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Survey on Film Censorship Standards 2002 – Report

Television and Entertainment Licensing Authority (TELA)

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Statement of Professional Commitment

ACNielsen certifies that the information contained in this report has been compiled in accordance with sound market research methodologies developed by, or for, ACNielsen. ACNielsen believes that this report represents a fair, accurate and comprehensive analysis of the information collected, with all sampled information subject to normal statistical variance.





Research Needs Assessment

Background

In 1995, there were significant changes to the Film Censorship Ordinance (FCO), which included the introduction of a refined Category II classification with the sub-division of Categories IIA and IIB. To gauge opinions from the public on the classification system and standards, the Film Censorship Authority (FCA) commissioned independent survey companies to carry out opinion surveys biennially. The last survey was conducted in May 2000.

Research Objectives

The objective of the survey is to collect public opinion on the film classification system and standards, and, where appropriate, to identify the areas for improvement in both the classification system and standards.

Specifically, the survey covers the following issues:

(1) Film Classification System

- Public awareness of the 3-tier film classification system and the work of the Film Censorship Authority;
- Public attitudes towards the advisory categories (Categories I, IIA and IIB) and the mandatory age restrictions (Category III) in the existing film classification system;
- Public awareness of and support for Categories IIA and IIB classifications as appropriate guidelines for choosing films for minors; and
- Parents' / Adults' guidance to minors on the choice of film and minors' accessibility to Category III films.

(2) Film Censorship Standards

- Public attitudes towards film censorship standards adopted by the FCA on the depiction of sex, violence, horror, language, offensive behaviour, criminality and thematic materials; and
- Public opinions on the censorship standards on Category III film titles, packaging and advertising materials

(3) Other areas of concern on the film censorship

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Research Needs Assessment, continued

About this Document

This document contains the findings of the survey for 2002 and covers the following sections:

- Research Needs Assessment
- Research Design
- Detailed Findings
 - Main Survey
 - Public Advisors Survey
 - Movie-goers Survey
- Appendices
 - Questionnaire - Main Survey and Public Advisors Survey (aged 18 or above)
 - Questionnaire - Main Survey (aged 13 to 17)
 - Questionnaire - Movie-goers Survey

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Research Design

In view of the above-mentioned research objectives, the study was divided into three parts in order to collect comprehensive opinions from three groups of respondents:

- Part 1 – the Main Survey
- Part 2 – the Public Advisors Survey
- Part 3 – the Movie-goers Survey

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Research Design, continued

Main Survey

Objective

This part of the survey intended to collect opinions on the Film Classification System from the community at large based on relevant demographic features (e.g. sex, age, occupation, education, etc.)

Survey Coverage

The target respondents were the general public aged 13 to 59 who satisfied the following criteria:

- Ordinary movie-goer who had been to the cinema at least two times in the past 12 months;
- Did not hold strong opinions (good or bad) towards films; and
- Neither knew nor was related to other respondents in the same interviewing session.

Sampling Method/ Sample Composition

The target sample size was 600. The respondents were to be recruited based on the quotas of different demographic characteristics recommended by the Census and Statistics Department (C&SD) of the Government of the Hong Kong Special Administrative Region (HKSAR):

	<u>Male</u>	<u>Female</u>
Total	300	300
Education		
Primary or below	45	60
Secondary or matriculated	185	180
Tertiary or above	70	60
Occupation Group		
Professionals	85	45
Clerks	20	50
Service workers	35	25
Craft or related workers	65	5
Elementary occupations	40	50
Students	30	30
Homemakers	-	75
Retirees	25	20
Type of Housing		
Private	205	215
Public	95	85
Parenthood		
With children* aged 12 or below, no child aged 13-17	65	60
No child aged 12 or below, with children aged 13-17	25	25
With children of both age groups	15	15
No children of either age groups	195	200
* Children refers to those living with their parents in the same households		

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Research Design, continued

Main Survey, continued

The recruited respondents were to be divided into 20 groups in accordance with their sex and age.

Group	Sex		Age				
	Male	Female	13-17	18-24	25-34	35-44	45-59
1	30	-	30	-	-	-	-
2	30	-	-	30	-	-	-
3	30	-	-	10	20	-	-
4	30	-	-	-	10	20	-
5	30	-	-	-	-	30	-
6	30	-	-	-	-	30	-
7	30	-	-	-	-	30	-
8	30	-	-	-	-	10	20
9	30	-	-	-	-	-	30
10	30	-	-	-	-	-	30
Sub-total	300	-	30	40	30	120	80
11	-	25	25	-	-	-	-
12	-	35	-	35	-	-	-
13	-	30	-	5	25	-	-
14	-	30	-	-	10	20	-
15	-	30	-	-	-	30	-
16	-	30	-	-	-	30	-
17	-	30	-	-	-	30	-
18	-	30	-	-	-	15	15
19	-	30	-	-	-	-	30
20	-	30	-	-	-	-	30
Sub-total	-	300	25	40	35	125	75
Total	300	300	55	80	65	245	155

Continued on next page



Research Design, continued

Main Survey,
continued

Sample Achieved

A total sample of 607 was achieved with the following composition:

Group	Sex		Age				
	Male	Female	13-17	18-24	25-34	35-44	45-59
1	32	-	32	-	-	-	-
2	30	-	-	30	-	-	-
3	30	-	-	10	20	-	-
4	30	-	-	-	9	21	-
5	30	-	-	-	-	30	-
6	30	-	-	-	-	30	-
7	30	-	-	-	-	30	-
8	30	-	-	-	-	10	20
9	31	-	-	-	-	-	31
10	31	-	-	-	-	-	31
Sub-total	304	-	32	40	29	121	82
11	-	27	27	-	-	-	-
12	-	35	-	35	-	-	-
13	-	30	-	5	25	-	-
14	-	30	-	-	11	19	-
15	-	30	-	-	-	30	-
16	-	30	-	-	-	30	-
17	-	30	-	-	-	30	-
18	-	30	-	-	-	15	15
19	-	31	-	-	-	-	31
20	-	30	-	-	-	-	30
Sub-total	-	303	27	40	36	124	76
Total	304	303	59	80	65	245	158

Data Collection Method

The respondents attended the group interviewing sessions in a studio. In the sessions, the respondents viewed the selected film segments and dialogues extracted from the films previously classified by the FCA. The packaging and advertising materials of the Category III films were also shown to the respondents. Those aged between 13 and 17 were only shown the film segments and other visual materials that are of Category IIB or below.

A self-completion questionnaire was used to collect the respondents' opinions on different areas of the Film Classification System.

Fieldwork Period

Fieldwork was carried out between 18 July and 1 August, 2002.

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Research Design, continued

Public Advisors Survey

Objective

This part of the survey aimed to collect opinions on the Film Classification System from the existing public advisors appointed under the Film Censorship Ordinance (FCO).

Survey Coverage

The target respondents were defined as the public advisors appointed under the FCO.

Sampling Method

The public advisors were invited by TELA to participate in the survey. In view of the confidentiality of the public advisors' contact details, all invitations to attend the group interviewing sessions were made by TELA.

Sample Achieved

A total sample of 90 public advisors was achieved.

Data Collection Method

Similar to the Main Survey, the public advisors viewed the film segments and dialogues extracted from the films previously classified by the FCA. The packaging and advertising materials of the Category III films were also shown to the public advisors for their opinions.

The public advisors were requested to fill in a self-completion questionnaire.

All the group interviewing sessions were held at the mini-cinema in TELA's office.

Fieldwork Period

Fieldwork was carried out between 5 and 12 August, 2002.

Continued on next page



Research Design, continued

Movie-goers Survey

Objective

This survey collected opinions from the movie-goers who had attended the selected screenings for the survey.

Survey Coverage

The target respondents were defined as ordinary movie-goers aged between 13 and 59 who had attended one of the selected screenings.

Sampling Method

The viewers of each film were recruited at selected cinemas. Their names and telephone numbers were recorded and they were then contacted for telephone interviewing.

Sample Achieved

A total sample of 502 was achieved with the following breakdown:

- 87 movie-goers of “Showtime” (爆 Show 特警組)
- 76 movie-goers of “The Sum of All Fears” (驚天核網)
- 78 movie-goers of “Frugal Game” (慳錢家族)
- 106 movie-goers of “Visible Secret II” (幽靈人間 2 之鬼味人間)
- 76 movie-goers of “Dark Water” (鬼水凶靈)
- 79 movie-goers of “Windtalkers” (烈血追風)

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Research Design, continued

Movie-goer Survey, continued

Data Collection Method

Six films of Categories IIA and IIB were selected by TELA during the survey period in the following cinemas:

- Broadway Theatre – Mongkok (百老匯戲院 – 旺角)
- Chinachem Golden Plaza Cinema (華懋廣場戲院)
- Cityplaza Cinema – Tai Koo (Citiplaza 太古城)
- Golden Village Mongkok (GV 旺角電影城)
- JP Cinema (JP 銅鑼灣戲院)
- UA Pacific Place (UA 金鐘)
- UA Time Square (UA 時代廣場)
- UA Shatin (UA 沙田)
- Windsor Cinema (皇室戲院)

After the recruitment of movie-goers at the selected cinemas, telephone interviewing method was employed to collect the movie-goers' opinions on the Film Classification System and the films they had seen.

In order to maximise the movie-goers' recall of the details of the film and to minimise their views being influenced by other external factors, all the recruited movie-goers were contacted within three days after the recruitment.

Fieldwork Period

Fieldwork took place between 21 June and 10 July, 2002.

Continued on next page



Detailed Findings (Main Survey)



Section I – Knowledge of Film Classification System

This section reports on the general public's awareness on the existing Film Classification System, including:

- Awareness of the Film Classification System
 - Identification of the Film Classification System
 - Major responsibilities of TELA
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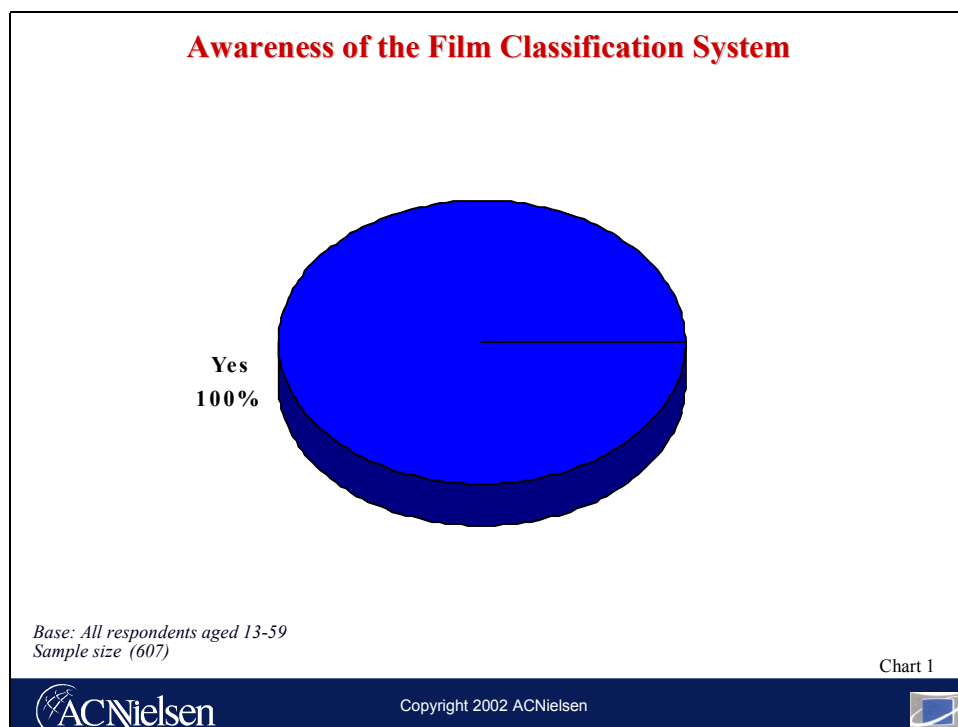


Section I – Knowledge of Film Classification System, continued

Awareness of Film Classification System

All (100%) the respondents from the general public was aware of the current Film Classification System.

(Chart 1)



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Section I – Knowledge of Film Classification System, continued

Identification of Film Classification System

All respondents were shown the following three versions of the Film Classification System and were asked to identify the Film Classification System currently adopted in Hong Kong.

1. Classification System A
Category I – Suitable for all ages
Category II – Not suitable for children
Category III – Persons aged 18 or above only

2. Classification System B
Category I – Suitable for all ages
Category IIA – Not suitable for children
Category IIB – Not suitable for young persons and children
Category III – Persons aged 18 or above only

3. Classification System C
Category I – Suitable for all ages
Category IIA – Parental guidance for children
Category IIB – Parental guidance for young persons and children
Category III – Persons aged 18 or above only

The great majority of the general public had correct knowledge of the Film Classification System with 81% of the respondents identifying B as the existing system. Around one in ten (12%) selected Classification System A while 7%, Classification System C.

An analysis by sub-group showed that the following segments were better aware of the contents of the current Classification System:

- Young respondents aged between 13 and 24
- Respondents who had attained higher education level
- Professionals, clerks, service/shop sales workers and students

(Tables 1a, 1b & 1c)

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Section I – Knowledge of Film Classification System, continued

Table 1a *Classification System chosen by respondents as the currently adopted Film Classification System in Hong Kong by sex and age*
Base: All respondents who were aware of the Film Classification System

	TOTAL	SEX		AGE				
		Male	Female	13-17	18-24	25-34	35-44	45-59
Sample Size	607	304	303	59	80	142	168	158
Classification System A	12%	12%	11%	2%	-	4%	17%	22%
Classification System B	81%	82%	81%	97%	98%	91%	75%	65%
Classification System C	7%	6%	8%	2%	3%	5%	8%	13%
Total	100%	100%	100%	100%	100%	100%	100%	100%

Table 1b *Classification System chosen by respondents as the currently adopted Film Classification System in Hong Kong by educational attainment*
Base: All respondents who were aware of the Film Classification System

	EDUCATIONAL ATTAINMENT		
	Primary or Below	Secondary or Matriculated	Tertiary or Above
Sample Size	101	349	157
Classification System A	23%	12%	4%
Classification System B	67%	80%	92%
Classification System C	10%	8%	4%
Total	100%	100%	100%

Table 1c *Classification System chosen by respondents as the currently adopted Film Classification System in Hong Kong by occupation*
Base: All respondents who were aware of the Film Classification System

	OCCUPATION							
	Professionals	Clerks	Service/Shop Sales Workers	Craft Workers/Plant & Machine Operators	Elementary Occupation	Students	Home-makers	Retirees/Unemployed
Sample Size	152	70	43	62	96	62	78	44
Classification System A	7%	4%	7%	18%	20%	2%	14%	27%
Classification System B	89%	90%	91%	74%	69%	97%	76%	55%
Classification System C	4%	6%	2%	8%	11%	2%	10%	18%
Total	100%	100%	100%	100%	100%	100%	100%	100%

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Section I – Knowledge of Film Classification System, continued

Major Responsibilities of TELA

TELA is perceived by the respondents to carry out the following role:

- Examining and classifying the category of films (86%)
- Examining the advertising materials of Category III films (77%)
- Examining the packaging of Category III films (61%)
- Inspecting the cinemas (43%)

Some of the respondents, however, thought TELA was also responsible for preventing unauthorized reproduction of films (21%) and arranging the release dates of films (12%) although these were not actually carried out by TELA.

When analysed by various subgroups, respondents who had attained higher education level and those who were professionals, clerks and students were more likely to correctly mention the responsibilities of TELA.

(Tables 2a, 2b & 2c)

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Section I – Knowledge of Film Classification System, continued

Table 2a *Major responsibilities of TELA by sex and age*
Base: All respondents who were aware of the Film Classification System

	TOTAL	SEX		AGE				
		Male	Female	13-17	18-24	25-34	35-44	45-59
Sample Size	607	304	303	59	80	142	168	158
Examine and classify categories of films	86%	90%	83%	92%	96%	96%	82%	75%
Examine advertising materials of category III films (e.g. posters, film stills, flyers, etc.)	77%	77%	77%	80%	84%	79%	73%	73%
Examine packaging of Category III films (e.g. packaging of video tapes, LD/ DVD/ VCD)	61%	65%	57%	73%	79%	72%	57%	43%
Inspect cinemas	43%	48%	38%	37%	38%	44%	43%	46%
Prevent unauthorized reproduction of films	21%	13%	29%	27%	24%	16%	20%	23%
Arrange release dates of films	12%	10%	14%	19%	13%	18%	11%	4%
Others	1%	1%	-	-	-	1%	1%	1%

*Less than 0.5%

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Section I – Knowledge of Film Classification System, continued

Table 2b *Major responsibilities of TELA by educational attainment*
Base: All respondents who were aware of the Film Classification System

	EDUCATIONAL ATTAINMENT		
	Primary or Below	Secondary or Matriculated	Tertiary or Above
Sample Size	101	349	157
Examine and classify categories of films	74%	85%	97%
Examine advertising materials of Category III films (e.g. posters, film stills, flyers, etc.)	67%	76%	83%
Examine packaging of Category III films (e.g. packaging of video tapes, LD/ DVD/ VCD)	44%	58%	78%
Inspect cinemas	44%	40%	49%
Prevent unauthorized reproduction of films	27%	23%	12%
Arrange release dates of films	9%	11%	16%
Others	1%	1%	1%

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Section I – Knowledge of Film Classification System, continued

Table 2c *Major responsibilities of TELA by occupation*
Base: All respondents who were aware of the Film Classification System

	OCCUPATION							
	Professionals	Clerks	Service/Shop Sales Workers	Craft Workers/Plant & Machine Operators	Elementary Occupation	Students	Homemakers	Retirees/Unemployed
Sample Size	152	70	43	62	96	62	78	44
Examine and classify categories of films	96%	93%	91%	77%	78%	92%	74%	80%
Examine advertising materials of Category III films (e.g. posters, film stills, flyers, etc.)	84%	76%	79%	74%	68%	81%	73%	73%
Examine packaging of Category III films (e.g. packaging of video tapes, LD/ DVD/ VCD)	79%	61%	63%	56%	43%	74%	54%	39%
Inspect cinemas	55%	36%	37%	37%	41%	37%	40%	48%
Prevent unauthorized reproduction of films	14%	21%	16%	15%	28%	27%	27%	23%
Arrange release dates of films	14%	11%	12%	8%	7%	19%	13%	5%
Others	1%	-	-	2%	1%	-	-	2%

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Section II – Opinions on Film Classification System

This section covers the general public's opinions on the existing Film Classification System and consists of the following areas:

- Level of acceptance towards the existing Film Classification System
- Whether the Film Classification System was clearly explained to the public
- Perceived effective means to promote the Film Classification System
- Whether it was appropriate to allow persons aged 18 or above to see Category III films
- Minimum age of seeing Category III films
- Whether it was appropriate for TELA to carry out film Censorship and Classification
- Organization that was more appropriate than TELA to carry out film Censorship and Classification

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Section II – Opinions on Film Classification System, continued

Level of Acceptance towards Existing Film Classification System

Almost nine in 10 (86%) respondents from the general public considered the existing Film Classification System acceptable, around two-thirds (64%) of whom thought considered it “very acceptable”.

Comparatively speaking, younger individuals aged 13 to 17 (who were mainly students) tended to have lower levels of acceptance towards the existing Film Classification System (mean rating at 3.3 vs average of 3.6).

(Tables 3a, 3b & 3c)

Table 3a *Level of acceptance towards the existing Film Classification System by sex and age*
Base: All respondents who were aware of the Film Classification System

	TOTAL	SEX		AGE				
		Male	Female	13-17	18-24	25-34	35-44	45-59
Sample Size	607	304	303	59	80	142	168	158
Very acceptable (4)	64%	63%	66%	41%	65%	66%	65%	71%
Quite acceptable (3)	22%	24%	20%	36%	28%	20%	21%	16%
Quite unacceptable (2)	5%	5%	5%	10%	4%	4%	4%	6%
Not acceptable at all (1)	*%	1%	*%	2%	-	-	1%	1%
No comment	8%	8%	9%	12%	4%	10%	10%	6%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3.6	3.6	3.7	3.3	3.6	3.7	3.7	3.7

*In calculating the mean acceptance level, those respondents who answered “no comment” were excluded.

*Less than 0.5%

Table 3b *Level of acceptance towards the existing Film Classification System by educational attainment*
Base: All respondents who were aware of the Film Classification System

	EDUCATIONAL ATTAINMENT		
	Primary or Below	Secondary or Matriculated	Tertiary or Above
Sample Size	101	349	157
Very acceptable (4)	72%	61%	67%
Quite acceptable (3)	12%	25%	21%
Quite unacceptable (2)	5%	6%	3%
Not acceptable at all (1)	1%	*%	1%
No comment	10%	8%	9%
Total	100%	100%	100%
Mean	3.7	3.6	3.7

*In calculating the mean acceptance level, those respondents who answered “no comment” were excluded.

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Section II – Opinions on the Film Classification System, continued

Table 3c *Level of acceptance towards the existing Film Classification System by occupation*
 Base: All respondents who were aware of the Film Classification System

	OCCUPATION							
	Professionals	Clerks	Service/Shop Sales Workers	Craft Workers/Plant & Machine Operators	Elementary Occupation	Students	Homemakers	Retirees/Unemployed
Sample Size	152	70	43	62	96	62	78	44
Very acceptable (4)	71%	57%	70%	68%	75%	40%	62%	59%
Quite acceptable (3)	20%	26%	16%	19%	17%	35%	22%	23%
Quite unacceptable (2)	2%	6%	2%	3%	3%	11%	9%	7%
Not acceptable at all (1)	1%	-	-	-	-	2%	-	2%
No comment	7%	11%	12%	10%	5%	11%	8%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3.7	3.6	3.8	3.7	3.8	3.3	3.6	3.5

#In calculating the mean acceptance level, those respondents who answered “no comment” were excluded.

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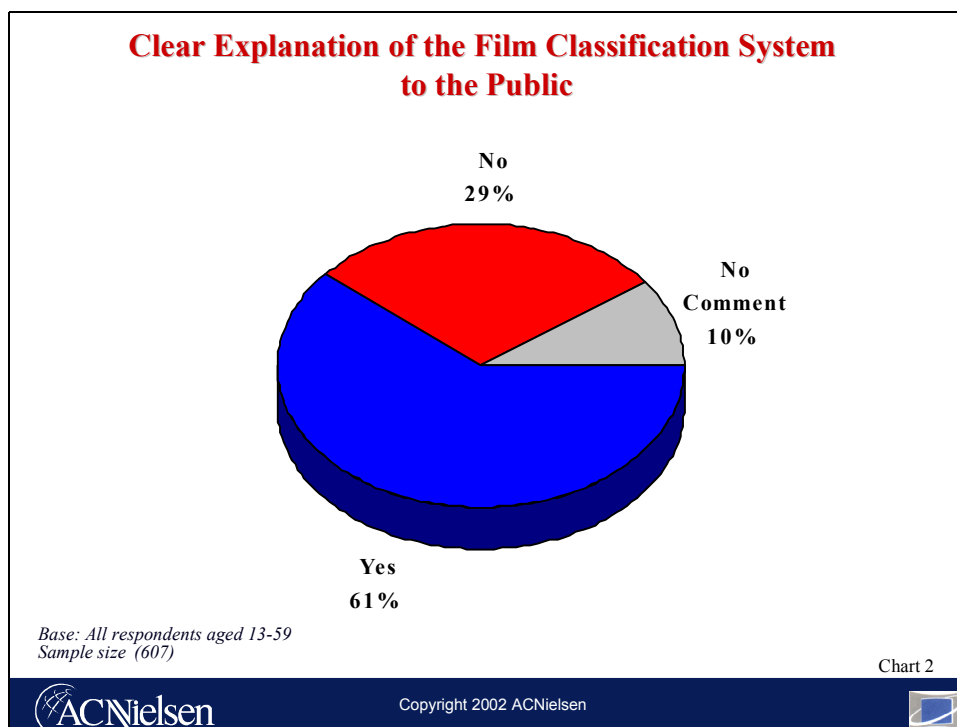


Section II – Opinions on Film Classification System, continued

Clear Explanation of Film Classification System to Public

Amongst all respondents, the majority (61%) considered the Film Classification System was clearly explained to the public while 29% did not think so.

(Chart 2)



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Section II – Opinions on Film Classification System, continued

Perceived Effective means to Promote Film Classification System

Television was perceived by most (88%) respondents as an effective means to promote the Film Classification System to the public, followed by trailers (69%), multi media on board (61%) and newspaper (60%).

There was some slight variation in the choice of effective media amongst different age brackets:

- Younger respondents (aged 13-24) - television and trailer
- Those aged 25-34 - radio
- Those aged 35-59 – newspaper

Besides, those who had attained higher education levels (tertiary or above) tended to regard all means to promote Film Classification System to be effective when compared to those who had received less education.

(Tables 4a, 4b & 4c)

Table 4a *Perceived effective means to promote the Film Classification System by sex and age*
Base: All respondents aged between 13-59

	TOTAL	SEX		AGE				
		Male	Female	13-17	18-24	25-34	35-44	45-59
Sample Size	607	304	303	59	80	142	168	158
Television	88%	87%	89%	95%	95%	89%	88%	83%
Trailers	69%	67%	70%	83%	80%	78%	63%	55%
Multi media on board	61%	59%	63%	61%	79%	64%	59%	51%
Newspapers	60%	59%	61%	49%	40%	57%	68%	68%
Radio	50%	47%	52%	56%	53%	62%	46%	39%
Posters	44%	42%	46%	42%	31%	49%	48%	42%
Magazines	44%	40%	47%	47%	36%	46%	50%	37%
Internet	42%	41%	44%	42%	35%	44%	46%	41%
School	1%	*%	1%	3%	1%	-	1%	-
Others	1%	1%	1%	5%	1%	-	1%	1%

*Less than 0.5%

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Section II – Opinions on Film Classification System, continued

Table 4b *Perceived effective means to promote the Film Classification System by educational attainment*
Base: All respondents aged between 13-59

	EDUCATIONAL ATTAINMENT		
	Primary or Below	Secondary or Matriculated	Tertiary or Above
Sample Size	101	349	157
Television	82%	88%	94%
Trailers	56%	65%	85%
Multi media on board	55%	58%	69%
Newspapers	67%	57%	62%
Radio	33%	51%	57%
Posters	40%	42%	52%
Magazines	39%	43%	49%
Internet	39%	42%	46%
School	-	1%	1%
Others	-	2%	1%

Table 4c *Perceived effective means to promote the Film Classification System by occupation*
Base: All respondents aged between 13-59

	OCCUPATION							
	Professionals	Clerks	Service/Shop Sales Workers	Craft Workers/Plant & Machine Operators	Elementary Occupation	Students	Home-makers	Retirees/Unemployed
Sample Size	152	70	43	62	96	62	78	44
Television	93%	89%	93%	79%	82%	95%	83%	91%
Trailers	82%	70%	60%	52%	63%	84%	65%	50%
Multi media on board	67%	63%	60%	56%	55%	63%	62%	50%
Newspapers	60%	61%	53%	60%	64%	47%	65%	64%
Radio	53%	61%	56%	35%	43%	56%	46%	45%
Posters	46%	49%	47%	42%	39%	42%	46%	41%
Magazines	45%	50%	40%	44%	38%	45%	49%	36%
Internet	48%	41%	37%	40%	35%	44%	49%	34%
School	1%	1%	-	-	-	3%	-	-
Others	1%	-	5%	2%	-	5%	-	2%

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Section II – Opinions on Film Classification System, continued

Appropriateness of Allowing Persons Aged 18 or Above to See Category III Films

Seventy-nine percent of the respondents perceived that it was appropriate for the Film Classification System to allow persons aged 18 or above to see Category III films. However, lower proportion (53%) of the respondents aged 13 to 17 and students considered the age restriction appropriate compared to the respondents aged 18 to 59 (referred to as ‘adult respondents’ hereafter).

(Tables 5a, 5b & 5c)

Table 5a *Appropriateness of allowing persons aged 18 or above to see Category III films by sex and age*
Base: All respondents aged between 13-59

	TOTAL	SEX		AGE				
		Male	Female	13-17	18-24	25-34	35-44	45-59
Sample Size	607	304	303	59	80	142	168	158
Yes	79%	81%	77%	53%	85%	81%	77%	85%
No	13%	11%	15%	25%	6%	12%	16%	9%
No comment	8%	9%	8%	22%	9%	7%	7%	6%
Total	100%	100%	100%	100%	100%	100%	100%	100%

Table 5b *Appropriateness of allowing persons aged 18 or above to see Category III films by educational attainment*
Base: All respondents aged between 13-59

	EDUCATIONAL ATTAINMENT		
	Primary or Below	Secondary or Matriculated	Tertiary or Above
Sample Size	101	349	157
Yes	87%	74%	83%
No	8%	14%	13%
No comment	5%	11%	4%
Total	100%	100%	100%

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Section II – Opinions on Film Classification System, continued

Table 5c *Appropriateness of allowing persons aged 18 or above to see Category III films by occupation*
Base: All respondents aged between 13-59

	OCCUPATION							
	Professionals	Clerks	Service/Shop Sales Workers	Craft Workers/Plant & Machine Operators	Elementary Occupation	Students	Home-makers	Retirees/Unemployed
Sample Size	152	70	43	62	96	62	78	44
Yes	84%	73%	84%	77%	84%	53%	77%	93%
No	10%	19%	12%	11%	5%	24%	21%	5%
No comment	6%	9%	5%	11%	10%	23%	3%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%

Minimum Age of Seeing Category III films

Those who did not agree to the existing age restriction for Category III films (13%) were further asked to state the minimum age they thought appropriate. Relatively more respondents suggested a stricter age restriction for Category III films (59% said 20 years old or above).

From the analysis of different age groups, it was observed that the younger the respondents, the lower the age restriction proposed for Category III films.

(Table 6)

Table 6 *Minimum age of seeing Category III films by age*
Base: All respondents who considered that it was not appropriate to only allow persons aged 18 or above to see Category III films

	TOTAL	AGE				
		13-17	18-24	25-34	35-44	45-59
Sample Size	78	15	5	17	27	14
Below 16 years old	11%	33%	-	-	11%	-
16 years old	31%	60%	40%	35%	22%	7%
20 years old	13%	7%	20%	6%	11%	29%
21 years old	37%	-	20%	53%	48%	43%
22 years old or above	9%	-	20%	6%	8%	21%
Total	100%	100%	100%	100%	100%	100%
Mean	19.0	15.5	19.0	19.2	19.5	21.4

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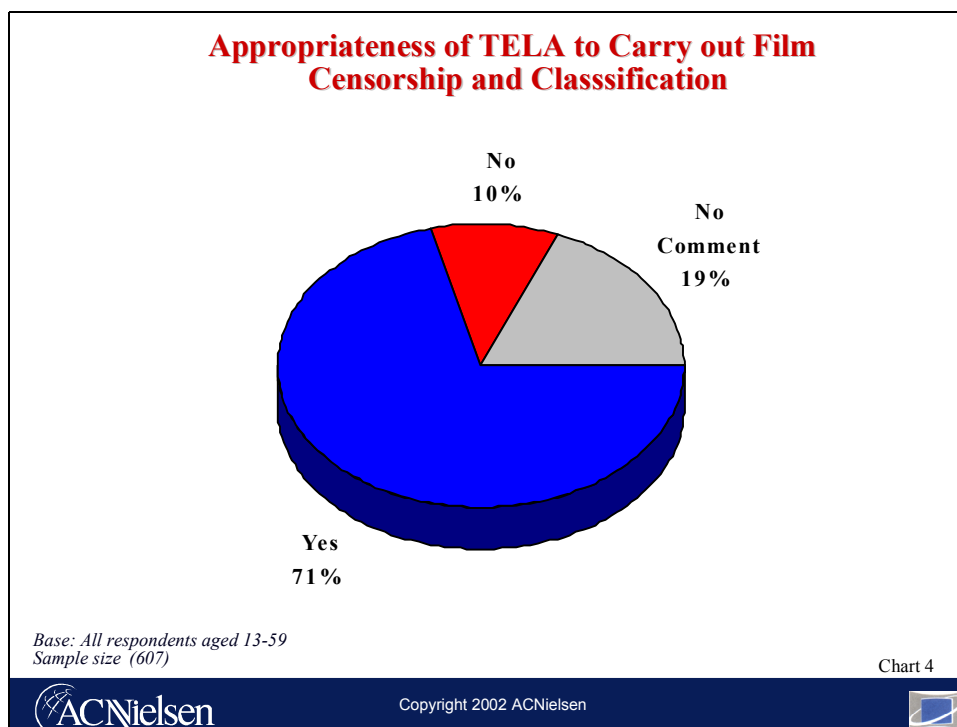


Section II – Opinions on Film Classification System, continued

Appropriateness of TELA to Carry Out film Censorship and Classification

Seven in ten (71%) respondents considered TELA appropriate for carrying out the tasks of film censorship and classification while only 10% of respondents held an opposite view.

(Chart 4)



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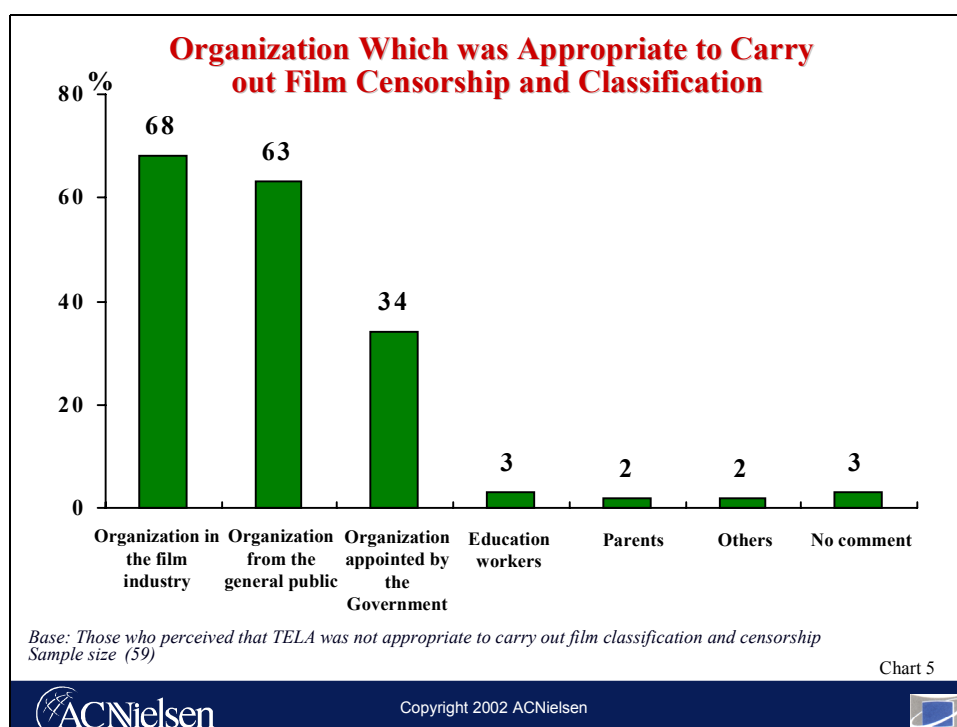


Section II – Opinions on Film Classification System, continued

Organization Appropriate to Carry Out Film Censorship and Classification

Amongst those who did not consider TELA appropriate to be responsible for film censorship and classification, sixty-eight percent of them suggested that organizations from the film industry would be more suitable to perform such tasks. Organizations from the general public (63%) and those appointed by the Government (34%) were also seen to be suitable for performing such tasks. Other mentions were of minor significance.

(Chart 5)



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Section III – Reference Made to Film Classification System When Selecting Films

This section collected opinions from the general public regarding whether they referred to the Film Classification System when they selected films and whether the Film Classification System was seen to be helpful to the public. Specifically, it covers the following areas:

- Whether the general public referred to the film category when selecting films
 - Reasons for not referring to the film category when selecting films
 - Whether the general public paid attention to the sub-divisions of Category II
 - Reasons for not paying attention to the sub-divisions of Category II
 - Helpfulness of the sub-divisions of Category II in selecting films for children
 - Helpfulness of the provision of classification information on TELA's website in selecting films
 - Preferred film classification information available on TELA's website
-

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Section III – Reference Made to Film Classification System When Selecting Films, continued

Reference Made to Film Categories When Selecting Films

Sixty-four percent of the respondents checked the film category when selecting films to watch. When analysed by different subgroups, higher proportion of the following groups of respondent referred to the film categories:

- Females
- Older age group (aged 35 to 59)
- Those who were married/ living together
- Parents with children

(Tables 7a & 7b)

Table 7a *Reference made to the film category when selecting films by sex and age*
Base: All respondents aged between 13-59

	TOTAL	SEX		AGE				
		Male	Female	13-17	18-24	25-34	35-44	45-59
Sample Size	607	304	303	59	80	142	168	158
Yes	64%	55%	73%	51%	51%	55%	71%	76%
No	36%	45%	27%	49%	49%	45%	29%	24%
Total	100%	100%	100%	100%	100%	100%	100%	100%

Table 7b *Reference made to the film category when selecting films by marital status and parenthood*
Base: All respondents aged between 13-59

	MARITAL STATUS			PARENTHOOD		
	Single	Married/ Living Together	Separate/ Divorced	Have Children Aged Below 13	Have Children Aged 13-17	Have No Children
Sample Size	273	330	4	156	87	394
Yes	49%	76%	50%	78%	78%	56%
No	51%	24%	50%	22%	22%	44%
Total	100%	100%	100%	100%	100%	100%

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Section III – Reference Made to Film Classification System When Selecting Films, continued

Reasons for Not Referring to Film Categories

Amongst the adult respondents, the major reasons for not referring to the film categories were that *there was no need to consider the film category* (58%) as *they were aged 18 or above* and *film category was not a factor in selecting films* (43%). Other reasons were of less importance, for example, 3% *did not endorse the film categories* and 2% claimed they were *not familiar with the Film Classification Standards*.

As for the young respondents aged 13 to 17 (referred to as "the young respondents" hereafter), 90% of them considered *film category was not a factor when they selected films*.

Base: All respondents who did not refer to the film category when selecting films
Sample size: Aged 13-17 (29); aged 18-59 (190)

Incidence of Paying Attention to Whether Film Was Classified as Category IIA or IIB When Selecting Films

Around half (49%) of the respondents paid attention to whether the films were classified as Category IIA or IIB when selecting films. The incidence, however, was slightly different across different subgroups. Those who were more likely to pay attention to the film categories were:

- The older people (aged 35-59)
- Those who were married/ living together
- Parents with children

(Tables 8a & 8b)

Table 8a *Incidence of paying attention to whether the film was classified as Category IIA or IIB when selecting films by sex and age*
Base: All respondents aged between 13-59

	TOTAL	SEX		AGE				
		Male	Female	13-17	18-24	25-34	35-44	45-59
Sample Size	607	304	303	59	80	142	168	158
Yes	49%	44%	55%	25%	20%	39%	63%	69%
No	51%	56%	45%	75%	80%	61%	38%	31%
Total	100%	100%	100%	100%	100%	100%	100%	100%

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Section III – Reference Made to Film Classification System When Selecting Films, continued

Table 8b *Incidence of paying attention to whether the film was classified as Category IIA or IIB when selecting films by marital status and parenthood*
Base: All respondents aged between 13-59

	MARITAL STATUS			PARENTHOOD		
	Single	Married/ Living Together	Separate/ Divorced	Have Children Aged Below 13	Have Children Aged 13-17	Have No Children
Sample Size	273	330	4	156	87	394
Yes	26%	68%	75%	73%	77%	35%
No	74%	32%	25%	27%	23%	65%
Total	100%	100%	100%	100%	100%	100%

Reasons for Not Paying Attention to Whether Film Was Classified as Category IIA or IIB

For both adult and young respondents, the main reason for not paying attention to whether the film was classified as Category IIA or IIB was that they regarded the difference in the classification standard between the two categories not obvious.

