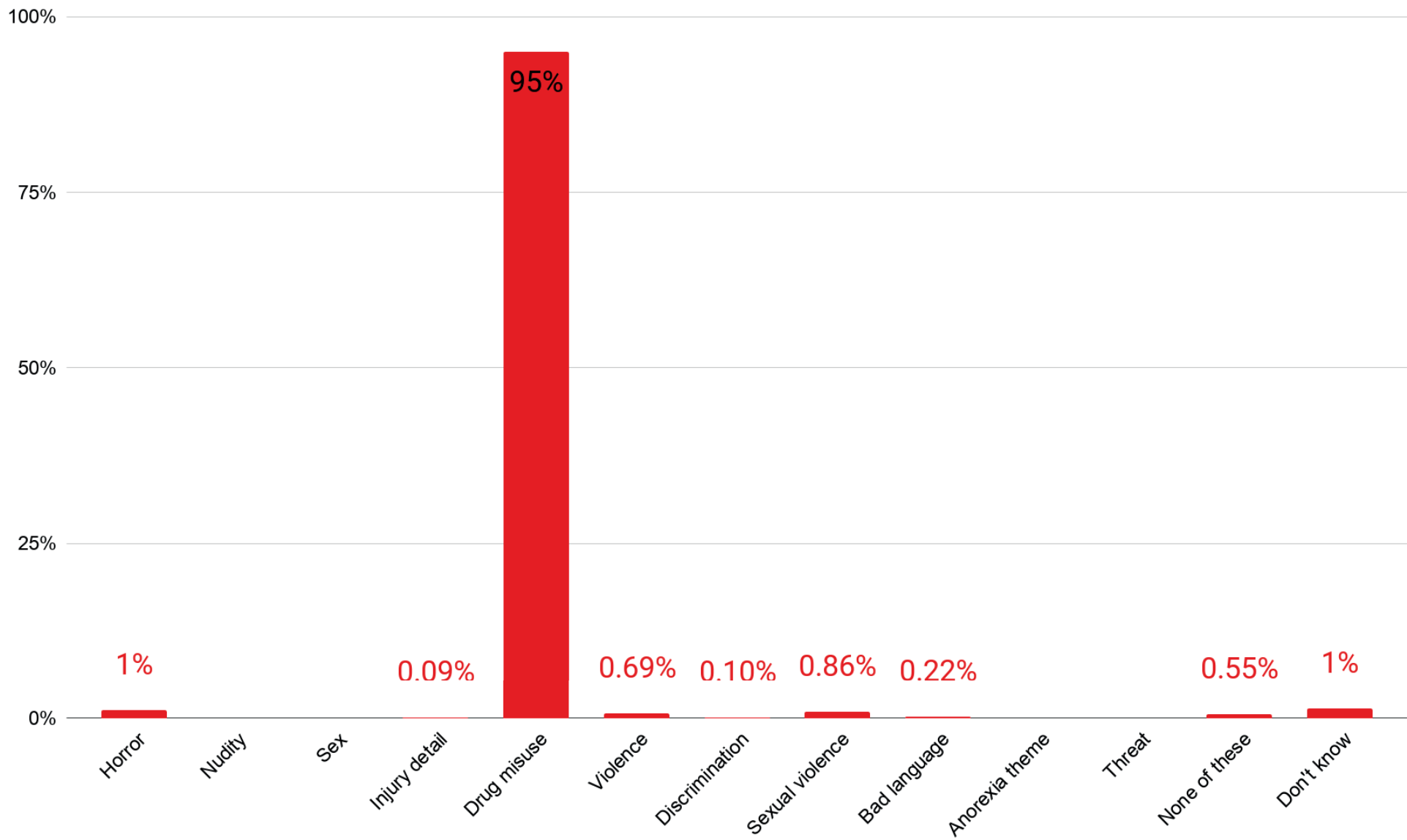
Participants were shown a 106 second clip from *T2 Trainspotting* (2017)

Thinking about the video you have just watched... Based on the content within this video, if you had to choose, which ONE of the following age ratings do you think is the MOST appropriate? (Please select the option that best applies).



