



PARENTS' FILM RATINGS ADVISORY STUDY 2018

Study Commissioned by CARA



THE CLASSIFICATION & RATING ADMINISTRATION

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY (1/2)

- Almost all parents are familiar with the ratings system and find it helpful.
 - Additionally, 84% of parents agree that the ratings system is accurate.
 - While familiarity with the rating descriptors is lower than the ratings themselves, parents find them just as helpful, and even slightly more accurate.
- Parents feel that the rating system advises best on the amount of violent content versus other content types.
 - Parents indicate that movies containing strong types of violent content, such as torture, mutilation, or sexual assault, strongly belong in the R rating.
 - The graphicness with which violence is portrayed in a film has a significant impact on how parents think it should be rated.
- Sexual content is a top concern for parents, more so than violence or language.
 - Parents indicate that most types of sexual content should garner an R rating.

EXECUTIVE SUMMARY (2/2)

- Almost half of parents think the “F-Word” appears in the PG-13 rating too much.
 - Approximately one third of parents say that PG-13 would be an appropriate rating for a movie containing the F-Word.
 - As the number of F-Words in a movie increases, parents believe the rating should move from a PG-13 rating to an R rating.
- Over 70% of parents claim that every movie they saw in the past year was rated appropriately.
- 64% of parents are familiar with the system for approving marketing materials for feature films.
 - 84% of parents say that the current process is exactly or similar to what they would want.
- The study was fielded from June 27, 2018 - July 2, 2018.

STUDY BACKGROUND AND METHODOLOGY

STUDY BACKGROUND

- The Classification and Rating Administration (CARA) commissioned The Nielsen Company to conduct research to obtain a current, quantitative view of American parents' perceptions and expectations as they relate to movie content and the film rating system.
 - This includes opinions of the ratings system overall, as well as specific concerns and opinions about different types of movie content.
- Please note that this research does not assume anything about the current rating system; it seeks to understand objectively what parents' perceptions are about content and ratings.
- This document is a report of the full study findings.

STUDY METHODOLOGY

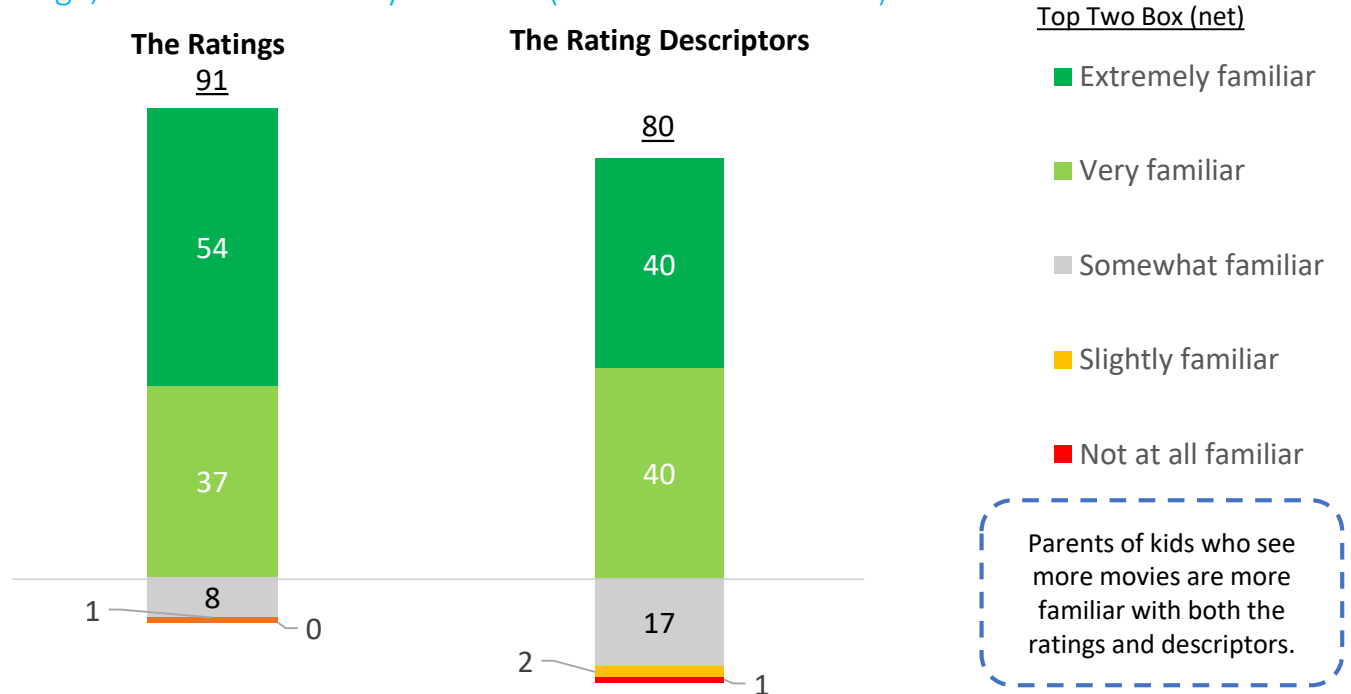
- Nielsen conducted the consumer research online using the following:
 - Base size of 1,559 parents of children 7-16.
 - National sample of parents allowing for natural fall-out of specific segments.
 - Fielded from June 27, 2018 - July 2, 2018.
 - Additional respondent qualifications for the interview included:
 - The respondent must have seen at least one movie in the past six months.
 - The respondent's child must have seen at least one movie in the past six months.
 - The respondent and the respondent's family members do not work in the movie industry.
- The survey consisted of three parts:
 - General attitudes and opinions about movie ratings and content.
 - Interactive ratings exercise.
 - Opinions about the system for reviewing and approving marketing materials for rated movies.

PARENTS' ATTITUDES AND OPINIONS ABOUT THE CURRENT RATING SYSTEM

FAMILIARITY

Familiarity is very strong for the ratings and strong for the rating descriptors as well.