	<u>Aged 13-17</u>	<u>Aged 18-59</u>
Difference in classification standards between Categories IIA and IIB films was not obvious	73%	54%
Did not see films with people aged below 18, thus no need to consider the film category	N.A.	48%
The content of Categories IIA and IIB films did not have any bad influence on young people	18%	N.A.
Not familiar with the classification standards of Categories IIA and IIB films	14%	30%
Did not endorse the classification of Category IIA and IIB films	5%	11%
Film category was not a factor in selecting films	5%	1%
Did not know Category II was subdivided into Categories IIA and IIB	2%	8%
Parents decided which film to see	2%	N.A.
<i>Base: All respondents who did not pay attention to whether the film belonged to Categories IIA or IIB</i>		
<i>Sample size</i>	44	263

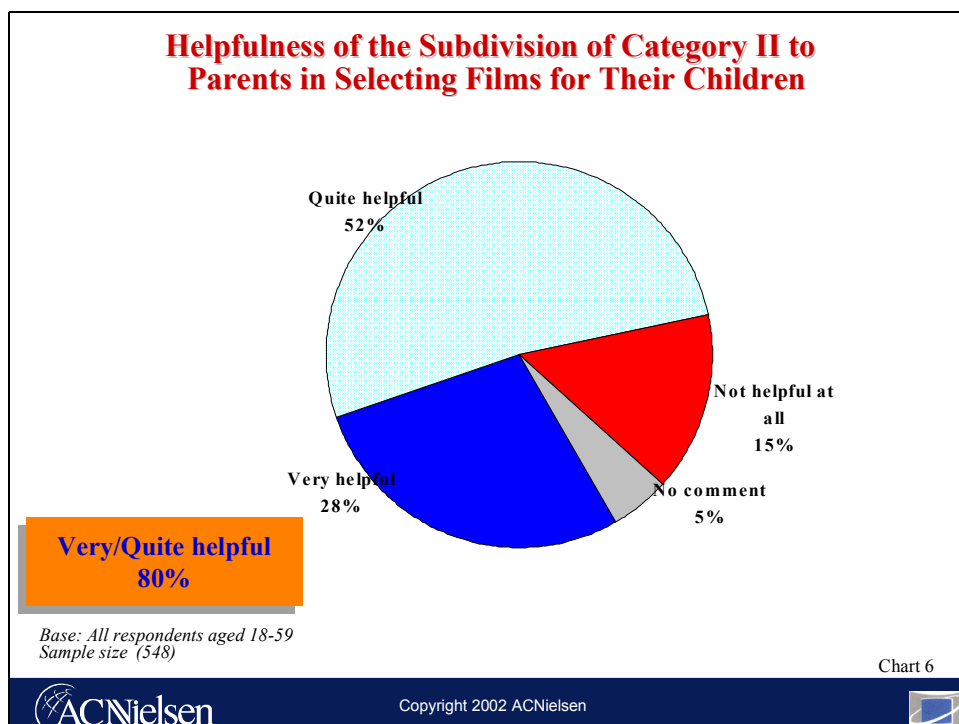
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Section III – Reference Made to Film Classification System When Selecting Films, continued

Helpfulness of Sub-division of Category II films to Parents in Selecting Films for Children

The vast majority (80%) of the adult respondents considered the sub-division of Category II helpful to parents in selecting films for children aged below 18. (Chart 6)



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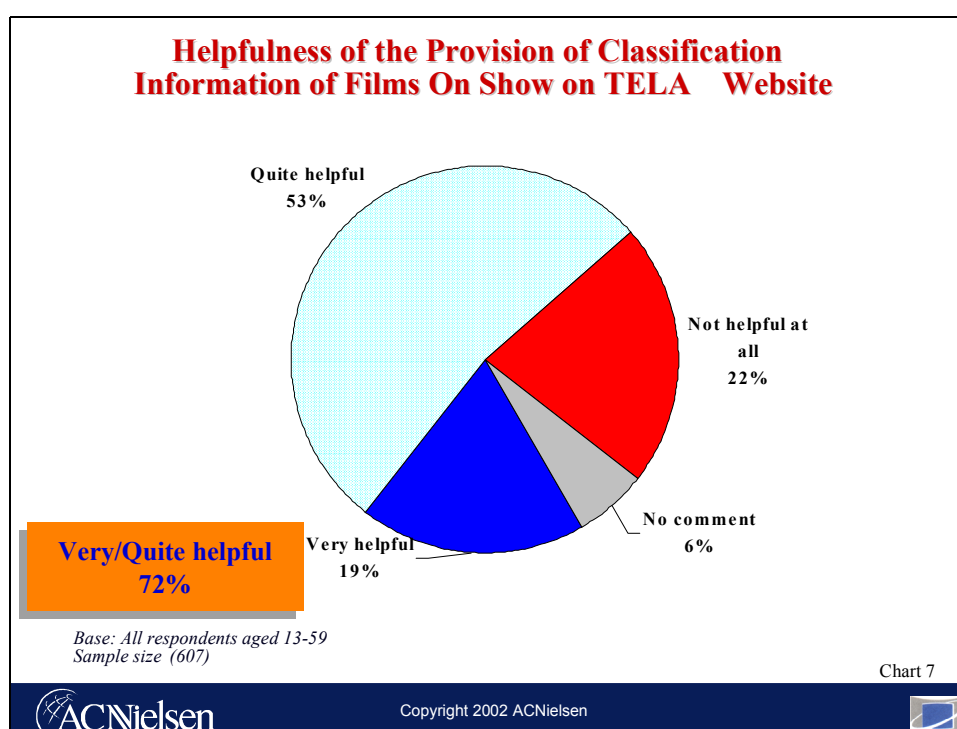


Section III – Reference Made to the Film Classification System When Selecting Films, continued

Helpfulness of Provision of Classification Information on TELA's Website in Selecting Films

Seventy-two percent of the respondents found it very or quite helpful for TELA's website to provide classification information on films currently showing. There was, however, a minority (22%) of respondents who did not find it helpful.

(Chart 7)



Preferred Film Classification Information Available on TELA's Website

Amongst those who considered the provision of classification information on TELA's website very or quite helpful, the types of information to be available were suggested as below:

- Degree of sex and violence content in the film (83%)
- Film category (81%)
- Film title in both Chinese and English (60%)
- Language and subtitles (51%)
- Length of the film (46%)

Base: All respondents who perceived provision of classification information on TELA's website very/quite helpful
Sample size (440)

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Section IV – Parental Guidance on Selecting Films for Children

This section covers whether the parents were concerned about what films their children saw and whether the young respondents sought advice from their parents when selecting Category II films. The following areas are reported in detail:

- Incidence of selecting films for children aged below 18
- Consideration of Categories IIA or IIB when selecting films for children aged below 18
- Whether the young respondents sought advice from their parents when selecting Category II films

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Section IV – Parental Guidance on Selecting Films for Children, continued

Incidence of Selecting Films for Children Aged Below 18

For those who had children aged below 18, the vast majority (91%) of them chose films for their children. No significant difference was found between various subgroups.

(Tables 9a & 9b)

Table 9a *Incidence of selecting films for children aged below 18 by sex and age*
Base: All respondents who had children aged below 18

	TOTAL	SEX		AGE				
		Male	Female	13-17	18-24	25-34	35-44	45-59
Sample Size	213	110	103	-	-	24	105	84
Yes	91%	89%	93%	-	-	83%	92%	92%
No	9%	11%	7%	-	-	17%	8%	8%
Total	100%	100%	100%	-	-	100%	100%	100%

Table 9b *Incidence of selecting films for children aged below 18 by parenthood*
Base: All respondents who had children aged below 18

	PARENTHOOD	
	Have Children aged below 13	Have Children aged 13-17
Sample Size	156	87
Yes	92%	90%
No	8%	10%
Total	100%	100%

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Section IV – Parental Guidance on Selecting Films for Children, continued

Consideration of Category IIA or IIB When Selecting Films for Children Aged Below 18 Amongst those who selected films for their children, 73% considered whether the films belonged to Category IIA or IIB when choosing Category II films. Relatively more females were more concerned about the sub-category compared to males. (Table 10a & 10b)

Table 10a *Consideration of Categories IIA or IIB when selecting films for children aged below 18 by sex and age*
Base: All respondents who chose films for children aged below 18

	TOTAL	SEX		AGE				
		Male	Female	13-17	18-24	25-34	35-44	45-59
Sample Size	194	98	96	-	-	20	97	77
Yes	73%	64%	81%	-	-	80%	73%	70%
No	27%	36%	19%	-	-	20%	27%	30%
Total	100%	100%	100%	-	-	100%	100%	100%

Table 10b *Consideration of Categories IIA or IIB when selecting films for children aged below 18 by parenthood*
Base: All respondents who chose films for children aged below 18

	PARENTHOOD	
	Have Children Aged Below 13	Have Children Aged 13-17
Sample Size	144	78
Yes	73%	71%
No	27%	29%
Total	100%	100%

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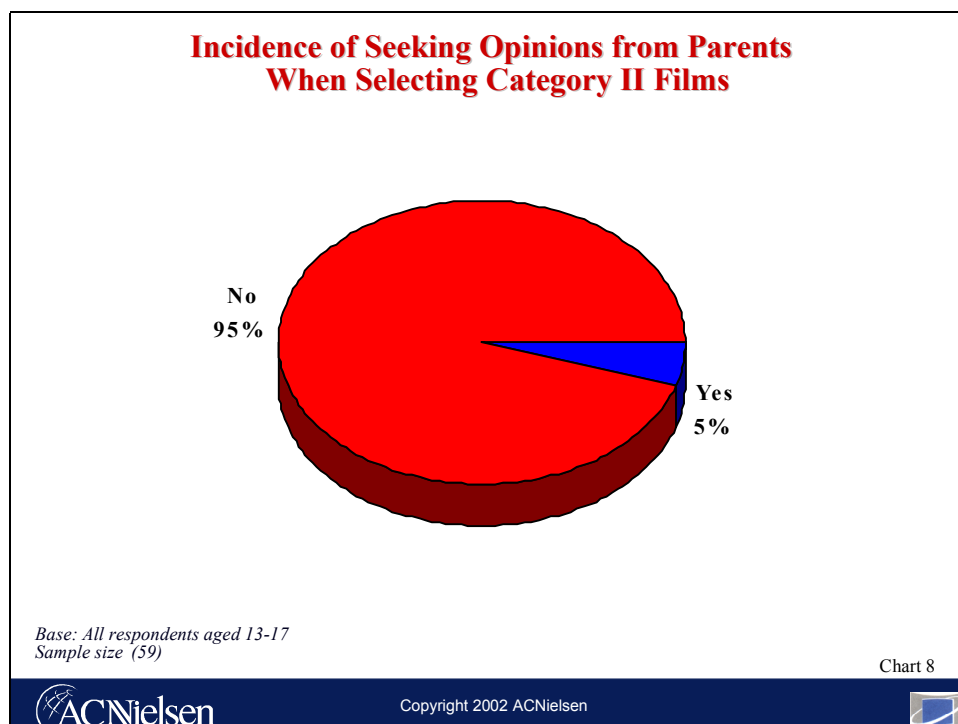


Section IV – Parental Guidance on Selecting Films for Children, continued

Incidence of Seeking Opinions from Parents when Selecting Category II Films

The significant majority (95%) of the young respondents did not obtain their parents' opinions when selecting Category II films.

(Chart 8)



Continued on next page



Section V – Young Persons' Habits of Viewing Category III Films

This section aims at understanding the young persons' habits of seeing Category III films. It covers the following areas:

- Incidence of seeing Category III films
- Number of times seeing Category III films
- Place of seeing Category III films
- Whether the video tapes/ LDs/ VCDs/ DVDs of Category III films were provided by friends or were self-owned
- Whether the video tapes/ LDs/ VCDs/ DVDs of Category III films were provided by friends aged below 18
- Source of obtaining video tapes/ LDs/ VCDs/ DVDs of Category III films
- Whether the parents were aware of young persons seeing Category III films

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Section V – Young Persons’ Habits of Viewing Category III Films, continued

Incidence of Seeing Category III films

Slightly more than half (53%) of the young respondents had seen Category III films. There was no significant difference between the viewership between males and females.

(Table 11)

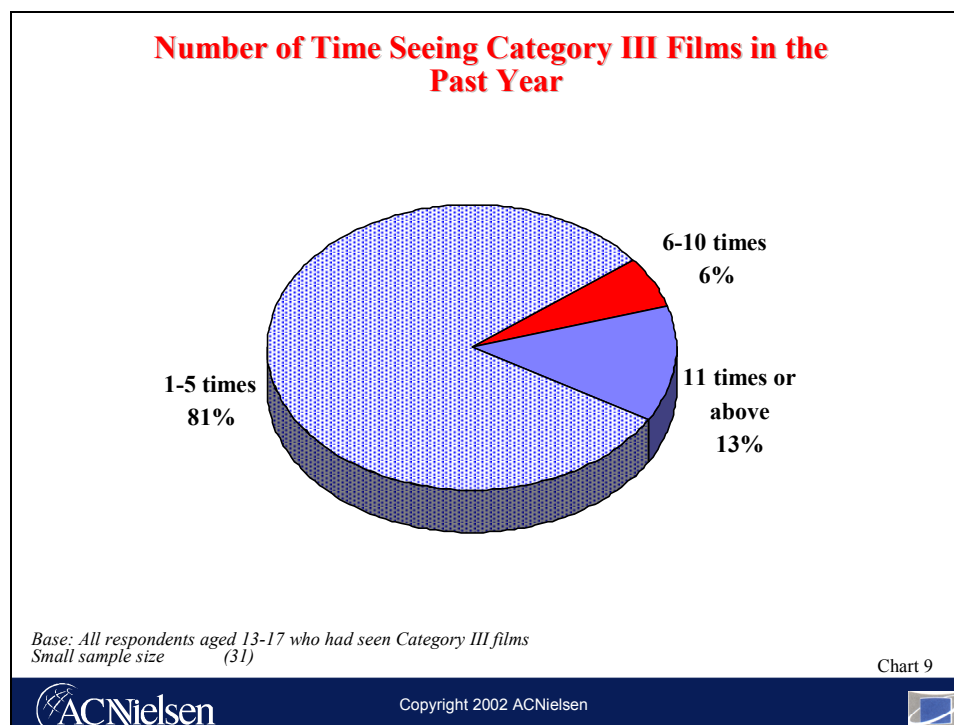
Table 11 *Incidence of seeing Category III films by sex*
Base: All respondents aged between 13-17

	TOTAL	SEX	
		Male	Female
Sample Size	59	32	27
Yes	53%	59%	44%
No	47%	41%	56%
Total	100%	100%	100%

Number of Times Seeing Category III Films

Amongst the young respondents who had seen Category III films, 81% had seen Category III films between one and five times in the previous year before enumeration. Another 19% had seen such kind of film more than five times in the same period of time.

(Chart 9)



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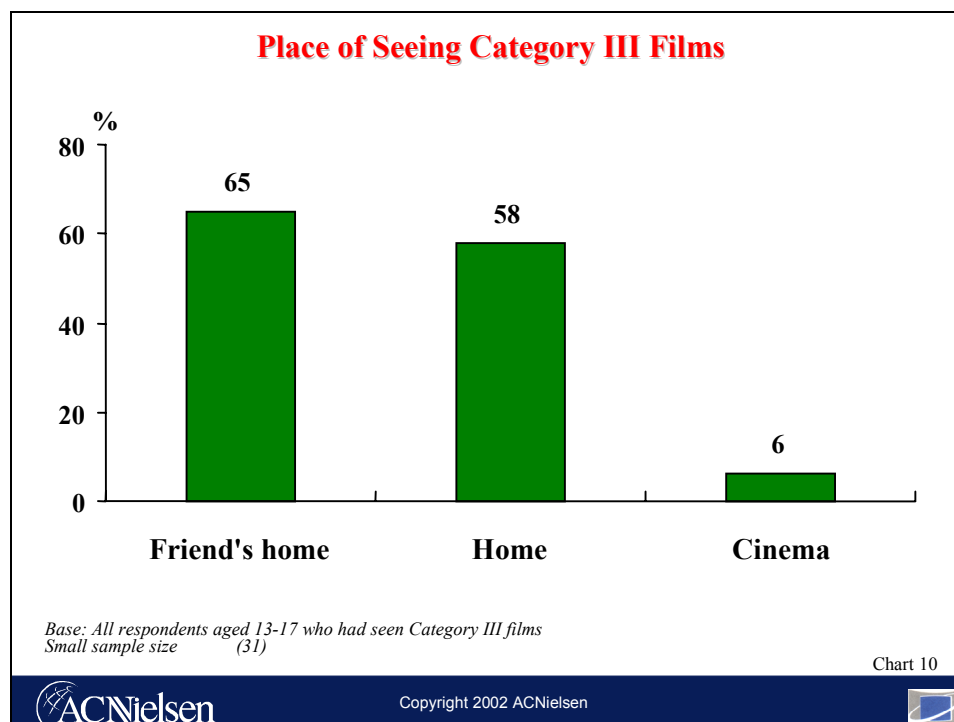
Section V – Young Persons' Habits of Viewing Category III Films, continued

Place of Seeing Category III Films

Most of the young respondents saw Category III films at friends' homes (65%) or at their own homes (58%).

It is noteworthy that 6% had actually watched Category III films in cinema.

(Chart 10)



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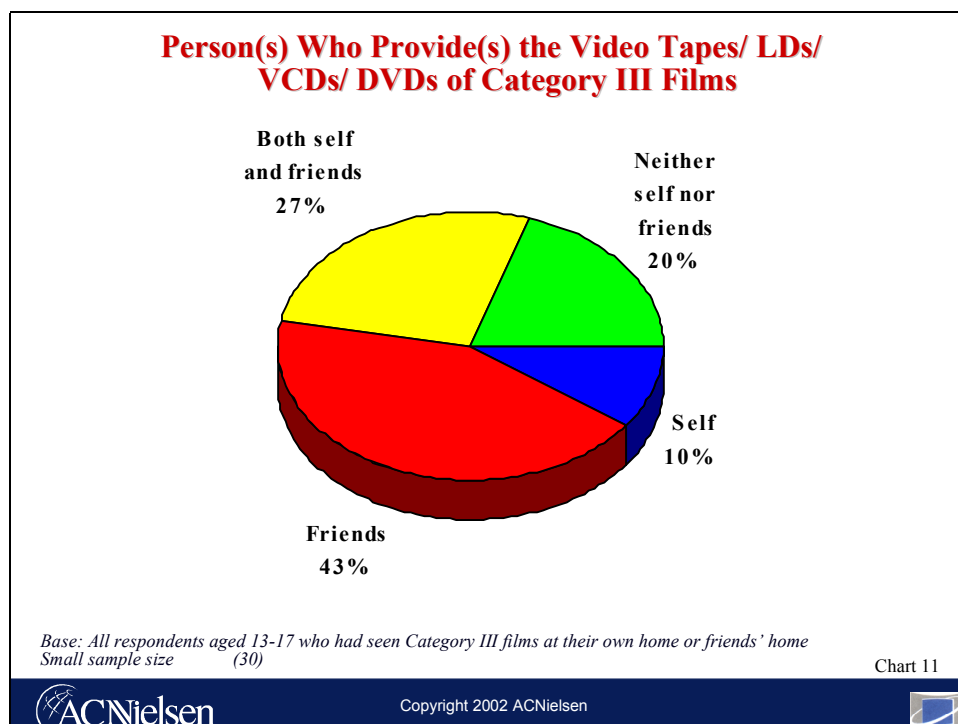


Section V – Young Persons' Habits of Viewing Category III Films, continued

Person(s) Who Provide(s) Video Tapes/ LDs/ VCDs/ DVDs of Category III Films

For those who had seen Category III films at their own or friends' homes, the provision of such types of the video tapes, LDs, DVDs and VCDs were from their friends (70%). Approximately one-third of the young respondents was, in fact, the source of such films. There were another 20% who had access to such films from other sources.

(Chart 11)



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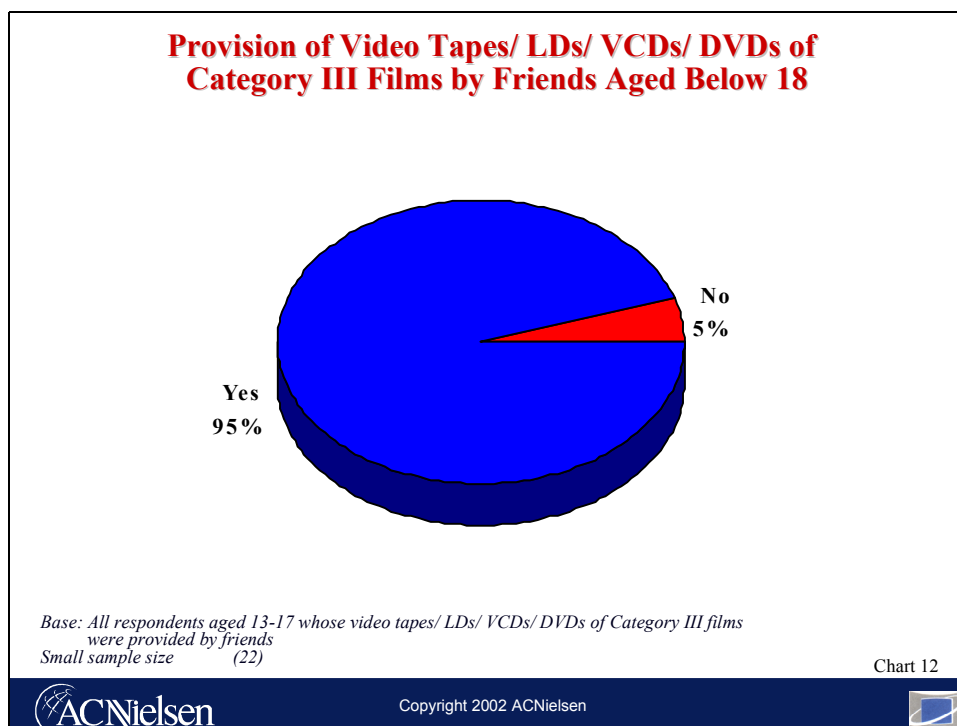


Section V – Young Persons' Habits of Viewing Category III Films, continued

Provision of Video Tapes/ LDs/ VCDs/ DVDs of Category III Films by Friends Aged Below 18

Virtually all (95%) of the respondents got the video tapes, LDs, VCDs and DVDs of Category III films from friends aged below 18.

(Chart 12)



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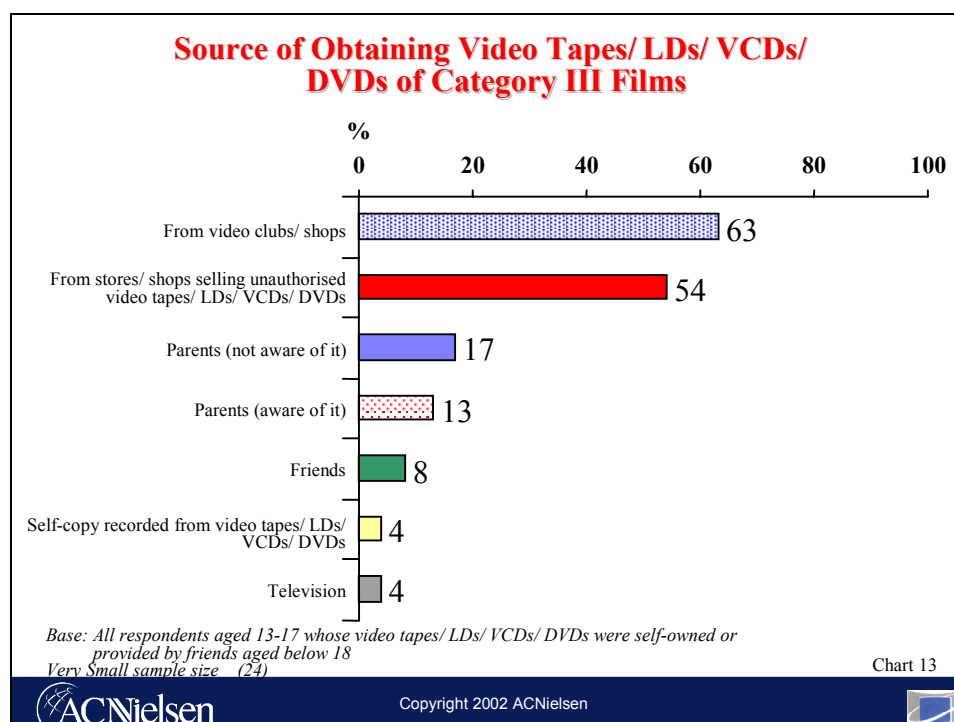


Section V – Young Persons' Habits of Viewing Category III Films, continued

Source of Obtaining Video Tapes/ LDs/ VCDs/ DVDs of Category III

The major sources of video tapes, LDs, VCDs and DVDs of Category III films were video clubs or shops (63%) and shops or stores selling unauthorized video tapes, LDs, VCDs and DVDs (54%).

(Chart 13)



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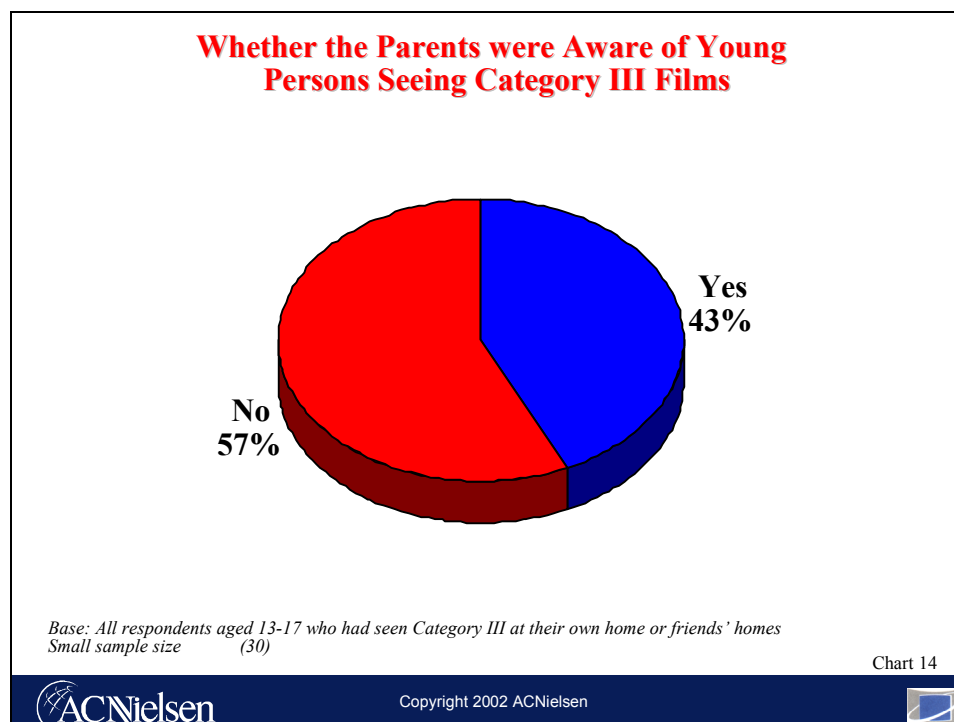


Section V – Young Persons’ Habits of Viewing Category III Films, continued

Awareness of Parents of Young Persons’ Seeing Category III Films

Amongst the young respondents who saw Category III films at their own homes or friends’ homes, the parents of slightly less than half (43%) of them were aware that they saw such films.

(Chart 14)



Reason(s) for Seeing Category III Films

The reasons for the young respondents to see Category III films were:

- Out of curiosity (70%)
- Thought the contents of these films did not have any bad influence on young persons (43%)
- Thought the contents of these films could help young persons gain knowledge of the reality of the adults’ world (27%)
- Thought the contents of these films could broaden young persons’ views and enrich their knowledge (17%)
- Attracted by the content of the films (3%)
- Did not agree the film should be classified as Category III (3%)

*Base: All respondents aged 13-17 who had seen Category III films at their own home or friends’ homes
Small sample size (30)*

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Section VI – Attitudes towards Film Censorship and Classification Standards

This section details the general public's attitudes towards the existing film Censorship and Classification standards and reports the following areas:

- Acceptance towards the current film classification standards
- Attitudes (lenient or strict) towards the current film classification standards
- Attitudes (lenient or strict) towards the current film censorship standards
- Level of acceptance towards titles of the current Category III films
- Level of acceptance towards selected titles of the current Category III films
- Level of acceptance towards advertising materials of the current Category III films
- Level of acceptance towards selected posters of the current Category III films
- Level of acceptance towards packaging of the current Category III films
- Level of acceptance towards selected packaging of the current Category III films
- Areas for improvement for the current Censorship and Classification standards

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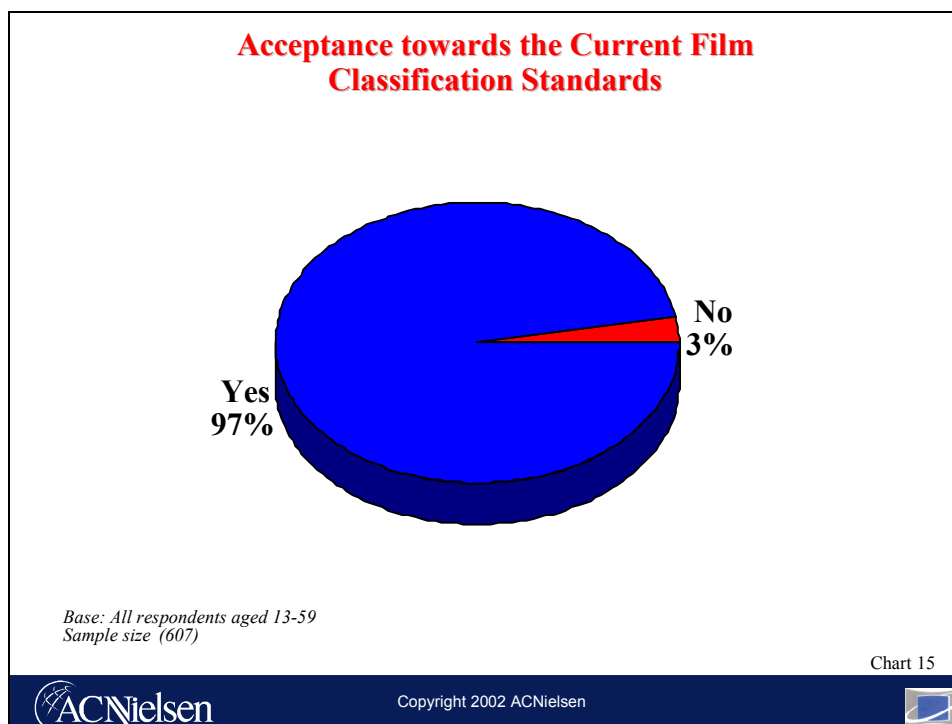


Section VI – Attitudes towards Film Censorship and Classification Standards, continued

Acceptance towards Current Film Classification Standards

Almost all (97%) respondents considered the current film classification standards acceptable.

(Chart 15)



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Section VI – Attitudes towards Film Censorship and Classification Standards, continued

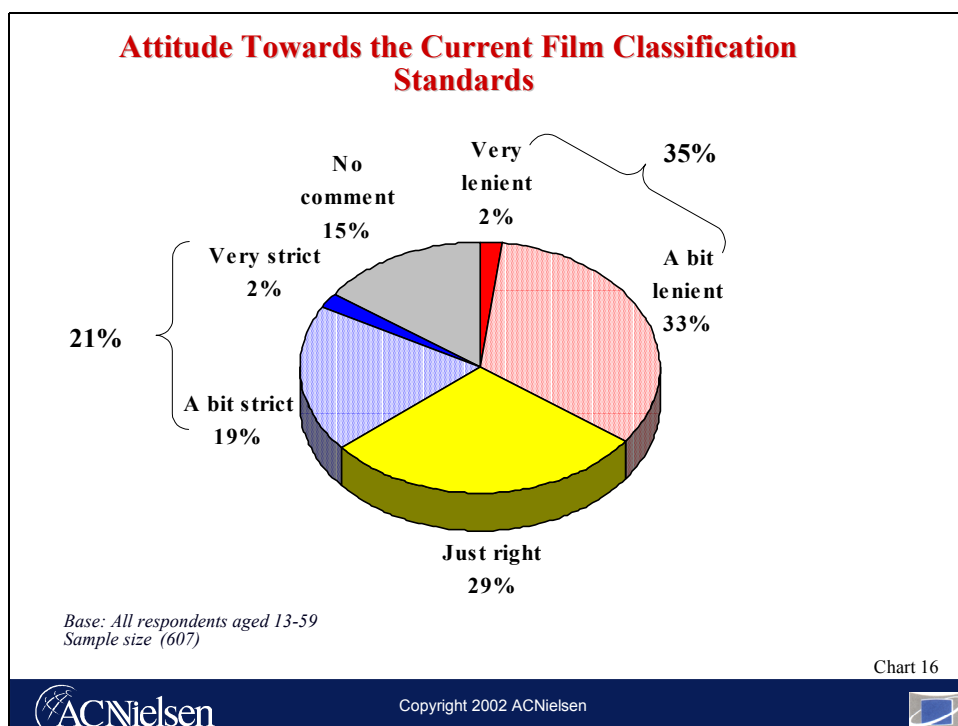
Attitudes towards Current Film Classification Standards, continued

The respondents were asked about their attitude towards the existing film classification standards based on a five-point rating scale:

- Very lenient (1)
- A bit lenient (2)
- Just right (3)
- A bit strict (4)
- Very strict (5)

One-third (33%) of the respondents considered the current film classification standards a bit lenient, while 29% thought it was just right and 19% regarded it a bit strict. The number of respondents who either considered the standards very lenient or very strict was 2% and was less significant when compared with other respondents.

(Chart 16)



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Section VI – Attitudes towards Film Censorship and Classification Standards, continued

Attitudes towards Current Film Classification Standards, continued

It was observed that the following groups of respondents tended to consider the current film classification system lenient:

- Female
- Older age groups (35-44 and 45-59)
- Homemakers and Retirees/ Unemployed
- Lower educated segment (primary school or below)

(Tables 12a, 12b & 12c)

Nevertheless, those who perceived the classification as a bit lenient as well as those who considered it a bit strict considered the current film classification standards acceptable.

(Table 12d)

Table 12a *Attitudes towards the current film classification standards by sex and age*
Base: All respondents aged between 13-59

	TOTAL	SEX		AGE				
		Male	Female	13-17	18-24	25-34	35-44	45-59
Sample Size	607	304	303	59	80	142	168	158
Very lenient (1)	2%	2%	3%	-	-	2%	5%	2%
A bit lenient (2)	33%	22%	43%	14%	25%	25%	41%	42%
Just right (3)	29%	32%	26%	34%	43%	35%	21%	23%
A bit strict (4)	19%	27%	10%	36%	15%	23%	17%	12%
Very strict (5)	2%	5%	*%	3%	6%	3%	1%	1%
No comment	15%	13%	17%	14%	11%	13%	15%	20%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Mean	2.8	3.1	2.5	3.3	3.0	3.0	2.6	2.6

*In calculating the mean acceptance level, those respondents who answered “no comment” were excluded.

Table 12b *Attitudes towards the current film classification standards by educational attainment*
Base: All respondents aged between 13-59

	EDUCATIONAL ATTAINMENT		
	Primary or Below	Secondary or Matriculated	Tertiary or Above
Sample Size	101	349	157
Very lenient (1)	2%	2%	3%
A bit lenient (2)	47%	31%	27%
Just right (3)	20%	29%	34%
A bit strict (4)	13%	20%	20%
Very strict (5)	1%	3%	3%
No comment	18%	15%	13%
Total	100%	100%	100%
Mean	2.6	2.9	2.9

*In calculating the mean acceptance level, those respondents who answered “no comment” were excluded.

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Section VI – Attitudes towards Film Censorship and Classification Standards, continued

Table 12c *Attitudes towards the current film classification standards by occupation*
Base: All respondents aged between 13-59

	OCCUPATION							
	Professionals	Clerks	Service/Shop Sales Workers	Craft Workers/Plant & Machine Operators	Elementary Occupation	Students	Home-makers	Retirees/Unemployed
Sample Size	152	70	43	62	96	62	78	44
Very lenient (1)	3%	-	2%	2%	2%	-	8%	-
A bit lenient (2)	26%	39%	23%	29%	35%	15%	50%	52%
Just right (3)	35%	33%	33%	31%	20%	34%	21%	23%
A bit strict (4)	24%	11%	23%	19%	21%	34%	6%	2%
Very strict (5)	4%	3%	2%	5%	1%	3%	-	-
No comment	9%	14%	16%	15%	21%	15%	15%	23%
Total	100%	100%	100%	100%	100%	100%	100%	100%
Mean	3.0	2.8	3.0	3.0	2.8	3.3	2.3	2.4

#In calculating the mean acceptance level, those respondents who answered “no comment” were excluded.

Table 12d *Acceptance towards the current film classification standards by the attitudes towards the current film classification standards*
Base: All respondents aged between 13-59

	ATTITUDES TOWARDS CURRENT FILM CLASSIFICATION STANDARDS				
	Very Lenient	A Bit Lenient	Just Right	A Bit Strict	Very Strict
Sample Size	14	199	175	113	15
Acceptable	64%	97%	100%	98%	73%
Unacceptable	36%	3%	-	2%	27%
Total	100%	100%	100%	100%	100%

#91 respondents who had no comment on the current film classification standards were excluded.

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Section VI – Attitudes towards Film Censorship and Classification Standards, continued

Attitudes towards Censorship Standards

The respondents were asked whether the existing censorship standards of each category were lenient or strict for the films containing the scenes or depictions of the following:

- Torture and violence
- Horror and shock
- Sex and nudity
- Objectionable languages
- Offensive behaviour
- Triad

Category I

A significant majority (69% to 75%) of the respondents commented that the scenes or depictions of the above themes were *very lenient* or *a bit lenient*. Amongst the various themes, sex and nudity was in particular considered as *very lenient* in Category I films (57%).

Category IIA

A relatively large proportion of respondents regarded the censorship standards for such scenes or depictions under Category IIA as *a bit lenient*.

Category IIB

The censorship standards for Category IIB were considered by a high proportion of respondents as *just right*, except for sex and nudity where 41% of the respondents perceived the standards on such scenes or depictions in this category were *a bit lenient*.

Category III

For the mandatory Category III films, only the adults were asked to comment on the censorship standards. Approximately half (47% to 53%) of the respondents perceived the censorship standards of all the above-mentioned themes in such category as *just right*.