Question 10

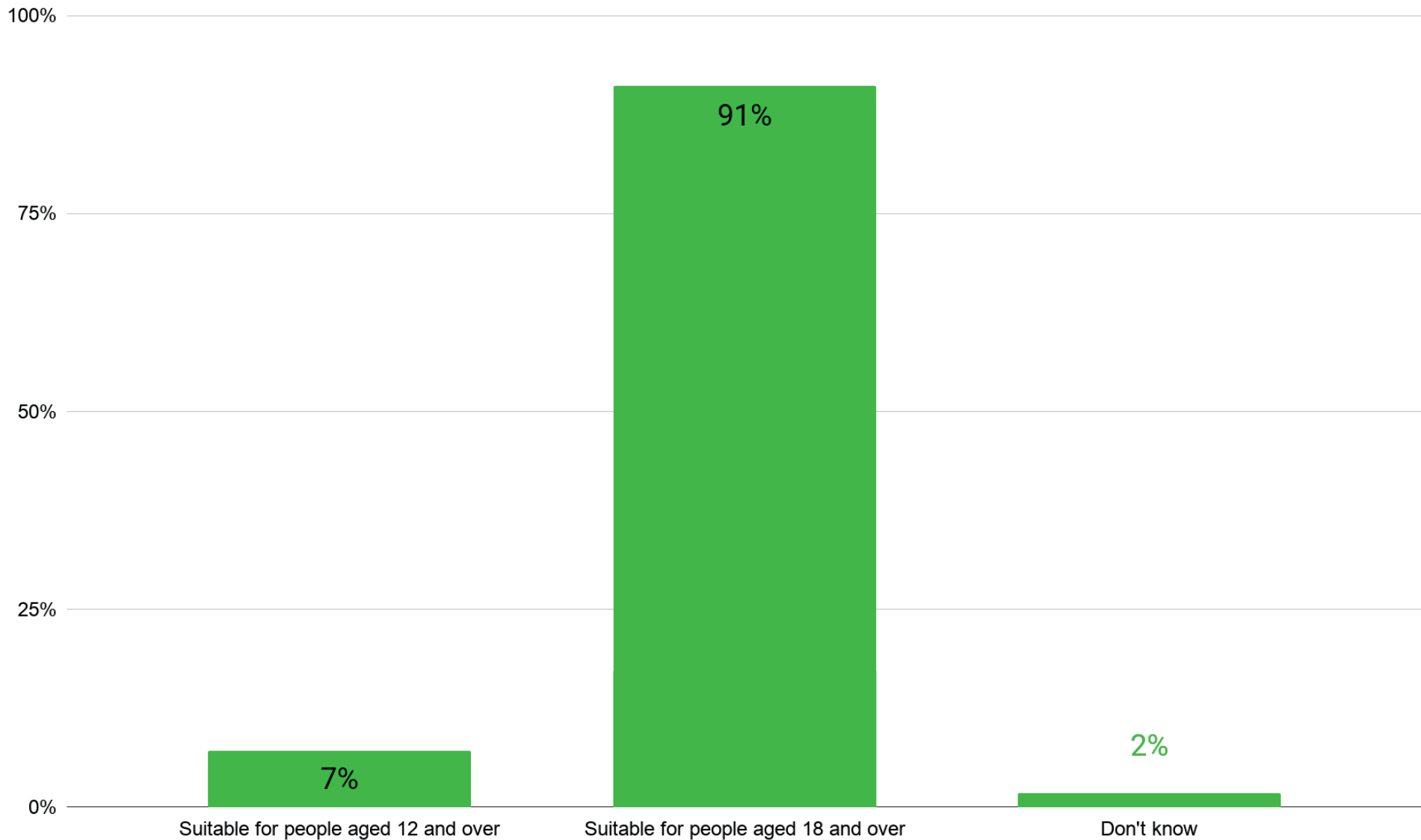
Still thinking about the video you have just watched... Which ONE, if any, of the following was the MOST important aspect/issue for you when deciding which age rating was appropriate for this content? (Please select all that apply).



