



## **DVD/Video Classification Survey**

**For The BBFC**

**Summary Report**

**March 2011**

# Methodology

A total of 1,005 parents who are members of Mumsnet completed an online survey hosted on the Mumsnet site between 25 February-3 March 2011.

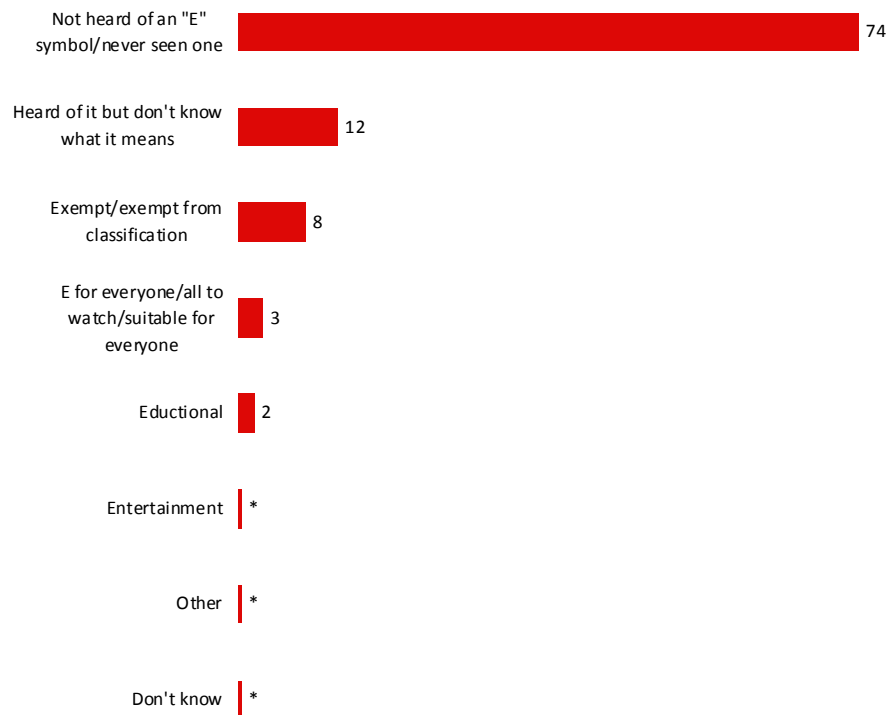
All respondents were parents of at least one child. Respondents could opt into a prize draw to win £150 of vouchers for their local cinema.

Respondents were spread over the whole of the UK and the data has not been weighted. The base for all charts, unless stated, is all respondents.

For more information see the data tables.

# Knowledge of the “E” symbol

Mumsnetters were asked whether or not they knew what the “E” symbol on a DVD/video means – the majority (74%) have not heard of the “E” symbol, while 12% say they have heard of it but don’t know what it means. Only 8% correctly identify the symbol as standing for ‘exempt/exempt from classification’. 14% of those who say they know what “E” means gave an incorrect answer.