(Table 13)

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Section VI – Attitudes towards Film Censorship and Classification Standards, continued

Table 13 *Attitudes towards the censorship standards of each category*

	Very <u>Lenient</u> (%)	A Bit <u>Lenient</u> (%)	Just <u>Right</u> (%)	A Bit <u>Strict</u> (%)	Very <u>Strict</u> (%)	No Comment <u>Don't Know</u> (%)
Category I						
<u>(Suitable for all ages)</u>						
Sex and nudity	57	16	17	5	2	2
Torture and violence	43	32	19	4	*	2
Offensive behaviour (e.g. criminal acts, taking of drugs, pervasive behaviours)	41	31	20	3	1	3
Depiction of triad	38	36	18	2	1	3
Horror and shock	38	31	24	4	1	2
Objectionable language	37	37	18	4	1	3
Category IIA						
<u>(Not suitable for children)</u>						
Sex and nudity	38	35	18	5	1	2
Torture and violence	23	44	26	5	*	1
Depiction of triad	23	40	28	5	1	3
Offensive behaviour (e.g. criminal acts, taking of drugs, pervasive behaviours)	20	45	26	6	1	3
Objectionable language	18	44	28	6	1	3
Horror and shock	17	42	32	6	1	2
Category IIB						
<u>(Not suitable for young persons and children)</u>						
Sex and nudity	18	41	29	9	2	2
Depiction of triad	14	30	41	10	3	2
Offensive behaviour (e.g. criminal acts, taking of drugs, pervasive behaviours)	13	32	40	11	2	2
Torture and violence	11	38	41	8	1	1
Objectionable language	11	32	43	9	2	3
Horror and shock	6	31	48	10	2	2
Category III #						
<u>(Person aged 18 or above only)</u>						
Depiction of triad	10	16	47	13	7	7
Sex and nudity	9	15	48	15	9	5
Torture and violence	7	17	50	14	6	5
Objectionable language	7	16	49	15	7	6
Horror and shock	7	11	53	16	8	5
Offensive behaviour (e.g. criminal acts, taking of drugs, pervasive behaviours)	6	18	49	14	7	6

Base: All respondents aged 13-59

Sample size (607)

These scenes or depictions of Category III films were asked for respondents aged 18-59 only (Sample size: 548)

*Less than 0.5%

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Section VI – Attitudes towards Film Censorship and Classification Standards, continued

Level of Acceptance towards Titles of Existing Category III Films

One in two respondents felt all or most of the titles of the existing Category III films were acceptable. The acceptance was particularly high amongst the following segments:

- Males
- Aged 18-34
- Higher educated (tertiary or above)
- Professionals
- Service/ Shop sales workers

(Tables 14a, 14b & 14c)

Table 14a *Level of acceptance towards the titles of the existing Category III films by sex and age*
Base: All respondents aged between 13-59

	TOTAL	SEX		AGE				
		Male	Female	13-17	18-24	25-34	35-44	45-59
Sample Size	607	304	303	59	80	142	168	158
All are acceptable	7%	10%	4%	7%	11%	11%	4%	4%
Most of them are acceptable	44%	53%	35%	34%	54%	45%	39%	46%
Half are acceptable, half are unacceptable	37%	26%	48%	42%	29%	30%	45%	37%
Most of them are unacceptable	6%	7%	6%	8%	4%	8%	6%	6%
All are unacceptable	*%	1%	-	2%	-	-	-	1%
No comment	6%	4%	8%	7%	3%	6%	6%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%

*Less than 0.5%

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Section VI – Attitudes Towards Film Censorship and Classification Standards, continued

Table 14b *Level of acceptance towards the titles of the existing Category III films by educational attainment*
Base: All respondents aged between 13-59

	EDUCATIONAL ATTAINMENT		
	Primary or Below	Secondary or Matriculated	Tertiary or Above
Sample Size	101	349	157
All are acceptable	4%	6%	10%
Most of them are acceptable	46%	40%	50%
Half are acceptable, half are unacceptable	42%	39%	29%
Most of them are unacceptable	2%	7%	7%
All are unacceptable	1%	*%	
No comment	6%	7%	4%
Total	100%	100%	100%

*Less than 0.5%

Table 14c *Level of acceptance towards the titles of the existing Category III films by occupation*
Base: All respondents aged between 13-59

	OCCUPATION							
	Professionals	Clerks	Service/ Shop Sales Workers	Craft Workers/ Plant & Machine Operators	Elementary Occupation	Students	Home- makers	Retirees/ Unemployed
Sample Size	152	70	43	62	96	62	78	44
All are acceptable	11%	10%	14%	3%	6%	6%	-	-
Most of them are acceptable	51%	44%	44%	52%	40%	35%	28%	55%
Half are acceptable, half are unacceptable	29%	34%	40%	29%	36%	42%	56%	36%
Most of them are unacceptable	7%	3%	-	10%	9%	8%	9%	-
All are unacceptable	-	-	-	-	1%	2%	-	-
No comment	3%	9%	2%	6%	7%	6%	6%	9%
Total	100%	100%	100%	100%	100%	100%	100%	100%

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Section VI – Attitudes towards Film Censorship and Classification Standards, continued

Level of Acceptance towards Selected Titles of Category III Films

The acceptance level of the respondents was largely the same as that of TELA. For those film titles not approved by TELA, a relatively larger proportion of the respondents considered them unacceptable. The exception was the title 奶多淫不怪, which was regarded to be unacceptable by over half (52%) of the respondents.

	Approved by TELA	Acceptable	Barely Acceptable	Unacceptable	No Comment
男人三十攪攪震	✓	63%	31%	5%	1%
女人那話兒	✓	62%	28%	8%	2%
因乜差事跳跳跳	✓	58%	32%	8%	2%
最後一滴也精彩	✓	40%	42%	15%	3%
課外受精	✓	24%	45%	28%	2%
濕透的紅底褲	✓	24%	44%	29%	3%
毛媚巨乳天使	✓	20%	38%	39%	2%
奶多淫不怪	✓	15%	31%	52%	2%
#巨乳舌交比賽	✗	11%	29%	57%	3%
#Fuck Me	✗	11%	27%	57%	5%
#亂倫揸波七島	✗	11%	24%	62%	3%
#陰莖護士	✗	9%	26%	64%	1%

Base: All respondents aged 13-59

Sample size (607)

These titles were asked amongstst respondents aged 18-59 only (Sample size: 548)

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Section VI – Attitudes towards Film Censorship and Classification Standards, continued

**Level of
Acceptance
towards
Advertising
Materials of
Existing
Category III
Films**

Slightly over half (53%) of the respondents considered all or most of the advertising materials of Category III films acceptable. The opinions were similar across different subgroups except for females and housemakers where only 38% and 32% of them accepted advertising materials of the existing Category III films respectively.

(Tables 15a, 15b, 15c)

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Section VI – Attitudes towards Film Censorship and Classification Standards, continued

Table 15a *Level of acceptance towards advertising materials of the existing Category III films by sex and age*
Base: All respondents aged between 13-59

	TOTAL	SEX		AGE				
		Male	Female	13-17	18-24	25-34	35-44	45-59
Sample Size	607	304	303	59	80	142	168	158
All are acceptable	8%	13%	3%	7%	14%	9%	7%	8%
Most of them are acceptable	44%	55%	34%	39%	50%	44%	45%	44%
Half are acceptable, half are unacceptable	37%	25%	49%	36%	35%	37%	39%	36%
Most of them are unacceptable	7%	4%	11%	12%	1%	6%	8%	8%
All are unacceptable	*%	*%	-	-	-	-	-	1%
No comment	3%	3%	3%	7%	-	3%	1%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%

Table 15b *Level of acceptance towards advertising materials of the existing Category III films by educational attainment*
Base: All respondents aged between 13-59

	EDUCATIONAL ATTAINMENT		
	Primary or Below	Secondary or Matriculated	Tertiary or Above
Sample Size	101	349	157
All are acceptable	9%	7%	10%
Most of them are acceptable	43%	44%	47%
Half are acceptable, half are unacceptable	38%	38%	35%
Most of them are unacceptable	8%	7%	6%
All are unacceptable	1%	-	-
No comment	2%	3%	1%
Total	100%	100%	100%

Continued on next page



Section VI – Attitudes towards Film Censorship and Classification Standards, continued

Table 15c *Level of acceptance towards advertising materials of the existing Category III films by occupation*
Base: All respondents aged between 13-59

	OCCUPATION							
	Professionals	Clerks	Service/ Shop Sales Workers	Craft Workers/ Plant & Machine Operators	Elementary Occupation	Students	Homemakers	Retirees/ Unemployed
Sample Size	152	70	43	62	96	62	78	44
All are acceptable	12%	9%	16%	5%	13%	6%	1%	-
Most of them are acceptable	51%	50%	44%	56%	36%	39%	31%	45%
Half are acceptable, half are unacceptable	30%	37%	35%	32%	35%	37%	55%	41%
Most of them are unacceptable	6%	4%	5%	3%	7%	11%	12%	11%
All are unacceptable	-	-	-	-	1%	-	-	-
No comment	1%	-	-	3%	7%	6%	1%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%

Continued on next page



Section VI – Attitudes towards Film Censorship and Classification Standards, continued

Attitudes towards Selected Posters of Category III Films

All the four posters approved by TELA were considered acceptable to some extent to be displayed by most of the respondents.

It is however noteworthy that the acceptability of the general public towards the non-approved posters was quite different from that of TELA. The 愛的軀殼 and 趕盡殺絕 posters were accepted by over half (64% and 58% respectively) of the adult respondents for open display in concourses of cinemas.

	Approved by TELA	Acceptable to be Openly Displayed Outside Cinemas or Public Areas	Acceptable to be Displayed in Concourse of Cinemas	Not Suitable for Open Display	No Comment
漂流慾室	✓	63%	35%	1%	1%
鐵男 I/II	✓	52%	41%	5%	1%
女人那話兒	✓	45%	41%	12%	1%
愛的色放	✓	41%	52%	7%	1%
#愛的軀殼	✗	22%	64%	14%	1%
#趕盡殺絕	✗	13%	58%	27%	2%

Base: All respondents aged 13-59

Sample size (607)

The poster was shown to respondents aged 18-59 only (Sample size: 548)

* Less than 0.5%

Continued on next page



Section VI – Attitudes towards Film Censorship and Classification Standards, continued

Level of Acceptance towards Packaging of Existing Category III films

Fifty-seven percent of the respondents accepted all or most of the packaging of Category III. However, such packaging was less acceptable amongst the following subgroups:

- Females (39%)
- Younger age bracket - aged 13-17 (39%)
- Housemakers (38%)
- Students (40%)

(Tables 16a, 16b & 16c)

Table 16a *Level of acceptance towards packaging of the existing Category III films by sex and age*

Base: All respondents aged between 13-59

	TOTAL	SEX		AGE				
		Male	Female	13-17	18-24	25-34	35-44	45-59
Sample Size	607	304	303	59	80	142	168	158
All are acceptable	10%	16%	4%	7%	15%	11%	7%	11%
Most of them are acceptable	47%	59%	35%	32%	58%	45%	51%	44%
Half are acceptable, half are unacceptable	30%	16%	44%	44%	20%	33%	30%	27%
Most of them are unacceptable	9%	5%	13%	12%	6%	7%	10%	9%
All are unacceptable	*0%	-	1%	2%	-	-	-	1%
No comment	4%	4%	4%	3%	1%	4%	2%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%

* Less than 0.5%

Continued on next page



Section VI – Attitudes Towards Film Censorship and Classification Standards, continued

Table 16b *Level of acceptance towards packaging of the existing Category III films by educational attainment*
Base: All respondents aged between 13-59

	EDUCATIONAL ATTAINMENT		
	Primary or Below	Secondary or Matriculated	Tertiary or Above
Sample Size	101	349	157
All are acceptable	10%	9%	13%
Most of them are acceptable	50%	45%	48%
Half are acceptable, half are unacceptable	30%	31%	29%
Most of them are unacceptable	5%	11%	7%
All are unacceptable	-	1%	-
No comment	5%	4%	3%
Total	100%	100%	100%

Table 16c *Level of acceptance towards packaging of the existing Category III films by occupation*
Base: All respondents aged between 13-59

	OCCUPATION							
	Professionals	Clerks	Service/Shop Sales Workers	Craft Workers/Plant & Machine Operators	Elementary Occupation	Students	Homemakers	Retirees/Unemployed
Sample Size	152	70	43	62	96	62	78	44
All are acceptable	16%	9%	16%	6%	13%	6%	1%	7%
Most of them are acceptable	51%	49%	49%	66%	41%	34%	37%	48%
Half are acceptable, half are unacceptable	24%	29%	28%	18%	30%	44%	47%	25%
Most of them are unacceptable	7%	11%	7%	6%	9%	11%	12%	7%
All are unacceptable	-	-	-	-	1%	2%	-	-
No comment	3%	3%	-	3%	6%	3%	3%	14%
Total	100%	100%	100%	100%	100%	100%	100%	100%

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Section VI – Attitudes towards Film Censorship and Classification Standards, continued

Level of Acceptance towards Selected Packaging of Category III Films

In general, the acceptance level of the general public towards the packaging of the selected Category III films was very similar to that of TELA. The only difference in view was found in the packaging of “死亡錄播” which was not approved by TELA but considered acceptable by 37% of the respondents.

	Approved by TELA	Acceptable	Barely Acceptable	Unacceptable	No Comment
不溶性侵犯	✓	85%	14%	1%	*%
晚孃	✓	72%	24%	3%	*%
女人那話兒	✓	40%	45%	13%	2%
#死亡錄播	✗	37%	49%	14%	1%
滅門慘案之孽殺	✓	27%	52%	19%	1%
#Nice Body Gal's	✗	12%	31%	56%	1%

Base: All respondents aged between 13-59

Sample size (607)

#These packaging were shown to respondents aged 18-59 only (Sample size: 548)

** Less than 0.5%*

Continued on next page



Section VI – Attitudes towards Film Censorship and Classification Standards, continued

Areas for Improvement

Three quarters (75%) of the respondents provided TELA with comments and areas of improvement, which could be grouped under the areas of Censorship, Classification, Monitoring, Packaging, Posters and Others. The key mentions (3% or above) are listed below:

Censorship	39%
Stricter enforcement on film censorship	12%
Censorship on Category III films should be a bit more lenient	6%
The censorship standards should be clearly explained to the public by various means	4%
The censor panel should consist of people from different parties, especially professionals	3%
Should have more restrictions on films depicting violence	3%
Classification	38%
No obvious difference between Category IIA and IIB/ Can be combined	10%
Redefine Category III into IIIA and IIIB/ Add more categories on top of III	9%
Should have stricter classification standards	3%
Category III films should be sub-divided into different categories for films depicting violence, shock and sex acts	3%
Monitoring	6%
Should inspect cinemas more frequently in order to prevent persons aged below 18 from seeing Category III films	4%
Packaging	3%
Posters	3%
Others	5%

Base: All respondents aged 13-59
Sample size (607)

Continued on next page



Section VII – Suggested Classification for Selected Film Segments and Dialogues

This section reports the classification standards of the general public compared with TELA and covers the following areas:

- Suggested classification for selected film segments
 - Suggested classification for films depicting respective themes
 - Suggested classification for selected film dialogues
-

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Section VII – Suggested Classification for Selected Film Segments and Dialogues, continued

Suggested Classification for Selected Film Segments

In the survey, the respondents were shown 30 film segments selected by TELA with the following breakdown:

- 5 film segments of violence
- 4 film segments of animation violence
- 5 film segments of shock and horror
- 10 film segments of sexuality and nudity
- 3 film segments of sexual violence
- 3 film segments of offensive behaviour and triad

Violence

Amongst the five selected film segments,

- One was classified by a relatively large proportion of respondents in the same category as by TELA;
- Three were classified by a relatively large proportion of respondents in a stricter category than by TELA;
- One was classified by a relatively large proportion of respondents in a more lenient category than by TELA.

Animation Violence

Amongst the four selected film segments,

- Three were classified by a relatively large proportion of respondents in a stricter category than by TELA;
- One was classified by a relatively large proportion of respondents in a more lenient category than by TELA.

Shock and Horror

Amongst the five selected film segments,

- One was classified by a relatively large proportion of respondents in the same category as by TELA;
- Three were classified by a relatively large proportion of respondents in a stricter category than by TELA;
- One was classified by a relatively large proportion of respondents in a more lenient category than by TELA.

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Section VII – Suggested Classification for Selected Film Segments and Dialogues, continued

Suggested Classification for Selected Film Segments, continued

Sexuality and Nudity

Amongst the ten selected film segments,

- Four were classified by a relatively large proportion of respondents in the same category as by TELA;
- Four were classified by a relatively large proportion of respondents in a stricter category than by TELA;
- Two were classified by a relatively large proportion of respondents in a more lenient category than by TELA.

Sexual Violence

Amongst the three selected film segments,

- One was classified by a relatively large proportion of respondents in the same category as by TELA;
- Two were classified by a relatively large proportion of respondents in a stricter category than by TELA.

Offensive Behaviour and Triad

- Two were classified by a relatively large proportion of respondents in the same category as by TELA;
- One was classified by a relatively large proportion of respondents in a more lenient category than by TELA.

In summary, a relatively large proportion of respondents classified 9 out of 30 film segments in the same category as by TELA, 15 in a stricter category and 6 in a more lenient category than by TELA.

(Table 17)

Continued on next page



Section VII – Suggested Classification for Selected Film Segments and Dialogues, continued

Table 17 *Suggested classification for the selected film segments*

	TELA Standard	Category I (%)	Category IIA (%)	Category IIB (%)	Category III (%)	Not Suitable for Exhibition (%)	Don't Understand (%)
<u>Violence</u>							
Love on a Diet 瘦身男女(Segment 1)	IIA	3	27	38	27	4	1
#Battle Royale 大逃殺 (Segment 5)	III	1	3	11	47	36	1
#Audition 切膚之愛(Segment 8)	III	30	16	8	20	25	1
Spy Kids 非常小特務 (Segment 14)	I	29	40	20	8	2	1
Born Wild 野獸之瞳(Segment 21)	IIB	4	18	33	37	8	*
<u>Animation Violence</u>							
#Biohazard 4D Executor 生化危機 4D 超感官之旅 (Segment 3)	III	7	19	32	31	9	2
Mulan 花木蘭 (Segment 7)	I	33	14	5	25	20	4
Jin-roh 人狼 (Segment 12)	IIB	4	21	29	40	4	3
Grandma and Her Ghost 魔法阿媽 (Segment 23)	IIA	36	13	6	21	22	1
<u>Shock and Horror</u>							
Dr T & the Woman 醫盡女人心 (Segment 6)	IIB	4	13	36	39	6	1
#Hannibal 沉默的殺機 (Segment 11)	III	5	19	22	29	25	3
#Ichi the Killer 殺手阿一 (Segment 20)	III	*	2	11	50	36	1
Lara Croft Tomb Raider 盜墓者羅拉(Segment 26)	IIA	6	25	18	27	23	2
The Grinch 聖誕怪傑 (Segment 29)	I	28	40	18	8	4	2
<u>Sexuality and Nudity</u>							
Fidelity 忠貞 (Segment 2)	IIB	*	7	15	56	20	2
#Krampack 少男心事 (Segment 10)	III	*	2	6	54	37	2
#Electrical Girl 發電俏嬌娃(Segment 13)	III	10	20	14	42	5	9
#The Yoyeur 偷窺 (Segment 15)	III	-	*	1	60	38	1
Lunch with Charles 與查理斯午餐(Segment 18)	IIA	6	18	31	36	7	2
#The Yoyeur 偷窺 (Segment 22)	III	35	9	6	30	18	2
#Chain Reaction 我的第一次 (Segment 25)	III	*	2	8	53	36	1
Butterfly's Tongue 沒有最後一課(Segment 27)	IIA	5	20	24	45	5	2
Shower 洗澡 (Segment 28)	I	10	18	19	43	3	7
#The Yoyeur 偷窺 (Segment 30)	III	1	2	3	57	37	*
<u>Sexual Violence</u>							
Breaking the Silence 漂亮媽媽 (Segment 4)	I	5	19	49	21	4	1
#Ichi the Killer 殺手阿一(Segment 17)	III	1	6	10	64	19	1
My Rice Noodle Shop 花橋榮記(Segment 19)	IIA	2	21	47	29	1	*
<u>Offensive Behaviour and Triad</u>							
Cop on a Mission 知法犯法 (Segment 9)	IIB	1	16	45	29	9	1
Cyclo 三輪車伕 (Segment 16)	IIB	4	36	35	24	1	-
Traffic 毒網 (Segment 24)	IIB	2	23	41	27	7	1

Base: All respondents aged 13-59

Sample size (607)

These film segments were viewed by respondents aged 18-59 only (Sample size: 548)

* Less than 0.5%

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Section VII – Suggested Classification for Selected Film Segments and Dialogues, continued

Suggested Classification for Films Depicting Different Themes

Generally speaking, respondents are more conservative towards films depicting sexuality, classifying almost all of such films under Category III. Those films depicting *sex acts between man and corpse* and *sex acts between man and animal* were even considered not suitable for exhibition.

As for the films depicting participation in triad society (for both youngsters and adults), crimes (for youngsters) and drug abuse (for adult), a relatively significant proportion of the respondents suggested Category IIB would be more suitable.

(Tables 18)

Continued on next page



Section VII – Suggested Classification for Selected Film Segments and Dialogues, continued

Table 18 *Suggested classifications for films depicting respective themes*

<u>Theme (Depiction)</u>	Category <u>I</u> (%)	Category <u>IIA</u> (%)	Category <u>IIB</u> (%)	Category <u>III</u> (%)	Not Suitable <u>for Exhibition</u> (%)	Don't <u>Understand</u> (%)
<u>A. About Youngsters</u>						
Sex acts of youngsters	*	7	23	54	15	*
Youngsters participating in triad society	1	15	51	30	3	-
Youngsters participating in crimes	1	19	52	25	2	*
<u>B. About Adults</u>						
Sex acts of adults	*	3	18	76	3	-
Premarital sex and liberal thinking of sex	*	5	27	64	3	*
Prostitution	*	3	30	61	5	*
Sexual abuse or rape	*	3	15	71	10	*
Sex desire and sex acts of clergymen/ nuns / monks	-	3	13	63	21	*
Pedophilia	1	4	17	50	28	1
Incest relationships	-	3	17	53	26	*
Special sexual proclivity including sadism and fetishism	-	3	8	62	27	*
Sex acts between man and corpse	-	1	4	42	53	*
Sex acts between man and animal	-	*	4	36	60	-
Participating in triad society and its activity	1	11	43	43	2	-
Drug abuse	3	14	45	36	2	*

Base: All respondents aged 13-59

Sample size 607

* Less than 0.5%

Continued on next page



Section VII – Suggested Classification for Selected Film Segments and Dialogues, continued

Suggested Classification for Selected Film Dialogues

In the survey, the respondents were shown 10 film segments selected by TELA and were asked to classify them based on the dialogues.

Bad Languages

All the film dialogues were classified by a large proportion of respondents in the same standards as by TELA, except for *Shower* 洗澡, where respondents tended to be stricter on its classification.

Sexual References

Unlike bad language, a higher proportion of respondents classified the film dialogues with sexual reference in a stricter category than by TELA. The only exception was *Woman's Private Parts* 女人那話兒, which was classified by the respondents in the same category as by TELA.

(Table 19)

Table 19 Suggested classification for the selected film dialogues

	TELA Standard	Category I (%)	Category IIA (%)	Category IIB (%)	Category III (%)	Not Suitable for exhibition (%)	Don't Understand (%)
<u>Bad Languages</u>							
Shaolin Soccer 少林足球 (Dialogue 2)	IIB	6	39	44	11	*	-
Men of Honor 壯志潛龍 (Dialogue 3)	IIA	17	43	31	6	*	2
#Gangs 2001 童黨 (Dialogue 4)	III	1	10	36	46	8	-
Shower 洗澡 (Dialogue 7)	I	18	36	29	7	*	9
A One and a Two 一一 (Dialogue 9)	IIA	28	47	22	2	-	1
Blow 毒王 (Dialogue 10)	IIB	7	30	43	16	-	3
<u>Sexual References</u>							
Finding Forrester 隔窗友緣 (Dialogue 1)	IIA	1	20	53	25	1	*
Everyday is Valentine 情迷大話王 (Dialogue 5)	IIA	2	26	49	22	1	-
The Story of Us 真心男女 (Dialogue 6)	IIB	*	13	39	45	2	1
#Woman's Private Parts 女人那話兒 (Dialogue 8)	III	1	4	22	67	4	1

Base: All respondents aged 13-59

Sample size (607)

These film segments were viewed by respondents aged 18-59 only (Sample size: 548)

* Less than 0.5%

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Detailed Findings (Public Advisors Survey)



Section I – Knowledge of Film Classification System

This section contains the findings on the knowledge of the public advisors about the existing Film Classification System and is divided into three areas:

- Awareness of the Film Classification System
 - Identification of the Film Classification System
 - Major responsibilities of TELA
-

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Section I – Knowledge of Film Classification System, continued

Awareness of Film Classification System

All the public advisors were aware of the Film Classification System.

Identification of Film Classification System

Similar to the Main Survey, the public advisors were shown the following three versions of the Film Classification System and were asked to identify the Film Classification System that was currently adopted in Hong Kong.

1. Classification System A
Category I – Suitable for all ages
Category II – Not suitable for children
Category III – Persons aged 18 or above only
2. Classification System B
Category I – Suitable for all ages
Category IIA – Not suitable for children
Category IIB – Not suitable for young persons and children
Category III – Persons aged 18 or above only
3. Classification System C
Category I – Suitable for all ages
Category IIA – Parental guidance for children
Category IIB – Parental guidance for young persons and children
Category III – Persons aged 18 or above only

Most of the public advisors were aware of the contents of the existing Film Classification System with 94% choosing System B correctly. However, there were still a small number of them who did not understand the system and mistakenly chose A and C (2% and 4% respectively).

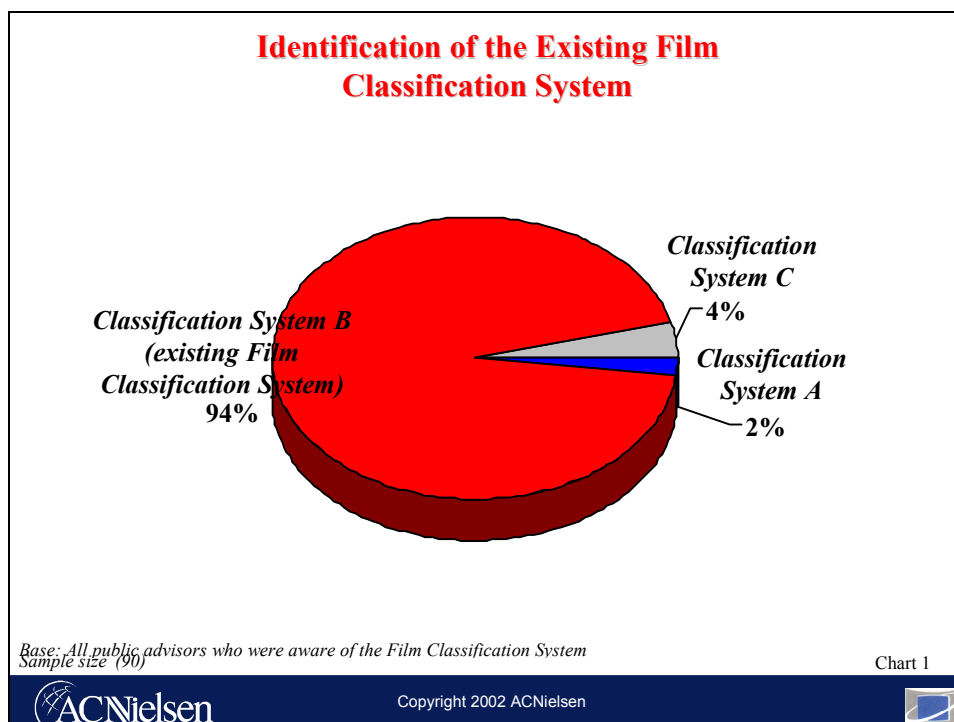
(Chart 1)

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Section I – Knowledge of Film Classification System, continued

Chart 1 Identification of the Existing Film Classification System



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Section I – Knowledge of Film Classification System, continued

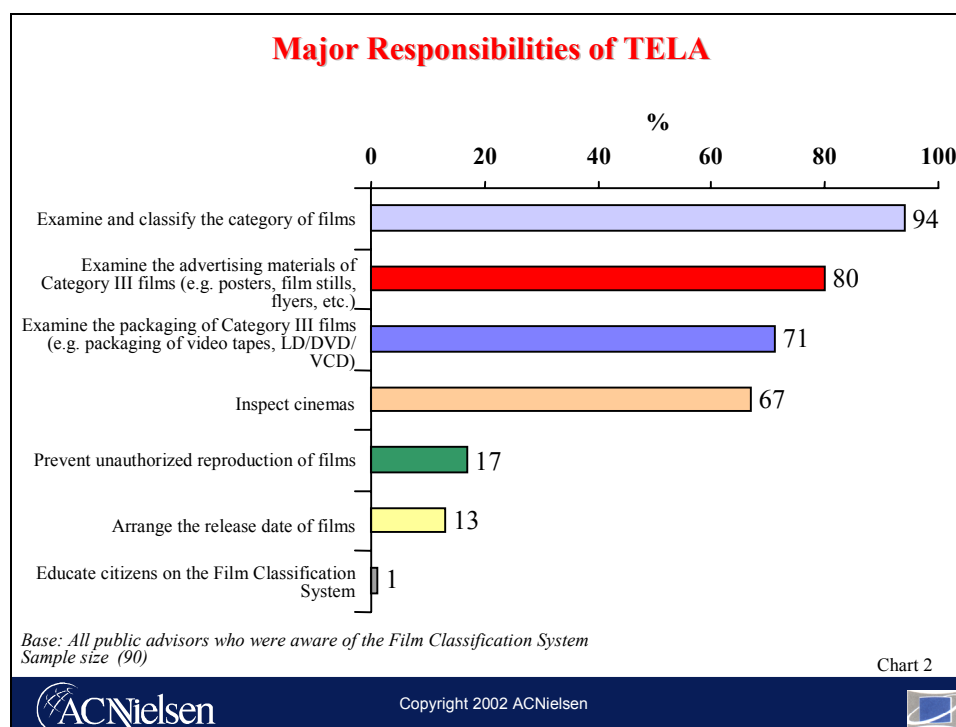
Major Responsibilities of TELA

Most of the public advisors perceived the major responsibilities of TELA as below:

- Examining and classifying the category of films (94%)
- Examining the advertising materials of Category III films (80%)
- Examining the packaging of Category III films (71%)
- Inspecting the cinemas (67%)

However, some public advisors perceived TELA was also responsible for preventing unauthorized reproduction of films (17%) and arranging the release dates of films (13%) despite these were not the tasks of TELA.

(Chart 2)



Continued on next page



Section II – Opinions on Film Classification System

This section collects the public advisors' opinions on the existing Film Classification System on the following areas:

- Level of acceptance towards the existing Film Classification System
 - Whether the Film Classification System was clearly explained to the public
 - Perceived effective means to promote the Film Classification System
 - Whether it was appropriate to allow persons aged 18 or above to see Category III films
 - Minimum age of seeing Category III films
 - Whether it was appropriate for TELA to carry out film classification and censorship
 - Organization that was more appropriate than TELA to carry out film classification and censorship
-

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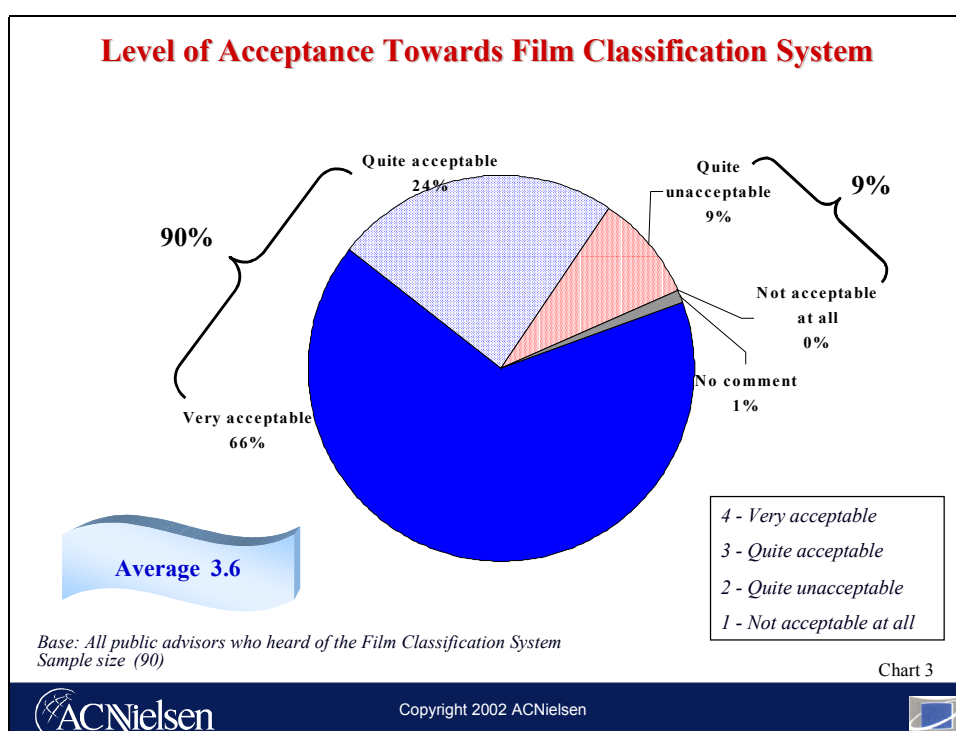


Section II – Opinions on Film Classification System, continued

Level of Acceptance towards Existing Film Classification System

A significant majority (90%) of the public advisors considered the existing Film Classification System acceptable with 66% finding it “very acceptable”.

(Chart 3)



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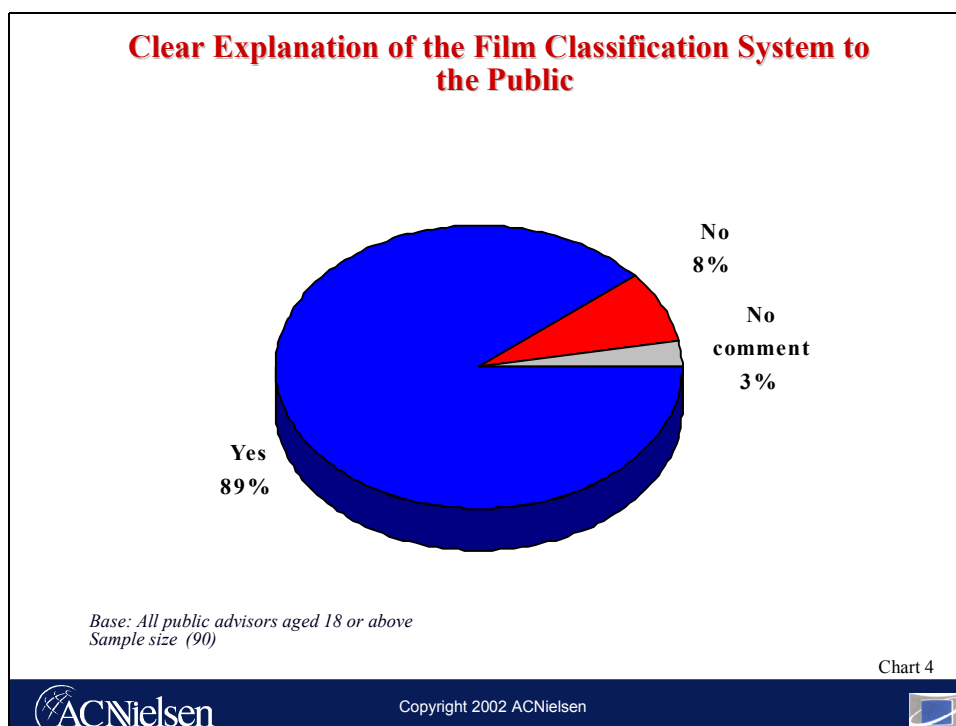


Section II – Opinions on Film Classification System, continued

Clear Explanation of Film Classification System to Public

Eighty-nine percent of the public advisors considered the Film Classification System clearly explained to the public. Less in one in ten (8%) did not think so.

(Chart 4)



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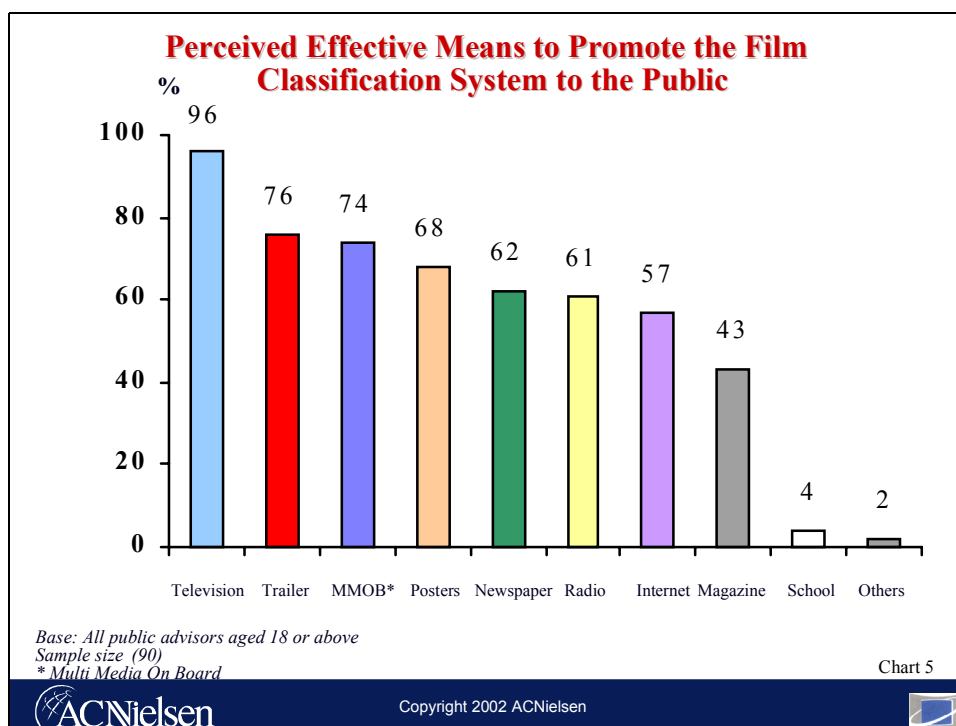


Section II – Opinions on Film Classification System, continued

Perceived Effective means to Promote Film Classification System

Television (96%) was considered by the public advisors to be the most effective means of promoting the Film Classification System to the public, followed by trailers (76%), multi media on board (74%) and posters (68%).

(Chart 5)



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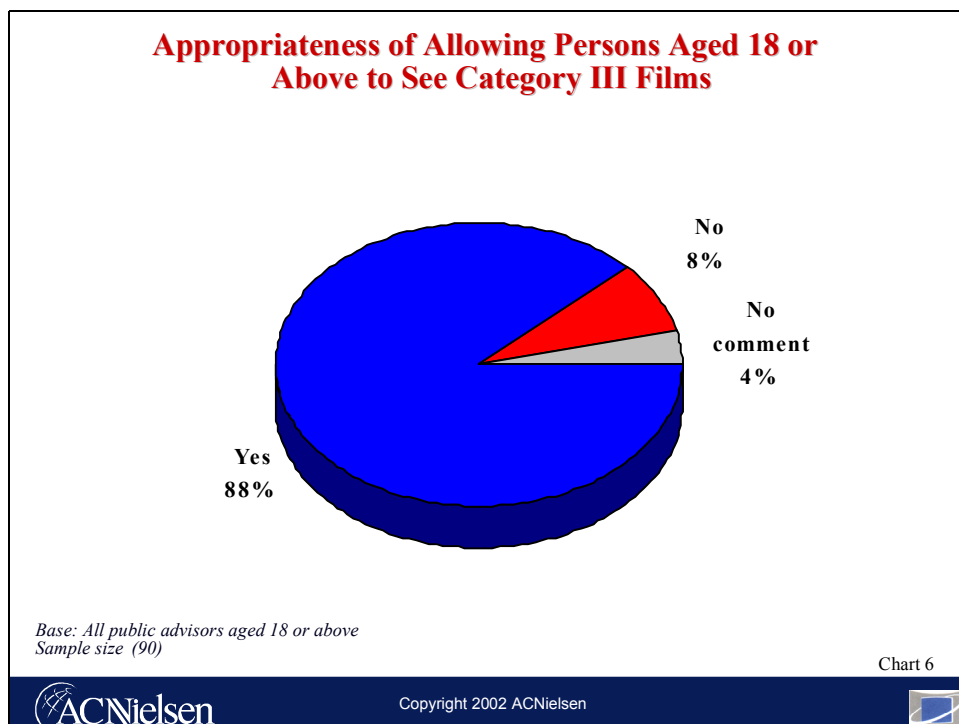


Section II – Opinions on the Film Classification System, continued

Appropriateness of Allowing Persons Aged 18 or Above to See Category III Films

Nearly nine in ten (88%) public advisors agreed it was appropriate to set the age restriction for Category III films at 18.