Question 11

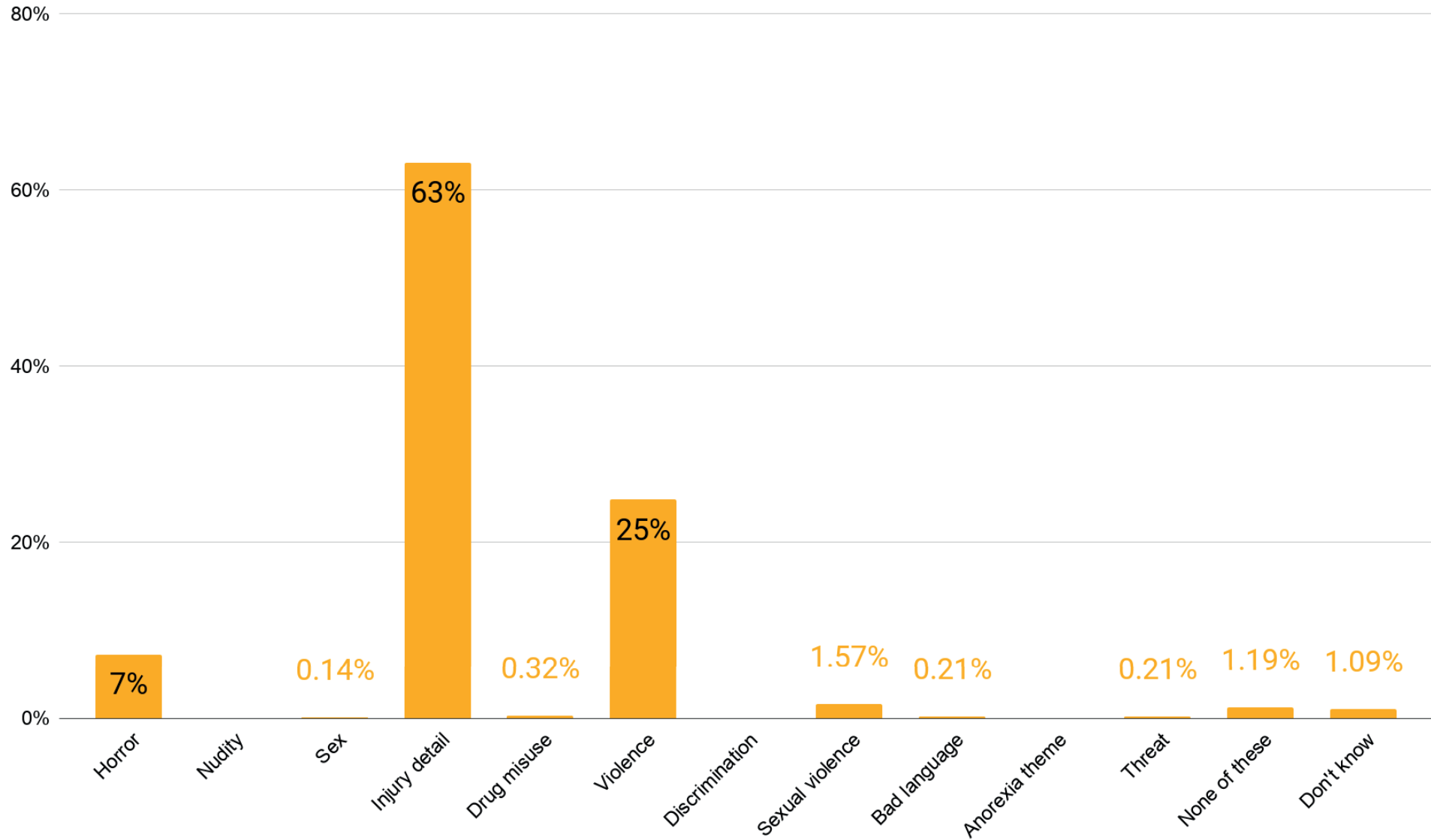
Participants shown a 69 second clip from *O.J.: Made in America* (2016)

Thinking about the video you have just watched... Based on the content within this video, if you had to choose, which ONE of the following age ratings do you think is the MOST appropriate? (Please select the option that best applies).



