

Usefulness of Movie Ratings and Descriptors

Results of a nationwide survey among those with children at home

July 27, 2015

THE CLASSIFICATION & RATINGS ADMINISTRATION (CARA)

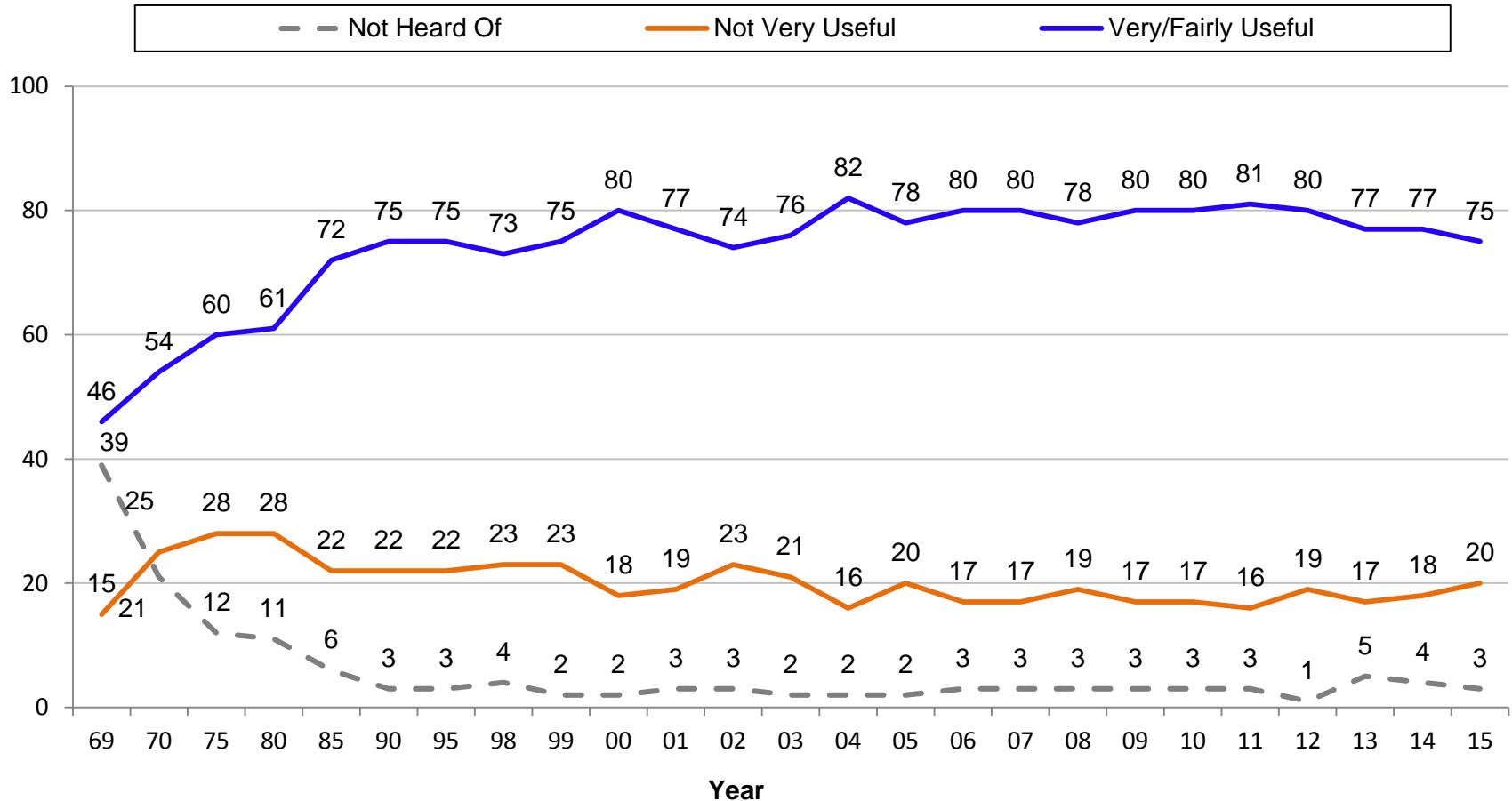


Objectives and Methodology

- Since just after the creation of the Ratings System, beginning in 1969, the Classification & Ratings Administration (CARA) has asked leading market research company ORC International, which conducts the CNN/ORC International Poll, to conduct a nationwide survey on the System. The primary objective of the survey is to understand the awareness of the Ratings System among parents, and the perceived usefulness of the Ratings System as a guide for parents when considering their children's moviegoing. From 2009 forward, a key additional objective was to learn more about the awareness and usefulness of the descriptions that go along with the letter ratings.
- The 2015 data in this report are based on two telephone surveys conducted among 491 parents, who were identified from a national probability sample of 2,034 adults 18 and older living in private households in the Continental United States. Interviewing for these ORC International CARAVAN[®] surveys was completed on July 9 - 19, 2015. 169 interviews were from the landline sample and 322 interviews from the cell phone sample.
- All results in this report are based only on those adults who have children under the age of 18 living in the household, hereinafter referred to as "parents".
- For certain questions, findings from earlier studies are also included. These findings are comparable because they utilized the identical question and were conducted by ORC's CARAVAN[®] using a national probability sample and interviewer administered questionnaire.
- All surveys were weighted by five variables: age, sex, geographic region, race and education to ensure reliable and accurate representation of the total population. The margin of error for surveys with samples of around 500 respondents, at the 95% confidence level, is plus or minus 4.4 percentage points.