Before seeing the image, how familiar were you with... (Total Parents N=1559)

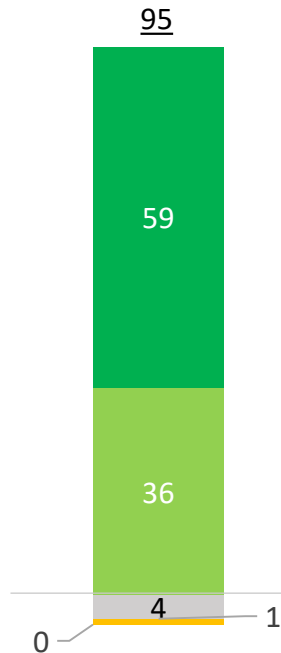


HELPFULNESS

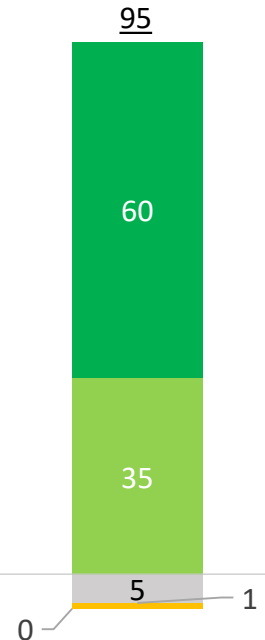
Both the ratings and the descriptors receive very strong agreement among parents that they are helpful.

How much do you agree or disagree with each of the following statements? (Total Parents N=1559)

The Ratings Are Helpful



The Rating Descriptors Are Helpful



Top Two Box (net)

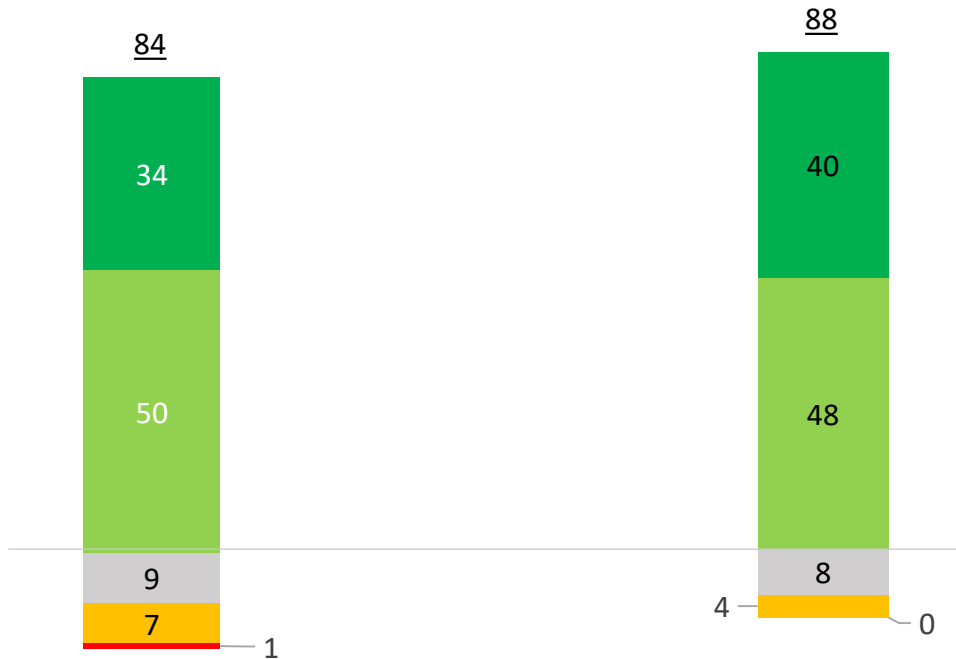
- Agree strongly
- Agree somewhat
- Neither agree nor disagree
- Disagree somewhat
- Disagree strongly

ACCURACY

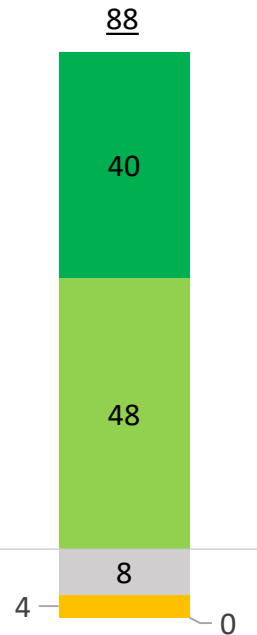
84% of parents agree strongly or somewhat that the rating system is accurate. Parents are even more likely to agree that the descriptors are accurate.

How much do you agree or disagree with each of the following statements? (Total Parents N=1559)

The Ratings Are Accurate



The Rating Descriptors Are Accurate



Top Two Box (net)