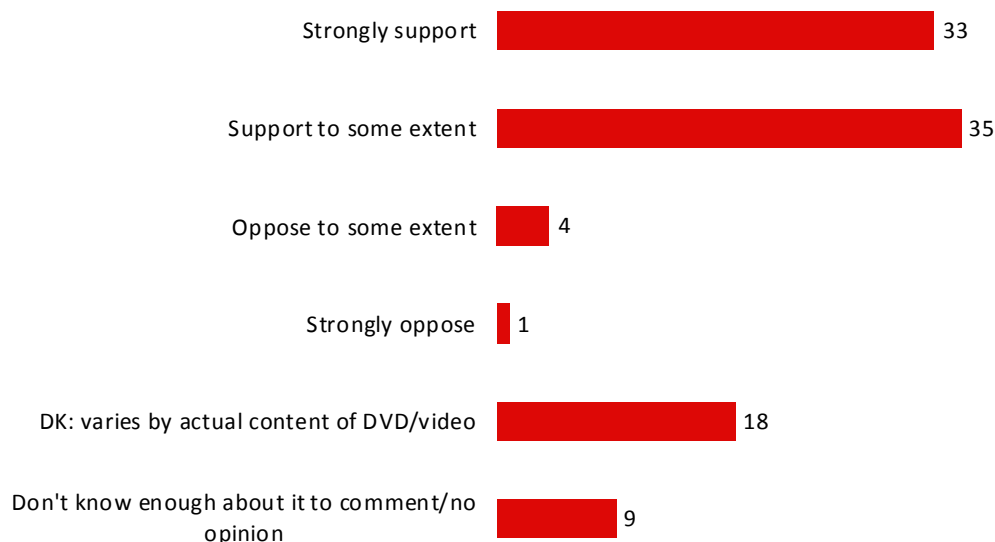


Q1 Do you know what the “E” symbol on a DVD/video means? If so, what do you think it means?

## Giving exempt DVDs/videos an age classification

Mumsnetters were told the following: “An “E” symbol on a DVD/video means that it is exempt from classification awarded by the British Board of Film Certification (BBFC). A DVD/video is currently exempt from classification if its purpose is to “educate, inform or instruct” the viewer or if it is about music, religion or sport (e.g. dance, music or martial arts DVDs/videos and documentaries). This means that DVDs/videos that contain material that some parents/guardians would consider unsuitable for children can be unclassified (if the DVD/video meets the criteria for exemption) and could legally be bought by children.” They were then asked “It has been suggested that all presently exempt DVDs/videos that contain material considered to be unsuitable for children should have an age certification awarded by the BBFC (e.g. being rated as 12, 15 or 18). Thinking generally about children of all ages (not just your own), to what extent do you support or oppose this idea?”

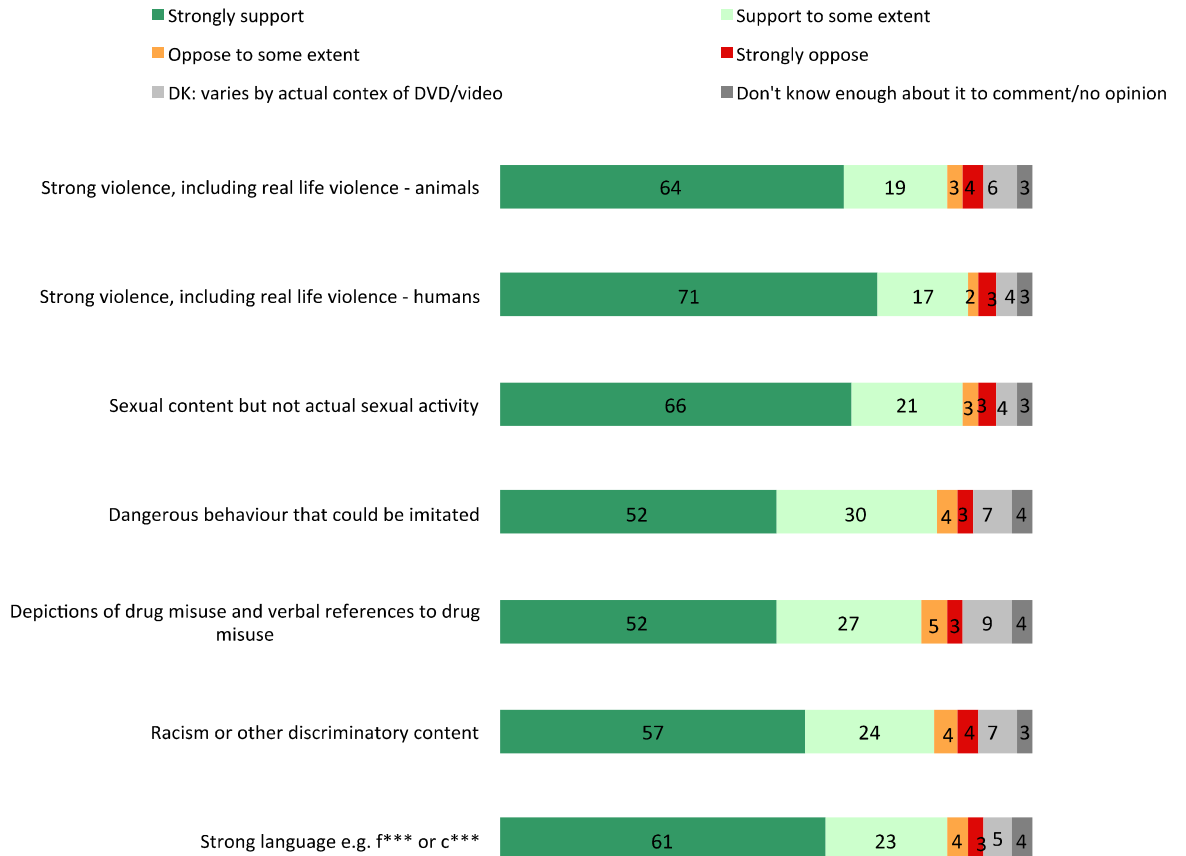
Over two thirds of Mumsnetters (68%) support the idea (either ‘strongly’ or ‘to some extent’) that DVDs/videos that are currently exempt should have an age classification awarded by the BBFC, while only 5% oppose this idea. One in five (18%) say their decision to support or oppose this idea would depend on the context of the DVD/video while 9% say they don’t know enough about the issue to comment.