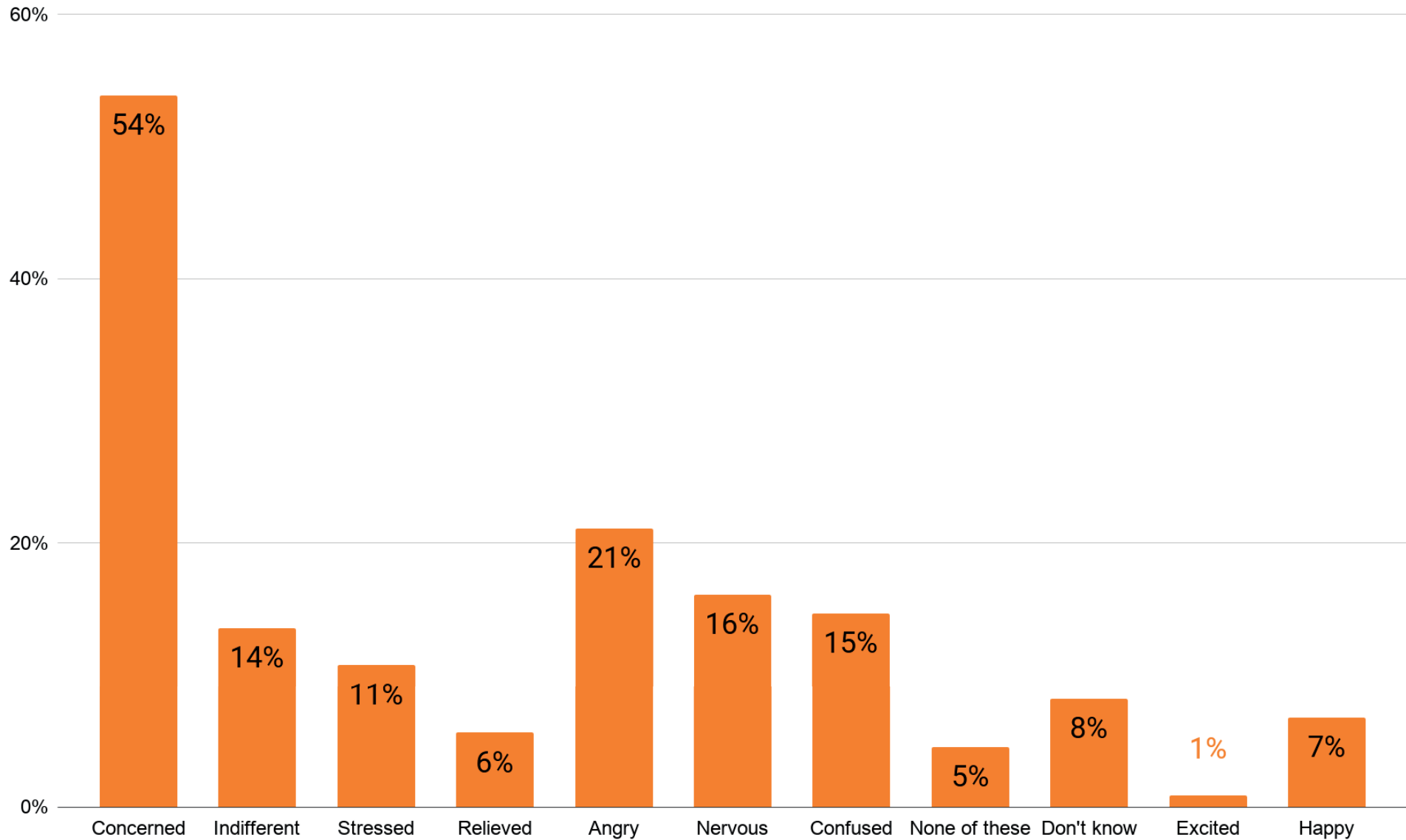
Question 12

Still thinking about the video you have just watched... Which ONE, if any, of the following was the MOST important aspect/issue for you when deciding which age rating was appropriate for this content? (Please select all that apply).