■ Agree strongly

■ Agree somewhat

■ Neither agree nor disagree

■ Disagree somewhat

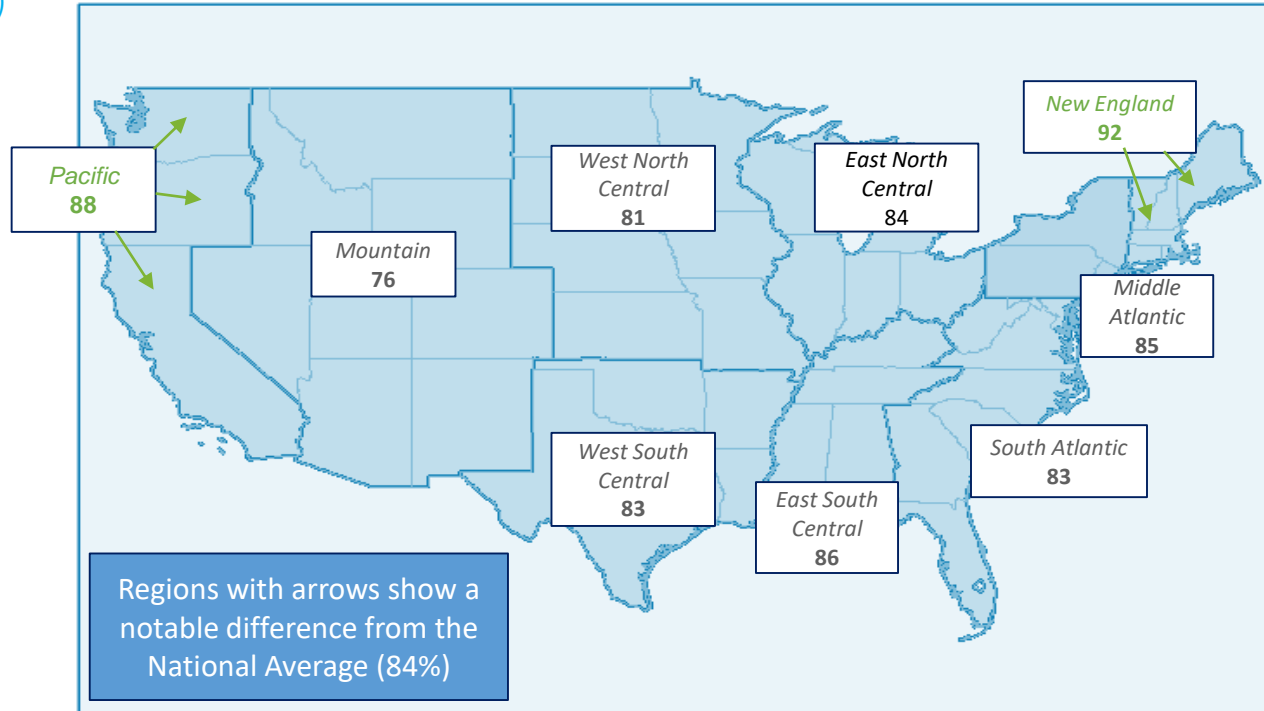
■ Disagree strongly

Accuracy perceptions of the ratings are strongest in New England, followed by the Pacific.

ACCURACY- REGIONAL DIFFERENCES

Parents in the New England and Pacific regions have notably higher accuracy perceptions of the ratings system than the national average.

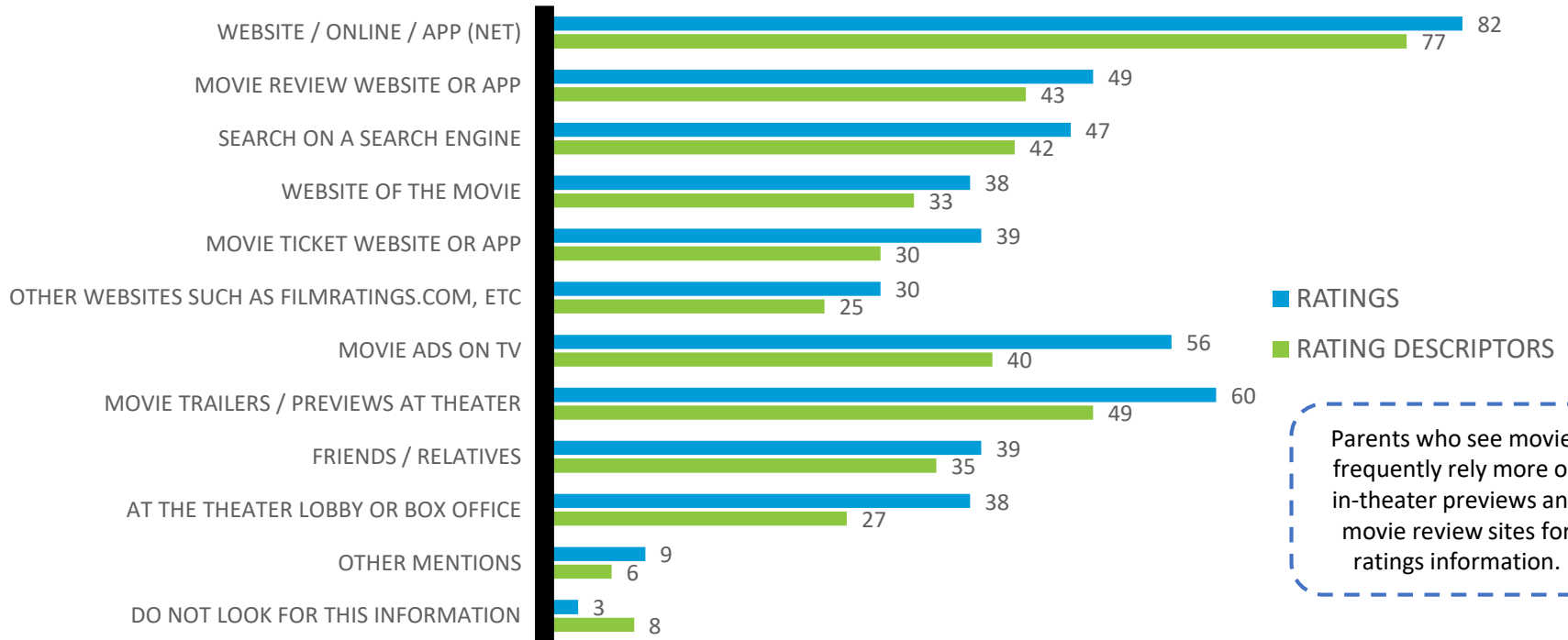
How much do you agree or disagree with the following statement? The Ratings Are Accurate (Agree Strongly/Somewhat)



WHERE TO FIND INFORMATION

Parents find ratings information through online sources most often, followed by TV ads and in-theater trailers.