(Chart 6)



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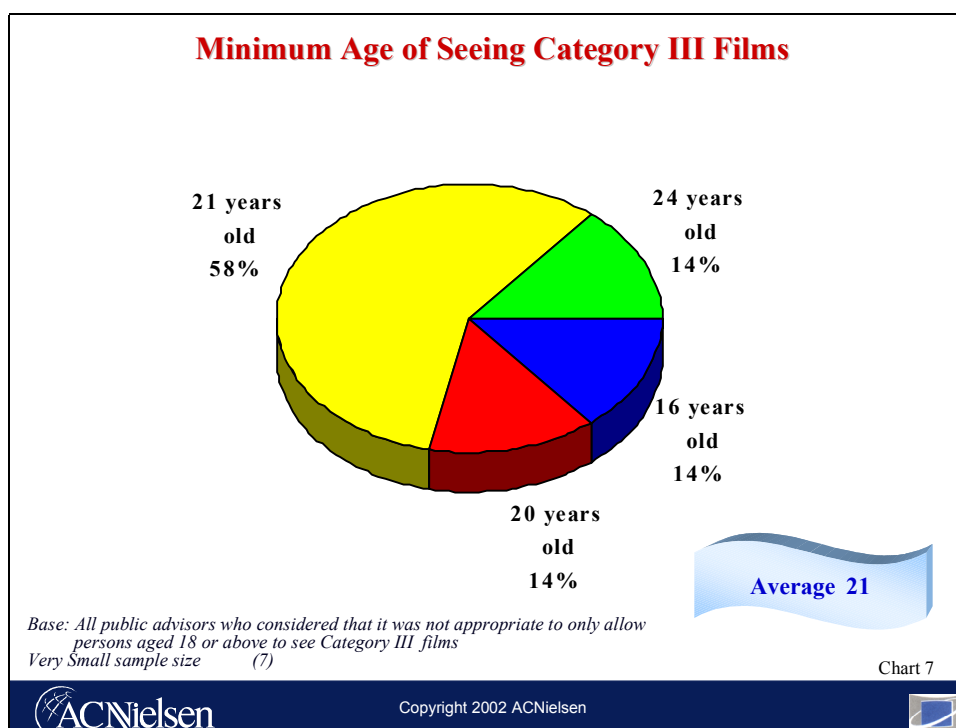


Section II – Opinions on Film Classification System, continued

Minimum Age of Seeing Category III Films

Amongst those who disagreed to the existing age restriction for Category III films (8% of the public advisors), majority of them proposed an older age restriction with the proposed mean at 21 years old.

(Chart 7)



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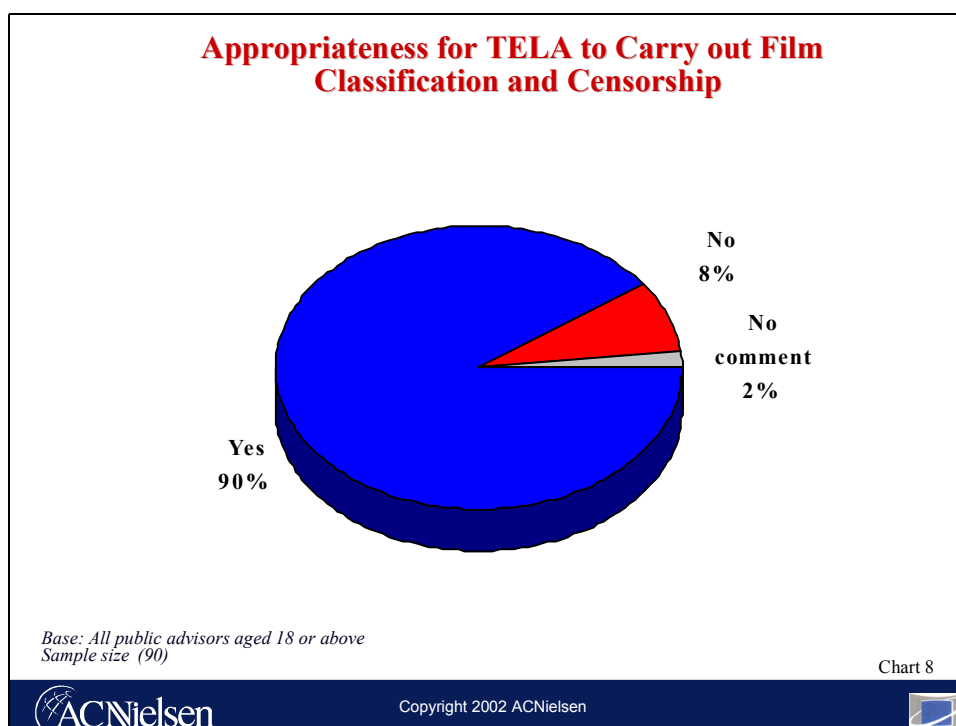


Section II – Opinions on Film Classification System, continued

Appropriateness of TELA to Carry Out Film Censorship and Classification

Ninety percent of the public advisors considered it appropriate for TELA to be responsible for carrying out film censorship and classification while 8% thought otherwise.

(Chart 8)



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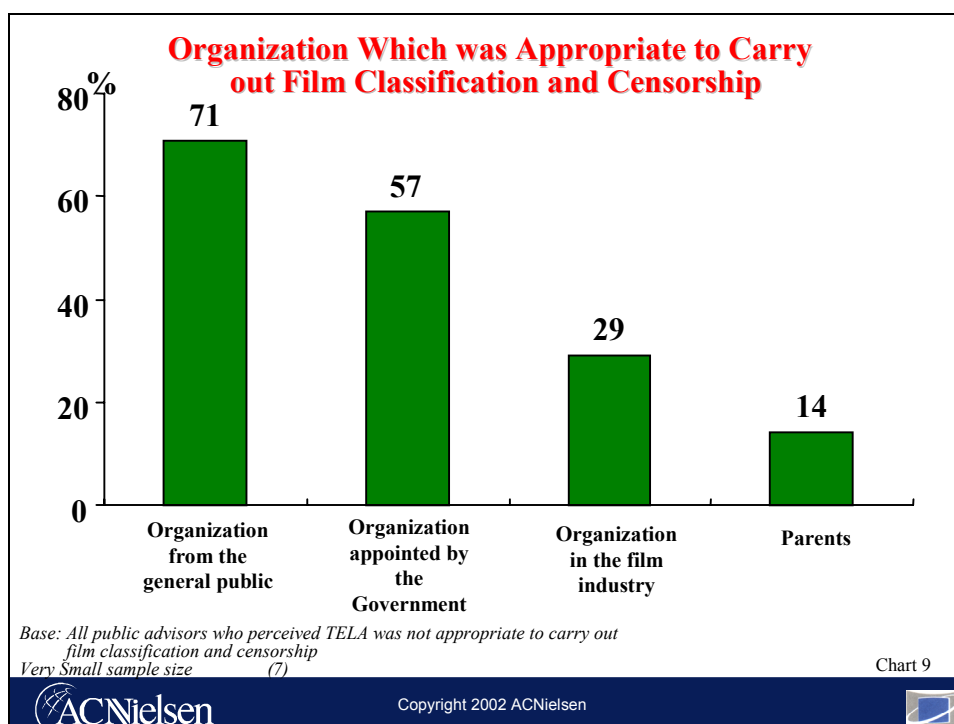


Section II – Opinions on Film Classification System, continued

Organization Considered Appropriate to Carry Out Film Censorship and Classification

Among the 8% of public advisors who thought TELA inappropriate to carry out film censorship and classification, most of them considered organizations from the general public (71%) and organizations appointed by the Government (57%) more suitable than TELA to conduct the tasks. Some (29%) suggested organizations in the film industry to take up such tasks.

(Chart 9)



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Section III – Reference Made to Film Classification System When Selecting Films

This section reports whether the public advisors referred to the Film Classification System when selecting films and whether the Film Classification System was helpful to the public. It covers the following areas:

- Whether the public advisors referred to the film category when selecting films
- Reasons for not referring to the film category when selecting films
- Whether the public advisors paid attention to the sub-division of Category II
- Reasons for not paying attention to the sub-division of Category II
- Helpfulness of the sub-division of Category II in selecting films for children
- Helpfulness of the provision of classification information on TELA's website in selecting films
- Preferred film classification information available on TELA's website

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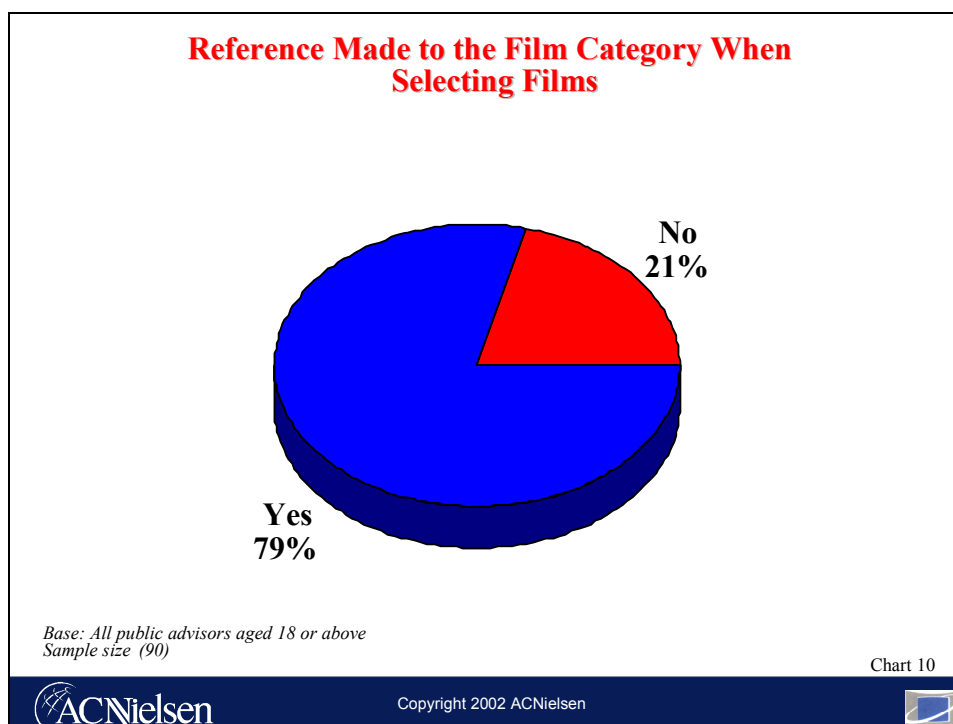


Section III – Reference Made to Film Classification System When Selecting Films, continued

Reference Made to Film Category When Selecting Films

Approximately eight in ten (79%) public advisors referred to the film categories when selecting films.

(Chart 10)



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Section III – Reference Made to Film Classification System When Selecting Films, continued

Reasons for Not Referring to Film Category When Selecting Films

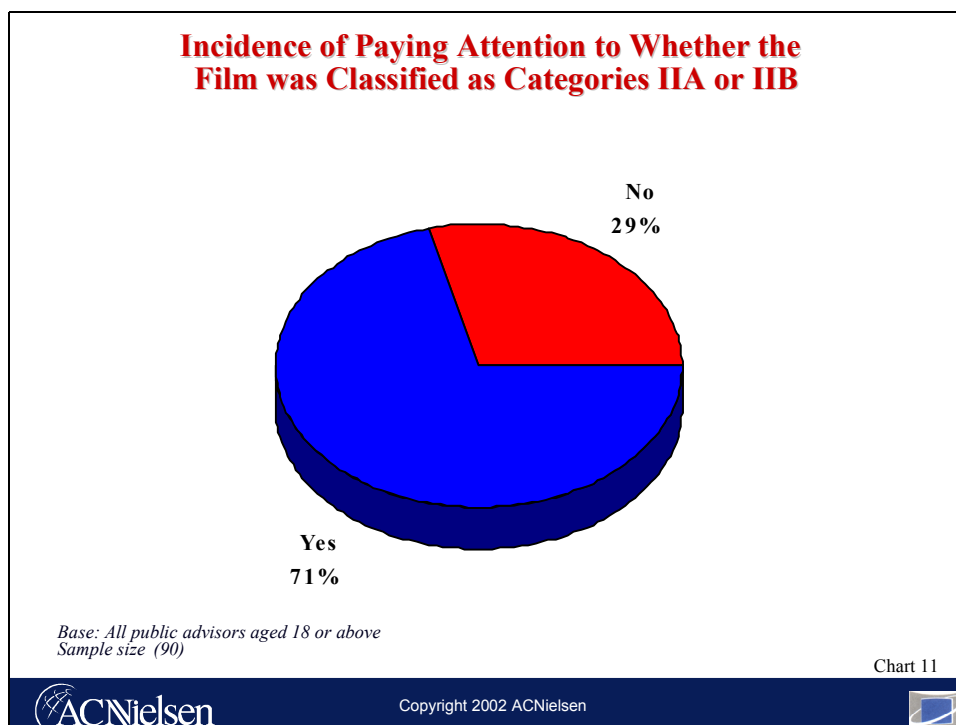
Some of the public advisors (21%) did not refer to the film categories when selecting films because to them *film category was not a factor in selecting films* (63%) and *there was no need to consider the film category as they were 18 years old or above* (47%).

*Base: All public advisors who did not refer to the film category when selecting films
Very Small sample size (19)*

Incidence of Paying Attention to Whether Film Was Classified as Category IIA or IIB

Relatively fewer public advisors (71%) checked the sub-division of Category II than the overall film category (79% as in previous page) when selecting films.

(Chart 11)



Continued on next page



Section III – Reference Made to Film Classification System When Selecting Films, continued

Reasons for Not Paying Attention to Whether Film Was Classified as Category IIA or IIB

Most public advisors did not consider the sub-division of Category II because there was no need to do so as they did not see films with people aged below 18 (54%). Another major reason was that they considered the difference in classification standards between Categories IIA and IIB films was not obvious (46%).

Other factors for not considering whether the film was classified as Category IIA or IIB are as below:

Did not endorse the classification of Categories IIA and IIB films	15%
Film category was not a factor in selecting films	8%
Not familiar with the classification standards of Categories IIA and IIB films	8%

*Base: All public advisors who did not pay attention to whether the Category II film belonged to Categories IIA or IIB
Small Sample size (26)*

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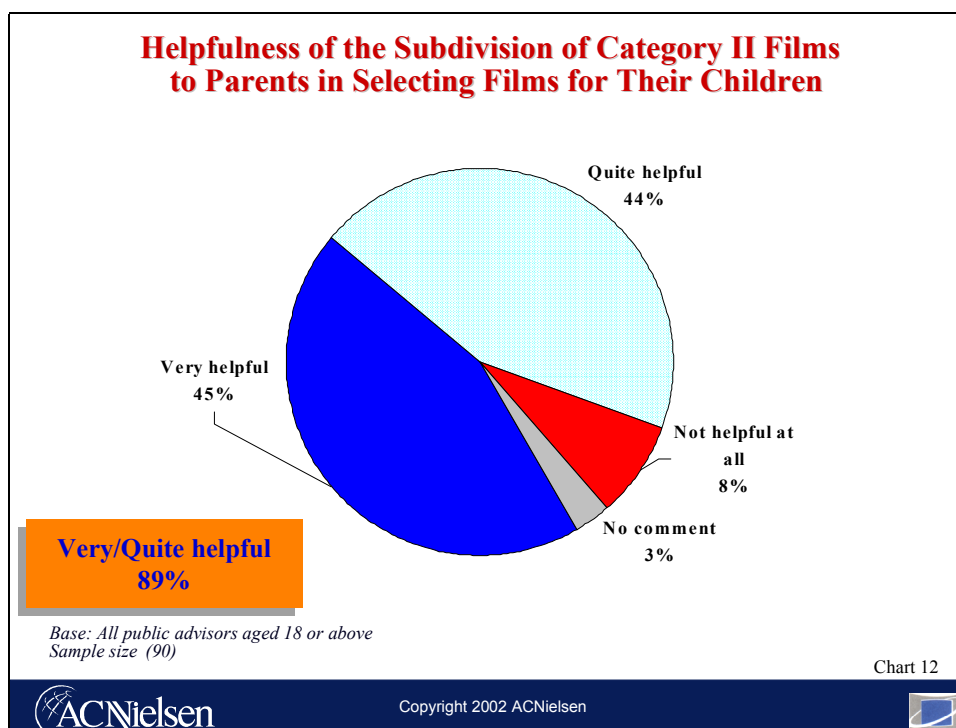


Section III – Reference Made to Film Classification System When Selecting Films, continued

Helpfulness of Sub-division of Category II films to Parents in Selecting Films for Children

The sub-division of Category II films was considered helpful to parents in selecting films for children by 89% of the public advisors. Only 8% thought it provided no help.

(Chart 12)



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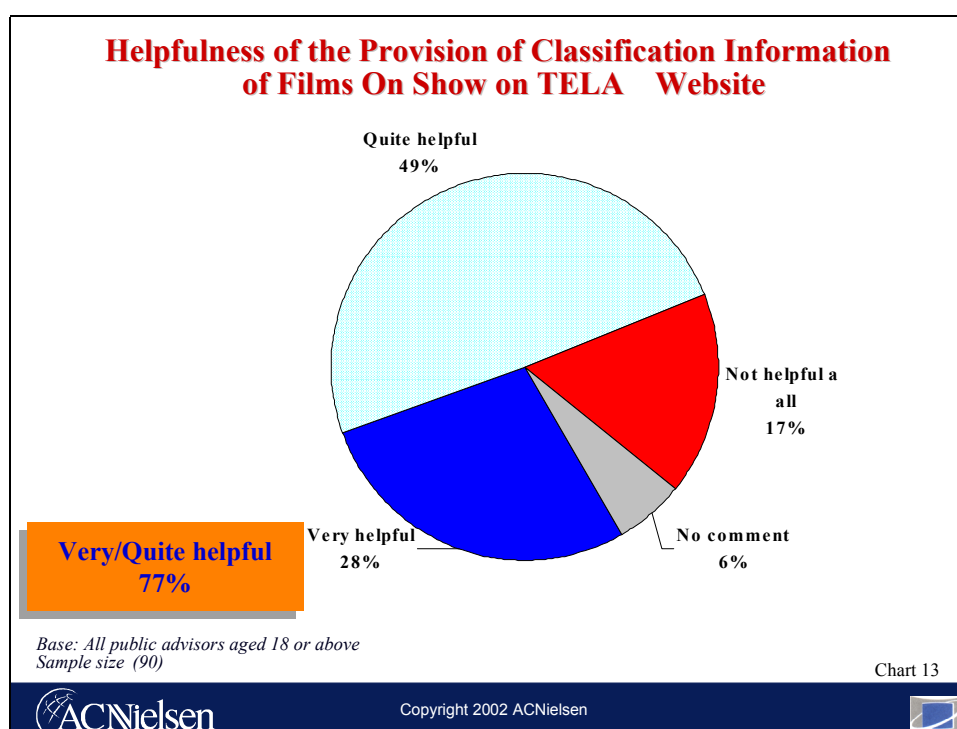


Section III – Reference Made to Film Classification System When Selecting Films, continued

Helpfulness of Provision of Classification Information on TELA's Website in Selecting Films

The provision of information on the classification of films on TELA's website was regarded as very or quite helpful by over three-quarters (77%) of the public advisors. Seventeen percent held an opposite view.

(Chart 13)



Preferred Film Classification Information Available on TELA's Website

Amongst those who considered the provision of classification information on TELA's website very or quite helpful, the types of information preferred to be available was as follows:

- Film Category (87%)
- Film title in both Chinese and English (83%)
- Degree of sex and violence content in the film (79%)
- Language and subtitles (63%)
- Length of the film (56%)

Base: Public advisors who perceived provision of classification information on TELA's website very/quite helpful
Sample size (70)

Continued on next page



Section IV – Parental Guidance on Selecting Films for Children

This section covers whether the parents were concerned about what films their children watched and is divided into two areas:

- Incidence of selecting films for children aged below 18
 - Consideration of Categories IIA or IIB when selecting films for children aged below 18
-

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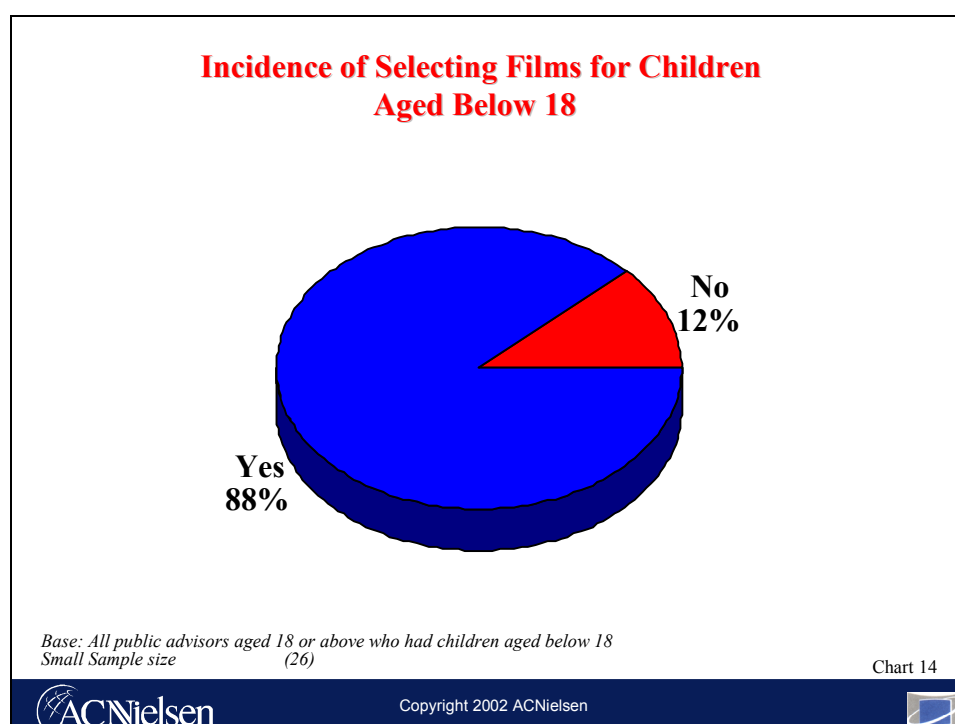


Section IV – Parental Guidance on Selecting Films for Children, continued

Incidence of Selecting Films for Children Aged Below 18

Amongst those public advisors who had children aged below 18, nearly nine in ten (88%) selected films for their children.

(Chart 14)



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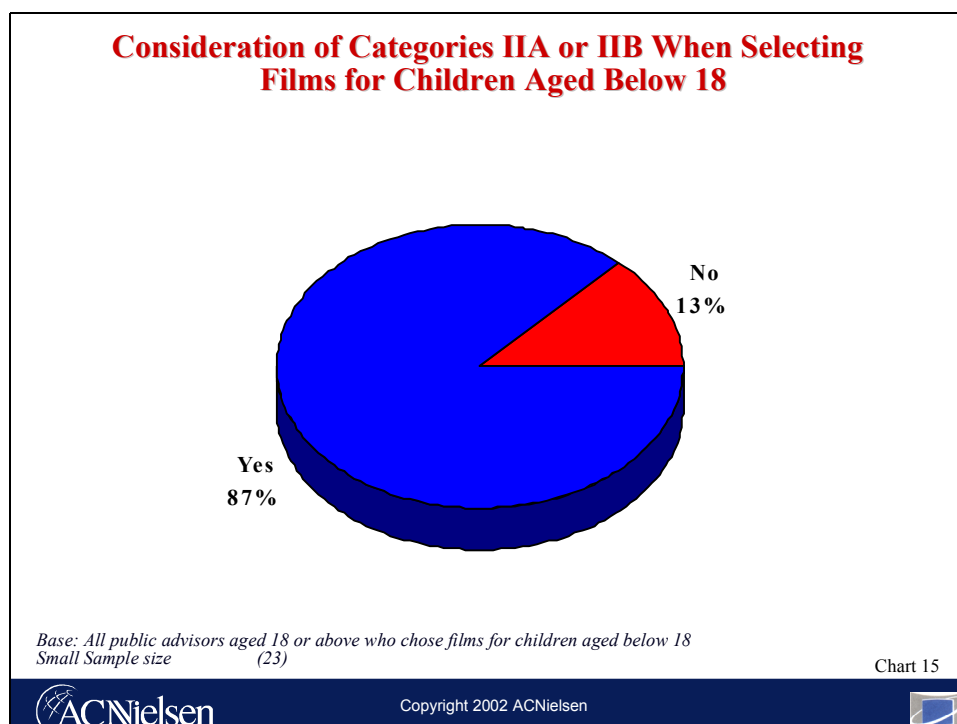


Section IV – Parental Guidance on Selecting Films for Children, continued

Consideration of Category IIA or IIB When Selecting Films for Children Aged Below 18

Amongst those who chose films for their children aged below 18, the great majority (87%) of them considered whether the films belonged to Category IIA or IIB when selecting Category II films for their children.

(Chart 15)



Continued on next page



Section V – Attitudes towards Film Censorship and Classification Standards

This section contains the findings on the public advisors' attitudes towards the existing film Censorship and Classification standards and consists of the following areas:

- Acceptance towards the current film classification standards
- Attitudes (lenient or strict) towards the current film classification standards
- Attitudes (lenient or strict) towards the current film censorship standards
- Level of acceptance towards titles of the current Category III films
- Level of acceptance towards selected titles of the current Category III films
- Level of acceptance towards advertising materials of the current Category III films
- Level of acceptance towards selected posters of the current Category III films
- Level of acceptance towards packaging of the current Category III films
- Level of acceptance towards selected packaging of the current Category III films
- Areas for improvement for the current Censorship and Classification standards

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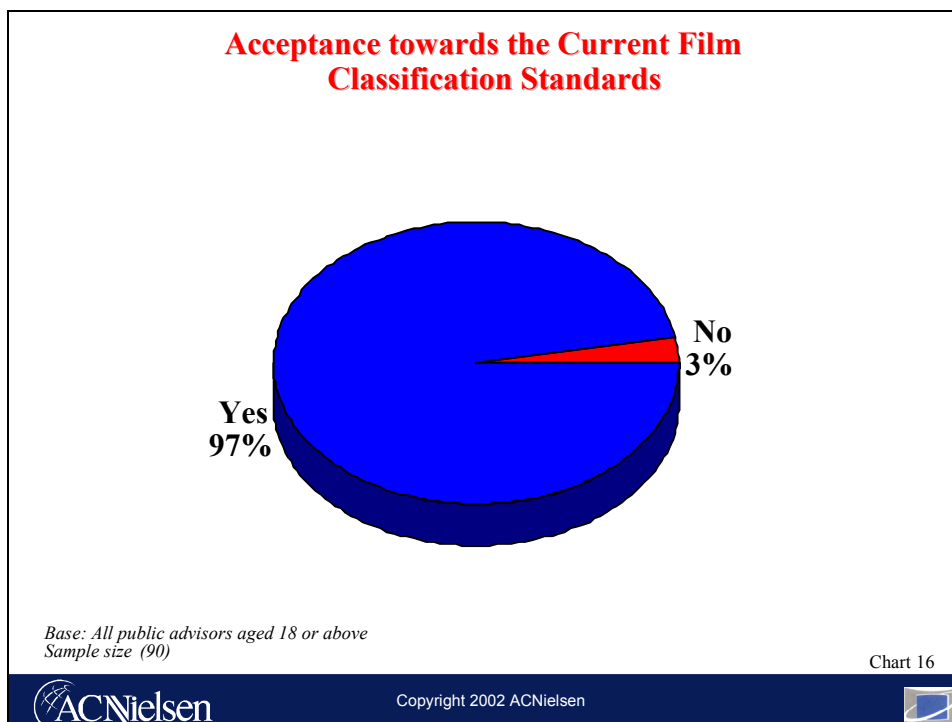


Section V – Attitudes towards Film Censorship and Classification Standards, continued

Acceptance towards Current Film Classification Standards

Virtually all (97%) the public advisors were of the opinion that the current film classification standards were acceptable.

(Chart 16)



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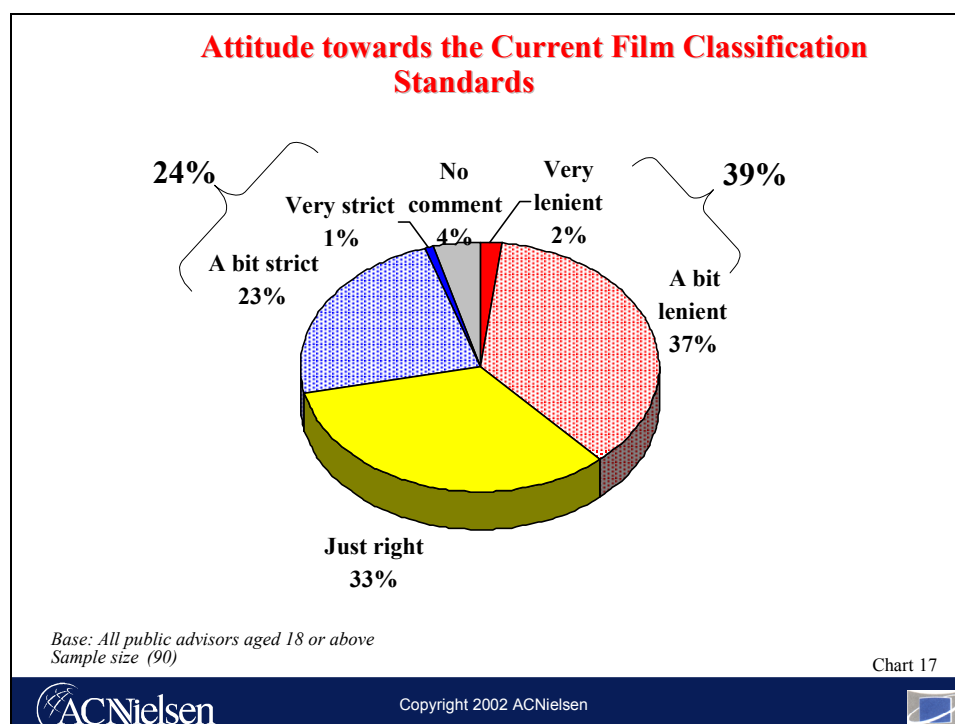


Section V – Attitudes towards Film Censorship and Classification Standards, continued

Attitudes towards Current Film Classification Standards

The attitudes towards the current film classification standards were quite divided. Relatively more public advisors said the current film classification standards were lenient (39% *a bit lenient/ very lenient*), while a quarter (24%) thought them *a bit strict/ very strict*. One-third (33%) considered the standards *just right*.

(Chart 17)



Continued on next page



Section V – Attitudes towards Film Censorship and Classification Standards, continued

Attitudes towards Censorship Standards

The public advisors were asked about their views on whether the existing censorship standards of each category were lenient or strict for the films containing scenes or depictions of the following:

- Torture and Violence
- Horror and Shock
- Sex and Nudity
- Objectionable languages
- Offensive behaviour
- Triad

Category I

The majority of the public advisors commented the censorship standards towards each of these scenes or depictions in this category were *very lenient*.

Category IIA

A relatively large proportion of the public advisors rated the censorship standards as *a bit lenient* for the various scenes or depictions except for *sex and nudity* and *triad*, where more public advisors rated these two themes as *very lenient* in this category.

Category IIB

40% to 52% of the public advisors commented the presence of such scenes or depictions were *just right* in this category.

Category III

Approximately six in ten (56%-63%) public advisors considered the existence of such scenes or depictions *just right* in this category.

(Table 1)

Continued on next page



Section V – Attitudes towards Film Censorship and Classification Standards, continued

Table 1 *Attitudes towards the censorship standards of each category*

	<u>Very Lenient</u> (%)	<u>A Bit Lenient</u> (%)	<u>Just Right</u> (%)	<u>A Bit Strict</u> (%)	<u>Very Strict</u> (%)	<u>No Comment Don't Know</u> (%)
<u>Category I</u>						
<u>(Suitable for all ages)</u>						
Depiction of triad	52	13	28	4	2	-
Offensive behaviour (e.g. criminal acts, taking of drugs, pervasive behaviours)	48	17	31	3	1	-
Sex and nudity	48	14	32	2	2	1
Torture and violence	46	21	28	4	1	-
Objectionable language	44	20	29	6	1	-
Horror and shock	40	24	28	6	2	-
<u>Category IIA</u>						
<u>(Not suitable for children)</u>						
Sex and nudity	37	31	27	2	2	1
Depiction of triad	34	33	28	1	1	2
Offensive behaviour (e.g. criminal acts, taking of drugs, pervasive behaviours)	32	34	28	1	2	2
Torture and violence	30	38	27	3	1	1
Horror and shock	22	42	28	6	-	2
Objectionable language	21	44	24	6	1	3
<u>Category IIB</u>						
<u>(Not suitable for young persons and children)</u>						
Depiction of triad	14	30	43	8	1	3
Torture and violence	12	40	40	3	2	2
Sex and nudity	12	34	40	7	3	3
Offensive behaviour (e.g. criminal acts, taking of drugs, pervasive behaviours)	11	34	48	3	1	2
Objectionable language	9	38	41	6	1	6
Horror and shock	9	30	52	4	2	2
<u>Category III</u>						
<u>(Person aged 18 or above only)</u>						
Depiction of triad	6	20	56	12	4	2
Offensive behaviour (e.g. criminal acts, taking of drugs, pervasive behaviours)	3	22	63	8	3	-
Objectionable language	1	23	62	8	6	-
Torture and violence	1	30	56	10	3	-
Sex and nudity	-	21	57	13	8	1
Horror and shock	-	20	63	11	4	1

Base: All public advisors aged 18 or above
Sample size (90)

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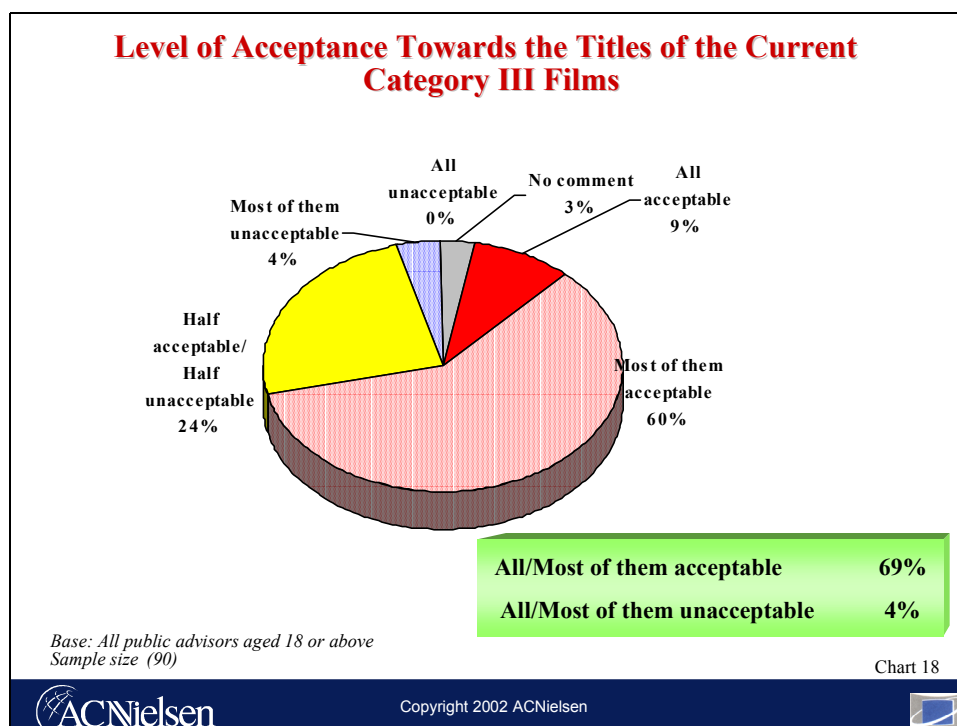


Section V – Attitudes towards Film Censorship and Classification Standards, continued

Level of Acceptance towards Titles of Existing Category III Films

The level of acceptance of the titles of Category III films was very high. A majority (69%) of the public advisors considered all or most of the titles were acceptable and another one-quarter regarded half of the titles acceptable. Only an insignificant proportion (4%) did not accept the titles.

(Chart 18)



Continued on next page



Section V – Attitudes towards Film Censorship and Classification Standards, continued

Level of Acceptance towards Selected Titles of Category III Films

The acceptance level of the public advisors on the listed titles was similar to that of TELA. Film titles that were not approved by TELA were not accepted by over 60% of the public advisors.

	Approved by TELA	Acceptable	Barely Acceptable	Unacceptable	No Comment
男人三十攪攪震	✓	64%	30%	6%	-
女人那話兒	✓	53%	38%	7%	2%
最後一滴也精彩	✓	41%	39%	20%	-
因乜差事跳跳跳	✓	39%	39%	19%	3%
濕透的紅底褲	✓	29%	40%	30%	1%
課外受精	✓	23%	51%	26%	-
毛媚巨乳天使	✓	23%	37%	39%	1%
巨乳舌交比賽	✗	14%	22%	63%	-
奶多淫不怪	✓	10%	31%	57%	2%
Fuck Me	✗	10%	17%	71%	2%
亂倫揸波七島	✗	9%	17%	74%	-
陰莖護士	✗	8%	23%	68%	1%

Base: All public advisors aged 18 or above
Sample size (90)

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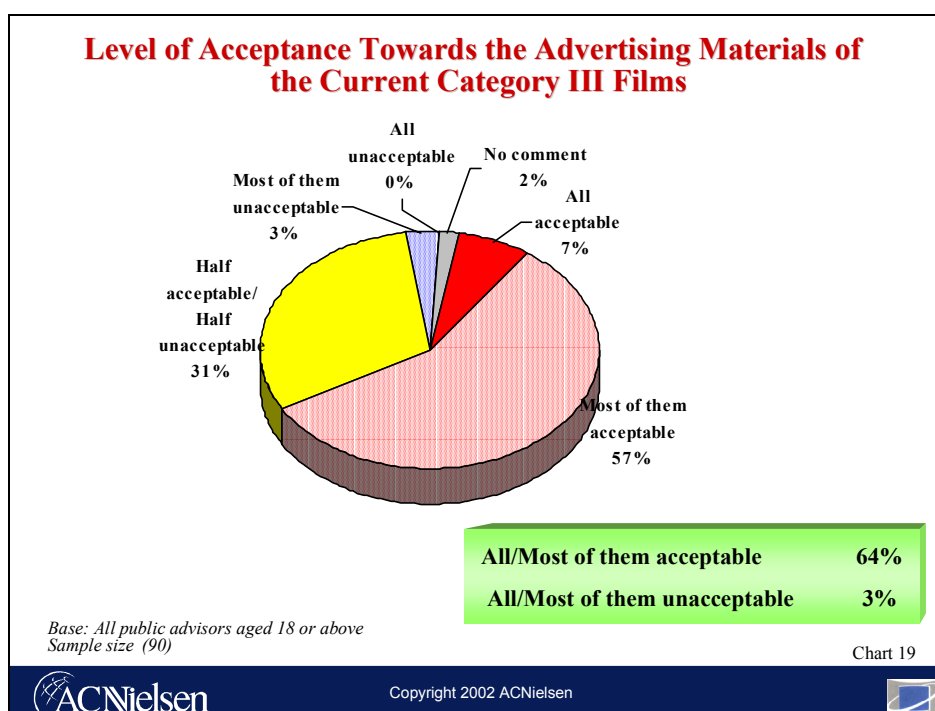


Section V – Attitudes towards Film Censorship and Classification Standards, continued

Level of Acceptance towards Advertising Materials of Existing Category III Films

Similar to the film titles, all or most of the advertising materials of the current Category III films were accepted by a majority of the public advisors (64%). Another 31% accepted half of the advertising materials. Only an insignificant minority (3%) of the public advisors found most of the advertising materials unacceptable.