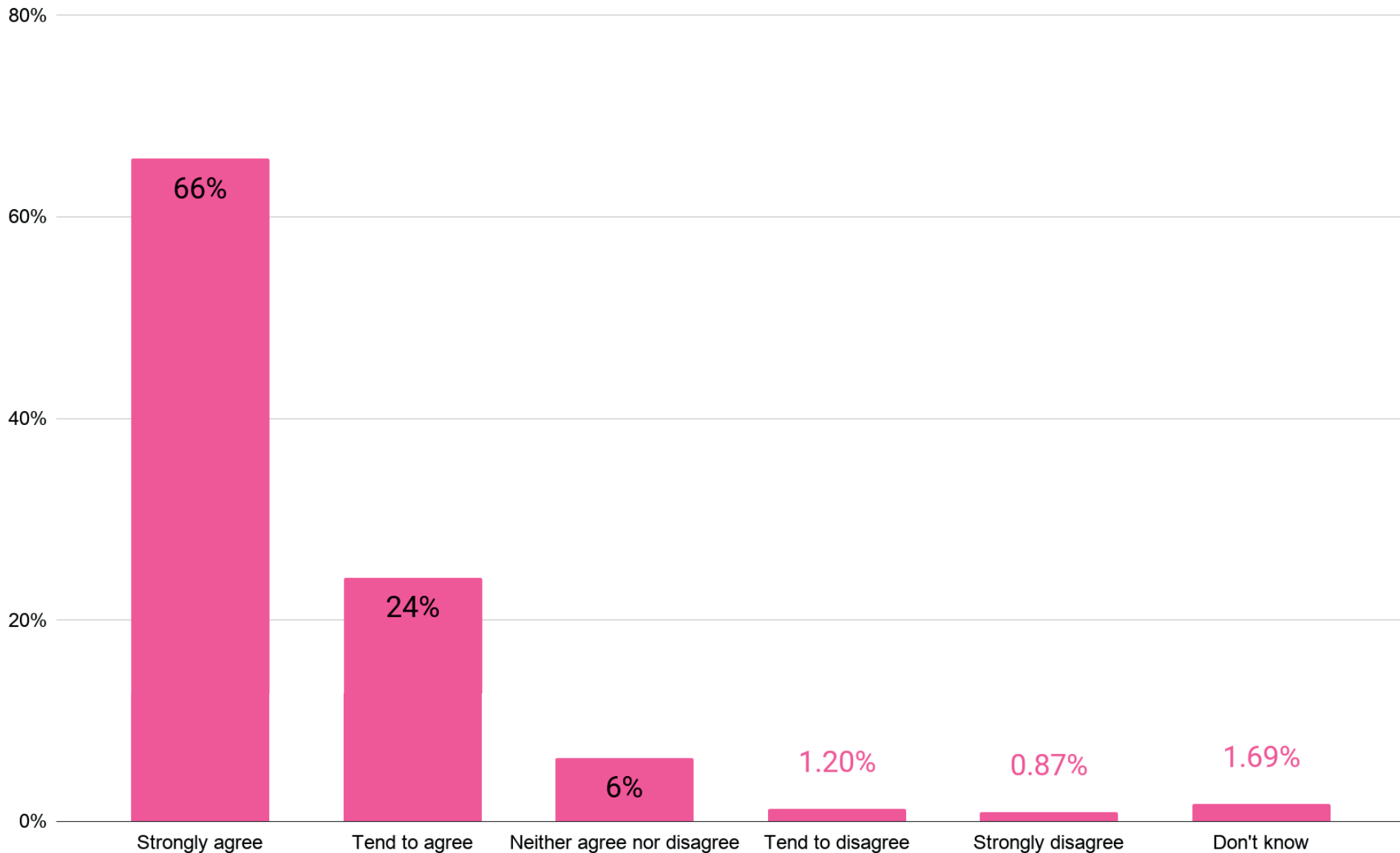
Question 13

Would you be concerned about ratings based on non-UK standards (e.g. US or the Netherlands) being applied on streaming services?