Q2 It has been suggested that all presently exempt DVDs/videos that contain material considered to be unsuitable for children should have an age certification awarded by the BBFC (e.g. being rated as 12, 15 or 18). Thinking generally about children of all ages (not just your own), to what extent do you support or oppose this idea?

# Age classification for different types of content

At least eight in ten Mumsnetters support the idea that DVDs/videos that are presently exempt and potentially contain various types of 'strong' content should be given an age classification by the BBFC. Strong violence including real life violence involving humans elicits the strongest response from Mumsnetters – 87% support the idea of this type of content warrants certification by the BBFC.

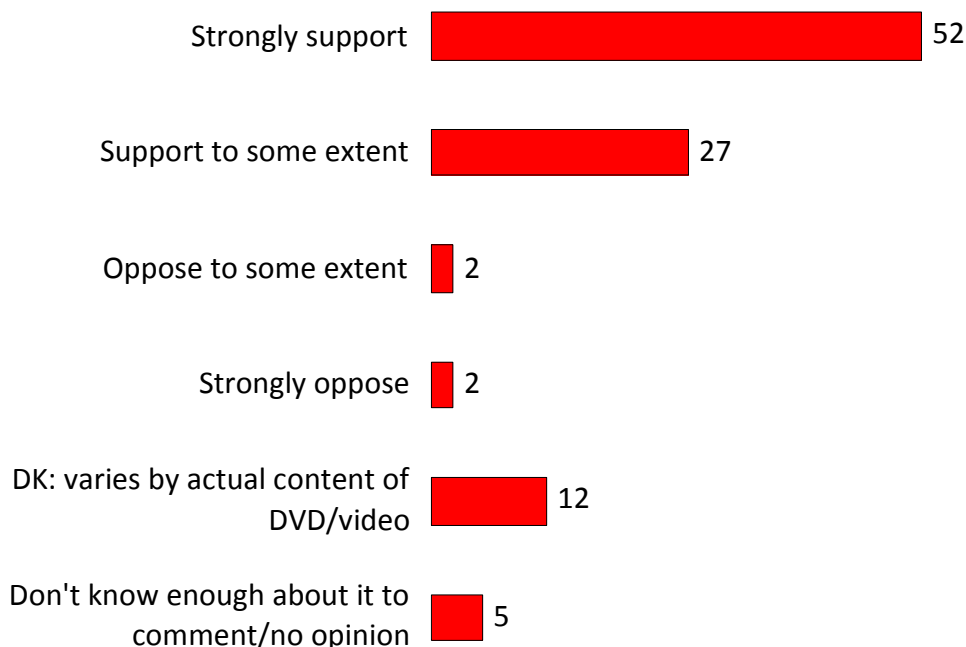


Q3 It has been suggested that the content listed warrants certification. Thinking in general about children of all ages (not just your own), to what extent do you support or oppose this idea for each of these types of content?