When you are considering a movie for your child to see, where do you currently get the ... information for a movie? (Total Parents N=1559)

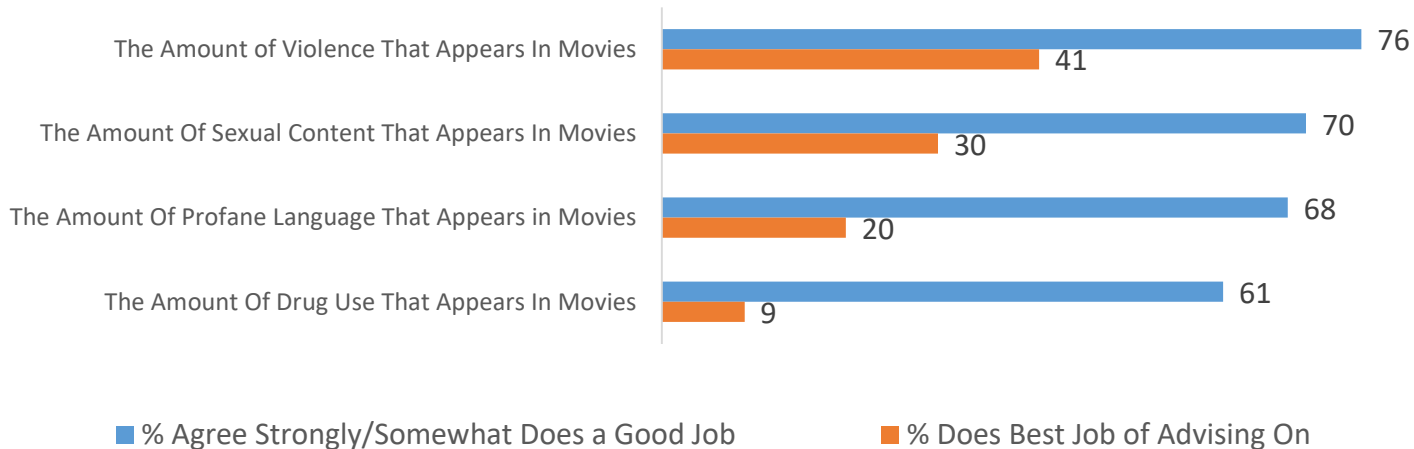


PARENTS' VIEWS AND CONCERNS ABOUT CONTENT AND RATINGS

ADVISING ON CONTENT

Parents feel that the rating system advises best on the amount of violent content versus other content types.

The current movie rating system does a good job of advising on... % Agreeing Strongly/Somewhat and which of the following content areas do you feel the current rating system does the best job of advising you on?
(Total Parents N=1559)



Parents of 13-16 year olds are most likely to say the system handles violence the best, and least likely to say it handles language the best.

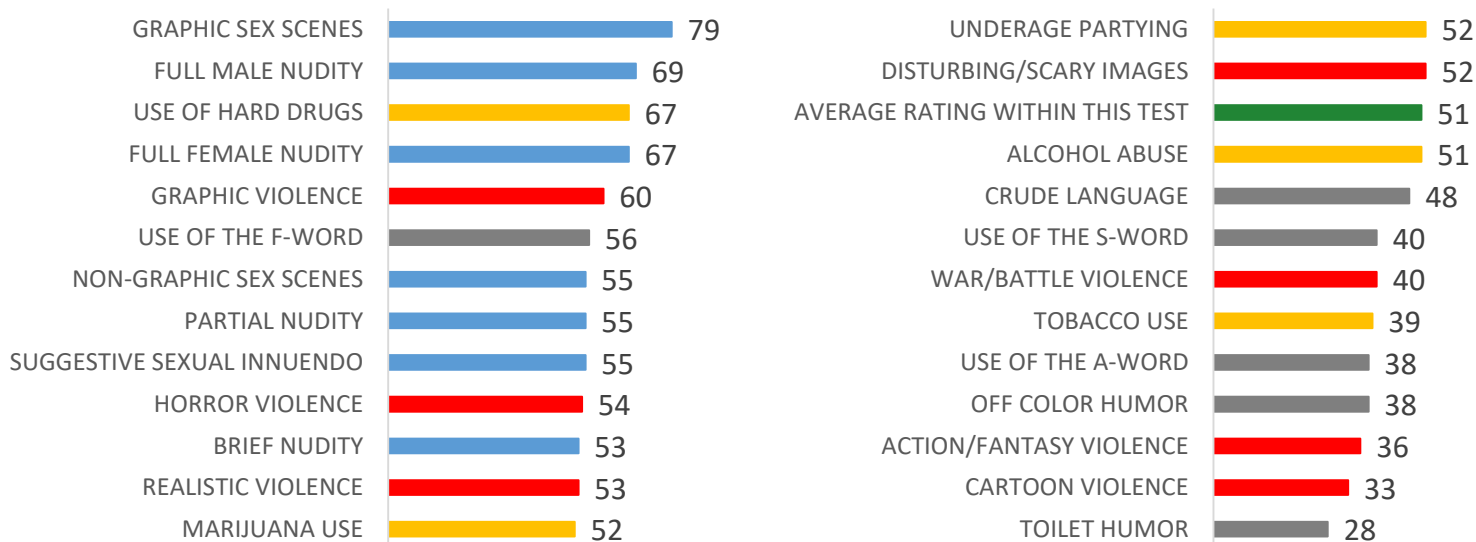
CONTENT CONCERNS

Parents of younger children and parents of girls show more concern for content overall.

Sexual content is a top concern among parents. Violence and language content, except for the strongest types, falls to the lower end of the spectrum of concern.

How concerned are you with the content...appearing in movies your child would see?