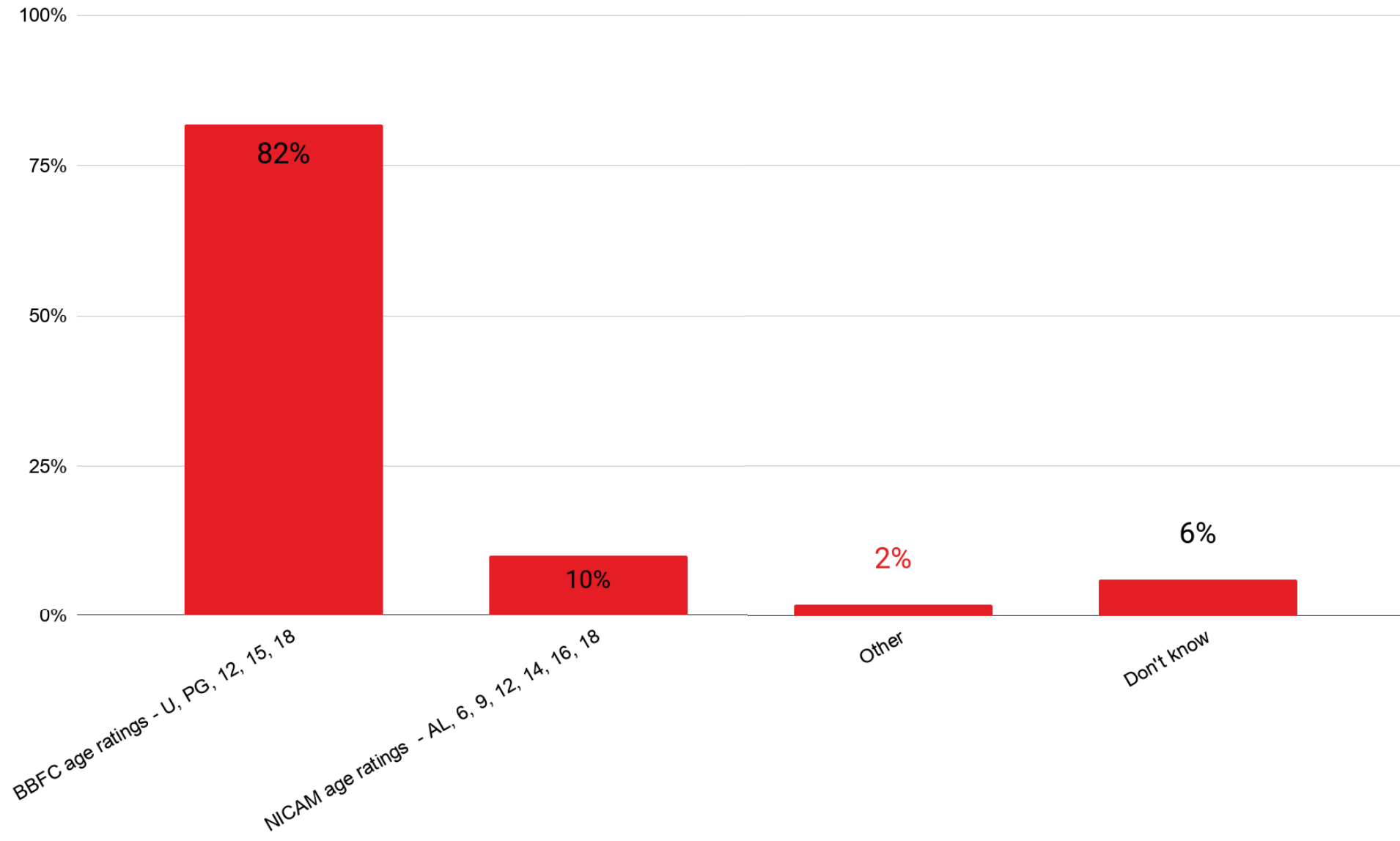
Question 14

As a reminder, by 'streaming services' we mean a paid subscription film and TV service (e.g. Netflix, Amazon Prime, Apple TV, etc.) excluding on demand TV services (e.g. BBC iPlayer, ITV Hub, etc.). To what extent do you agree or disagree with the following statement? Streaming services (e.g. Netflix, Amazon Prime, etc.) in the UK should display the same age ratings that would be seen at the cinema or on DVDs sold in the UK.