(Chart 19)



Continued on next page



Section V – Attitudes towards Film Censorship and Classification Standards, continued

Attitudes towards Poster of Selected Category III Films

Posters that were approved by TELA received high level of acceptance from the public advisors.

However, it is noteworthy that the acceptability of the public advisors towards the non-approved posters was different from that of TELA. The 愛的軀殼 and 趕盡殺絕 posters were accepted by 68% and 47% for open display in concourses of cinemas.

	Approved by TELA	Acceptable to be Openly Displayed Outside Cinemas or Public Areas	Acceptable to be Displayed in Concourse of Cinemas	Not Suitable for Open Display	No Comment
漂流慾室	✓	69%	31%	-	-
女人那話兒	✓	44%	39%	16%	1%
鐵男 I/II	✓	43%	49%	7%	1%
愛的色放	✓	42%	54%	3%	-
愛的軀殼	✗	23%	68%	8%	1%
趕盡殺絕	✗	8%	47%	46%	-

Base: All public advisors aged 18 or above
Sample size (90)

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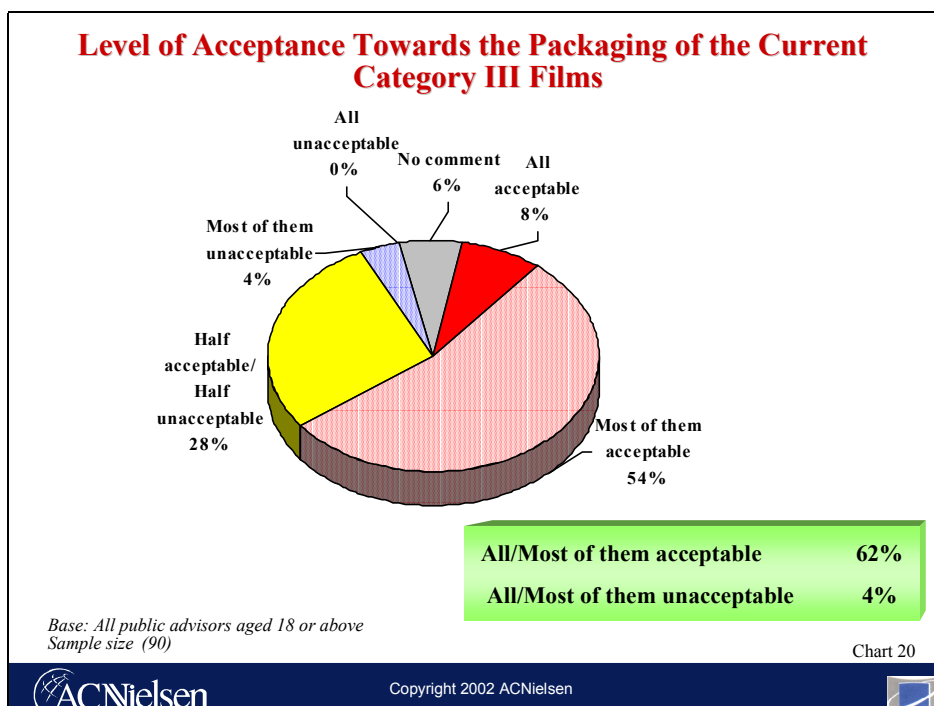


Section V – Attitudes towards Film Censorship and Classification Standards, continued

Level of Acceptance towards Packaging of Existing Category III Films

Sixty-two percent of public advisors considered most or all of the packaging of Category III films acceptable while another 28% found half of the packaging acceptable. Only a minor proportion (4%) thought most of them were unacceptable.

(Chart 20)



Continued on next page



Section V – Attitudes towards Film Censorship and Classification Standards, continued

Level of Acceptance towards Selected Packaging of Category III Films

The acceptance level of the public advisors on the selected packaging of Category III films was similar to that of TELA. Amongst those packaging approved by TELA, a relatively higher proportion of the public advisors also classified them as acceptable (43%-76%). *Nice Body Gal's*, which was disapproved by TELA, was unaccepted by over half (52%) of the public advisors.

Although 死亡錄播 was disapproved by TELA, a significant majority (44%) of the public advisors considered it was barely acceptable.

	Approved by TELA	Acceptable	Barely Acceptable	Unacceptable	No Comment
不溶性侵犯	✓	76%	24%	-	-
晚孃	✓	73%	24%	2%	-
女人那話兒	✓	58%	30%	12%	-
滅門慘案之孽殺	✓	43%	39%	17%	1%
死亡錄播	✗	18%	44%	37%	1%
Nice Body Gal's	✗	12%	34%	52%	1%

Base: All public advisors aged 18 or above
Sample size (90)

Continued on next page



Section V – Attitudes towards Film Censorship and Classification Standards, continued

Areas for Improvement

Six in ten (60%) public advisors mentioned some areas for improvement for the existing Censorship and Classification standards, which could be grouped under the areas of Censorship, Classification and Others. The key comments were:

Censorship	32%
Stricter enforcement on the film censorship	6%
Stricter censorship on Category IIA films	3%
Censorship on Category III films should be a bit more lenient	3%
The film classification system was too strict	3%
Censorship on Category II films should be a bit more lenient	3%
Classification	23%
No obvious difference between Category IIA and IIB/ Can be combined	6%
Redefine Category III into IIIA and IIIB/ Add more categories on top of III	3%
Films depicting homosexuality/ incest relationships were not suitable for exhibition	3%
Others	11%
Should not promote objectionable languages and depiction of triad, violence, pornography in films	3%

*Base: All public advisors aged 18 or above
Sample size (90)*

Continued on next page



Section VI – Suggested Classification for Selected Film Segments and Dialogues

This section reports the classification standards of the public advisors compared with TELA and covers the following areas:

- Suggested classification for selected film segments
 - Suggested classification for films depicting respective themes
 - Suggested classification for selected film dialogues
-

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Section VI – Suggested Classification for Selected Film Segments and Dialogues, continued

Suggested Classification for Selected Film Segments

In the survey, the public advisors were shown 30 film segments selected by TELA with the following breakdown:

- 5 film segments of violence
- 4 film segments of animation violence
- 5 film segments of shock and horror
- 10 film segments of sexuality and nudity
- 3 film segments of sexual violence
- 3 film segments of offensive behaviour and triad

Violence

Amongst the five selected film segments,

- Four were classified by a relatively large proportion of public advisors in a stricter category than by TELA;
- One was classified by a relatively large proportion of public advisors in a more lenient category than by TELA.

Animation Violence

Amongst the four selected film segments,

- One was classified by a relatively large proportion of public advisors in the same category as by TELA;
- Three were classified by a relatively large proportion of public advisors in a stricter category than by TELA.

Shock and Horror

Amongst the five selected film segments,

- One was classified by a relatively large proportion of public advisors in the same category as by TELA;
- Four were classified by a relatively large proportion of public advisors in a stricter category than by TELA.

Continued on next page



Section VI – Suggested Classification for Selected Film Segments and Dialogues, continued

Suggested Classification for Selected Film Segments, continued

Sexuality and Nudity

Amongst the 10 selected film segments,

- Three were classified by a relatively large proportion of public advisors in the same category as by TELA;
- Five were classified by a relatively large proportion of public advisors in a stricter category than by TELA;
- Two were classified by a relatively large proportion of public advisors in a more lenient category than by TELA.

Sexual Violence

Amongst the three selected film segments,

- One was classified by a relatively large proportion of public advisors in the same category as by TELA;
- Two were classified by a relatively large proportion of public advisors in a stricter category than by TELA.

Offensive Behaviour and Triad

Amongst the three selected film segments,

- One was classified by a relatively large proportion of public advisors in the same category as by TELA;
- Two were classified by a relatively large proportion of public advisors in a stricter category than by TELA.

In general, the public advisors categorised the film segments in a stricter way than by TELA with a significant proportion of public advisors classifying 20 out of 30 film segments in a category stricter than TELA. Only 7 out of the 30 film segments were put under the same category as TELA and 3 in a more lenient category than by TELA.

(Table 16)

Continued on next page



Section VI – Suggested Classification for Selected Film Segments and Dialogues, continued

Table 2 *Suggested classification for the selected film segments*

	TELA Standard	Category I (%)	Category IIA (%)	Category IIB (%)	Category III (%)	Not Suitable for Exhibition (%)	Don't Understand (%)
<u>Violence</u>							
Love on a Diet 瘦身男女(Segment 1)	IIA	-	13	42	43	1	-
Battle Royale 大逃殺(Segment 5)	III	-	1	6	42	51	-
Audition 切膚之愛(Segment 8)	III	20	20	9	19	32	-
Spy Kids 非常小特務(Segment 14)	I	10	32	39	17	1	1
Born Wild 野獸之瞳(Segment 21)	IIB	2	6	29	51	12	-
<u>Animation Violence</u>							
Biohazard 4D Executor 生化危機 4D 超感官之旅(Segment 3)	III	-	11	28	44	17	-
Mulan 花木蘭(Segment 7)	I	26	21	3	21	28	1
Jin-roh 人狼(Segment 12)	IIB	-	17	40	40	3	-
Grandma and Her Ghost 魔法阿媽(Segment 23)	IIA	22	21	8	19	28	2
<u>Shock and Horror</u>							
Dr T & the Woman 醫盡女人心(Segment 6)	IIB	3	4	30	47	16	-
Hannibal 沉默的殺機(Segment 11)	III	-	17	18	36	28	2
Ichi the Killer 殺手阿一(Segment 20)	III	-	1	6	38	56	-
Lara Croft Tomb Raider 盜墓者羅拉(Segment 26)	IIA	-	16	26	28	26	6
The Grinch 聖誕怪傑(Segment 29)	I	11	44	24	16	3	1
<u>Sexuality and Nudity</u>							
Fidelity 忠貞(Segment 2)	IIB	-	4	10	54	31	-
Krampack 少男心事(Segment 10)	III	-	2	7	64	27	-
Electrical Girl 發電俏嬌娃(Segment 13)	III	7	19	22	44	3	4
The Yoyeur 偷窺(Segment 15)	III	-	-	-	53	47	-
Lunch with Charles 與查理斯午餐(Segment 18)	IIA	-	9	31	44	16	-
The Yoyeur 偷窺(Segment 22)	III	23	18	3	26	27	3
Chain Reaction 我的第一次(Segment 25)	III	-	2	4	59	34	-
Butterfly's Tongue 沒有最後一課(Segment 27)	IIA	3	19	31	47	-	-
Shower 洗澡(Segment 28)	I	11	20	24	42	2	-
The Yoyeur 偷窺(Segment 30)	III	-	3	2	43	50	1
<u>Sexual Violence</u>							
Breaking the Silence 漂亮媽媽(Segment 4)	I	1	12	52	29	6	-
Ichi the Killer 殺手阿一(Segment 17)	III	-	1	13	60	24	1
My Rice Noodle Shop 花橋榮記(Segment 19)	IIA	1	10	50	38	1	-
<u>Offensive Behaviour and Triad</u>							
Cop on a Mission 知法犯法(Segment 9)	IIB	-	9	43	38	10	-
Cyclo 三輪車伕(Segment 16)	IIB	1	26	40	28	6	-
Traffic 毒網(Segment 24)	IIB	-	9	40	38	13	-

Base: All public advisors aged 18 or above
Sample size (90)



Continued on next page



Section VI– Suggested Classification for Selected Film Segments and Dialogues, continued

**Films Depicting
Different
Themes**

Generally speaking, the public advisors classified all the depictions in a strict manner. Those films depicting *sex acts between man and corpse* and *sex acts between man and animal* were even considered not suitable for exhibition.

(Tables 3)

Continued on next page



Section VI – Suggested Classification for Selected Film Segments and Dialogues, continued

Table 3 *Suggested classification for film depicting the respective themes*

<u>Theme (Depiction)</u>	Category <u>I</u> (%)	Category <u>IIA</u> (%)	Category <u>IIB</u> (%)	Category <u>III</u> (%)	Not Suitable <u>for Exhibition</u> (%)	Don't <u>Understand</u> (%)
<u>A. About Youngsters</u>						
Sex acts of youngsters	-	-	17	51	32	-
Youngsters participating in triad society	1	1	37	46	14	1
Youngsters participating in crimes	1	4	41	42	10	1
<u>B. About Adults</u>						
Sex acts of adults	-	3	20	77	-	-
Premarital sex and liberal thinking of sex	-	3	28	64	3	1
Prostitution	-	2	24	70	3	-
Sexual abuse or rape	-	-	9	77	14	-
Sex desire and sex acts of clergymen/ nuns / monks	-	1	11	64	23	-
Pedophilia	-	1	6	52	40	1
Incest relationships	-	-	6	59	36	-
Special sexual proclivity including sadism and fetishism	-	-	6	57	38	-
Sex acts between man and corpse	-	-	2	26	72	-
Sex acts between man and animal	-	-	1	26	73	-
Participating in triad society and its activity	1	2	26	62	9	-
Drug abuse	2	3	33	47	14	-

Base: All public advisors aged 18 or above
Sample size (90)

Continued on next page



Section VI – Suggested Classification for Selected Film Segments and Dialogues, continued

Suggested Classification for Selected Film Dialogues

In the survey, the respondents were shown 10 film segments selected by TELA and were asked to classify the segments based on the dialogues. The segments included:

- Foul languages
- Sexual references

Amongst the six segments of foul languages,

- Four were classified by a relatively large proportion of public advisors in the same category as by TELA;
- Two were classified by a relatively large proportion of public advisors in a stricter category than by TELA.

Amongst the four segments of sexual references,

- One was classified by a relatively larger proportion of public advisors in the same category as by TELA;
- Three were classified by a relatively larger proportion of public advisors in a stricter category than by TELA.

(Table 4)

Table 4 Suggested classification for the selected film dialogues

	TELA Standard	Category I (%)	Category IIA (%)	Category IIB (%)	Category III (%)	Not Suitable for Exhibition (%)	Don't Understand (%)
Bad Languages							
Shaolin Soccer 少林足球 (Dialogue 2)	IIB	-	21	54	24	-	-
Men of Honor 壯志潛龍 (Dialogue 3)	IIA	1	19	59	21	-	-
Gangs 2001 童黨 (Dialogue 4)	III	-	3	33	54	9	-
Shower 洗澡 (Dialogue 7)	I	13	39	42	4	-	1
A One and a Two 一一 (Dialogue 9)	IIA	9	42	42	3	3	-
Blow 毒王 (Dialogue 10)	IIB	-	18	52	29	1	-
Sexual References							
Finding Forrester 隔窗友緣 (Dialogue 1)	IIA	-	6	43	49	1	1
Everyday is Valentine 情迷大話王 (Dialogue 5)	IIA	1	16	51	31	1	-
The Story of Us 真心男女 (Dialogue 6)	IIB	-	13	34	49	3	-
Woman's Private Parts 女人那話兒 (Dialogue 8)	III	-	4	20	70	6	-

Base: All public advisors aged 18 or above
Sample size (90)

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Detailed Findings (Movie-goers Survey)



Section I – Knowledge of Film Classification System

This section contains the findings on the knowledge of the movie-goers on the existing Film Classification System and contains the four areas:

- Awareness of the Film Classification System
 - Whether the Film Classification System was divided into Categories I, IIA, IIB and III
 - Knowledge of the Film Classification System
 - Major responsibilities of TELA
-

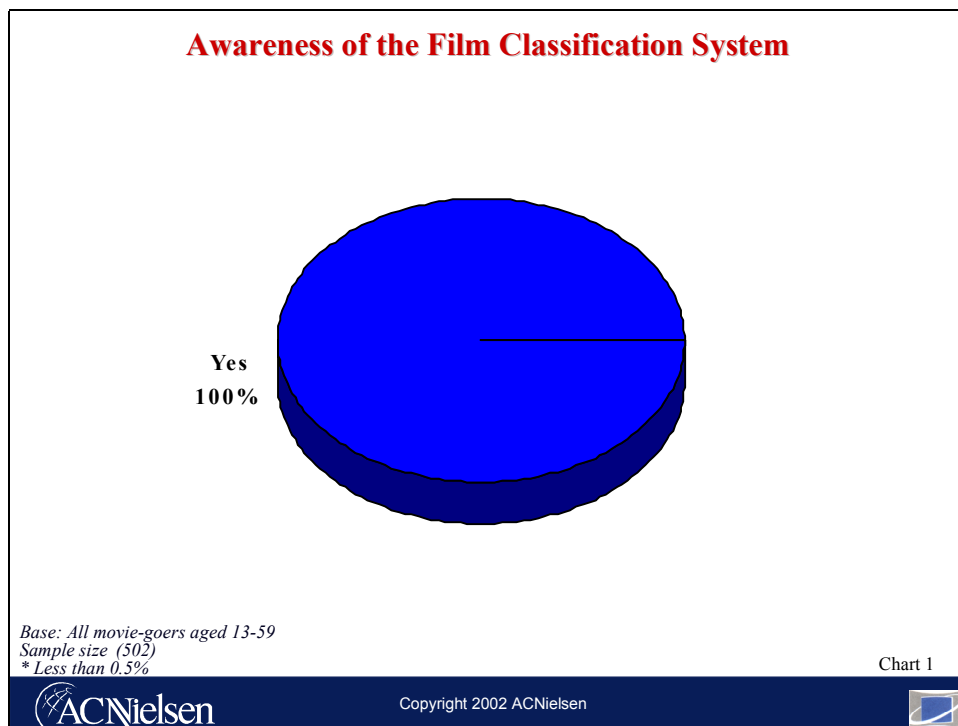
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Section I – Knowledge of Film Classification System, continued

Awareness of Film Classification System

All (100%) the movie-goers were aware of the Film Classification System. (Chart 1)



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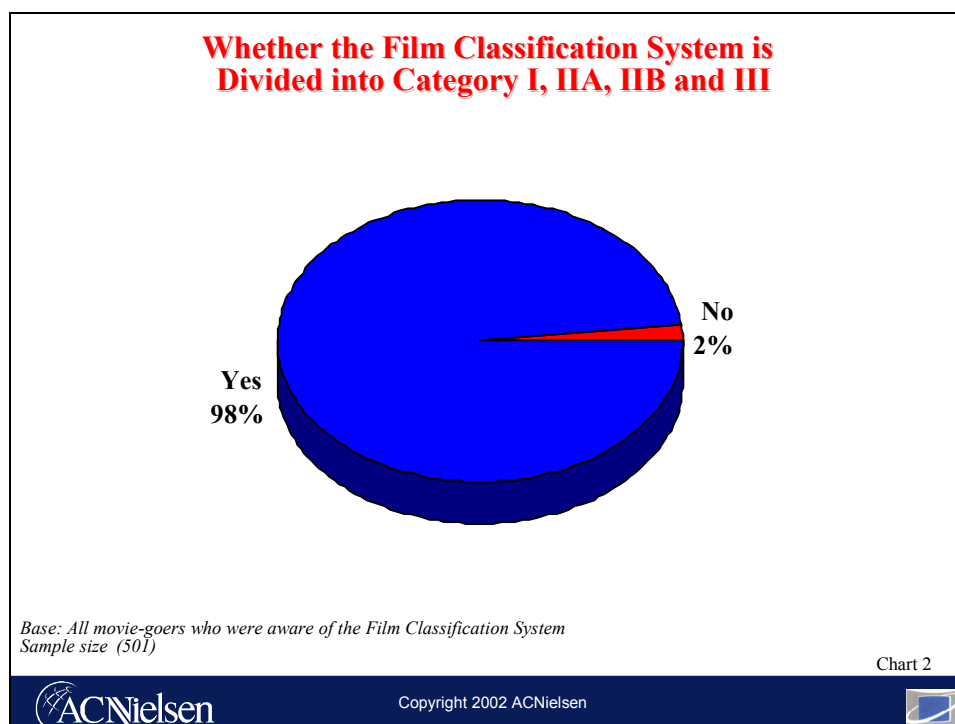


Section I – Knowledge of Film Classification System, continued

Whether Film Classification System was divided into Categories I, IIA, IIB and III

Nearly all (98%) the movie-goers were aware that the Film Classification System was divided into Categories I, IIA, IIB and III.

(Chart 2)



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Section I – Knowledge of Film Classification System, continued

Knowledge of Film Classification System



The description of each category was read out to those who were aware of the Film Classification System. All the movie-goers could recognise the definitions of Category I and III. Relatively fewer movie-goers knew about Categories IIA and IIB (92% and 95%).

(Chart 3)

Knowledge of the Film Categories	
	<u>Correct Answer</u> %
Category I suitable for all ages	100
Category IIA is not suitable for children	92
Category IIB is not suitable for children and young persons	95
Category III is for persons aged 18 or above only	100

Base: All movie-goers who were aware of the Film Classification System
Sample size (501)

Chart 3

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Section I – Knowledge of Film Classification System, continued

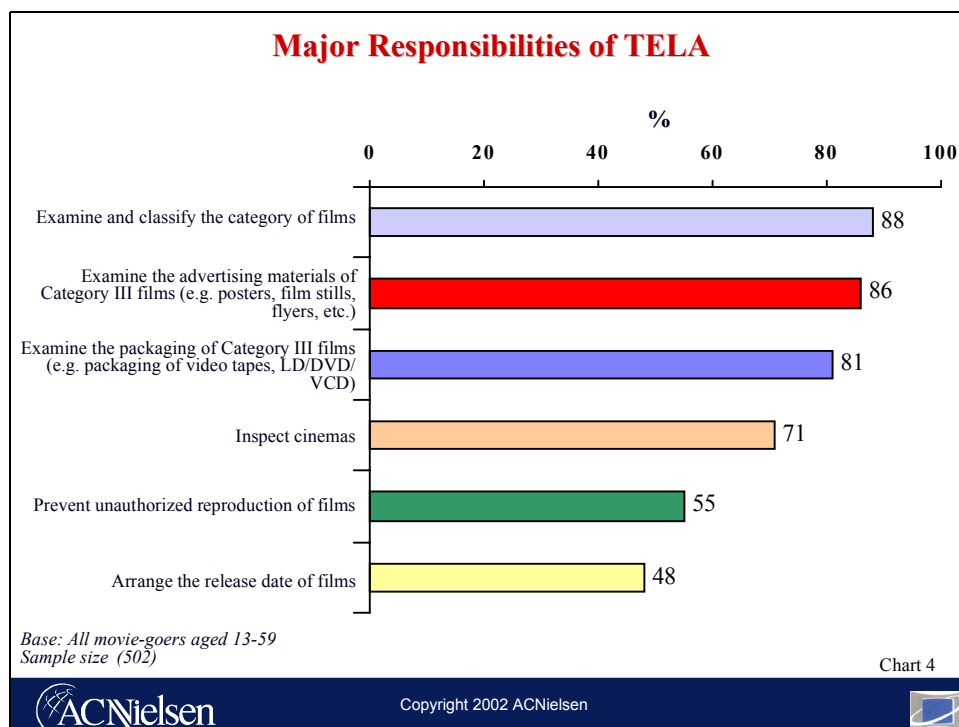
Major Responsibilities of TELA

Over 70% of the movie-goers could name the tasks of TELA correctly:

- Examining and classifying the category of films (88%)
- Examining the advertising materials of Category III films (86%)
- Examining the packaging of Category III films (81%)
- Inspecting the cinemas (71%)

There were approximately half of the movie-goers who thought TELA was responsible for preventing unauthorized reproduction of films (55%) and arranging the release dates of films (48%), although these were not the functions of TELA.

(Chart 4)



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Section II – Opinions on Film Classification System

This section reports the movie-goers' opinions on the existing Film Classification System and consists of the following areas:

- Level of acceptance towards the existing Film Classification System
 - Whether the Film Classification System was clearly explained to the public
 - Perceived effective means to promote the Film Classification System
 - Whether it was appropriate to allow persons aged 18 or above to see Category III films
 - Minimum age of seeing Category III films
 - Whether it was appropriate for TELA to carry out film classification and censorship
 - Organization that was more appropriate than TELA to carry out film classification and censorship
-

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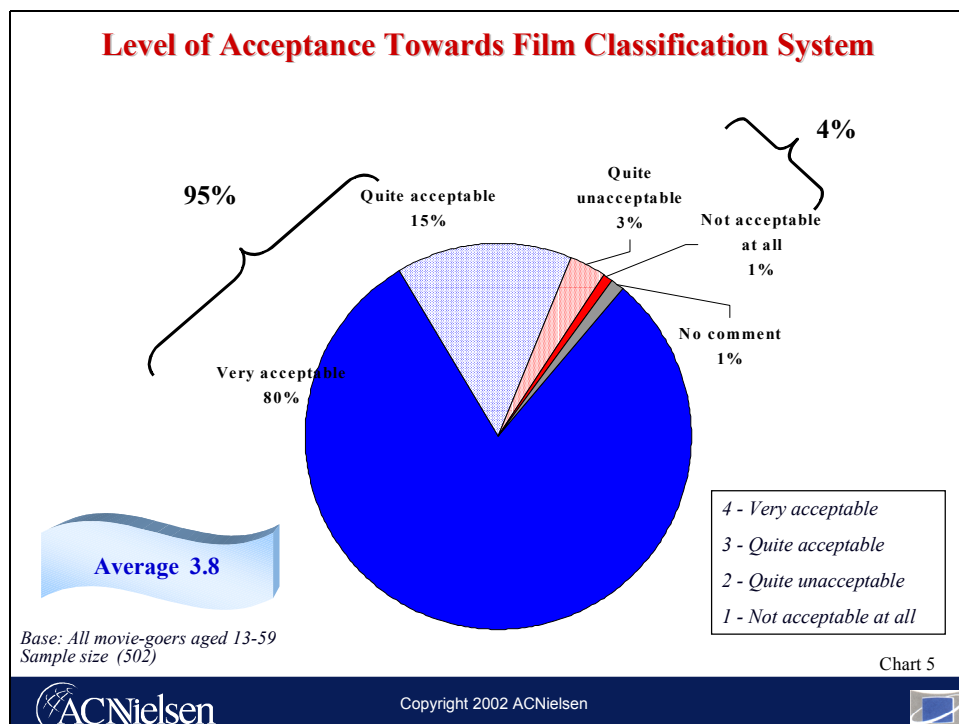


Section II – Opinions on Film Classification System, continued

Level of Acceptance towards Existing Film Classification System

The vast majority (95%) of the movie-goers thought the existing system acceptable, with 80% of them considering it “very acceptable”. Only an insignificant minority (4%) found the system unacceptable.

(Chart 5)



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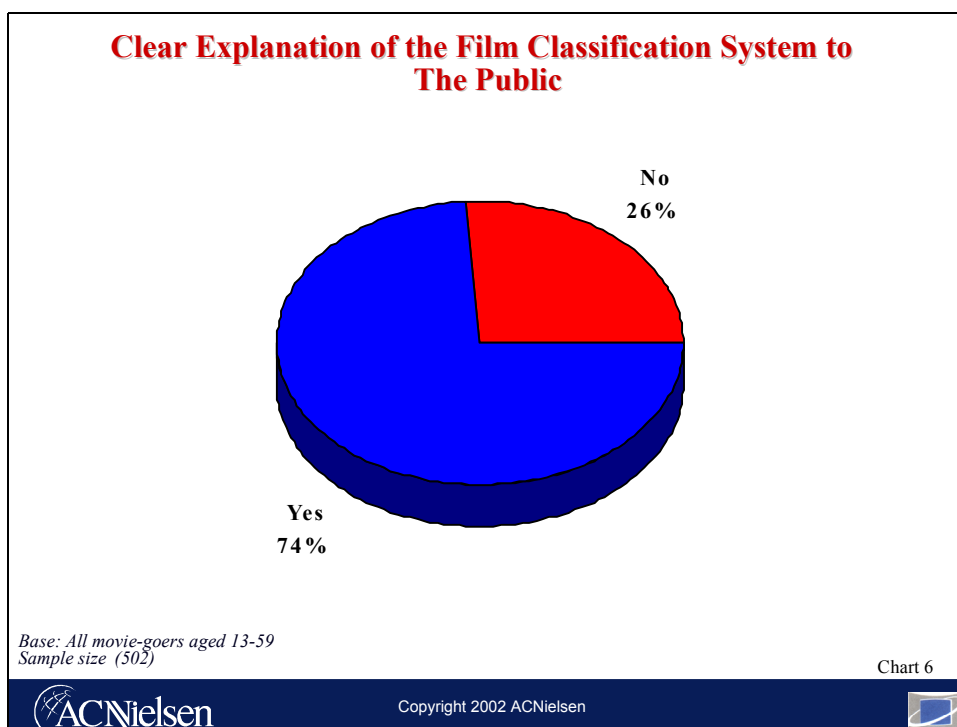


Section II – Opinions on Film Classification System, continued

Clear Explanation of Film Classification System to Public

Nearly three-quarters (74%) of the movie-goers held the view that the Film Classification System had been clearly explained to the public while the remaining 26% thought otherwise.

(Chart 6)



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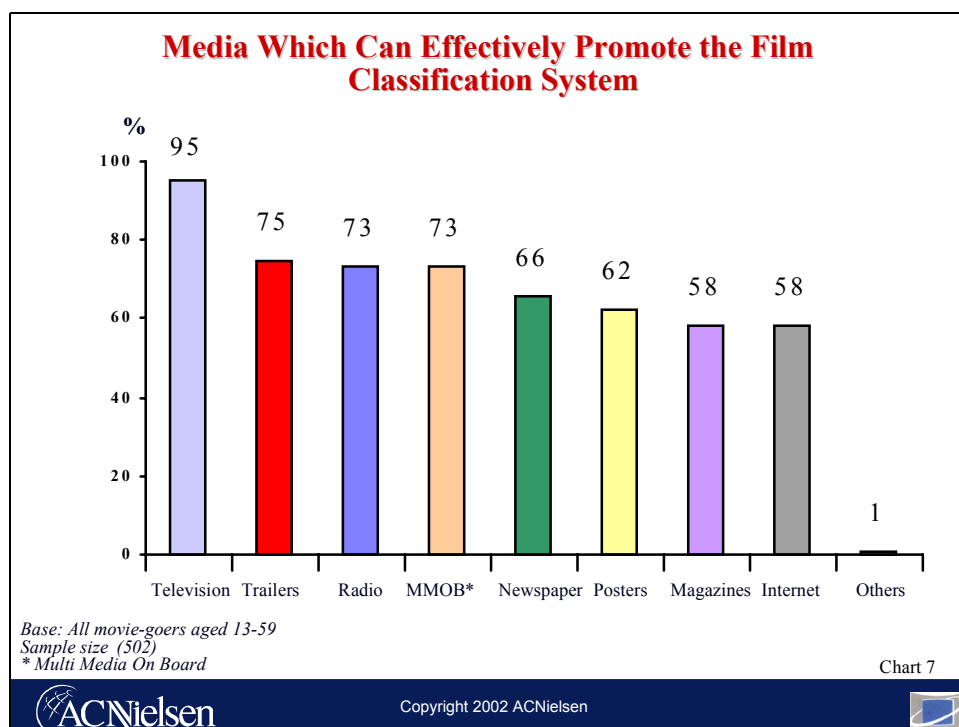


Section II – Opinions on Film Classification System, continued

Perceived Effective Means to Promote Film Classification System

The great majority of the movie-goers (95%) regarded television as an effective medium to promote the Film Classification System to the public, followed by trailers (75%), radio (73%) and multi media on board (73%).

(Chart 7)



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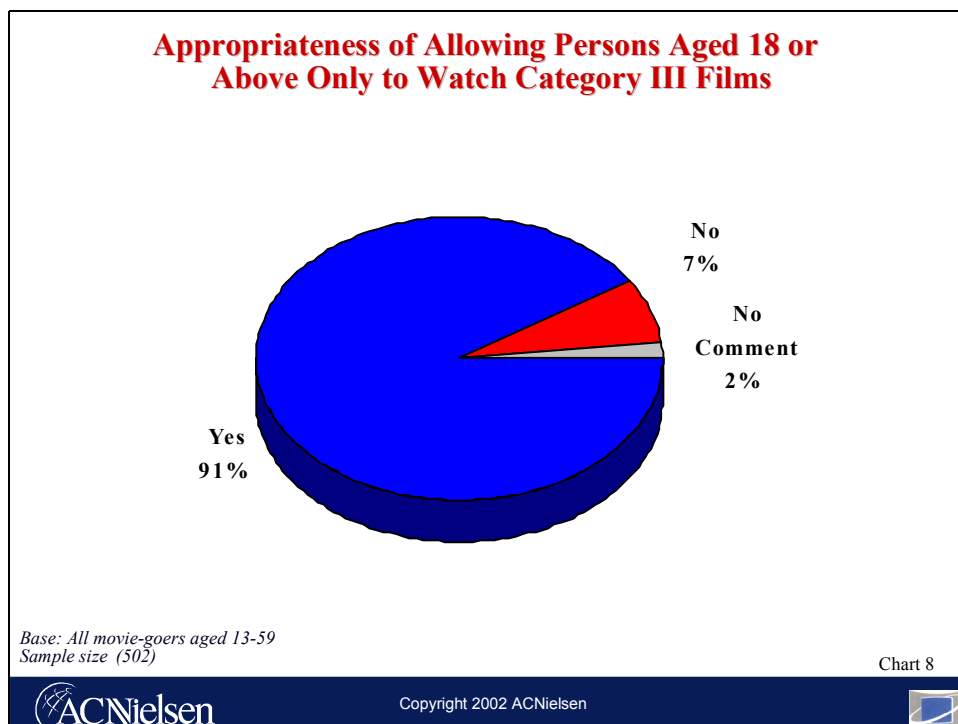


Section II – Opinions on Film Classification System, continued

Appropriateness of Allowing Persons Aged 18 or Above to See Category III Films

Ninety-one percent of the movie-goers found it appropriate for allowing persons aged 18 or above to watch Category III films. Only a small proportion (7%) held the opposite view.

(Chart 8)



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Section II – Opinions on Film Classification System, continued

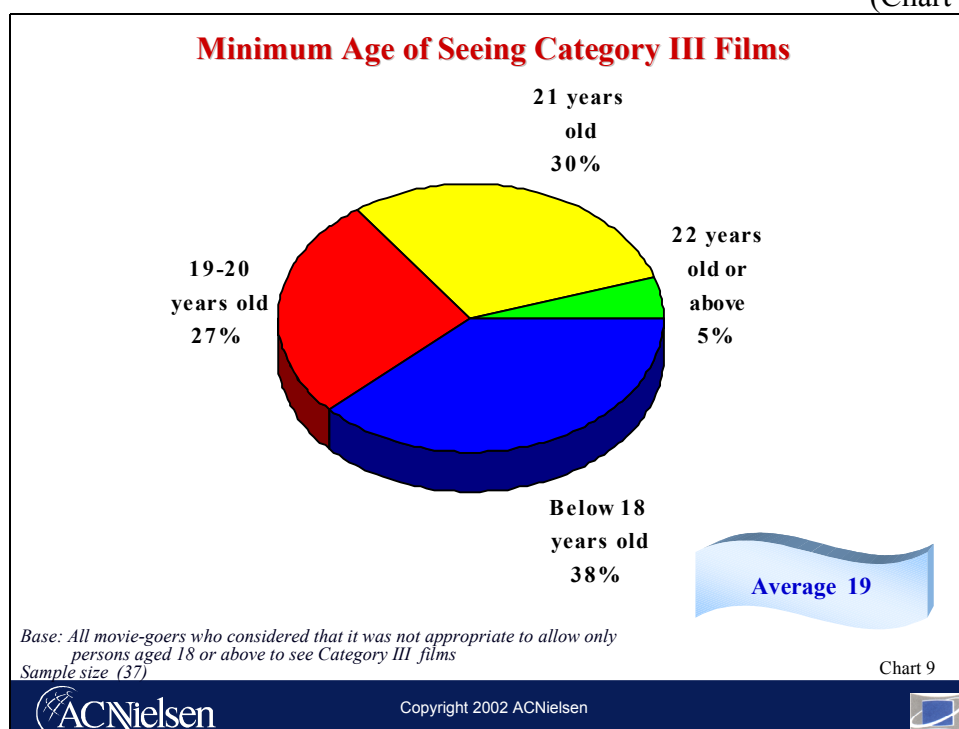
Minimum Age of Seeing Category III Films

Those who did not agree to the existing age restriction for Category III films were further asked to state their recommended minimum age. Comparatively higher proportion of the movie-goers suggested a stricter age restriction for Category III films (62% for aged 19 or above).

However, more than one-third of movie-goers would like to lower the minimum age to under 18.

The average was 19 years old.

(Chart 9)



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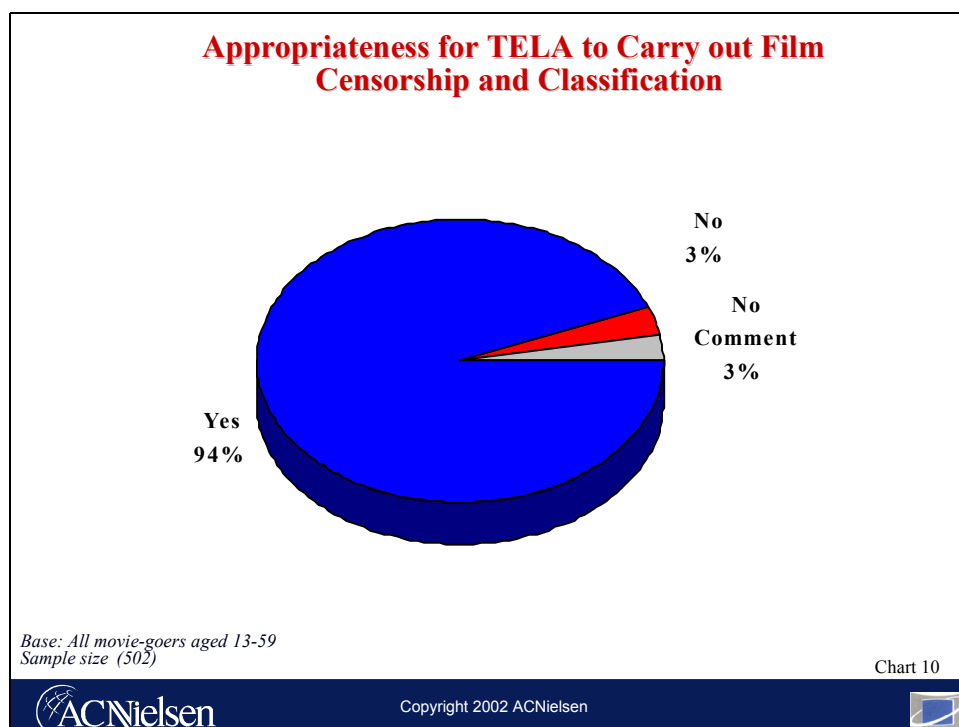


Section II – Opinions on the Film Classification System, continued

Appropriateness for TELA to Carry Out Film Censorship and Classification

The vast majority (94%) of the movie-goers considered TELA the appropriate body to carry out film censorship and classification.

(Chart 10)



Continued on next page



Section II – Opinions on Film Classification System, continued

Organization Appropriate to Carry Out Film Censorship and Classification

Amongst the movie-goers who did not consider TELA appropriate to perform film classification and censorship, 46% of them held the view that organisations from the general public would be more suitable to be responsible for such tasks, followed by organization appointed by the Government (31%) and organization in the film industry (15%).