% Extremely/Very Concerned (Total Parents N=1559)

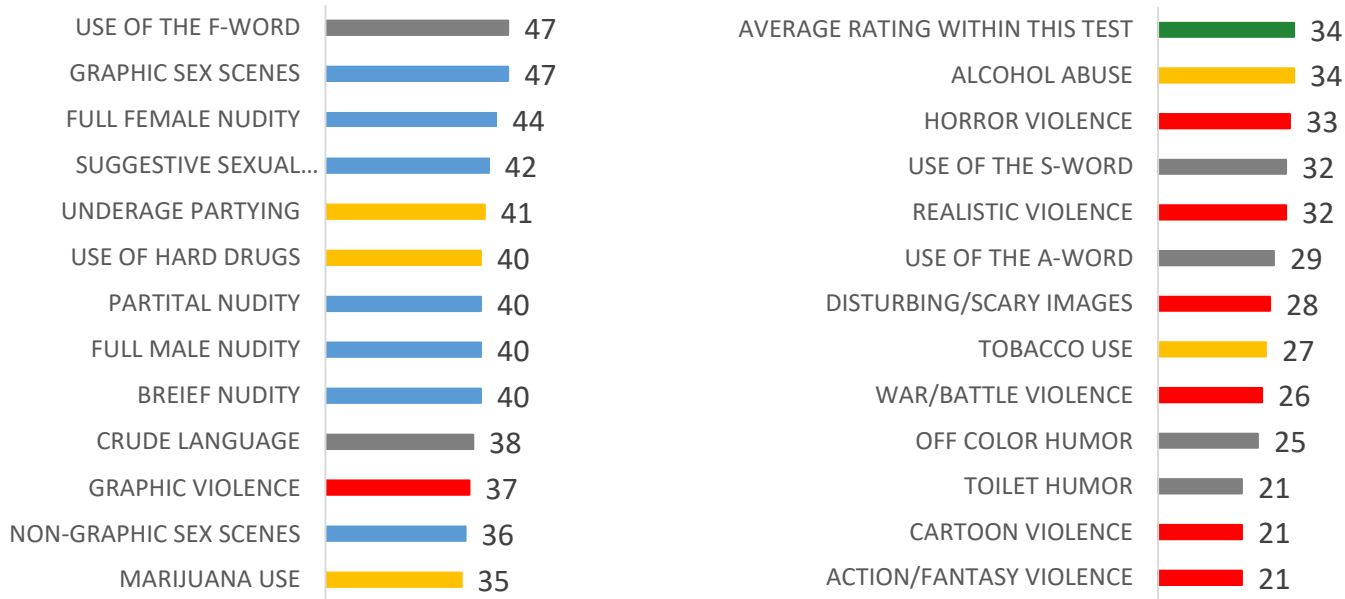


Violent Content Sexual Content Language Content Drug Use Content Average Rating

CONTENT IN PG-13 RATING

Nearly half of parents think the F-Word appears in PG-13 rated movies too much. Sexual content of various types follows closely behind.

Based on your experience with the PG-13 rating, how do you feel about the amount of ... currently in the PG-13 rating? % Saying “Too Much is in the PG-13 rating” (Total Parents N=1559)

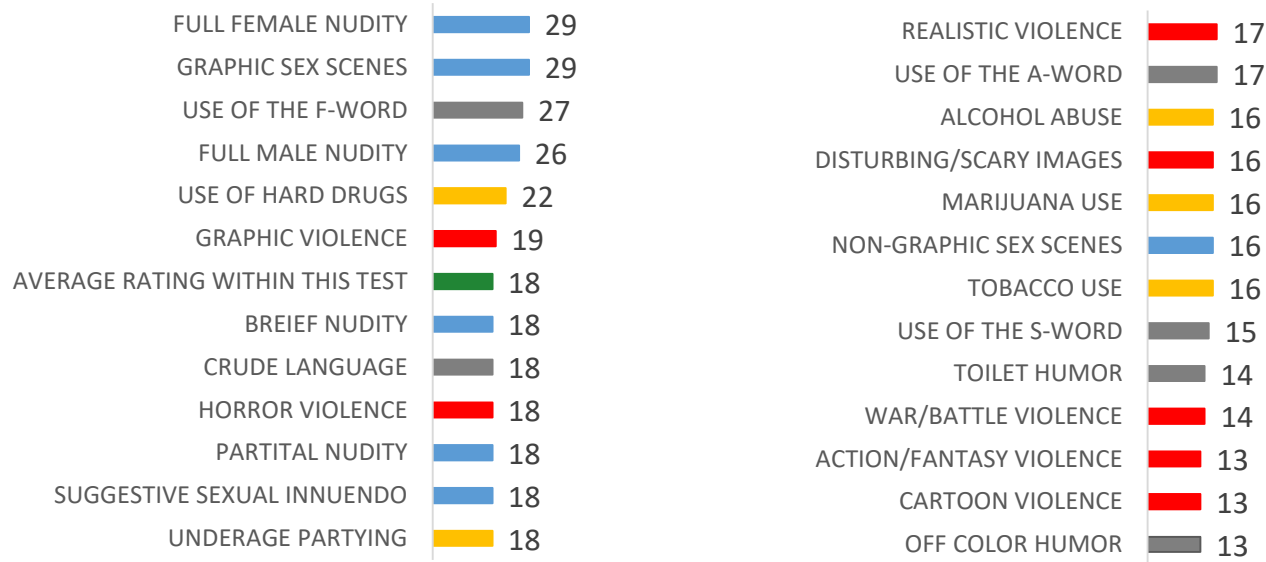


■ Violent Content
 ■ Sexual Content
 ■ Language Content
 ■ Drug Use Content
 ■ Average Rating

CONTENT IN R RATING

Strong sexual content garners the most mentions for being too prevalent in R rated movies, followed by the F-Word, hard drugs, and graphic violence.

Based on your experience with the R rating, how do you feel about the amount of ... currently in the R rating? % Saying "Too Much is in the R rating" (Total Parents N=1559)



■ Violent Content ■ Sexual Content ■ Language Content ■ Drug Use Content ■ Average Rating

Please note the mention of specific content types does not imply the current presence of that content in the R rating. Parents may be indicating that any presence of that content type within the R rating would be too much.