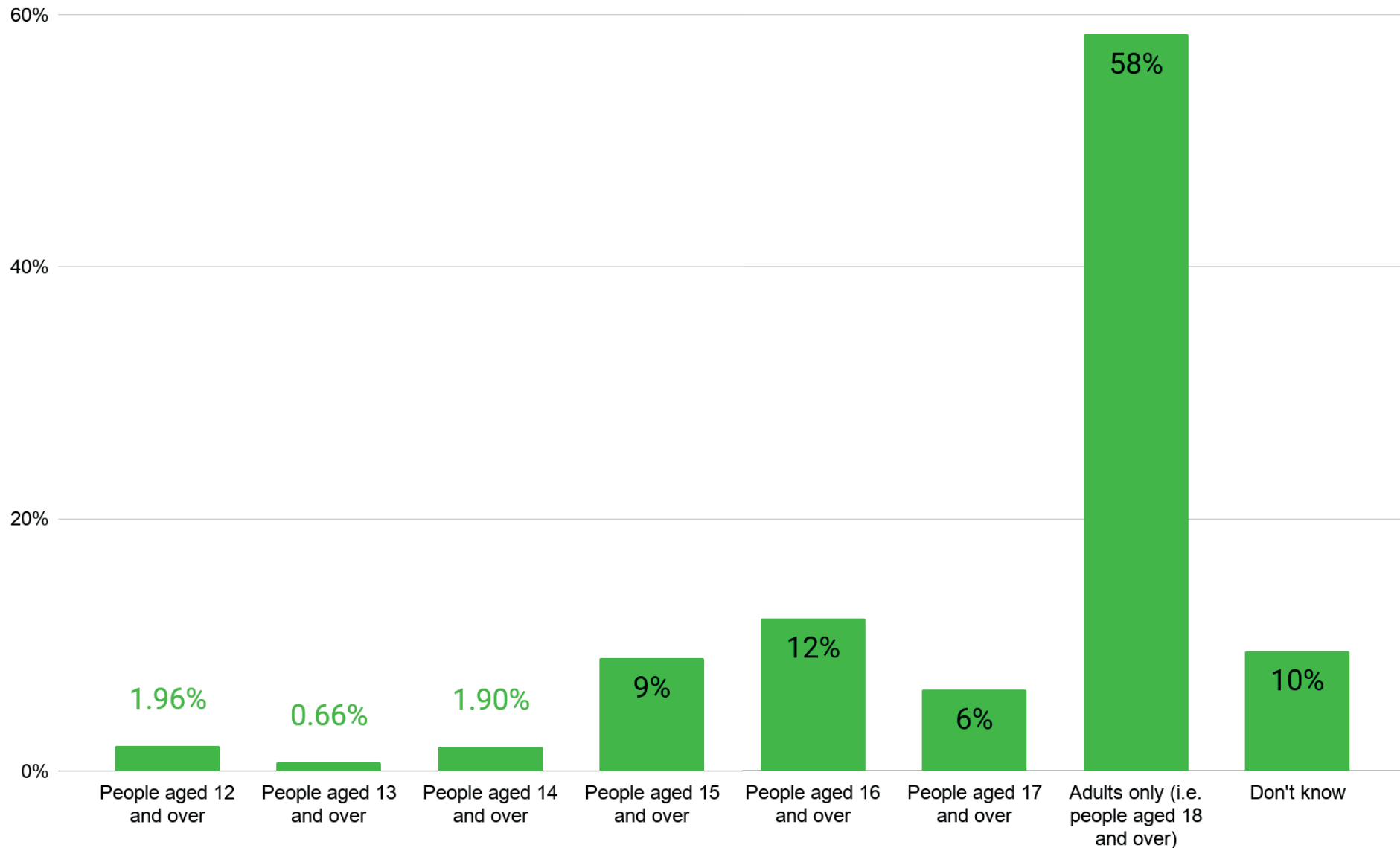
Question 15

Which ONE, if either, of the following age rating systems would you prefer streaming services to use to advise users what age films and TV shows are appropriate for in the UK? (Please select the option that best applies).