(Chart 11)



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Section III – Reference Made to Film Classification System When Selecting Films

This section covers whether the movie-goers referred to the Film Classification System when they selected films and whether the Film Classification System was seen to be helpful to the public. Specifically, it includes the following areas:

- Whether the movie-goers referred to the film category when selecting films
- Reasons for not referring to the film category when selecting films
- Whether the movie-goers paid attention to the sub-division of Category II
- Reasons for not paying attention to the sub-division of Category II
- Helpfulness of the sub-division of Category II in selecting films for children
- Helpfulness of the provision of classification information on TELA's website in selecting films
- Preferred film classification information available on TELA's website

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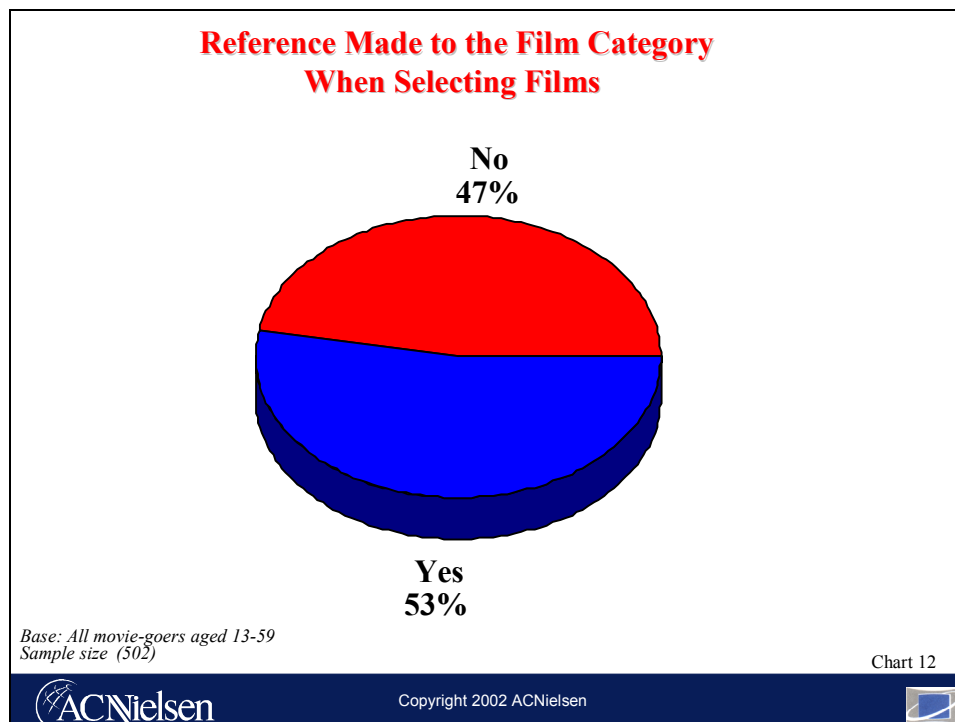


Section III – Reference Made to Film Categories When Selecting Films, continued

Reference Made to Film Category When Selecting Films

Slightly more than half (53%) of the movie-goers considered the film categories when selecting films.

(Chart 12)



Reasons for Not Referring to Film Category

Amongst the movie-goers aged 18-59 (referred to as “adult movie-goers” hereafter), the reasons for not referring to the film category were:

- Was aged 18 or above, thus no need to consider the film category (94%)
- Film category was not a factor in selecting films (33%)
- Did not endorse the film categorization (10%)
- Was not familiar with the Film Classification Standards (8%)

For movie-goers aged 13-17 (referred to as “young movie-goers” hereafter), 62% of them said film category was not a factor in selecting films, 38% did not endorse the film categorization and 31% was not familiar with the Film Classification Standards.

*Base: All movie-goers who did not refer to the film category when selecting films
Sample size: Aged 13-17 (29); aged 18-59 (206)*

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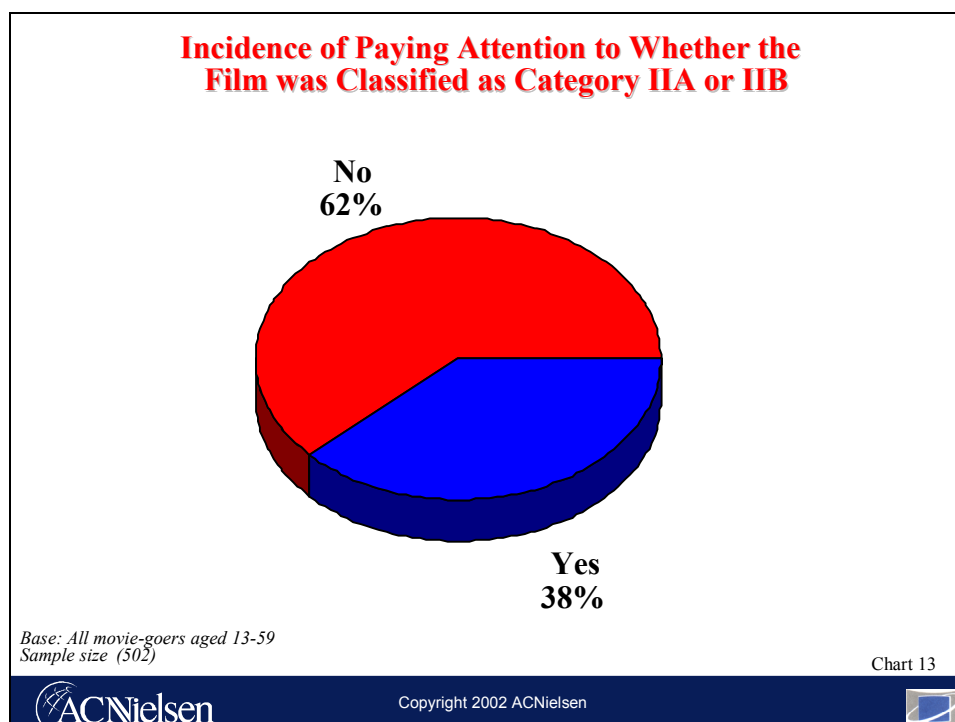


Section III – Reference Made to Film Categories When Selecting Films, continued

Incidence of Paying Attention to Whether Film Was Classified as Category IIA or IIB

Thirty-eight percent of the movie-goers checked whether the film was classified as Category IIA or IIB.

(Chart 13)



Continued on next page



Section III – Reference Made to Film Categories When Selecting Films, continued

Reasons for Not Paying Attention to Whether Film Was Classified as Category IIA or IIB

Both adults and young movie-goers did not pay attention to whether the film belonged to Category IIA or IIB mainly because they found *the difference in classification standards between Categories IIA and IIB films was not obvious*. Another major reason for adults movie-goers was that *they did not see films with people aged below 18*. Other reasons were as follows:

	<u>Aged 13-17</u>	<u>Aged 18-59</u>
Did not see films with people aged below 18, thus no need to consider the film category	NA	81%
Difference in classification standards between Categories IIA and IIB films was not obvious	79%	63%
Did not endorse the classification of Categories IIA and IIB films	44%	27%
The content of Categories IIA and IIB films did not have any bad influence on young persons	35%	NA
Not familiar with the classification standards of Categories IIA and IIB films	29%	25%
Did not know Category II is subdivided into Categories IIA and IIB	8%	3%
Film category was not a factor in selecting the film	6%	1%
Parents decided which film to see	6%	NA
<i>Base: All movie-goers who did not pay attention to whether the film belonged to Categories IIA or IIB</i>		
<i>Sample size</i>	(48)	(263)

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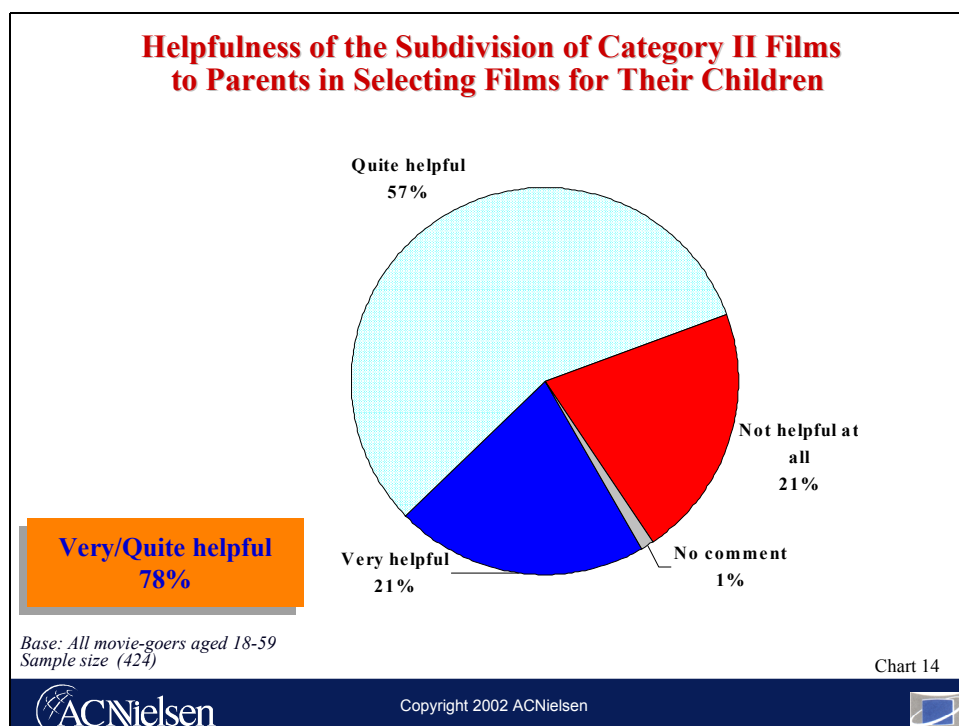


Section III – Reference Made to Film Categories When Selecting Films, continued

Helpfulness of Sub-division of Category II Films to Parents in Selecting Films for Children

More than three-quarters (78%) of the adult movie-goers found the sub-division of Category II very or quite helpful to parents in selecting films for children aged below 18.

(Chart 14)



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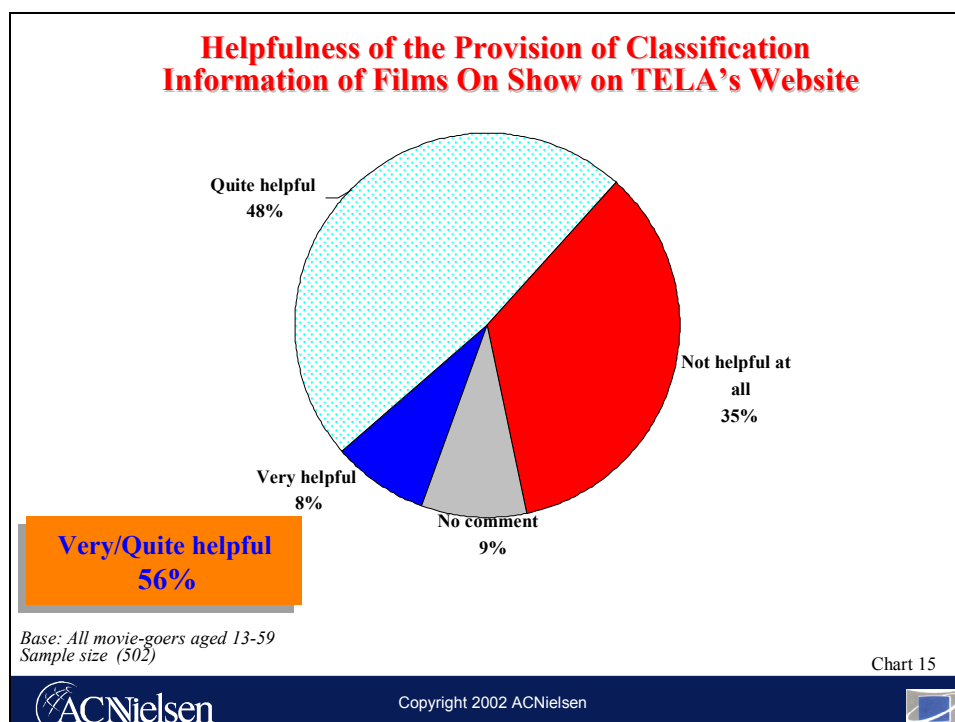


Section III – Reference Made to Film Categories When Selecting Films, continued

Helpfulness of Provision of Classification Information on TELA's Website in Selecting Films

More than half (56%) of the movie-goers considered it very or quite helpful for TELA to provide classification information of films on show on its website. Nevertheless, 35% thought it was not helpful at all.

(Chart 15)



Preferred Film Classification Information Available on TELA's Website

Movie-goers who perceived provision of classification information on TELA's website very or quite helpful preferred the website to include the following information:

- Film category (91%)
- Film title in both Chinese and English (85%)
- Degree of sex and violence content in the film (85%)
- Language of subtitles (83%)
- Length of the film (75%)

Base: All movie-goers who perceived provision of classification information on TELA's website very/quite helpful
Sample size (281)

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Section IV – Parental Guidance on Selecting Films for Children

This section collects information on whether the parents concerned about what films their children saw and whether the young respondents sought advice from their parents when selecting Category II films. It covers the following areas:

- Incidence of selecting films for children aged below 18
 - Consideration of Category IIA or IIB when selecting films for children aged below 18
 - Whether the young respondents sought opinions from parents when selecting Category II films
-

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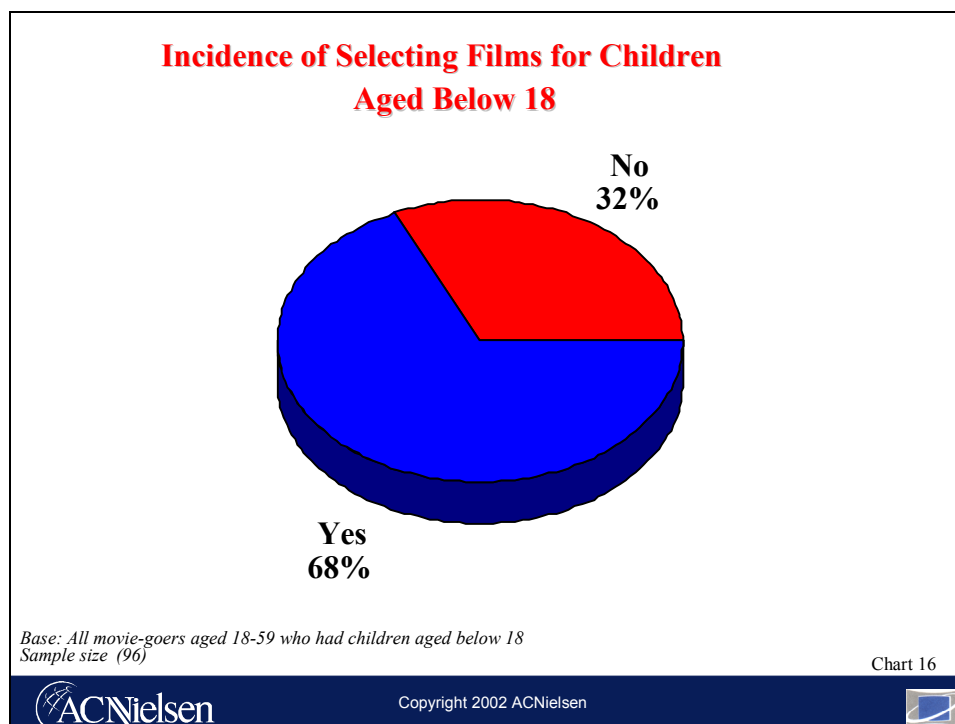


Section IV – Parental Guidance on Selecting Films for Children, continued

Incidence of Selecting films for Children Aged Below 18

Amongst movie-goers who had children aged under 18, sixty-eight percent selected the films their children watched.

(Chart 16)



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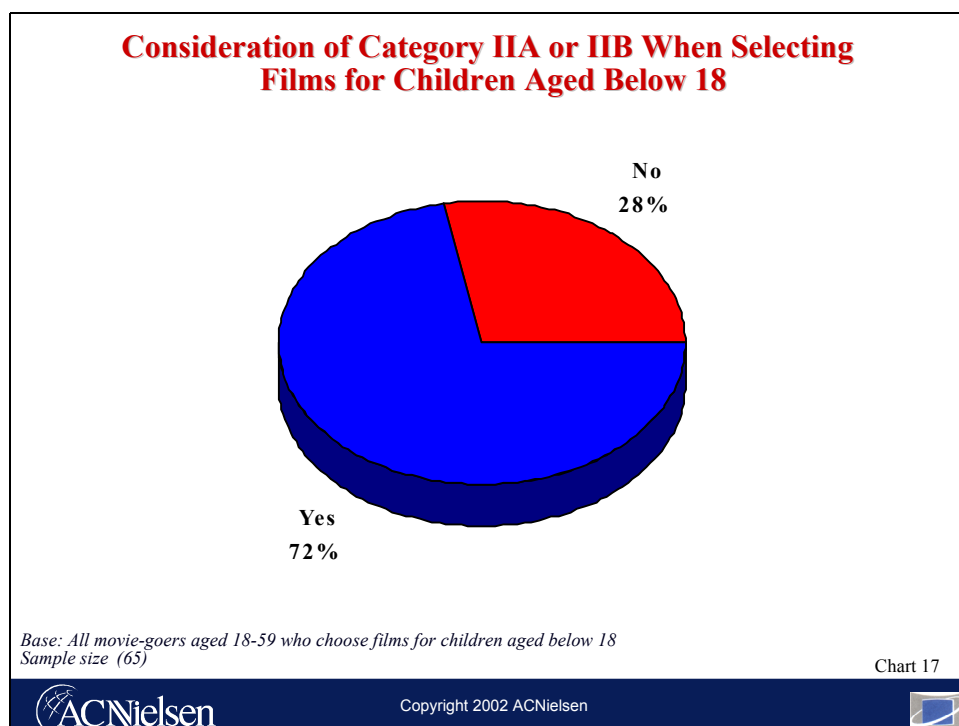


Section IV – Parental Guidance on Selecting Films for Children, continued

Consideration of Category IIA or IIB When Selecting Films for Children Aged Below 18

Amongst the movie-goers who chose films for their children aged under 18, approximately seven in ten (72%) of them considered whether the films were classified as Category IIA or IIB when selecting Category II films.

(Chart 17)



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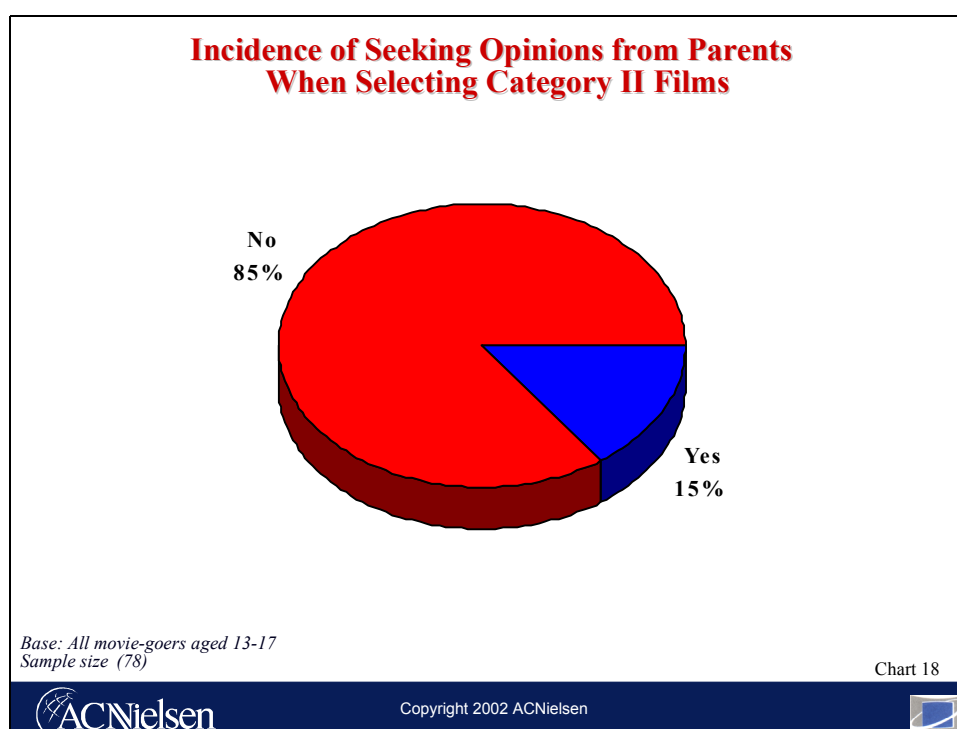


Section IV – Parental Guidance on Selecting Films for Children, continued

Incidence of Seeking Opinions from Parents when Selecting Category II Films

Only a minor proportion (15%) of the young movie-goers sought advice from their parents when selecting Category II films.

(Chart 18)



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Section V – Young Persons’ Habits of Viewing Category III Films

This section aims at understanding the young persons’ habits of seeing Category III films. It covers the following sub-sections:

- Incidence of seeing Category III films
 - Number of times seeing Category III films
 - Place of seeing Category III films
 - Whether the video tapes/ LDs/ VCDs/ DVDs of Category III films were provided by friends or were self-owned
 - Whether the video tapes/ LDs/ VCDs/ DVDs of Category III films were provided by friends aged below 18
 - Source of obtaining video tapes/ LDs/ VCDs/ DVDs of Category III films
 - Whether the parents were aware of young persons seeing Category III film
-

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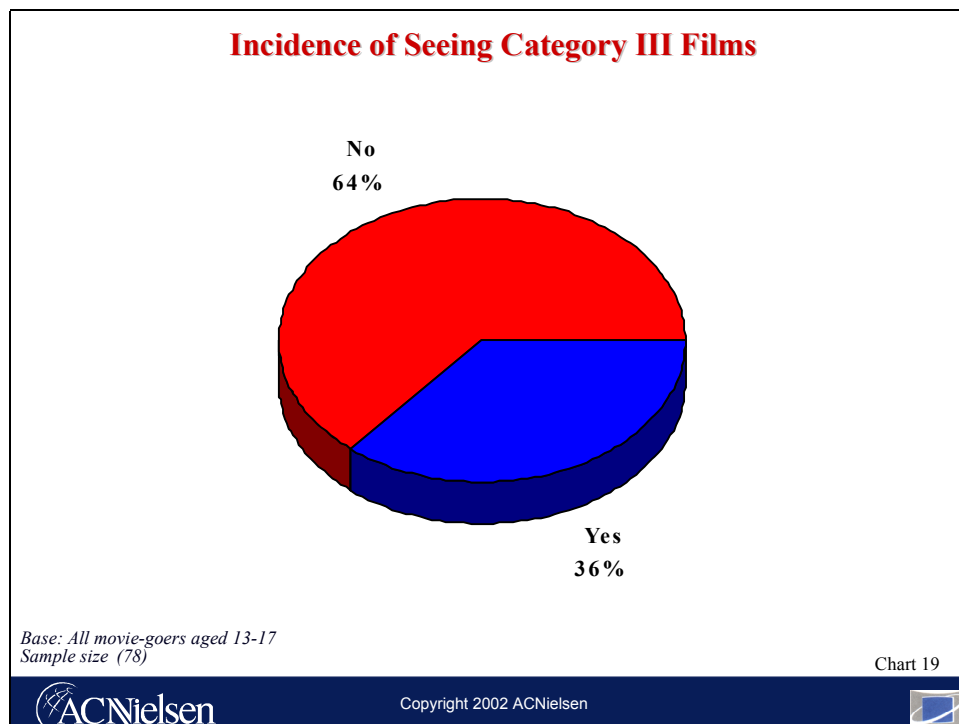


Section V – Young Persons' Habits of Viewing Category III Films, continued

Incidence of Seeing Category III Films

Thirty-six percent of the young movie-goers had ever watched Category III films.

(Chart 19)



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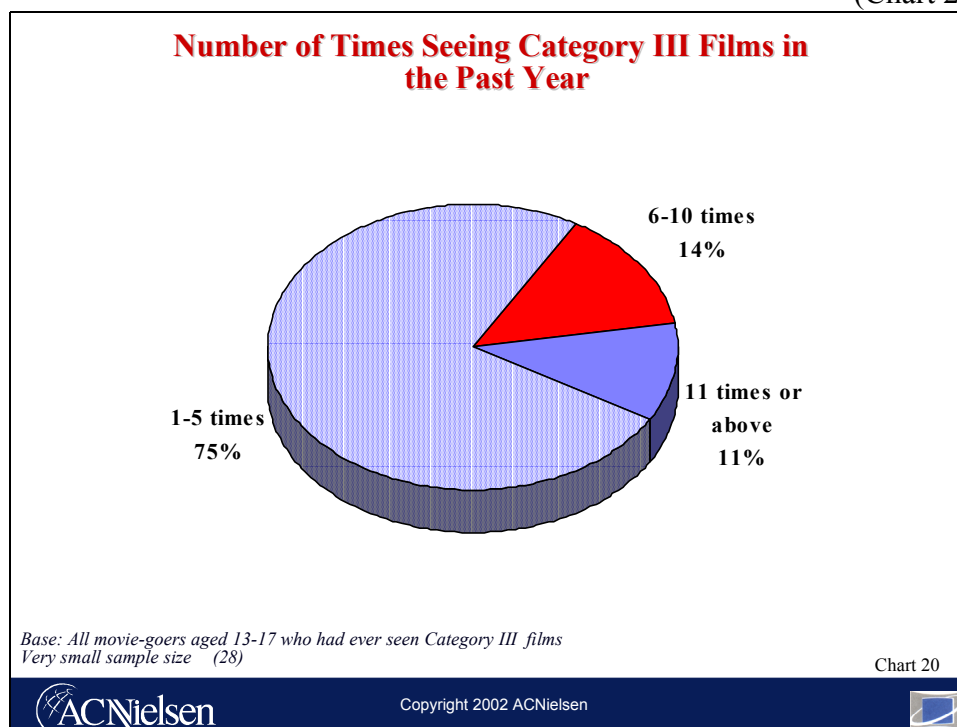


Section V – Young Persons' Habits of Viewing Category III Films, continued

Number of Times seeing Category III Films

Amongst the young movie-goers who had ever seen Category III films, three-quarters (75%) had seen such films for one to five times while the remaining 25% had watched such kind of films over five times in the past year.

(Chart 20)



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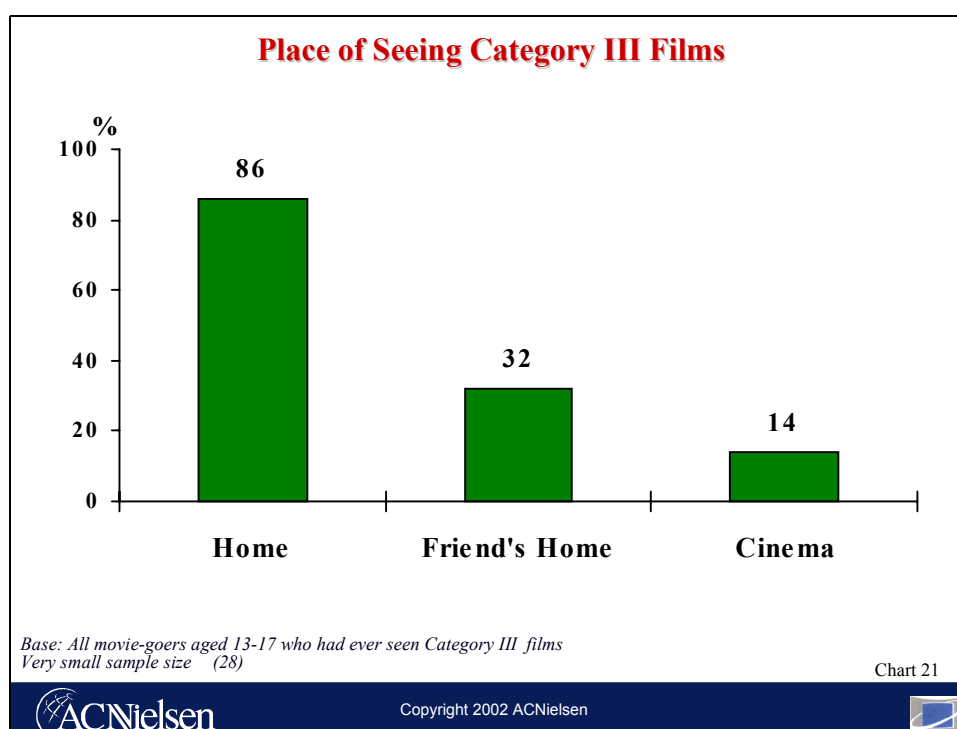


Section V – Young Persons' Habits of Viewing Category III Films, continued

Place of seeing Category III films

The great majority (86%) of the young movie-goers saw Category III films at their own home, followed by at friend's home (32%). 14% of the young movie-goers watched that type of films in cinema.

(Chart 21)



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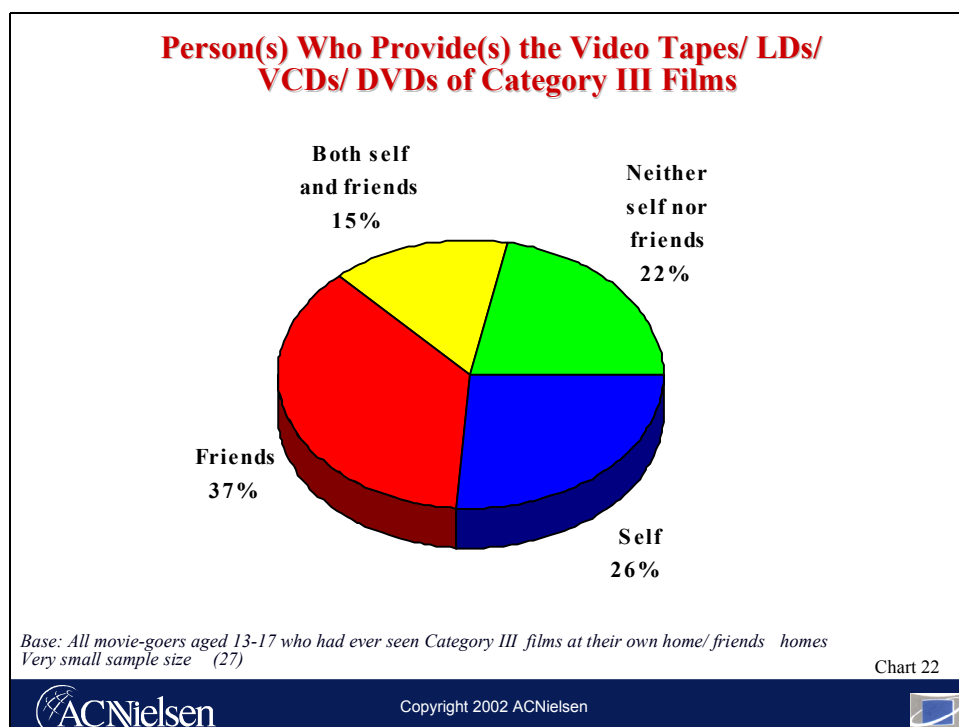


Section V – Young Persons’ Habits of Viewing Category III Films, continued

Person(s) who provide(s) the video tapes/ LDs/ VCDs/ DVDs of Category III films

For those who had seen Category III films at their own or friends’ homes, such types of the video tapes, LDs, VCDs and DVDs were mainly provided by friends (52%) and themselves (41%). 22% accessed Category III films from other sources.

(Chart 22)



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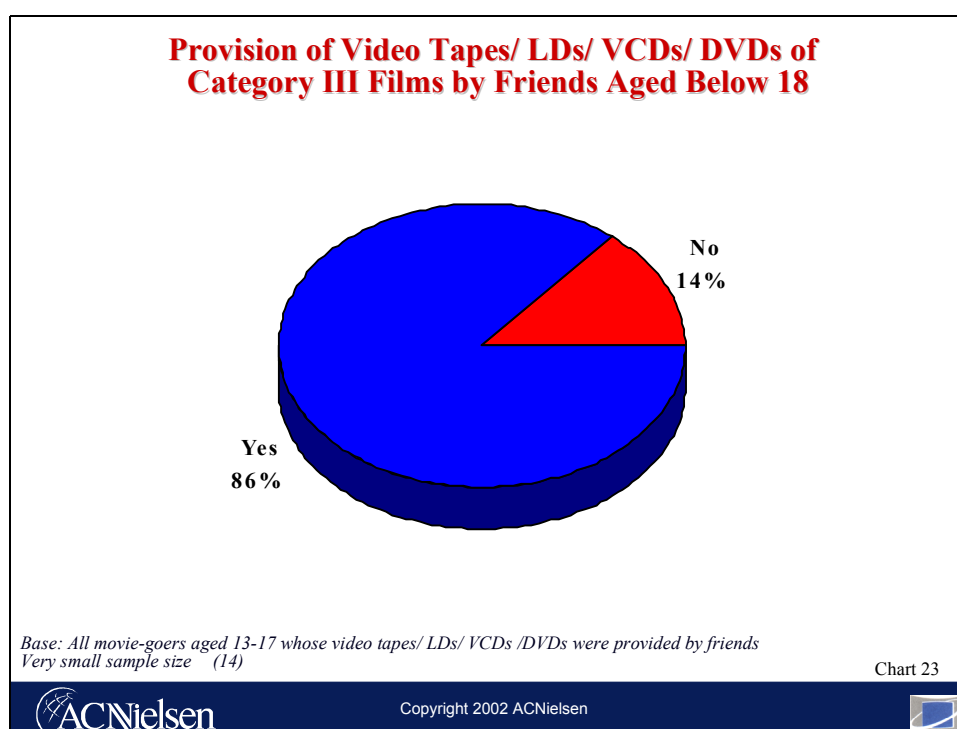


Section V – Young Persons’ Habits of Viewing Category III Films, continued

Provision of video tapes/ LDs/ VCDs/ DVDs of Category III films by friends aged below 18

Amongst those who got the video tapes, LDs or VCDs of Category III films from their friends, most (86%) of them said such films were provided by friends below 18 years old.

(Chart 23)



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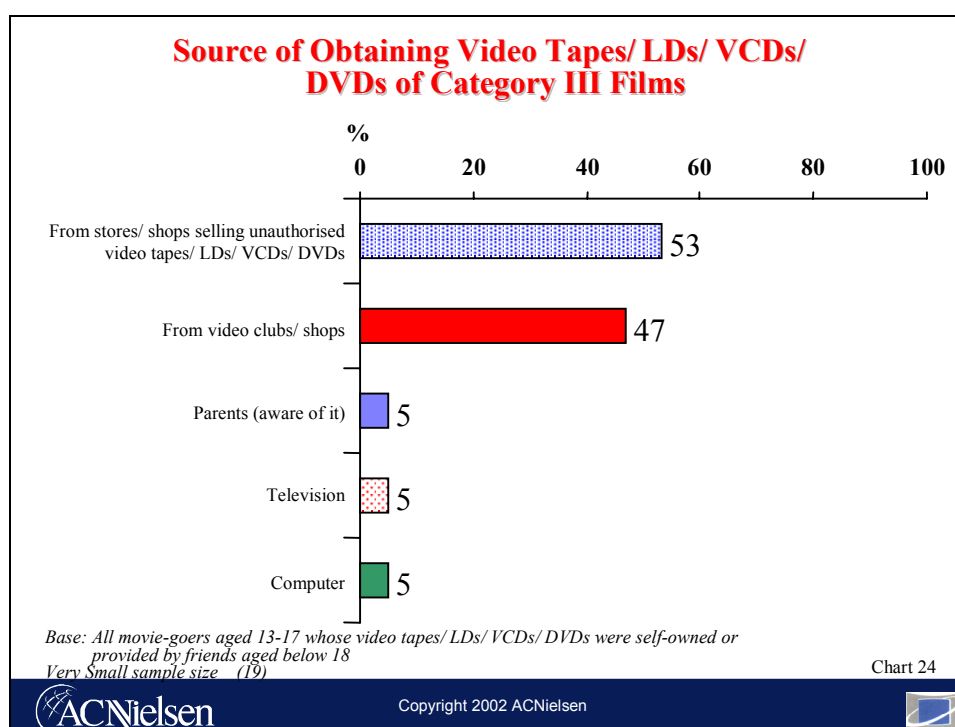


Section V – Young Persons’ Habits of Viewing Category III Films, continued

Source of Obtaining Video Tapes/ LDs/ VCDs/ DVDs of Category III Films

The major sources of video tapes, LDs, VCDs and DVDs of Category III films were stores or shops selling unauthorised video tapes/ LDs/ VCDs/ DVDs (53%) and video clubs or shops (47%).

(Chart 24)



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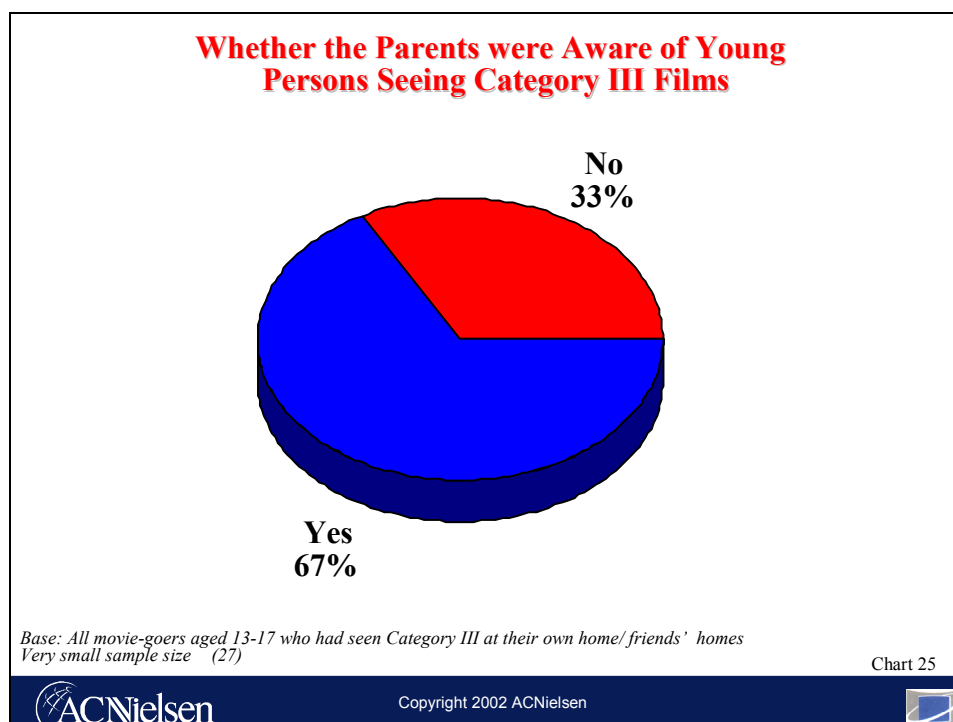


Section V – Young Persons’ Habits of Viewing Category III Films, continued

Awareness of Parents of Young Persons Seeing Category III Films

The parents of two-thirds (67%) of the young movie-goers who saw Category III films at their own or friends’ homes were aware that their children watched such films.