## Giving exempt DVDs/videos an age classification – with knowledge of type of content that could feature in exempt DVDs/videos

Once Mumsnetters were made aware of the type of content that could feature in DVDs/videos which are presently exempt from age classification awarded by the BBFC (listed in Q3 above), they were asked again about whether they support or oppose the idea of presently exempt DVDs/videos being awarded age classifications by the BBFC.

When asked this question again, eight in ten Mumsnetters (79%) say they support the idea (either 'strongly' or 'to some extent') that DVDs/videos containing material that could be considered unsuitable for children should have an age certification awarded by the BBFC (11 percentage points higher than when this question was asked before examples of the types of 'strong' content were mentioned). The proportion who 'strongly' support the idea increases from 33% to 52%, while the proportion who support the idea 'to some extent' decreases from 35% to 27% with the knowledge of the types of 'strong' content that can potentially feature in exempt DVDs/videos. However, the proportion of Mumsnetters who say they oppose the idea is the same both with and without knowledge of the types of 'strong' content that could feature in an exempt DVD/video.

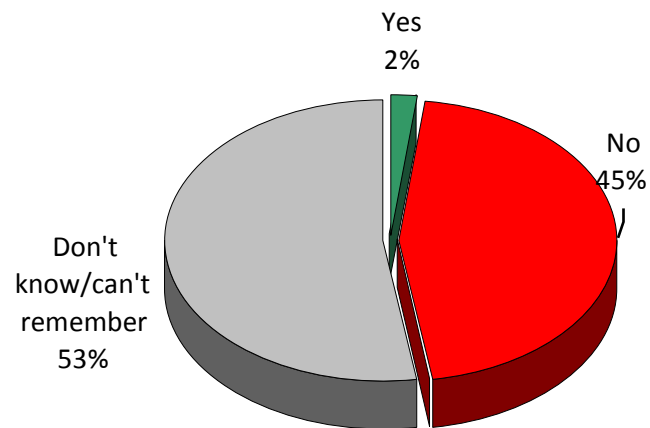


Q4 Having seen some of the content that could be found on an exempt from classification DVD/video, please answer this question again: It has been suggested that all presently exempt DVDs/videos that contain material considered to be unsuitable for children should have an age certification awarded by

the BBFC (e.g. being rated as 12, 15 or 18). Thinking generally about children of all ages (not just your own), to what extent do you support or oppose this idea?

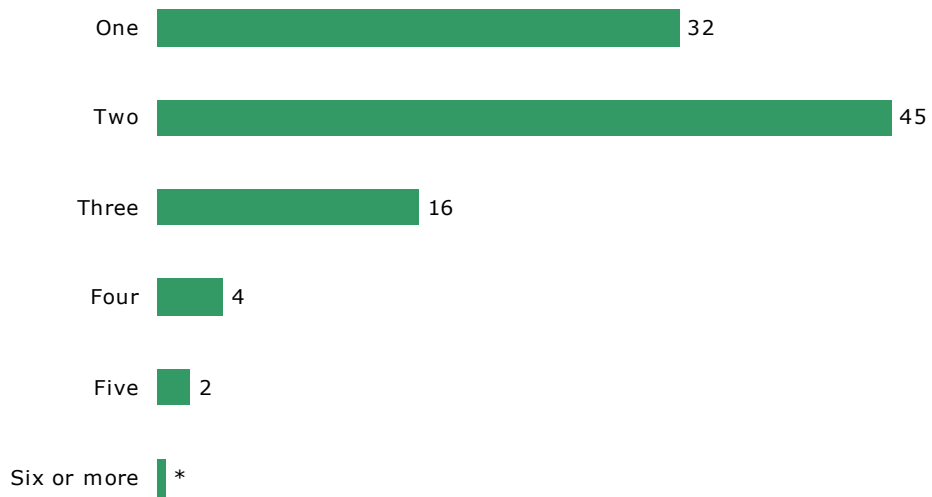
## Experience of buying an exempt DVD/video that was considered inappropriate for children

Only 2% of Mumsnetters say they have bought or rented a DVD/video displaying the “E” symbol which they thought wasn’t appropriate for children after watching it. Almost half (45%) say they haven’t done this and more than half say they don’t know or can’t remember (53%).