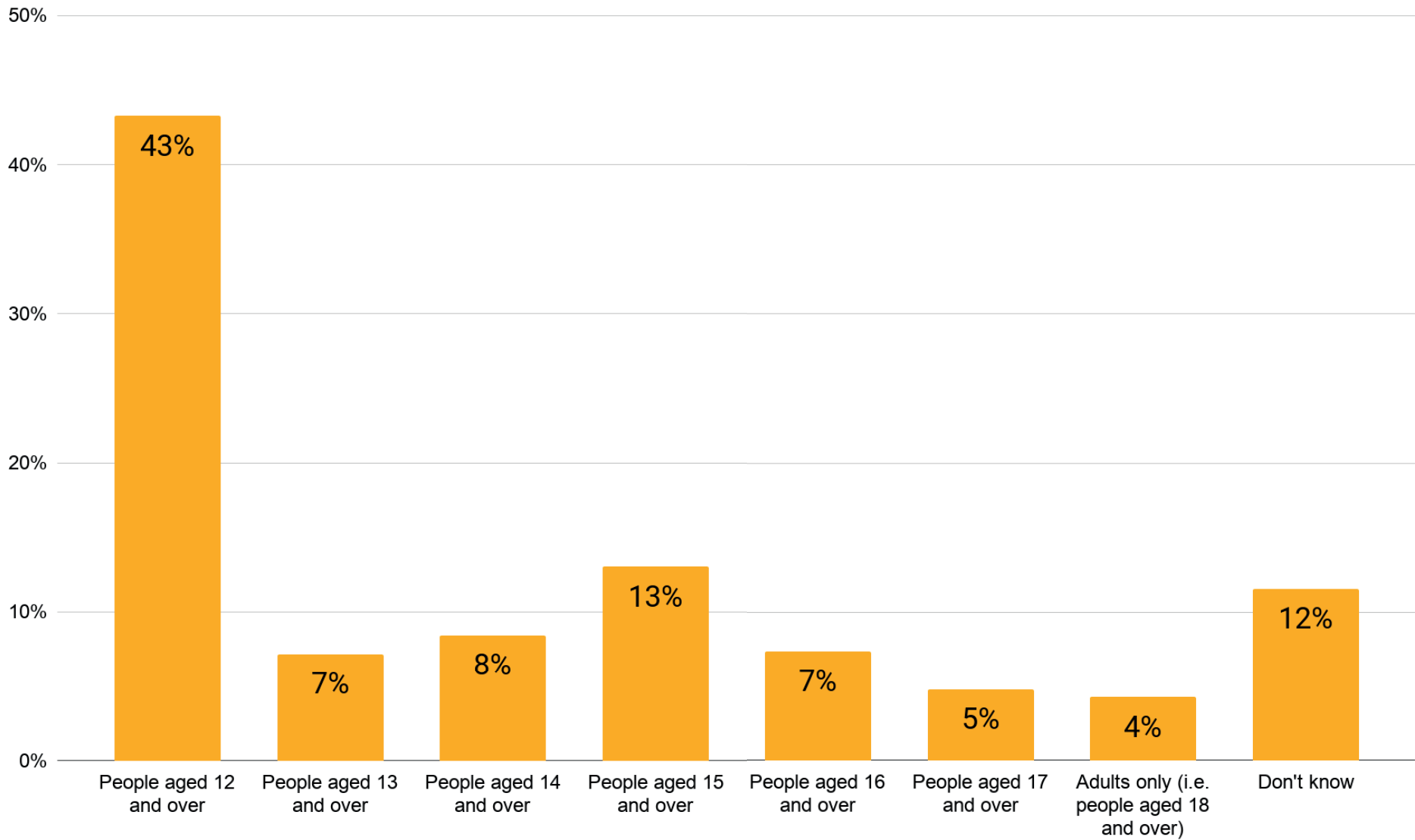


Question 16

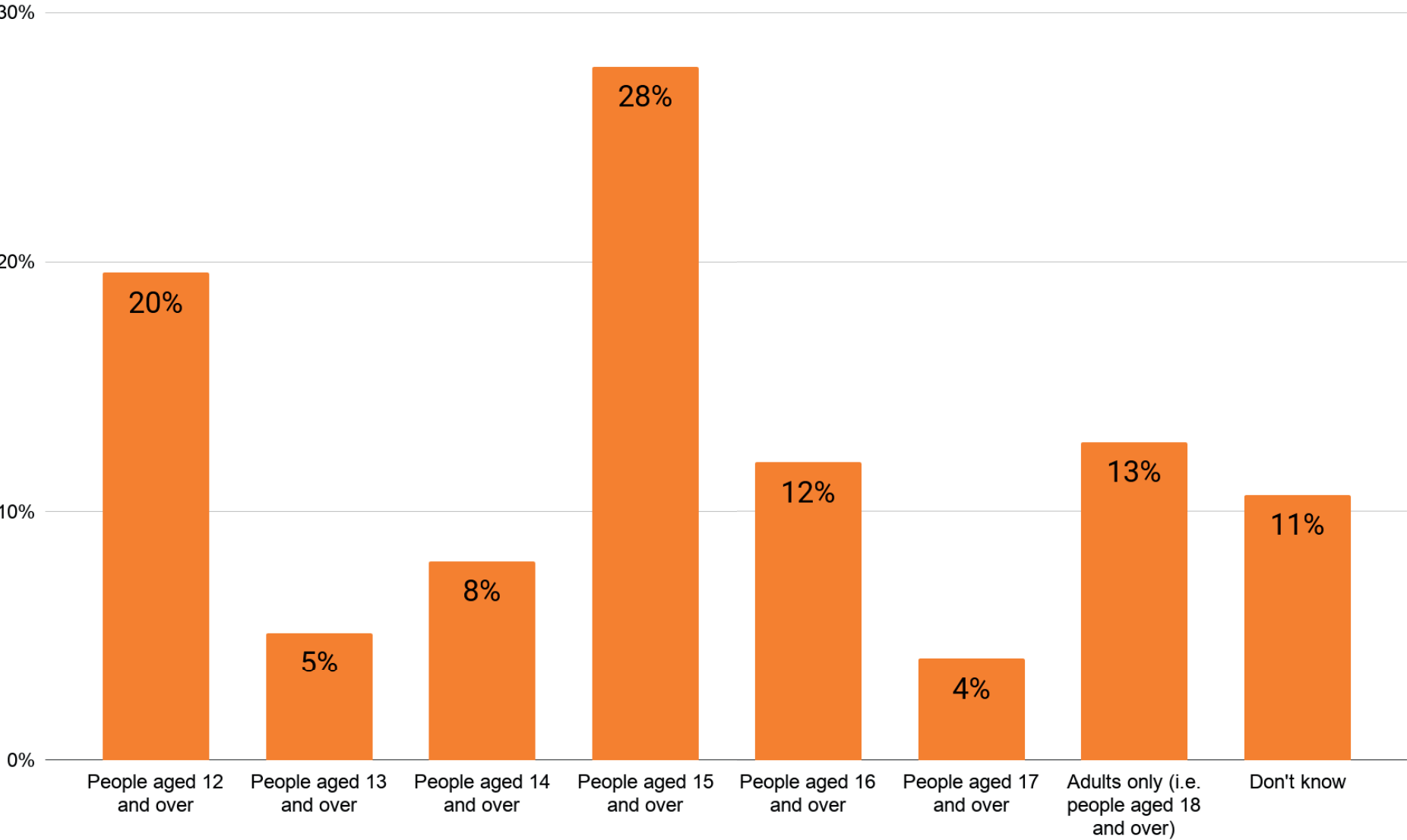
Some streaming services will use labels such as 'mature', 'guidance' or 'caution' to indicate age appropriateness, as in the image below. Which ONE, if any of the following ages would you assume content on a streaming service labelled each of the following is suitable for? (Please select one option per column).



Guidance



Caution



Question 17

If you were to see UK specific age ratings (e.g. U, PG, 12, 15, 18) displayed on a streaming service, which ONE, if either, of the following organisations do you think is responsible for deciding what age rating each film or TV show on streaming services should be given in the UK? (Please select the option that best applies).