Awareness and Usefulness of Ratings System

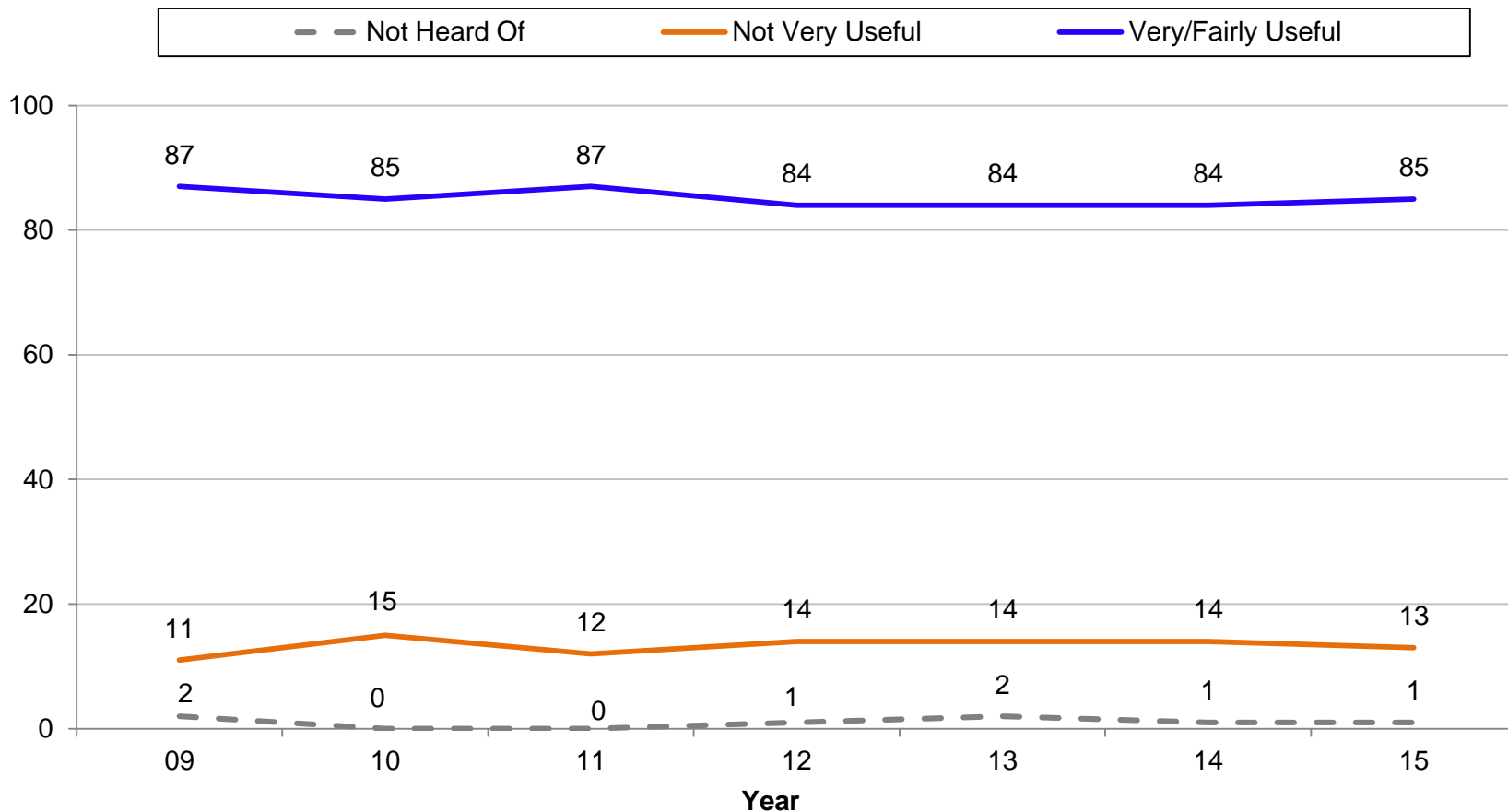
- Nearly all parents have heard of the motion picture industry rating system (95%). This is consistent in surveys going back to the 1980s.
- Most think the ratings are very (42%) or fairly (33%) useful - a combination rating of 75% saying they are very/fairly useful, remaining steady with previous years' findings.



B2: How useful do you think the motion picture industry's rating system, with the symbols G, PG, PG13, R and NC17, is as a guide for deciding what movies CHILDREN SHOULD SEE - very useful, fairly useful, not very useful, or have you not heard of the rating system?
 Base = Have children in household (N = 491)

Awareness and Usefulness of Rating Descriptors

- Nearly all parents have also heard of the rating system's descriptors, or brief explanations of why a movie received the rating it did (98%).
- Most think the descriptors are very (50%) or fairly (35%) useful - a combination rating of 85% saying they are very/fairly useful. Only 13% find them not very useful.
 - These findings are on a par with previous years' results, dating back to 2009.



B3: The movie rating system also provides brief explanations of why a particular film received its rating, to help parents know more about the film's content before making decisions about their children's movie attendance. How useful do you think these explanations, or 'descriptors', are as a guide for deciding what movies CHILDREN SHOULD SEE - very useful, fairly useful, or not very useful?

Base = Have children in household (N = 491)