APPROPRIATE RATING FOR STRONG LANGUAGE

Approximately one third of parents feel that PG-13 would be an appropriate rating for a movie containing the F-Word.

Which rating or ratings do you feel would be appropriate for a movie that contained the words / expressions ...?
(Total Parents N=1559)

	A-Word	S-Word	F-Word	Damn	Jesus Christ	Goddamn	Crap
	%	%	%	%	%	%	%
NC-17	100	100	100	100	100	100	100
R	98	97	93	97	92	91	98
PG-13	72	67	32	88	73	61	94
PG	26	21	10	51	46	26	75
G	8	6	4	15	21	8	40

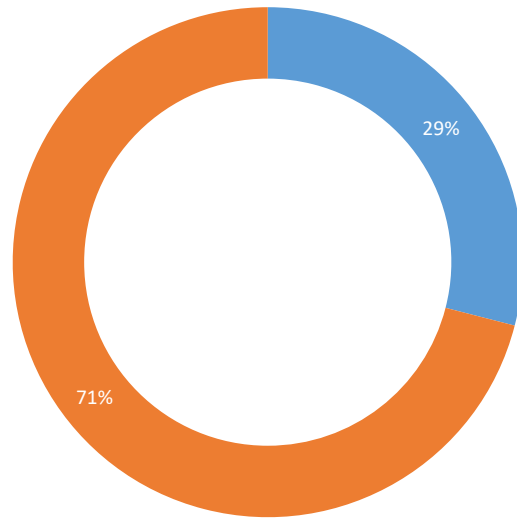
Parents from the Pacific and Mid-Atlantic regions, as well as parents in urban areas, are more likely to say the F-Word is appropriate in a PG-13 rated movie.

APPROPRIATE RATINGS

Over 70% of parents feel that every movie they saw in the past year was rated appropriately.

In the past 12 months, have you seen any movies that you feel did not have the appropriate movie rating?*

(Total Parents N=1559)



■ YES ■ NO

*Past 12 months refers to 07/17 to 06/18

INTERACTIVE RATINGS EXERCISE

INTERACTIVE RATINGS EXERCISE

How it works

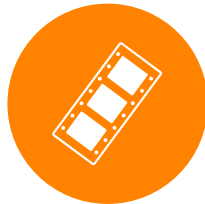
Each parent views and assigns a rating to 15 different movie descriptions containing various content elements. Parents are asked to assign a rating they feel is “most appropriate” for the title. Parents are asked to rate each title as if the movie exists.

Insightful Results

Modeling across all scenarios provides a view of how parents rate different types of content. This synthesizes wide ranges of individual responses into a predicted average rating for different content types in different contexts.

Key Topics

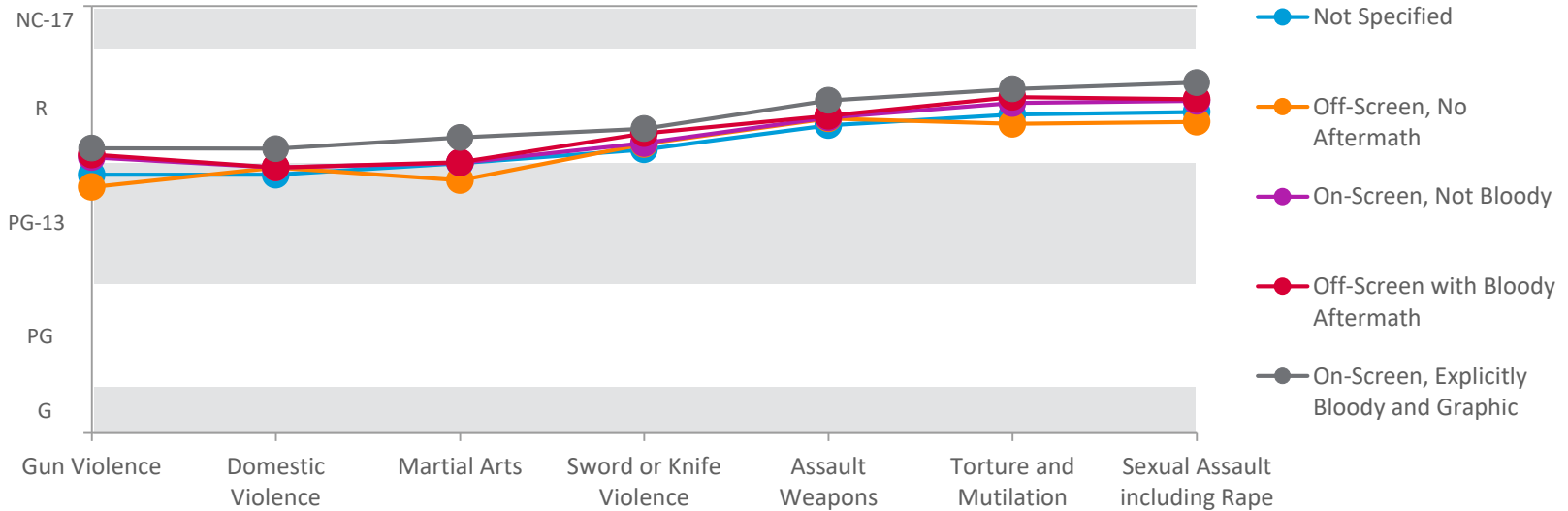
Movie Genre, Types of Violent Content, Quantity of Violent Scenes, Graphicness of Violence, F-Word Usage, and Sexual Content



VIOLENT CONTENT - GRAPHICNESS

The graphicness of how violent content is shown has an impact on the rating parents feel is appropriate for the content. *On-Screen, Explicitly Bloody and Graphic* violence tends to garner an R-rating regardless of type.