(Chart 25)



Reason(s) for Seeing Category III Films

The reasons that the young movie-goers had seen Category III films were:

- Out of curiosity (46%)
- They thought the contents of these films did not have any bad influence on young persons (39%)
- They thought the contents of these films can help young persons gain knowledge of the reality of adults’ world (36%)
- They thought the contents of these films could broaden young persons’ views and enrich their knowledge (25%)
- They were attracted by the content of the films (18%)

*Base: All movie-goers aged 13-17 who had seen Category III films at their own home or friends’ homes
Small sample size (28)*

Continued on next page



Section VI – Attitudes towards Film Censorship and Classification Standards

This section studies the movie-goers' attitudes towards the existing film Censorship and Classification standards and contains the following sub-sections:

- Acceptance towards the current film classification standards
- Attitudes (lenient or strict) towards the current film classification standards
- Attitudes (lenient or strict) towards the current film censorship standards
- Level of acceptance towards titles of the current Category III films
- Level of acceptance towards advertising materials of the current Category III films
- Level of acceptance towards packaging of the current Category III films
- Awareness of the existing category of the selected films
- Suggested category for the selected films
- Scenes or contents that did not match with the designated category of the selected films
- Areas for improvement for the current Censorship and Classification standards

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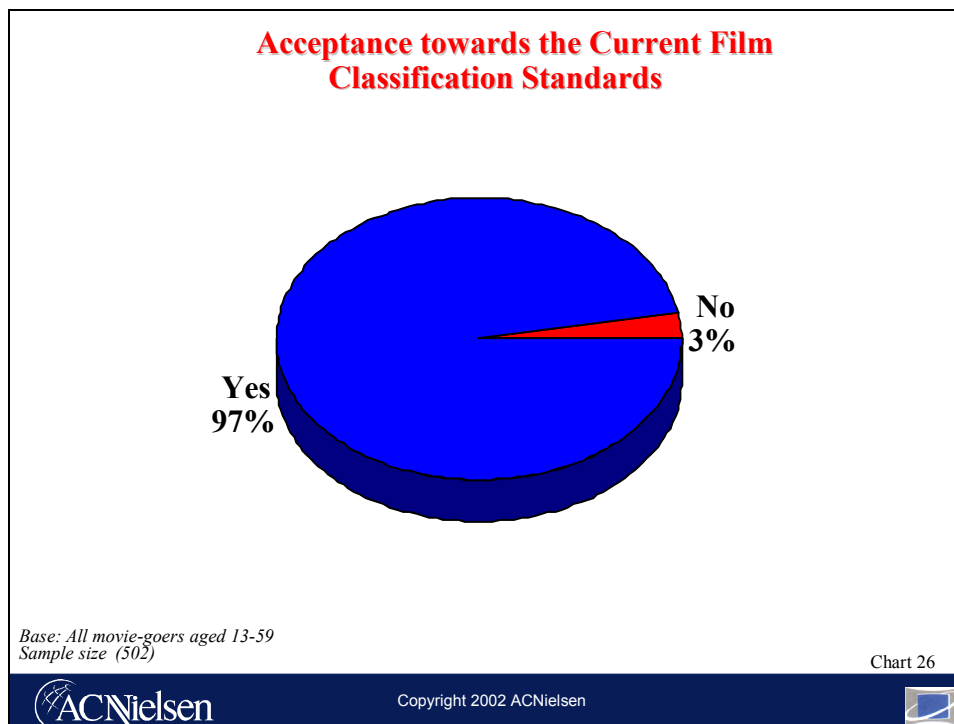


Section VI – Attitudes towards Film Censorship and Classification Standards, continued

Acceptance of Current Film Classification Standards

Virtually all (97%) the movie-goers considered the current film classification standards acceptable.

(Chart 26)



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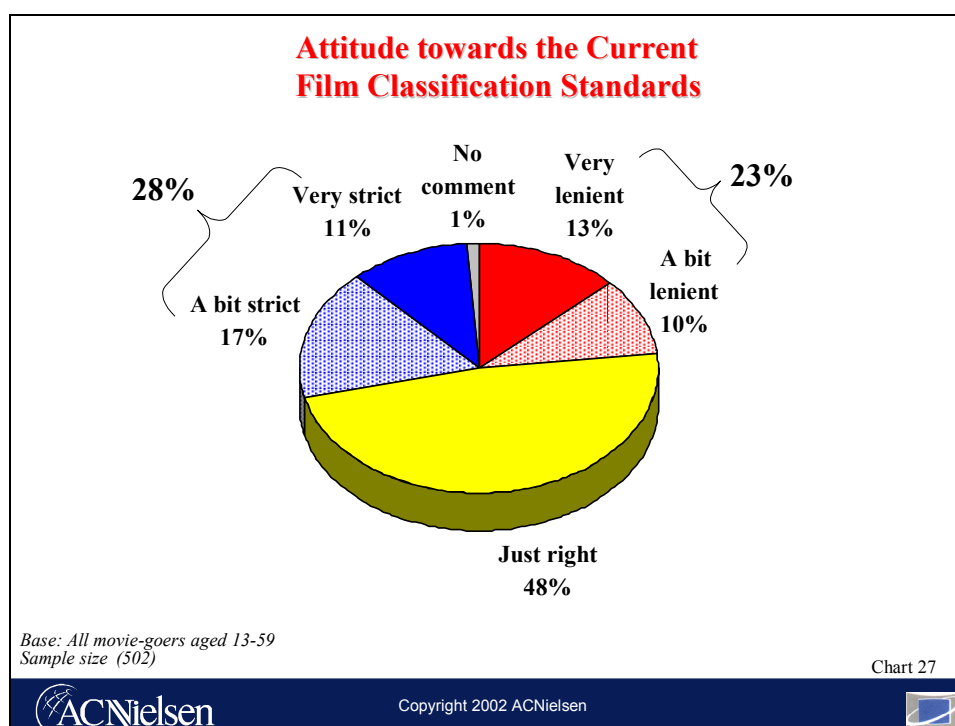
Section VI – Attitudes towards Film Censorship and Classification Standards, continued

Attitudes towards Current Film Classification Standards

Similar to the other two surveys, the movie-goers were asked to express their attitude towards the existing film classification based on a five-point rating scale (very lenient, a bit lenient, just right, a bit strict, very strict).

Around half of the movie-goers (48%) considered the current Film Classification Standards *just right*, 28% perceived it to be strict while 23% regarded it as lenient.

(Chart 27)



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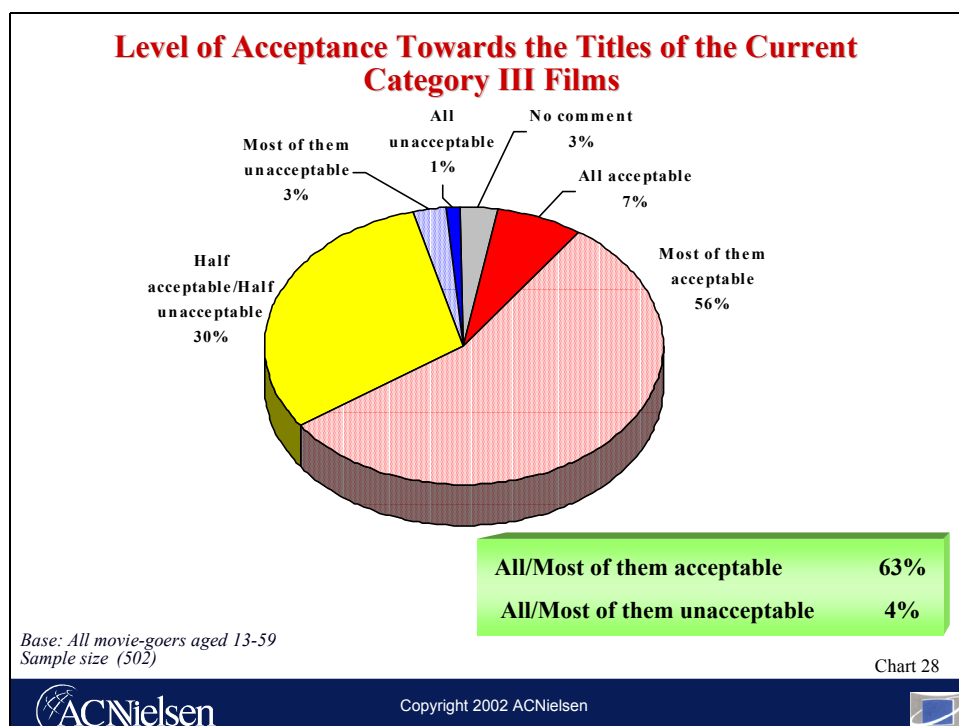


Section VI – Attitudes towards Film Censorship and Classification Standards, continued

Level of Accepting Titles of Existing Category III Films

Most of the movie-goers (63%) accept all or most of the titles of the existing Category III films. Only 4% considered them unacceptable.

(Chart 28)



Continued on next page

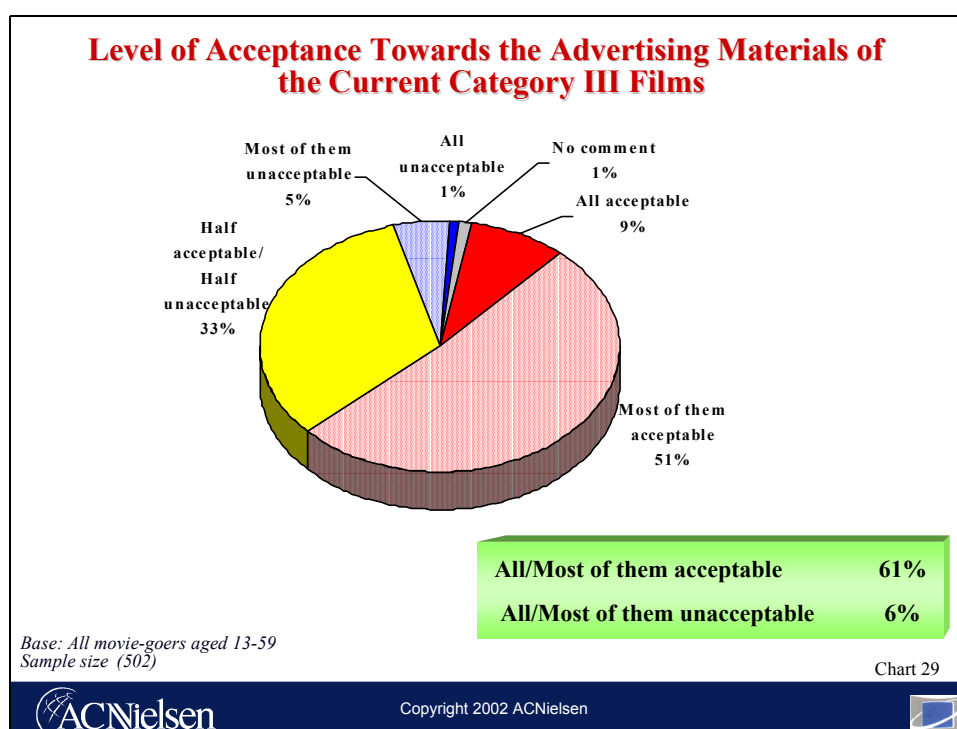


Section VI – Attitudes towards Film Censorship and Classification Standards, continued

Level of Acceptance on Advertising Materials of Existing Category III Films

Sixty-one percent of the movie-goers held the view that the advertising materials of such kind of films were acceptable.

(Chart 29)



Continued on next page

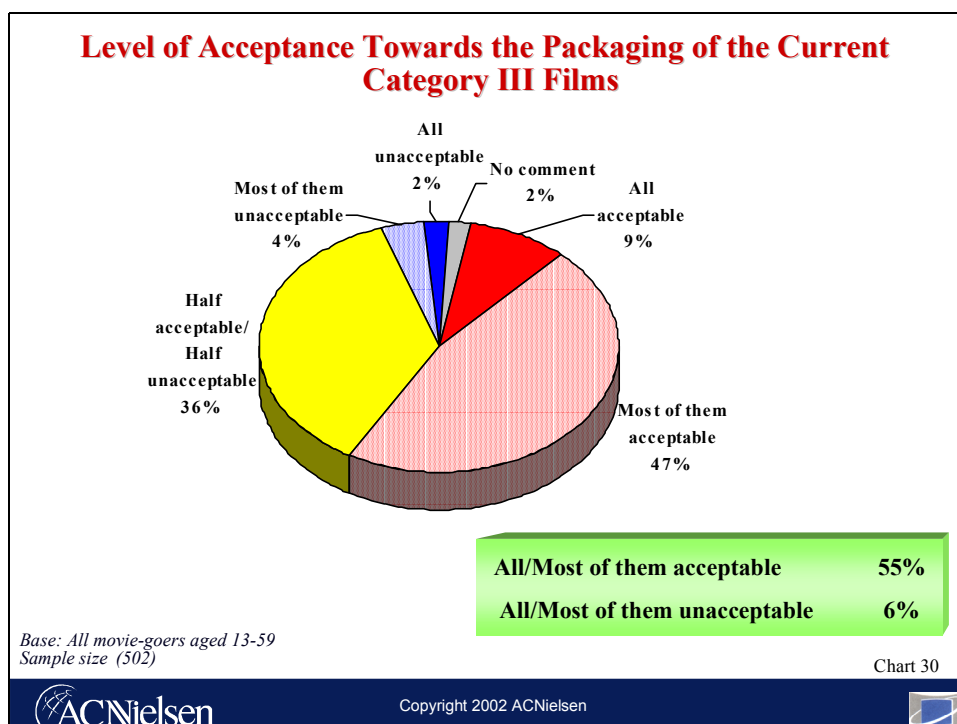


Section VI – Attitudes towards Film Censorship and Classification Standards, continued

Level of Acceptance on Packaging of Existing Category III Films

More than half (55%) of the movie-goers found all or most of the packaging of Category III films acceptable.

(Chart 30)



Continued on next page



Section VI – Attitudes towards Film Censorship and Classification Standards, continued

Awareness of Category of Films

Most of the movie-goers claimed they were aware of the category of the films that they saw a few days before the enumeration. However, fewer movie-goers who saw Category IIA films were able to answer the category correctly. The awareness was especially low for *The Sum of All Fears*.

	Show-time (IIA)	The Sum of All Fears (IIA)	Frugal Game (IIA)	Visible Secret II (IIB)	Dark Water (IIB)	Wind-talkers (IIB)
Yes	72%	70%	68%	80%	74%	80%
Correct category	43%	25%	44%	67%	62%	73%
No	28%	30%	32%	20%	26%	20%

Base: All movie-goers who had seen the respective films

<i>Sample size</i>	87	76	78	106	76	79
--------------------	----	----	----	-----	----	----

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Section VI – Attitudes towards Film Censorship and Classification Standards, continued

Appropriateness of Category of Selected Films

The vast majority (86% to 97%) of the movie-goers perceived that the classification of the films they had seen was appropriate.

	Existing Category	Appropriate	Not Appropriate	No Comment	Sample Size
Showtime	IIA	93%	6%	1%	87
The Sum of All Fears	IIA	86%	11%	4%	76
Frugal Game	IIA	91%	6%	3%	78
Visible Secret II	IIB	87%	10%	3%	106
Dark Water	IIB	88%	7%	5%	76
Windtalkers	IIB	97%	3%	-	79

Base: All movie-goers who had seen the respective films

Suggested Category for Selected Films

Those who did not agree to the film classification were asked to suggest a category for the films that they had seen a few days before enumeration. Three films were classified by larger proportion of the movie-goers in a category stricter than TELA.

	Existing Category	Suggested Category				Sample Size #
		I	IIA	IIB	III	
Showtime	IIA	-	NA	100%	-	5
The Sum of All Fears	IIA	38%	NA	62%	-	8
Frugal Game	IIA	80%	NA	20%	-	5
Visible Secret II	IIB	-	100%	NA	-	11
Dark Water	IIB	-	40%	NA	60%	5
Windtalkers	IIB	-	100%	NA	-	2

Base: All movie-goers who perceived that it was not appropriate to classify the respective films as its existing category

Very small sample size

Continued on next page



Section VI – Attitudes towards Film Censorship and Classification Standards, continued

Scenes or Depictions that Did Not Match with Designated Category of Selected Films

A significant majority of the movie-goers considered the scenes and contents in the films matched with the categories of these films.

	<u>Had Comments</u>	<u>All Matched with Category</u>	<u>No Comment</u>	<u>Sample Size</u>
Showtime	5%	90%	5%	87
The Sum of All Fears	11%	72%	17%	76
Frugal Game	1%	87%	12%	78
Visible Secret II	9%	75%	16%	106
Dark Water	13%	75%	12%	76
Windtalkers	11%	85%	4%	79

Base: All the movie-goers of the respective films

The scenes or contents that did not match with the categories of the selected films are as follows:

“Showtime”

Objectionable Languages 5%
Violence 3%

Base: All movie-goers who had seen “Showtime”
Sample size (87)

“The Sum of All Fears”

Violence 8%
Explosion/gun shooting 4%
Objectionable languages 3%

Base: All movie-goers who had seen “The Sum of All Fears”
Sample size (76)

Continued on next page



Section VI – Attitudes towards Film Censorship and Classification Standards, continued

Scenes or Depictions that Did Not Match with Designated Category of Selected Films, continued

“Frugal Game”		
Objectionable languages		1%
<i>Base: All movie-goers who had seen “Frugal Game”</i>		
<i>Sample size (78)</i>		
“Visible Secret II”		
Shock		8%
Not too much depiction of shock		3%
<i>Base: All movie-goers who had seen “Visible Secret II”</i>		
<i>Sample size (106)</i>		
“Dark Water”		
Shock		13%
When something suddenly came out		5%
Too much depiction of shock		3%
<i>Base: All movie-goers who had seen “Dark Water”</i>		
<i>Sample size (76)</i>		
“Windtalkers”		
Violence		10%
Explosion/gun shooting		4%
Broken arms/legs		4%
Chopping heads		3%
Shock		3%
<i>Base: All movie-goers who had seen “Windtalkers”</i>		
<i>Sample size (79)</i>		

Continued on next page



Section VI – Attitudes towards Film Censorship and Classification Standards, continued

Areas for Improvement

Twenty-two percent of the movie-goers gave recommendations to TELA for improvement. Some (4%) suggested to combine Categories IIA and IIB as there was no obvious difference between them. Some recommended TELA enforcing the film censorship more strictly (3%).

*Base: All movie-goers aged 13-59
Sample size (502)*

End of Report



Appendix A: Questionnaire for Main Survey and Public Advisors Survey (Aged 18 or above)



Appendix B: Questionnaire for Main Survey (Aged 13 – 17)



Appendix C: Questionnaire for Movie-goers Survey



Tel. No.: 2563-9688

Edit: _____	Card No.
Code: _____	Job No.020173
Check: _____	Q'naire No.

**H020173 Public Opinion Survey on Film Classification 2002 –
Main Survey (Aged 18 or above)/ Public Advisors Survey**

<u>For Staff Only</u> Session No.: _____ Respondent No.: _____ Rotation No.: 1 / 2

Personal Data (Recorded by staff)
--

S1 Sex:

Male..... 1
Female 2

S2 Age

13-15..... 1
16-17..... 2
18-19..... 3
20-24..... 4
25-29..... 5
30-34..... 6
35-39..... 7
40-44..... 8
45-59..... 9

S3 Education Level

No formal schooling..... 1
Primary or below 2
Some secondary..... 3
Secondary completed..... 4
Post secondary..... 5
College/ University or above..... 6

S4 Working Status

Working
- Full time (working 35 hours or above per week) 1
- Underemployed (working less than 35 hours per week) 2
Student [Go to S6] 3
Homemakers [Go to S6] 4
Retirees [Go to S6] 5
Unemployed [Go to S6] 6
Other (please specify) _____ [Go to S6]

- S5 Current occupation: _____
 Current position: _____
- S6 Marital status
- Single [**Go to S10**] 1
 Married/ Living together 2
 Divorced/ Separate 3
 Other (please specify) _____
- S7 Do you have children?
- Yes..... 1
 No [**Go to S10**] 2
- S8 How many children aged below 18 do you have?
-
- No [**Go to S10**] 99
- S9 How many children aged 12 or below do you have?
-
- No 99
- S10 Housing Type
- HA or HS rental blocks 1
 HA or HS subsidized sales flats 2
 Public temporary blocks 3
 Private rented flats 4
 Private self-owned flats 5
 Private temporary blocks 6
 Other (please specify) _____
- S11 In past 12 months, how many time(s) have you watched movies in cinemas?
- Never 1
 1 2
 2-4 3
 5-9 4
 10 or above 5

PART I

FOR STAFF ONLY

Session No. : _____

Respondent No. : _____

Rotation No. : 1 / 2

Your Knowledge on the Film Classification System (A1-A4)

A1 Are you aware of the Film Classification System?

1. Yes (Please continue to A2) 2. No (Please skip to A5)

A2 Which one of the following three groups is the current Film Classification System?

- 1 Category I - Suitable for all ages
Category II - Not suitable for children
Category III - Persons aged 18 or above only
- 2 Category I - Suitable for all ages
Category IIA - Not suitable for children
Category IIB - Not suitable for young persons and children
Category III - Persons aged 18 or above only
- 3 Category I - Suitable for all ages
Category IIA - Not suitable for persons aged under 12
Category IIB - Not suitable for persons aged under 16
Category III - Persons aged 18 or above only

A3 Do you think the current Film Classification System is acceptable?

1. Very acceptable 3. Quite unacceptable 9. No comment
2. Quite acceptable 4. Not acceptable at all

A4 As the Authority, the main responsibilities of Television Entertainment Licensing Authority (TELA) are: **(Tick all that apply)**

1. Inspect cinemas
2. Arrange the release date of films
3. Examine the advertising materials of Category III films (e.g. posters, film stills, flyers, etc.)
4. Examine the packaging of Category III films (e.g. packaging of video tapes, LD/DVD/VCD)
5. Examine and classify the category of films
6. Prevent unauthorized reproduction of films
7. Other (please specify): _____

Your Opinions on the Promotion of the Film Classification System (A5-A6)

A5 TELA is currently responsible for film censorship and classification. Do you think TELA has clearly explained the Film Classification System to the public?

1. Yes 2. No 9. No comment

A6 Through which medium/ media do you think the Film Classification System can be effectively promoted? **(Tick all that apply)**

- | | |
|--|---|
| 1. <input type="checkbox"/> Television | 6. <input type="checkbox"/> Multi Media on board |
| 2. <input type="checkbox"/> Radio | 7. <input type="checkbox"/> Internet |
| 3. <input type="checkbox"/> Newspapers | 8. <input type="checkbox"/> Trailers |
| 4. <input type="checkbox"/> Magazines | 9. <input type="checkbox"/> Other (please specify): _____ |
| 5. <input type="checkbox"/> Posters | |

PART II

FOR STAFF ONLY

Session No. : _____

Respondent No. : _____

Rotation No. : 1 / 2

Your Opinions on the Film Classification System (B1-B8)

B1 When selecting a film, do you pay attention to or consider its category?

1. Yes (**Please skip to B3a**) 2. No (**Please continue to B2**)

B2 Why do you not pay attention to or consider the film category?

1. Have been aged 18 or above, thus no need to consider the film category
2. Do not endorse the film category
3. Not familiar with the film classification standards
4. Film category is not a factor in selecting the film
5. Other (please specify): _____

B3a If TELA provides information about film classification of the now showing films on its website, do you think such information is helpful to you in selecting a film?

1. Very helpful 2. Quite helpful 3. Not helpful at all 9. No comment

B3b You mentioned TELA should provide information about film classification of the films on its website, what types of information do you think should be included?

1. Film title in both Chinese and English
2. Film category
3. Language and subtitles
4. Length of the film
5. Degree of sex and violence content in the film
9. Other (please specify): _____

B4 In order to help parents in selecting films for their children, TELA redefined the Category II films into two sub-categories, with effective from November 1995, as follows:

- Category IIA - Not suitable for children
Category IIB - Not suitable for young persons & children

When selecting a Category II film, do you pay attention to whether it belongs to Category IIA or IIB?

1. Yes (**Please skip to B6**) 2. No (**Please continue to B5**)

B5 When selecting a Category II film, why do you not pay attention to whether it belongs to Category IIA or IIB?

1. Do not see films with people aged below 18, thus no need to consider the film category
2. Difference in classification standards between Category IIA and IIB films is not obvious
3. Do not endorse the classification of Category IIA and IIB films
4. Not familiar with the classification standards of Category IIA and IIB films
5. Do not know Category II is subdivided into Category IIA and IIB
6. Other (please specify): _____

B6 Do you think the sub-division of Category II films is helpful to parents in selecting films for their children?

1. Very helpful 2. Quite helpful 3. Not helpful at all 9. No comment

B7 Do you think it is appropriate to allow persons aged 18 or above only to see Category III films?

1. Yes (**Please skip to B9**) 2. No (**Please continue to B8**)
9. No comment (**Please skip to B9**)

B8 Of which age do you think the person should be allowed to see Category III films?

Aged _____ or above

Your Opinions on the Film Censorship and Classification (B9-B10)

B9 Do you think TELA is appropriate for carrying out film censorship and classification?

1. Yes (**Please skip to B11**) 9. No comment (**Please skip to B11**)
2. No (**Please continue to B10**)

B10 Which organization should be responsible for film censorship and classification?

1. Organization from the film industry
2. Organization appointed by the Government
3. Organization from the general public
4. Other (please specify): _____
9. No comment

Parental Guidance on Selecting Films for Their Children (B11-B12)

If you have children aged below 18, please answer B11 – B12; otherwise, go to Part III

B11 Do you select films for your children aged below 18?

1. Yes (**Please continue to B12**)
2. No (**Please go to Part III**)

B12 When selecting a Category II film for your children aged below 18, do you consider whether it belongs to Category IIA or IIB?

1. Yes
2. No

PART III

FOR STAFF ONLY

Session No. : _____

Respondent No. : _____

Rotation No. : 1 / 2

Your Opinions on the Classification Standards of the Film Classification System (C1-C9)

C1a Overall speaking, do you think the current film classification standards are acceptable?

1. Acceptable

2. Unacceptable

C1b Overall speaking, do you think the current film classification standards are lenient or strict?

1. Very lenient

4. A bit strict

2. A bit lenient

5. Very strict

3. Just right

9. No comment

C2 Do you think the title of the current Category III films (for persons aged 18 or above only) are acceptable?

1. All are acceptable

4. Most of them are unacceptable

2. Most of them are acceptable

5. All are unacceptable

3. Half are acceptable/ half are unacceptable

9. No comment

C3 Do you think the advertising materials of the current Category III films (including poster, film stills, flyers, etc) are acceptable?

1. All are acceptable

4. Most of them are unacceptable

2. Most of them are acceptable

5. All are unacceptable

3. Half are acceptable/ half are unacceptable

9. No comment

C4 Do you think the packaging of the current Category III films (e.g. packaging of video tapes, LD/DVD/VCD) are acceptable?

1. All are acceptable

4. Most of them are unacceptable

2. Most of them are acceptable

5. All are unacceptable

3. Half are acceptable/ half are unacceptable

9. No comment

C5 Under the current Film Classification System, the censorship standards applied to the following scenes or depictions in the films of each category are:

	Very lenient	A bit lenient	Just right	A bit strict	Very strict	No comment / don't know
<u>Category I</u>						
<u>(Suitable for all ages)</u>						
a. Torture and Violence	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
b. Horror and shock	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
c. Sex and nudity	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
d. Objectionable language	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
e. Offensive behaviour (e.g. criminal, taking of drug, perversion behaviour)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
f. Triad	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
g. Other scenes or depictions: _____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
<u>Category IIA</u>						
<u>(Not suitable for children)</u>						
a. Torture and Violence	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
b. Horror and shock	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
c. Sex and nudity	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
d. Objectionable language	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
e. Offensive behaviour (e.g. criminal, taking of drug, perversion behaviour)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
f. Triad	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
g. Other scenes or depictions: _____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>

	Very lenient	A bit lenient	Just right	A bit strict	Very strict	No comment / don't know
Category IIB (Not suitable for young persons and children)						
a. Torture and Violence	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
b. Horror and shock	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
c. Sex and nudity	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
d. Objectionable language	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
e. Offensive behaviour (e.g. criminal, taking of drug, perversion behaviour)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
f. Triad	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
g. Other scenes or depictions: _____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
Category III (Person aged 18 or above only)						
a. Torture and Violence	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
b. Horror and shock	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
c. Sex and nudity	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
d. Objectionable language	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
e. Offensive behaviour (e.g. criminal, taking of drug, perversion behaviour)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
f. Triad	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
g. Other scenes or depictions: _____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>

C6 The following titles of Category III films are:

	Acceptable	Barely acceptable	Unacceptable	No comment
1. 女人那話兒.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>
2. 課外受精.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>
3. 亂倫揸波七島.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>
4. 毛媚巨乳天使.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>
5. 因乜差事跳跳跳.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	<input type="checkbox"/>
6. 陰莖護士.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. 最後一滴也精彩.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>
8. Fuck Me.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>
9. 濕透的紅底褲.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>
10. 奶多淫不怪.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>
11. 男人三十攪攪震.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>
12. 巨乳舌交比賽.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>

C7 The following posters of Category III films are:

	Acceptable to be openly displayed outside cinemas or on streets	Acceptable to be displayed in the concourse of cinemas	Not suitable for openly displayed	No comment
1 The Isle.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>
2 The Iron man I/II.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>
3 La Belle.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>
4 Summer Time.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>
5 Women's Private Parts.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>
6 Buddhist.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>

C8 The following packaging of Category III films are:

	Acceptable	Barely acceptable	Unacceptable	No comment
1 Freeze Me.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>
2 The Record.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>
3 Women's Private Parts.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>
4 Daughter of Darkness.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>
5 Nice Body Gal's.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>
6 Jan Dara.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>

C9 With regard to the classification and censorship standards of the current Film Classification System, do you have any recommendations for improvement?

PART IV

FOR STAFF ONLY

Session No. : _____

Respondent No. : _____

Rotation No. : 1 / 2

D. Which category do you think the following film segments should be classified?

Film segment	Category I Suitable for all ages	Category IIA Not suitable for children	Category IIB Not Suitable for young persons & children	Category III Persons aged 18 or above only	Not suitable for exhibition	Don't understand the idea expressed in the film segment
1.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
2.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
3.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
4.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
5.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
6.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
7.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
8.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
9.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
10.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
11.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
12.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
13.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
14.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
15.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
16.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
17.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
18.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
19.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
20.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
21.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
22.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
23.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
24.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
25.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
26.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
27.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
28.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
29.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
30.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>

PART V

FOR STAFF ONLY

Session No. : _____

Respondent No. : _____

Rotation No. : 1 / 2

E. Which category do you think the films depicting the following themes should be classified?

Themes (Depiction)	Category I Suitable for all ages	Category IIA Not suitable for children	Category IIB Not Suitable for young persons & children	Category III Persons aged 18 or above only	Not suitable for exhibition	Don't understand the idea expressed in the film segment
A. About youngsters						
1. Depict sex acts of youngsters	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
2. Depict youngsters participating in triad society	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
3. Depict youngsters participating in crimes.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
B. About adults						
4. Depict sex acts of adults.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
5. Depict premarital sex and liberal thinking of sex	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
6. Depict prostitution	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
7. Depict sexual abuse or rape	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
8. Depict sex desire and sex acts of clergymen/ nuns/ monks.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
9. Depict pedophilia.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
10. Depict incest relationships	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
11. Depict special sexual proclivity including sadism and fetishism	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
12. Depict sex acts between man and corpse.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
13. Depict sex acts between man and animal	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
14. Depict participating in triad society and its activity	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
15. Depict drug abuse	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>

PART VI

FOR STAFF ONLY

Session No. : _____

Respondent No. : _____

Rotation No. : 1 / 2

F. Which category do you think the dialogues of the following film segments should be classified?

Dialogues	Category I Suitable for all ages	Category IIA Not suitable for children	Category IIB Not Suitable for young persons & children	Category III Persons aged 18 or above only	Not suitable for exhibition	Don't understand the idea expressed in the film segment
1.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
2.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
3.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
4.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
5.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
6.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
7.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
8.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
9.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
10.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>



Tel. No.: 2563-9688

Edit: _____	Card No.
Code: _____	Job No.020173
Check: _____	Q'naire No.

H020173 Public Opinion Survey on Film Classification 2002 – Main Survey (Aged 13-17)

<u>For Staff Only</u> Session No.: _____ Respondent No.: _____ Rotation No.: 1 / 2

Personal Data (Recorded by staff)

S1. Sex:

- Male..... 1
- Female 2

S2. Age

- 13-15..... 1
- 16-17..... 2
- 18-19..... 3
- 20-24..... 4
- 25-29..... 5
- 30-34..... 6
- 35-39..... 7
- 40-44..... 8
- 45-59..... 9

S3. Education Level

- No formal schooling..... 1
- Primary or below 2
- Some secondary..... 3
- Secondary completed..... 4
- Post secondary 5
- College/ University or above..... 6

S4. Working Status

Working

- Full time (working 35 hours or above per week) 1
- Underemployed (working less than 35 hours per week) 2
- Student [**Skip to S6**] 3
- Homemakers [**Skip to S6**] 4
- Retirees [**Skip to S6**] 5
- Unemployed [**Skip to S6**] 6
- Other (please specify) _____ [**Skip to S6**]

S5. Current occupation: _____

Current position: _____

S6. Marital status

- Single [**Skip to S10**] 1
- Married/ Living together 2
- Divorced/ Separate 3
- Other (please specify) _____

S7. Do you have children?

- Yes..... 1
- No [**Skip to S10**] 2

S8. How many children aged below 18 do you have?

--	--

No [**Skip to S10**] 99

S9. How many children aged below 13 do you have?

--	--

No 99

S10. Housing Type

- HA or HS rental blocks 1
- HA or HS subsidized sales flats 2
- Public temporary blocks 3
- Private rented flats..... 4
- Private self-owned flats 5
- Private temporary blocks 6
- Other (please specify) _____

S11. In the past 12 months, how many time(s) have you gone to the cinemas?

- Never NA
- 1 NA
- 2-4..... 3
- 5-9..... 4
- 10 or above 5

PART I

FOR STAFF ONLY

Session No. : _____

Respondent No. : _____

Rotation No. : 1 / 2

Your Knowledge on the Film Classification System (A1-A4)

A1 Have you ever heard of the Film Classification System?

1. Yes (**Please continue to A2**) 2. No (**Please skip to A5**)

A2 Which one of the following three groups is the current Film Classification System?

1. Category I - Suitable for all ages
Category II - Not suitable for children
Category III - Persons aged 18 or above only
2. Category I - Suitable for all ages
Category IIA - Not suitable for children
Category IIB - Not suitable for young persons and children
Category III - Persons aged 18 or above only
3. Category I - Suitable for all ages
Category IIA - Parental guidance for children
Category IIB - Parental guidance for young persons and children
Category III - Persons aged 18 or above only

A3 Do you think the current Film Classification System is acceptable?

1. Very acceptable 3. Quite unacceptable 9. No comment
2. Quite acceptable 4. Not acceptable at all

A4 As the Authority, the main responsibilities of Television Entertainment Licensing Authority (TELA) are: (**Tick all that apply**)

1. Inspect cinemas
2. Arrange the release date of films
3. Examine the advertising materials of Category III films (e.g. posters, film stills, flyers, etc.)
4. Examine the packaging of Category III films (e.g. packaging of VIDEO TAPES, LD/DVD/VCD)
5. Examine and classify the category of films
6. Prevent unauthorized reproduction of films
7. Other (please specify): _____

Your Opinions on the Promotion of the Film Classification System (A5-A6)

A5 TELA is currently responsible for film censorship and classification. Do you think TELA has clearly explained the Film Classification System to the public?

1. Yes

2. No

9. No comment

A6 Through which medium/ media do you think the Film Classification System can be effectively promoted? **(Tick all that apply)**

1. Television

6. Multi media on board

2. Radio

7. Internet

3. Newspapers

8. Trailers

4. Magazines

9. Other (please specify): _____

5. Posters

PART II

FOR STAFF ONLY

Session No. : _____

Respondent No. : _____

Rotation No. : 1 / 2

Your Opinions on the Film Classification System (B1-B5)

B1 When selecting a film, do you pay attention to or consider its category?

1. Yes (**Please skip to B3a**) 2. No (**Please continue to B2**)

B2 Why do you not pay attention to or consider the film category?

1. Accompanied by parents when seeing films
2. Do not endorse the film category
3. Not familiar with the classification standards
4. Film category is not a factor in selecting the film
5. Other (please specify): _____

B3a If TELA provides information about film classification of the now showing films on its website, do you think such information is helpful to you in selecting a film?

1. Very helpful 2. Quite helpful 3. Not helpful at all 9. No comment

B3b You mentioned TELA should provide information about film classification of the films on its website, what types of information do you think should be included?

1. Film title in both Chinese and English
2. Film category
3. Language and subtitles
4. Length of the film
5. Degree of sex and violence content in the film
9. Other (please specify): _____

B4 In order to help parents in selecting films for their children, TELA redefined the Category II films into two sub-categories, with effective from November 1995, as follows:

- Category IIA - Not suitable for children
- Category IIB - Not suitable for young persons & children

When selecting a Category II film, do you pay attention to whether it belongs to Category IIA or IIB?

- 1. Yes (**Please skip to B6**)
- 2. No (**Please continue to B5**)

B5 When selecting a Category II film, why do you not pay attention to whether it belongs to Category IIA or IIB?

- 1. Parents decide which film to see
- 2. Difference in classification standards between Category IIA and IIB films is not obvious
- 3. Do not endorse the classification of Category IIA and IIB films
- 4. Not familiar with the classification standards of Category IIA and IIB films
- 5. The content of Category IIA and IIB films do not have any bad influence on young persons
- 6. Do not know Category II is subdivided into Category IIA and IIB
- 7. Other (please specify): _____

Your Opinions on the Film Censorship and Classification (B6-B7)

B6 Do you think TELA is appropriate for carrying out film censorship and classification?

- 1. Yes (**Please skip to B8**)
- 2. No (**Please continue to B7**)
- 9. No comment (**Please skip to B8**)

B7 Which organization should be responsible for film censorship and classification?

- 1. Organization from the film industry
- 2. Organization appointed by the Government
- 3. Organization from the general public
- 4. Other (please specify): _____
- 9. No comment

Find Out Whether You Have Sought Parents' Opinions When Selecting Category II Films (B8)

B8 When selecting a Category II film, have you sought opinions from parents?

- 1. Yes
- 2. No

Information on Seeing Category III Films (B9-B18)

B9 Do you think it is appropriate to allow persons aged 18 or above only to see Category III films?

1. Yes (**Please skip to B11**) 2. No (**Please continue to B10**)
9. No comment (**Please skip to B11**)

B10 Of which age do you think the person should be allowed to see Category III films?

Aged _____ or above

B11 Have you ever seen any Category III films (for persons aged 18 or above only)? Please include all the films you have seen in the cinemas, or in the form of VIDEO TAPES, LD/DVD/VCD that you bought or rented.

1. Yes (**Please continue to B12**) 9. No (**Please go to Part III**)

B12 In the past year, how many times have you seen Category III films? (**If you have seen a film more than once, please count the number of times you have seen it.**)

1. 1 – 5 times 2. 6 – 10 times 9. 11 times or above

B13 Where did you see such type of films? (**Tick all that apply**)

1. Cinema 3. Friend's home
2. Home 4. Other (please specify): _____

If you have seen such type of films (Category III) in your friend's home, please continue B14 – B18

B14 Are these VIDEO TAPES, LD/DVD/VCD provided by yourself or your friends?

1. Self (**Please skip to B16**)
2. Friends (**Please continue to B15**)
3. Both (**Please continue to B15**)
4. Neither self nor friends (**Please skip to B17**)

B15 Are there any of these friends aged below 18?

1. Yes 2. No 9. Don't know

If such type of films (Category III) are provided by yourself or your friends who are aged below 18, please continue B16; otherwise, skip to B17

B16 Where do you or your friends who are aged below 18 obtain these VIDEO TAPES, LD/DVD/VCD? **(Tick all that apply)**

1. From video shops
2. From stores/ shops selling unauthorized VIDEO TAPES/LD/DVD/VCD
3. Self –copy from VIDEO TAPES/LD/DVD/VCD
4. Parents (aware of that)
5. Parents (not aware of that)
6. Other (please specify): _____

B17 Are your parents or your friend's parents aware that you and your friends see such type of films?