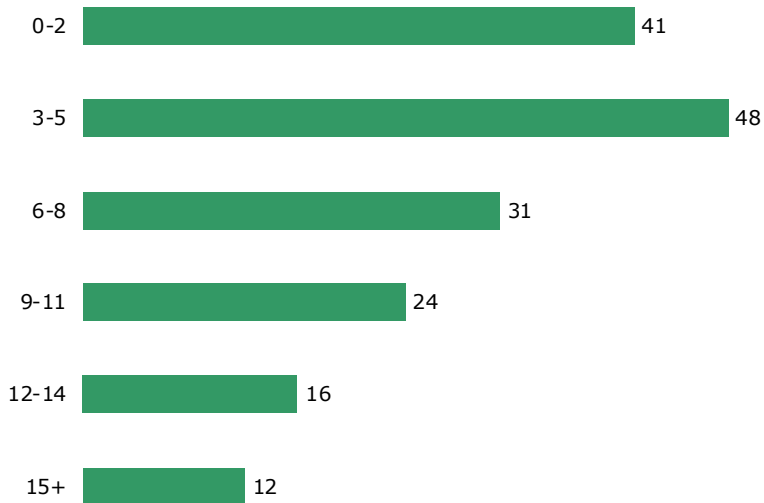


Q5 Have you ever bought or rented a DVD/video displaying the “E” symbol which you thought wasn’t appropriate for children after watching it?

# Respondent Profile

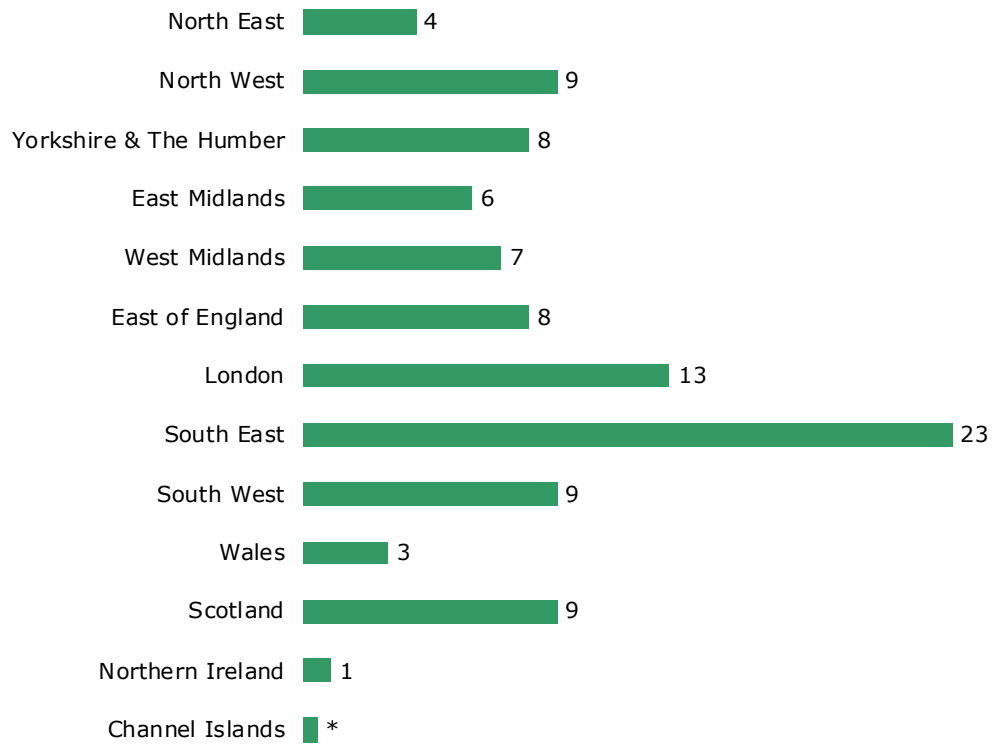


Q8 How many children do you have?



Q9 Please state the age of your children.





Q10 Where do you live?