Interactive Exercise – Predicted Rating

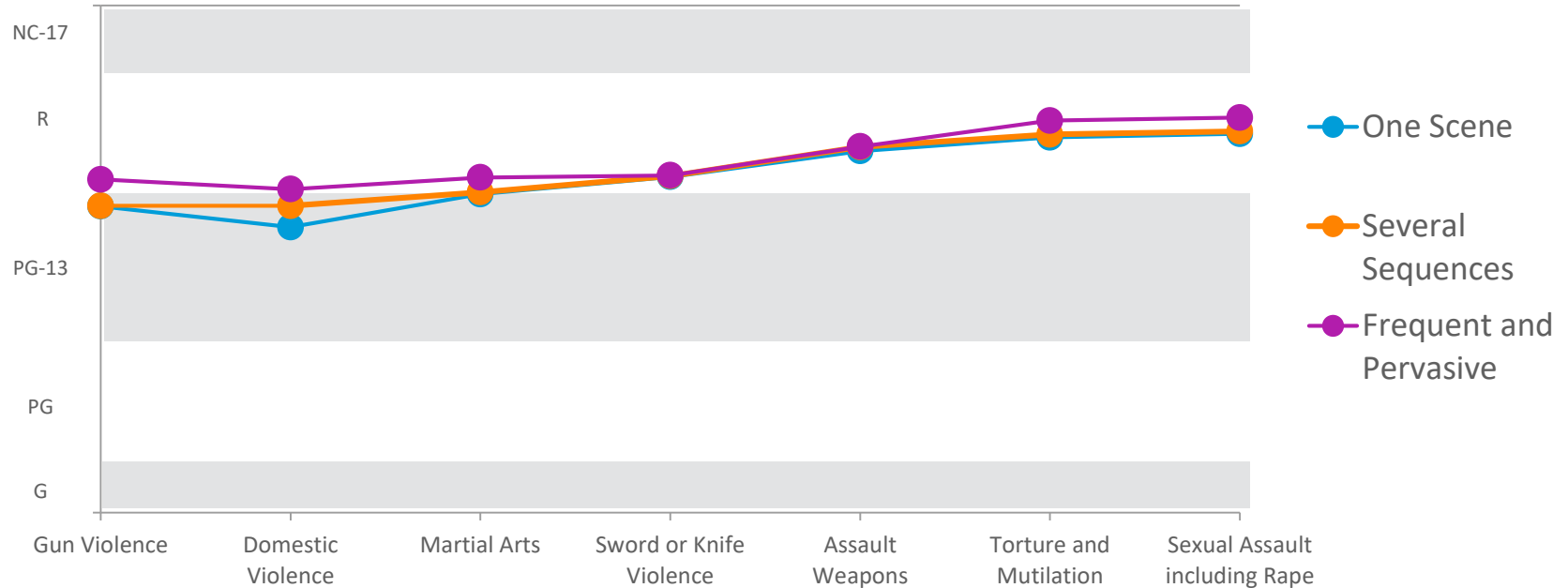


*Context variables not shown; Genre – None Specified; Quantity – Several sequences.

VIOLENT CONTENT - QUANTITY

Violence type has a greater impact on perceived rating than the quantity of violent scenes. Quantity has more impact on gun and domestic violence.