1. Yes
2. No

B18 Why do you see Category III films? **(Tick all that apply)**

1. Out of curiosity
2. Think that contents of these films can help young persons gain knowledge of the reality of adult's world
3. Think that contents of these films can broaden young persons' view and enrich their knowledge
4. Think that contents of these films will not have any bad influence on young persons
5. Other (please specify): _____

PART III

FOR STAFF ONLY

Session No. : _____

Respondent No. : _____

Rotation No. : 1 / 2

Your Opinions on the Classification Standards of the Film Classification System (C1-C9)

C1a Overall speaking, do you think the current film classification standards are acceptable?

1. Acceptable

2. Unacceptable

C1b Overall speaking, do you think the current film classification standards are lenient or strict?

1. Very lenient

4. A bit strict

2. A bit lenient

5. Very strict

3. Just right

9. No comment

C2 Do you think the title of the current Category III films (for persons aged 18 or above only) are acceptable?

1. All are acceptable

4. Most of them are unacceptable

2. Most of them are acceptable

5. All are unacceptable

3. Half are acceptable/ half are unacceptable

9. No comment

C3 Do you think the advertising materials of the current Category III films (including poster, film stills, flyers, etc) are acceptable?

1. All are acceptable

4. Most of them are unacceptable

2. Most of them are acceptable

5. All are unacceptable

3. Half are acceptable/ half are unacceptable

9. No comment

C4 Do you think the packaging of the current Category III films (e.g. packaging of VIDEO TAPES, LD/DVD/VCD) are acceptable?

1. All are acceptable

4. Most of them are unacceptable

2. Most of them are acceptable

5. All are unacceptable

3. Half are acceptable/ half are unacceptable

9. No comment

C5 Under the current Film Classification System, the censorship standards applied to the following scenes or depictions in the films of each category are:

	Very lenient	A bit lenient	Just right	A bit strict	Very strict	No comment / don't know
<u>Category I</u>						
<u>(Suitable for all ages)</u>						
a. Torture and Violence	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
b. Horror and shock	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
c. Sex and nudity	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
d. Objectionable language	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
e. Offensive behaviour (e.g. criminal, taking of drug, perversion behaviour)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
f. Triad	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
g. Other scenes or depictions: _____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
<u>Category IIA</u>						
<u>(Not suitable for children)</u>						
a. Torture and Violence	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
b. Horror and shock	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
c. Sex and nudity	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
d. Objectionable language	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
e. Offensive behaviour (e.g. criminal, taking of drug, perversion behaviour)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
f. Triad	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
g. Other scenes or depictions: _____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
<u>Category IIB</u>						
<u>(Not suitable for young persons and children)</u>						
a. Torture and Violence	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
b. Horror and shock	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
c. Sex and nudity	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
d. Objectionable language	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
e. Offensive behaviour (e.g. criminal, taking of drug, perversion behaviour)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
f. Triad	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
g. Other scenes or depictions: _____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>

C6 The following titles of Category III films are:

	Acceptable	Barely acceptable	Unacceptable	No comment
1. 女人那話兒.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>
2. 課外受精.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>
3. 毛媚巨乳天使.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>
4. 因乜差事跳跳跳.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>
5. 最後一滴也精彩.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>
6. 濕透的紅底褲.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>
7. 奶多淫不怪.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>
8. 男人三十攪攪震.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>

C7 The following posters of Category III films are:

	Acceptable to be openly displayed outside cinemas or on streets	Acceptable to be displayed in the concourse of cinemas	Not suitable for openly displayed	No comment
1 The Isle	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>
2 The Iron man I/II	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>
3. Summer Time	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>
4. Women's Private Parts	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>

C8 The following packaging of Category III films are:

	Acceptable	Barely acceptable	Unacceptable	No comment
1. Freeze Me	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>
2. Women's Private Parts	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>
3. Daughter of Darkness	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>
4. Jan Dara	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	9 <input type="checkbox"/>

C9 With regard to the classification and censorship standards of the current Film Classification System, do you have any recommendations for improvement?

PART IV

FOR STAFF ONLY

Session No. : _____

Respondent No. : _____

Rotation No. : 1 / 2

D. Which category do you think the following film segments should be classified?

Film segment	Category I Suitable for all ages	Category IIA Not suitable for children	Category IIB Not Suitable for young persons & children	Category III Persons aged 18 or above only	Not suitable for exhibition	Don't understand the idea expressed in the film segment
1.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
2.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
3.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
4.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
5.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
6.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
7.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
8.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
9.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
10.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
11.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
12.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
13.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
14.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
15.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
16.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
17.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
18.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>

PART V

FOR STAFF ONLY

Session No. : _____

Respondent No. : _____

Rotation No. : 1 / 2

E. Which category do you think the films depicting the following themes should be classified?

Themes (Depiction)	Category I Suitable for all ages	Category IIA Not suitable for children	Category IIB Not Suitable for young persons & children	Category III Persons aged 18 or above only	Not suitable for exhibition	Don't understand the idea expressed in the film segment
<u>A. About youngsters</u>						
1. Depict sex acts of youngsters	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
2. Depict youngsters participating in triad society	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
3. Depict youngsters participating in crimes.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
<u>B. About adults</u>						
4. Depict sex acts of adults.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
5. Depict premarital sex and liberal thinking of sex	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
6. Depict prostitution	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
7. Depict sexual abuse or rape	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
8. Depict sex desire and sex acts of clergymen/ nuns/ monks.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
9. Depict pedophilia.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
10. Depict incest relationships	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
11. Depict special sexual proclivity including sadism and fetishism.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
12. Depict sex acts between man and corpse.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
13. Depict sex acts between man and animal	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
14. Depict participating in triad society and its activity	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
15. Depict drug abuse	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>

PART VI

FOR STAFF ONLY

Session No. : _____

Respondent No. : _____

Rotation No. : 1 / 2

F. Which category do you think the dialogues of the following film segments should be classified?

Dialogues	Category I Suitable for all ages	Category IIA Not suitable for children	Category IIB Not Suitable for young persons & children	Category III Persons aged 18 or above only	Not suitable for exhibition	Don't understand the idea expressed in the film segment
1.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
2.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
3.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
4.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
5.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
6.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
7.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>
8.....	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	9 <input type="checkbox"/>



Tel. No.: 2563-9688

Edit: _____	Card No.
Code: _____	Job No. <u>020173</u>
Check: _____	Q'naire No.

H020173 Public Opinion Survey on Film Classification 2002 – Movie-goers Survey

Name of respondent: _____ Interviewer No.: _____

Date of interview: _____ Time start: _____ Time end: _____

Telephone No.: _____ Telephone code: _____

Film category: IIA/IIB/III
Film No.: _____

Introduction

Hello, I'm _____ from ACNielsen. ACNielsen is an independent market research company. We are currently conducting a survey about films. Among the viewers of the film (READ OUT THE FILM TITLE) that you saw a few days ago, you have been randomly selected to participate in this survey. I would like to have a short interview with you. As a token of thanks, we'll send a coupon to you after the interview. Thank you.

S1. What is your age?
[If respondent hesitates, please read out the ranges]

- 12 or below [Terminate the interview] 1
- 13-15 [Skip to Part I] 2
- 16-17 [Skip to Part I] 3
- 18-19 4
- 20-24 5
- 25-29 6
- 30-34 7
- 35-39 8
- 40-44 9
- 45-59 0
- 60 or above [Terminate the interview] 1

S2. Marital status

- Single [Skip to Part I] 1
- Married/ Living together 2
- Divorced/ Separate 3
- Other (please specify) _____

[All qualified respondents]

S3. Do you have children?

- Yes..... 1
- No [**Skip to Part I**] 2

S4. How many children aged below 18 do you have?

--	--

No [**Skip to Part I**] 99

S5. How many children aged below 13 do you have?

--	--

No 99

PART I

[All respondents]

The following questions are intended for checking some information with you.

A1. According to our record, you saw the film _____ at _____ (cinema)
at _____ (in the morning / afternoon/ at night) on _____ (date).

A1a. Date/ Time

Correct 1
Incorrect..... 2

A1b. Cinema/ Film title

Correct 1
Incorrect..... 2

If the respondents answer one or both questions incorrectly, terminate the interview and thank the respondent

PART II

[All respondents]

I would like to know your knowledge of the Film Classification System and your opinions on the promotion of the Film Classification System.

B1. Are you aware of the Film Classification System?

- Yes..... 1
 No [**Skip to B3**]..... 2

If the respondent answers “Yes”, continue to B2; if “No”, please inform the respondent of the existing Film Classification System (B2b), then skip to B3

B2a. Could you tell me whether the Film Classification System is divided into Category I, IIA, IIB and III?

- Yes..... 1
 No 2

B2b. I am going to read out some statements about the film categories. Please tell me whether these statements are the content of the existing Film Classification System.

	Yes	No
Category I – Suitable for all ages.....	1	2
Category IIA – Not suitable for children.....	1	2
Category IIB – Not suitable for young persons and children.....	1	2
Category III – Suitable for persons aged 18 or above only.....	1	2

After asking B2b, interviewer please tell the respondents that the above statements are the content of the existing Film Classification System, then continue to B3

What I have just read is the content of the Film Classification System.

B3. Do you think the current Film Classification System is acceptable?

- Very acceptable 1
 Quite acceptable 2
 Quite unacceptable 3
 Not acceptable at all 4
 No comment 5

[All respondents]

B4. As the Authority, what are the main responsibilities of Television Entertainment Licensing Authority (TELA)? (MA)

[Rotate and read out]

- () Inspect cinemas 1
 - () Arrange the release date of films 2
 - () Examine the advertising materials of Category III films (e.g. posters, film stills, flyers, etc.) 3
 - () Examine the packaging of Category III films (e.g. packaging of VIDEO TAPES, LD/DVD/VCD) 4
 - () Examine and classify the category of films 5
 - () Prevent unauthorized reproduction of films 6
- Other (please specify): _____

B5. TELA is currently responsible for film censorship and classification. Do you think TELA has clearly explained the Film Classification System to the public?

- Yes..... 1
- No 2

B6 Through which medium/ media do you think the Film Classification System can be effectively promoted? (MA)

[Read out]

- Television 1
 - Radio..... 2
 - Newspapers..... 3
 - Magazines..... 4
 - Posters..... 5
 - Multi media on board 6
 - Internet..... 7
 - Trailers..... 8
- Other (please specify) _____

PART III

[Aged 18 or above]

I would like to know more about your opinions on the Film Classification System and parental guidance on film selection for children.

C1. When selecting a film, do you pay attention to or consider its category?

- Yes **[Skip to C3a]** 1
- No 2

C2. Why do you not pay attention to or consider the film category?

[Read out]

- Have been aged 18 or above, thus no need to consider the film category 1
- Do not endorse the film category..... 2
- Not familiar with the film classification standards..... 3
- Film category is not a factor in selecting the film 4
- Other (please specify): _____

C3a. If TELA provides information about film classification of the now showing films on its website, do you think such information is helpful to you in selecting a film?

[If respondent says ‘helpful’, please probe “Very” or “Quite”]

- Very helpful **[Continue to C3b]** 1
- Quite helpful **[Continue to C3b]** 2
- Not helpful at all **[Skip to C4]** 3
- No comment **[Skip to C4]**..... 9

C3b. You mentioned TELA should provide information about film classification of the films on its website, what types of information do you think should be included?

[Read out]

- Film title in both Chinese and English 1
- Film category..... 2
- Language and subtitles 3
- Length of the film..... 4
- Degree of sex and violence content in the film 5
- Other (please specify): _____

C4. In order to help parents in selecting films for their children, TELA redefined the Category II films into two sub-categories, with effective from November 1995, as follows:

- Category IIA - Not suitable for children
- Category IIB - Not suitable for young persons & children

When selecting a Category II film, do you pay attention to whether it belongs to Category IIA or IIB?

- Yes **[Skip to C6]** 1
- No 2

[All aged 18 or above]

C5. When selecting a Category II film, why do you not pay attention to whether it belongs to Category IIA or IIB? (SA)

[Read out the answers]

- Do not see films with people aged below 18, thus no need to consider the film category... 1
- Difference in classification standards between Category IIA and IIB films is not obvious.. 2
- Do not endorse the classification of Category IIA and IIB films..... 3
- Not familiar with the classification standards of Category IIA and IIB films 4
- Do not know Category II is subdivided into Category IIA and IIB 5
- Other (please specify): _____

C6. Do you think the sub-division of Category II films is helpful to parents in selecting films for their children?

[If respondent says ‘helpful’, please probe ‘a lot’ or ‘a bit’]

- Very helpful 1
- Quite helpful 2
- Not helpful at all 3
- No comment 9

C7. Do you think it is appropriate to allow persons aged 18 or above only to see Category III films?

- Yes **[Skip to C9]** 1
- No 2
- No comment **[Skip to C9]** 9

C8. Of which age do you think the person should be allowed to see Category III films?

Aged _____ or above

C9. Do you think TELA is appropriate for carrying out film censorship and classification?

- Yes **[Skip to C11]** 1
- No 2
- No comment **[Skip to C11]** 9

C10. Which organization should be responsible for film censorship and classification? (MA)

[Read out]

- Organization from the film industry 1
- Organization appointed by the Government 2
- Organization from the general public 3
- Other (please specify): _____
- No comment 9

If respondents have children aged below 18 (Check S4), continue C11 – C12; otherwise, go to Part IV

C11. Do you select films for your children aged below 18?

- Yes 1
- No [**Go to Part IV**] 2

C12. When selecting a Category II film for your children aged below 18, do you consider whether it belongs to Category IIA or IIB?

- Yes 1
- No 2

PART II

[All aged between 13 and 17]

I would like to know more about your opinions on the Film Classification System and parental guidance on film selection for children.

C1. When selecting a film, do you pay attention to or consider its category?

- Yes **[Skip to C3]** 1
- No 2

C2. Why do you not pay attention to or consider the film category?

- Accompanied by parents when seeing films..... 1
- Do not endorse the film category..... 2
- Not familiar with the classification standards 3
- Film category is not a factor in selecting the film 4
- Other (please specify): _____

C3a. If TELA provides information about film classification of the now showing films on its website, do you think such information is helpful to you in selecting a film?

[If respondent says ‘helpful’, please probe “Very” or “Quite”]

- Very helpful **[Continue to C3b]** 1
- Quite helpful **[Continue to C3b]** 2
- Not helpful at all **[Skip to C4]** 3
- No comment **[Skip to C4]**..... 9

C3b. You mentioned TELA should provide information about film classification of the films on its website, what types of information do you think should be included?

[Read out]

- Film title in both Chinese and English 1
- Film category..... 2
- Language and subtitles 3
- Length of the film..... 4
- Degree of sex and violence content in the film 5
- Other (please specify): _____

C4. In order to help the parents select films for their children, TELA redefined the Category II films into two sub-categories, with effective from November 1995, as follows:

- Category IIA - Not suitable for children
- Category IIB - Not suitable for young persons & children

When selecting a Category II film, do you pay attention to whether it belongs to Category IIA or IIB?

- Yes **[Skip to C6]** 1
- No 2

[All aged between 13 and 17]

C5. When selecting a Category II film, why do you not pay attention to whether it belongs to Category IIA or IIB?

[Read out the answers]

- Parents decide which film to see 1
- Difference in classification standards between Category IIA and IIB films is not obvious .. 2
- Do not endorse the classification of Category IIA and IIB films..... 3
- Not familiar with the classification standards of Category IIA and IIB films 4
- The content of Category IIA and IIB films do not have any bad influence on
young persons 5
- Do not know Category II is subdivided into Category IIA and IIB 6
- Other (please specify): _____

C6. When selecting a Category II film, have you sought opinions from parents?

- Yes 1
- No 2

C7. Do you think TELA is appropriate for carrying out film censorship and classification?

- Yes **[Skip to C9]** 1
- No 2
- No comment **[Skip to C9]** 9

C8. Which organization should be responsible for film censorship and classification? (MA)

[Read out]

- Organization from the film industry 1
- Organization appointed by the Government 2
- Organization from the general public 3
- Other (please specify): _____
- No comment 9

C9. Do you think it is appropriate to allow persons aged 18 or above only to see Category III films?

- Yes **[Skip to C11]** 1
- No 2
- No comment **[Skip to C11]** 9

C10. Of which age do you think the person should be allowed to see Category III films?

Aged _____ or above

C11. Have you ever seen any Category III films (for persons aged 18 or above only)? Please include all the films you have seen in the cinemas, or in the form of VIDEO TAPES/LD/DVD/VCD that you bought or rented.

- Yes 1
- No **[Go to Part IV]** 2

Those who have ever seen Category III films (Check C11 code 1)

C12. In the past year, how many times have you seen Category III films? (If you have seen a film more than once, please count the number of times you have seen it.)

--	--

C13. Where did you see such type of films? Any others? Any others? (MA)

- Cinema..... 1
- Home 2
- Friend’s home 3
- Other (please specify): _____

If you have seen such type of films (Category III) at your own home or friend’s home (Check C13 code 2 or 3), continue to C14 – C17; otherwise, skip to C18

C14. Are these VIDEO TAPES, LD/DVD/VCD provided by yourself or your friends?

- Self [**Skip to C16**] 1
- Friends 2
- Both 3
- Neither self nor friends [**Skip to C17**] 4

C15. Are there any of these friends aged below 18?

- Yes 1
- No 2
- Don’t know 9

If such type of films (Category III) are provided by yourself or your friends who are aged below 18 (Check C14 or C15 Code 1), continue to C16; otherwise, skip to C17

C16. Where do you or your friends who are aged below 18 obtain these VIDEO TAPES, LD/DVD/VCD? Any others? Any others? (MA)

[Read out]

- From video clubs/ shops 1
- From stores/ shops selling unauthorized VIDEO TAPES/LD/DVD/VCD ... 2
- Self–copy recorded from VIDEO TAPES/LD/DVD/VCD of
 - Category III films 3
 - Parents (aware of that) 4
 - Parents (not aware of that) 5
- Other (please specify): _____

C17. Are your parents or your friend’s parents aware that you and your friends see such type of films?

- Yes 1
- No 2

Those who have ever seen Category III films (Check C11 code 1)

C18. Why do you see Category III films? Any other reasons? Any other reasons? (MA)

[Read out]

- Out of curiosity 1
- Think that contents of these films can help young persons gain knowledge of the reality of adult's world.....2
- Think that contents of these films can broaden young persons' view and enrich their knowledge.....3
- Think that contents of these films do not have any bad influence on young persons.....4
- Other (please specify): _____

PART IV

I would like to collect your opinions on the classification standards of the Film Classification System.

[All respondents]

D1. Overall speaking, do you think the current film classification standards are acceptable?

Acceptable 1
Unacceptable 2

D2. Overall speaking, do you think the current film classification standards are lenient or strict?

Very lenient 1
A bit lenient 2
Just right 3
A bit strict 4
Very strict 5
No comment 9

D3. Do you think the titles of the current Category III films (for persons aged 18 or above only) are acceptable?

All are acceptable 1
Most of them are acceptable 2
Half are acceptable/ Half are unacceptable 3
Most of them are unacceptable 4
All are unacceptable 5
No comment 9

D4. Do you think the advertising materials of the current Category III films (including poster, film stills, flyers, etc) are acceptable?

All are acceptable 1
Most of them are acceptable 2
Half are acceptable/ Half are unacceptable 3
Most of them are unacceptable 4
All are unacceptable 5
No comment 9

D5. Do you think the packaging of the current Category III films (e.g. packaging of VIDEO TAPES/LD/DVD/VCD) is acceptable?

All are acceptable 1
Most of them are acceptable 2
Half are acceptable/ Half are unacceptable 3
Most of them are unacceptable 4
All are unacceptable 5
No comment 9

[All respondents]

D6. Do you know the category that the film **[Read out the film title]** you saw a few days ago belongs to?

- No 1
- Yes 2

[Please probe: which category it belongs to?]

- Category I 1
- Category IIA 2
- Category IIB 3
- Category III 4

[Office Code]

- Answer in D6 is correct 1
- Answer in D6 is incorrect 2

No matter the respondents' answer in D6 is correct or not, interviewer please tell the film category to the respondents

D7. The film is classified as Category _____. Overall speaking, do you think it's appropriate to classify it as the existing category?

- Yes **[Skip to D9]** 1
- No 2
- No comment **[Skip to D9]** 9

D8. Which category do you think this film should be classified?

- Category I 1
- Category IIA 2
- Category IIB 3
- Category III 4
- No comment 9

D9. Could you tell me the scenes or contents of this film that do not match with its category? Any others? Any others? **[Interviewer please don't read out the sections below, only need to record the respondents' comments]**

- Violence: _____
- Shock: _____
- Nudity: _____
- Sex: _____
- Objectionable languages: _____
- Offensive behaviour: _____
- Triad: _____
- Others: _____
- All scenes and contents match with its category 9
- Can't remember/No comment 0

[All respondents]

D10. With regard to the classification and censorship standards of the current Film Classification System, do you have any recommendations for improvement?

Personal Data

Now I would like to know more about you. All the information will be used for statistical analyses only and will be kept strictly confidential.

E1. Record sex

- Male..... 1
- Female 2

E2. Education Level

- No formal schooling..... 1
- Primary or below 2
- Some secondary..... 3
- Secondary completed..... 4
- Post secondary..... 5
- College/ University or above..... 6

E3. Working Status

Working

- Full time (working 35 hours or above per week) 1
- Underemployed (working less than 35 hours per week) 2
- Student [**Skip to E5**] 3
- Homemakers [**Skip to E5**] 4
- Retirees [**Skip to E5**] 5
- Unemployed [**Skip to E5**] 6
- Other (please specify)_____ [**Skip to E5**]

E4. Current occupation: _____

Current position: _____

E5. Housing Type

- HA or HS rental blocks 1
- HA or HS subsidized sales flats 2
- Public temporary blocks 3
- Private rented flats..... 4
- Private self-owned flats 5
- Private temporary blocks 6
- Other (please specify)_____

E6. In the past 12 months, how many time(s) have you watched movies in cinemas?

- Never NA
- 1 2
- 2-4..... 3
- 5-9..... 4
- 10 or above 5



Survey on Film
Censorship
Standards
2002

25 November, 2002



Survey on Film Censorship Standards 2002 – Executive Summary (Final)

Television and Entertainment Licensing Authority (TELA)

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Statement of Professional Commitment

ACNielsen certifies that the information contained in this report has been compiled in accordance with sound market research methodologies developed by, or for, ACNielsen. ACNielsen believes that this report represents a fair, accurate and comprehensive analysis of the information collected, with all sampled information subject to normal statistical variance.



Introduction

Background

The Film Censorship Authority (FCA) has been commissioning independent survey companies to carry out opinion surveys biennially with the aim to understand the attitudes of the public on the classification system and standards. The last survey was conducted in May 2000.

Research Objectives

The objective of the survey is to collect public opinion on the film classification system and standards, and, where appropriate, to identify the areas for improvement in both the classification system and standards.

More specifically, the survey explores the following issues:

(1) Film Classification System

- Public awareness of the 3-tier Film Classification System and the work of the Film Censorship Authority;
- Public attitudes towards the advisory categories (Categories I, IIA and IIB) and the mandatory age restrictions (Category III) in the existing Film Classification System;
- Public awareness and support for Categories IIA and IIB classifications as appropriate guidelines for choosing films for minors; and
- Parents'/ Adults' guidance to minors on the choice of film and minors' accessibility to Category III films.

(2) Film Censorship Standards

- Public attitudes towards film censorship standards adopted by the FCA on the depiction of sex, violence, horror, language, offensive behaviour, criminality and thematic materials; and
- Public opinions on the censorship standards on film titles, Category III film packaging and advertising materials.

(3) Other areas of concern on film censorship

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Research Design

Research Design

To address the stipulated research objective, the study was divided into three parts in order to collect comprehensive opinions from three groups of respondents:

- Part 1 – the Main Survey
- Part 2 – the Public Advisors Survey
- Part 3 – the Movie-goers Survey

Continued on next page



Research Design, continued

Main Survey

This part of the survey intended to collect opinions on the Film Classification System from the community at large based on relevant demographic features (e.g. sex, age, occupation and education).

Survey Coverage

The target respondents were the general public aged 13-59 who satisfied the following criteria:

- Ordinary movie-goers who had been to the cinema at least two times in the past 12 months
- Did not hold strong opinion (good or bad) towards film production
- Neither knew nor were related to other respondents in the same interviewing session

Sampling Method/ Sample Composition

The target sample size was 600 and the respondents were recruited based on quotas of sex, age, education, occupation, type of housing and parenthood recommended by the Census and Statistics Department (C&SD) of the Hong Kong Special Administrative Region (HKSAR).

Sample Achieved

A total sample of 607 was achieved.

Data Collection Method

The respondents attended the group interviewing sessions in a studio. In the session, the respondents viewed the selected film segments and dialogues extracted from the films previously classified by the FCA. The packaging and advertising materials of the Category III films were also shown to the respondents. For the respondents aged between 13 and 17, they were only shown the film segments and other visual materials that were of Category IIB or below.

A self-completion questionnaire was used to collect the respondents' opinions on different areas of the Film Classification System.

Fieldwork Period

Fieldwork was carried out between 18 July and 1 August, 2002.

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Research Design, continued

Public Advisors Survey The Public Advisors Survey collected opinions on the Film Classification System from the existing public advisors appointed under the Film Censorship Ordinance (FCO).

Survey Coverage

The target respondents were defined as public advisors appointed under the FCO.

Sampling Method

The public advisors were invited by TELA to participate in the survey. In view of the confidentiality of the public advisors' contact details, all invitations to attend the group interviewing sessions were made by TELA.

Sample Achieved

A total sample of 90 public advisors was achieved.

Data Collection Method

Similar to the Main Survey, the public advisors viewed film segments and dialogues extracted from the films previously classified by the FCA. The packaging and advertising materials of Category III films were also shown to the public advisors for their opinions.

The public advisors were requested to fill in a self-completion questionnaire.

All the group interviewing sessions were held at the mini-cinema at the TELA office.

Fieldwork Period

Fieldwork was carried out between 5 and 12 August, 2002.

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Research Design, continued

Movie-goers Survey

This part of the survey aimed to find out the views of the movie-goers who had attended the selected screenings for the survey.

Survey Coverage

The target respondents were defined as ordinary movie-goers aged between 13 and 59 who had attended one of the specified screenings.

Sampling Method

The viewers of each film were recruited at selected cinemas. Their names and telephone numbers were recorded and they were then contacted for telephone interviewing.

Sample Achieved

A total sample of 502 was achieved with the following breakdown:

- 87 movie-goers of “Showtime” (爆 Show 特警組)
- 76 movie-goers of “The Sum of All Fears” (驚天核網)
- 78 movie-goers of “Frugal Game” (慳錢家族)
- 106 movie-goers of “Visible Secret II” (幽靈人間 2 之鬼味人間)
- 76 movie-goers of “Dark Water” (鬼水凶靈)
- 79 movie-goers of “Windtalkers” (烈血追風)

Data Collection Method

The above-mentioned six films of different categories (Categories IIA and IIB) were selected by TELA for the survey. Subsequent to recruitment of the movie-goers at the selected cinemas, telephone interviewing method was employed to collect the movie-goers’ opinions on the Film Classification System and the films they had seen. All the recruited movie-goers were contacted within three days of the recruitment dates.

Fieldwork Period

Fieldwork took place between 21 June and 10 July, 2002.

Continued on next page



Detailed Findings



Detailed Findings - Knowledge on the Film Classification System, continued

Awareness of Film Classification System

All (100%) the general public, public advisors and movie-goers were aware of the current Film Classification System.

Correct knowledge of System, continued

The general public and public advisors who were aware of the Film Classification System were shown three versions of the Film Classification System and were asked to identify which one was currently adopted in Hong Kong.

The great majority of the general public (81%) and the public advisors (94%) had correct knowledge of the Film Classification System. Only 19% and 6% respectively were not able to identify the current system.

(Table 1)

Table 1 *Identification of the existing Film Classification System by general public and public advisors*

	General Public	Public Advisors
Sample size	607	90
Classification System A	12%	2%
Classification System B (existing)	81%	94%
Classification System C	7%	4%
Total	100%	100%

All the movie-goers knew the definitions of Categories I and III but relatively fewer movie-goers were aware of Categories IIA (92%) and IIB (95%).

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Detailed Findings - Opinions on the Film Classification System

Acceptance of Film Classification System Amongst the three types of respondents, the movie-goers showed the highest level of acceptance of the Film Classification System with 95% finding it very or quite acceptable, followed by the public advisors (90%) and the general public (86%).

(Table 2)

Table 2 Acceptance of the Film Classification System by the general public, public advisors and movie-goers

	General Public	Public Advisors	Movie-goers
Sample size	607	90	502
Very acceptable (4)	64%	66%	80%
Quite acceptable (3)	22%	24%	15%
Quite unacceptable (2)	5%	9%	3%
Unacceptable at all (1)	*%	0%	1%
No comment	8%	1%	1%
Total	100%	100%	100%
Mean	3.6	3.6	3.8

Promotion of Film Classification System Nearly ninety percent (89%) of the public advisors and three quarters (74%) of the movie-goers considered the Classification System had been clearly explained to the public. However, only sixty-one percent (61%) of the general public thought likewise.

Perceived Effective Means to Promote Film Classification System Television was perceived as an effective means to promote the Film Classification System to the public by the majority of the three types of respondents (88% of the general public, 96% of the public advisors and 95% of the movie-goers). Other effective channels were trailers (69% of the general public, 76% of the public advisors and 75% of the movie-goers) and multi media on board (61% of the general public, 74% of the public advisors and 73% of the movie-goers).

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Detailed Findings - Opinions on the Film Classification System, continued

Age Restriction of Seeing Category III Films

Nearly eighty percent (79%) of the general public agreed it was appropriate to set the minimum age of watching Category III films at 18. This age restriction was considered appropriate by even higher proportion of the public advisors (88%) and movie-goers (91%).

Amongst those who did not agree to the existing age restriction for Category III films, the average age proposed was 19 by the general public and movie-goers and 21 by the public advisors.

Organisation to Carry Out Film Censorship and Classification

The respondents were asked whether TELA was appropriate to carry out the film Censorship and Classification. A significant majority of the movie-goers (94%) and the public advisors (90%) considered TELA appropriate for carrying out film censorship and classification. Around seven in ten (71%) of the general public thought likewise.

Amongst those who did not regard TELA appropriate to carry out film censorship and classification, 68% of the general public commented that an organization in the film industry would be more appropriate than TELA to carry out the tasks.

For those public advisors and movie-goers who did not consider TELA appropriate to carry out film censorship and classification, 71% and 46% of them respectively considered an organization from the general public would be more appropriate than TELA to carry out the tasks.

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Detailed Findings - Reference Made to the Film Classification System When Selecting Films

Incidence of Referring to Film Category When Selecting Films

Amongst the three groups of respondents, public advisors (79%) had the highest incidence of referring to the film category when selecting films, followed by the general public (64%) and the movie-goers (53%).

Furthermore, seventy-one percent of the public advisors paid attention to whether the films belonged to Category IIA or IIB when selecting films, while only less than half of the general public (49%) and movie-goers (38%) did so.

Helpfulness of Sub-division of Category II

The great majority of the three groups of respondents regarded the sub-division of Category II helpful to parents in selecting films for children (80% of the general public, 89% of the public advisors and 78% of the movie-goers).

Provision of Information on TELA's Website

Seventy-seven percent of the public advisors and 72% of the general public considered it very or quite helpful for TELA's website to provide classification information on films currently showing. Relatively fewer movie-goers (56%) held the same view.

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Detailed Findings - Parental Guidance on Selecting Films for Children

Parental Guidance on Selecting Films for Children

Amongst the general public who had children aged below 18, the vast majority (91%) chose films for their minors. Almost three-quarters (73%) of the parents considered whether the films were of Category IIA or IIB when selecting Category II films for their children aged below 18.

Again, most of the public advisors (88%) chose films for their children aged below 18 while only 68% of the movie-goers did so. Amongst those who chose films for children aged under 18, the majority (87% of public advisors and 72% of movie-goers) checked whether the films belonged to Category IIA or IIB.

Incidence of Seeking Opinions from Parents when Selecting Category II Films

Amongst those who were 13-17 years old, only a small proportion (5% of the general public and 15% of the movie-goers) sought opinions from their parents when selecting Category II films.

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Detailed Findings - Young Persons' Habits of Viewing Category III Films

Incidence of Seeing Category III Films

Slightly more than half (53%) of the general public who were aged 13-17 (referred to as 'young general public' hereafter) had ever seen Category III films.

A smaller portion (36%) of movie-goers from the age bracket 13-17 (referred to as 'young movie-goers' hereafter) had ever seen Category III films.

Number of Time(s) Seeing Category III

Most of the young general public (81%) and young movie-goers (75%) who had ever seen Category III films had seen such films for five times or less in the past year.

Place of Seeing Category III Films

The two most popular places of seeing Category III films amongst the young general public were at friend's homes (65%) and at their own homes (58%). However, the young movie-goers (86%) saw such kind of films mainly at their own homes.

Person(s) Who Provide(d) Video Tapes/ LDs/ VCDs/ DVDs

For those who had seen Category III films at their own or friends' homes, such types of the video tapes, LDs, VCDs and DVDs provided for both young general public and young movie-goers were primarily from their friends (70% and 52% respectively), especially from those who were aged below 18.

Source of Obtaining Video Tapes/ LDs/ VCDs/ DVDs

Amongst the young general public, the video tapes, LDs, VCDs and DVDs of Category III films were mainly bought from video clubs/ shops (63%). The second most popular source was the shops selling unauthorized video tapes/ LDs/ VCDs/ DVDs (54%).

On the contrary, shops selling unauthorized video tapes/ LDs/ VCDs/ DVDs (53%) were the most popular source of obtaining the video tapes/ LDs/ VCDs/ DVDs of Category III films for the young movie-goers. Video clubs/ shops came second (47%).

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Detailed Findings - Young Persons' Habits of Viewing Category III Films, continued

Parents Aware of Seeing Category III Films

Slightly more than half (57%) of the young general public who had watched Category III films at their own or friends' homes did not let their parents know they had seen such kind of films.

On the other hand, the parents of two-thirds (67%) of the young movie-goers were aware their children had watched Category III films.

Reason(s) for Seeing Category III Films

Amongst both young general public and young movie-goers, the main reason for seeing Category III films was out of curiosity (70% and 46% respectively). Another reason was that the young general public thought the contents of these films did not have any bad influence on young persons (43% and 39% respectively).

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Detailed Findings - Attitudes towards Film Censorship and Classification Standards

Acceptance towards Film Censorship and Classification

Virtually all (97%) the general public, public advisors and movie-goers considered the current film classification standards acceptable.

Attitudes towards Film Classification Standards

All the respondents were asked to show their attitudes towards the film classification standards based on a five-point rating scale:

- Very lenient (1)
- A bit lenient (2)
- Just right (3)
- A bit strict (4)
- Very strict (5)

Slightly more than one-third (35%) of the general public considered the classification standards lenient, while 29% thought it was just right and 21% regarded it strict.

Amongst the public advisors, a relatively large minority (39%) considered the current classification standards a bit lenient. However, nearly half (48%) of the movie-goers perceived the current classification standards just right.

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Detailed Findings - Attitudes towards Film Censorship and Classification Standards, continued

Attitudes towards Existing Censorship Standards

The general public and public advisors were asked to use a five-point rating scale to show their attitudes towards the existing censorship standards of each Category of the films containing scenes or depictions of the following:

- Torture and violence
- Horror and Shock
- Sex and Nudity
- Objectionable languages
- Offensive behaviour
- Triad

A significant majority (69% to 75%) of the general public commented the scenes or depictions of the above themes were *very lenient* or *a bit lenient* in Category I films. For Category IIA, a relatively large proportion of the general public regarded the censorship standards for such scenes or depictions under this category as *a bit lenient*. The censorship standards for Categories IIB and III were considered by a high proportion of the general public as *just right*, except for sex and nudity where 41% of the general public perceived the standards on such scenes or depictions in Category IIB were *a bit lenient*.

The majority of the public advisors commented the censorship standards towards each of these scenes or depictions in Category I were *very lenient*. For Category IIA, a relatively large proportion of the public advisors rated the censorship standards as *a bit lenient* for the various scenes or depictions except for *sex and nudity* and *triad*, where more public advisors rated these two themes as *very lenient* in this category. Forty percent to 52% of the public advisors commented the presence of such scenes or depictions were *just right* in Category IIB films while 56% to 63% of the public advisors opined likewise for Category III films.

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Detailed Findings - Attitudes towards Film Censorship and Classification Standards, continued

Level of Acceptance towards Titles, Advertising Materials and Packaging of Category III Films

Over half of all three types of respondents accepted all or most of the titles, advertising materials and packaging of the existing Category III films:

(Table 3)

Table 3 Acceptance (all are acceptable or most of them are acceptable) towards the existing Category III films related materials by the general public, public advisors and movie-goers

	General Public	Public Advisors	Movie-goers
Sample size	607	90	502
Titles	51%	69%	63%
Advertising materials	52%	64%	61%
Packaging	57%	62%	55%

The general public and public advisors were further asked to indicate their attitude towards the titles, posters and packaging of Category III films selected by TELA. Overall speaking, the level of acceptability was similar to that of TELA.

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Detailed Findings - Suggested Classification for Selected Film Segments and Dialogues

Suggested Classification for Selected Film Segments

In the survey, the general public and the public advisors were shown 30 film segments selected by TELA with the following breakdown:

- 5 film segments of violence
- 4 film segments of animation violence
- 5 film segments of shock and horror
- 10 film segments of sexuality and nudity
- 3 film segments of sexual violence
- 3 film segments of offensive behaviour and triad

A relatively large proportion of the general public classified 9 out of 30 film segments in the same category as by TELA, 15 in a stricter category and 6 in a more lenient category than by TELA.

(Table 4)

Table 4 *Comparison of the classification standards between TELA and the general public*

	Total no. of segments selected	Stricter than TELA's standard	Same standard as TELA	More lenient than TELA's standard
Violence	5	3	1	1
Animation violence	4	3	0	1
Shock and horror	5	3	1	1
Sexuality and nudity	10	4	4	2
Sexual violence	3	2	1	0
Offensive behaviour and triad	3	0	2	1

A significant proportion of public advisors classifying the film segments (20 out of 30) in a category stricter than TELA. Only 7 out of the 30 film segments were put under the same category as TELA and 3 in a more lenient category than by TELA.

(Table 5)

Table 5 *Comparison of the classification standards between TELA and the public advisors*

	Total no. of segments selected	Stricter than TELA's standard	Same standard as TELA	More lenient than TELA's standard
Violence	5	4	0	1
Animation violence	4	3	1	0
Shock and horror	5	4	1	0
Sexuality and nudity	10	5	3	2
Sexual violence	3	2	1	0
Offensive behaviour and triad	3	2	1	0

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Detailed Findings - Suggested Classification for Selected Film Segments and Dialogues, continued

Suggested Classification for Selected Film Dialogues

In the survey, the general public and the public advisors were shown 10 film segments selected by TELA and were asked to classify the film segments regarding the dialogues. The film dialogues were classified as:

- Bad languages (6 film dialogues)
- Sexual references (4 film dialogues)

Five and four of the film dialogues of bad languages were classified by a large proportion of general public and public advisors respectively in the same standards as by TELA. In contrast, three film dialogues were classified by a relatively large proportion of the general public and public advisors in a stricter category than TELA.

Appropriateness of Existing Category of Selected Films

The movie-goers were asked about the appropriateness of the designated categories of the selected films that they had seen. The vast majority (86% to 97%) of the movie-goers of the respective film perceived the current category was appropriate.

Those movie-goers who did not agree to the existing classification were asked to suggest a category for the respective films. Three films were classified by larger proportion of the movie-goers in a category stricter than TELA and another three films were put under in a category more lenient than the existing one.

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Appendix A: Questionnaire for Main Survey and Public Advisors Survey (Aged 18 or above)



Appendix B: Questionnaire for Main Survey (Aged 13 – 17)



Appendix C: Questionnaire for Movie-goers Survey