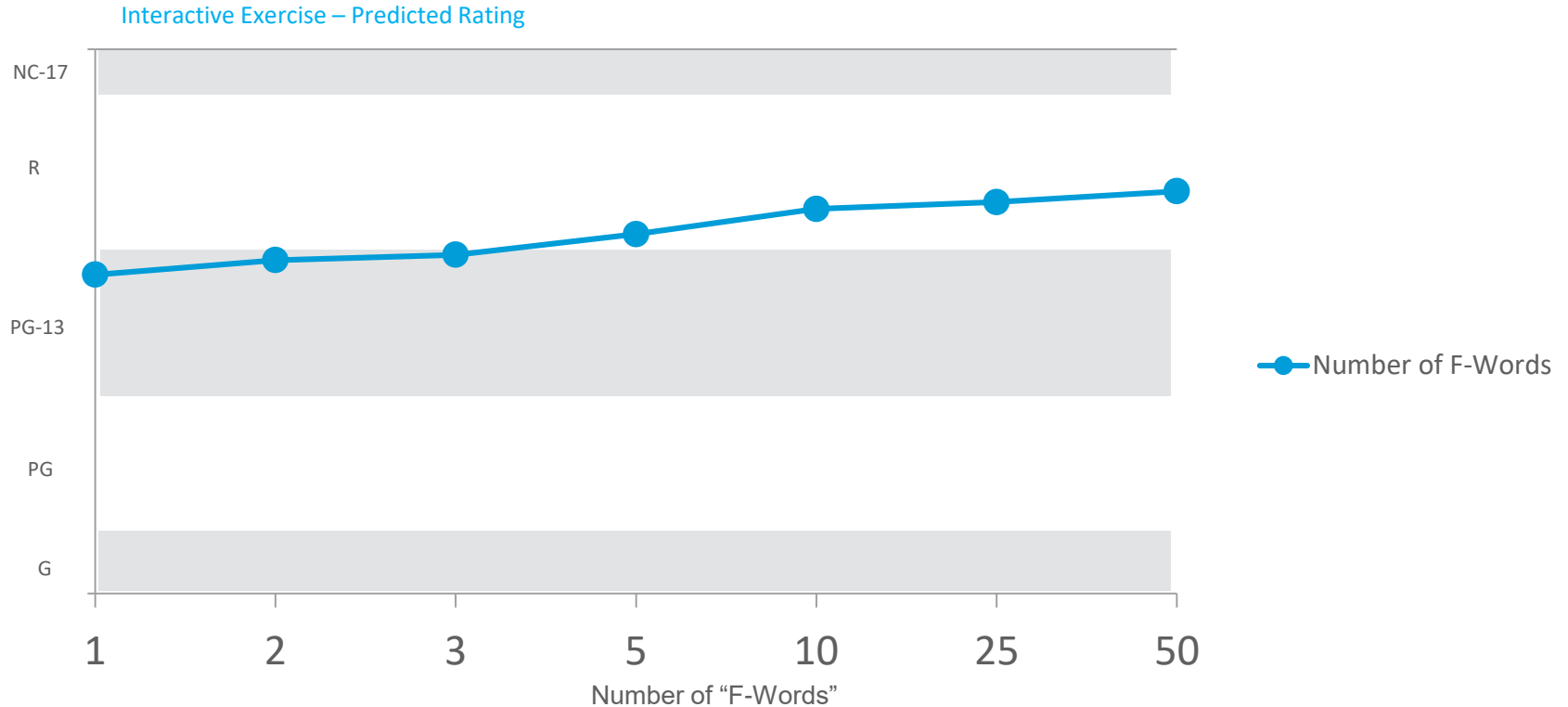
Interactive Exercise – Predicted Rating



*Context variables not shown; Genre – None, Graphicness – None Specified.

QUANTITY OF F-WORDS

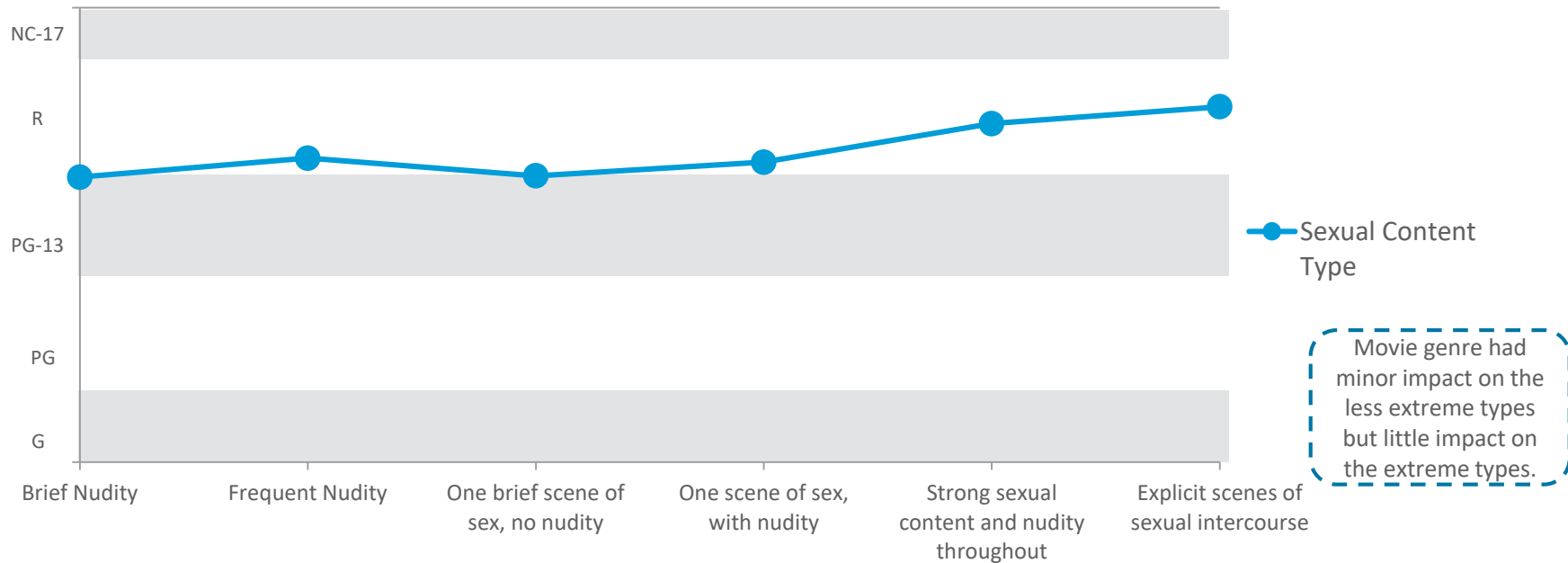
On average, parents begin assigning an R-rating to a movie when it contains around 3 F-Words.



SEXUAL CONTENT TYPES

Parents' strong concerns about sexual content are reflected in the high average ratings that are garnered by most types of sexual content.

Interactive Exercise – Predicted Rating

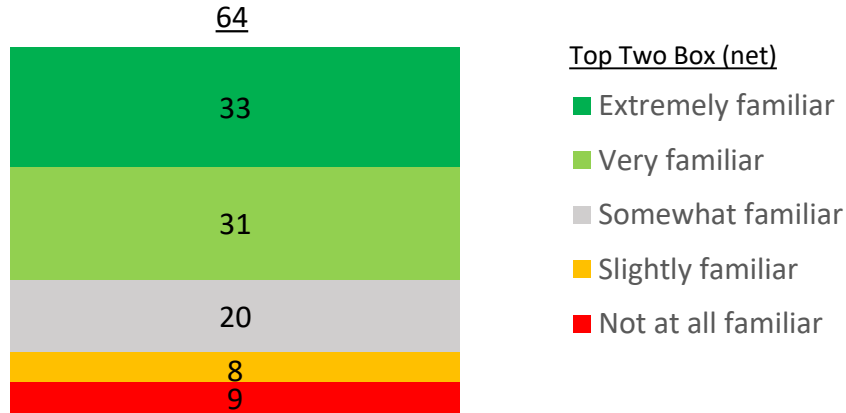


PARENTS' VIEWS ON THE SYSTEM FOR APPROVAL OF MARKETING MATERIALS FOR MOVIES

FAMILIARITY – MARKETING MATERIALS APPROVAL

64% of parents are familiar with the system for approving marketing materials for feature films.

Before seeing the image and description*, how familiar were you with the approval process that places movie trailers / previews before compatible feature movies? (Total Parents N=1559)



Top-Two Box
Familiarity with
the Rating System
= 91%

*The introduction to these questions included the following description:

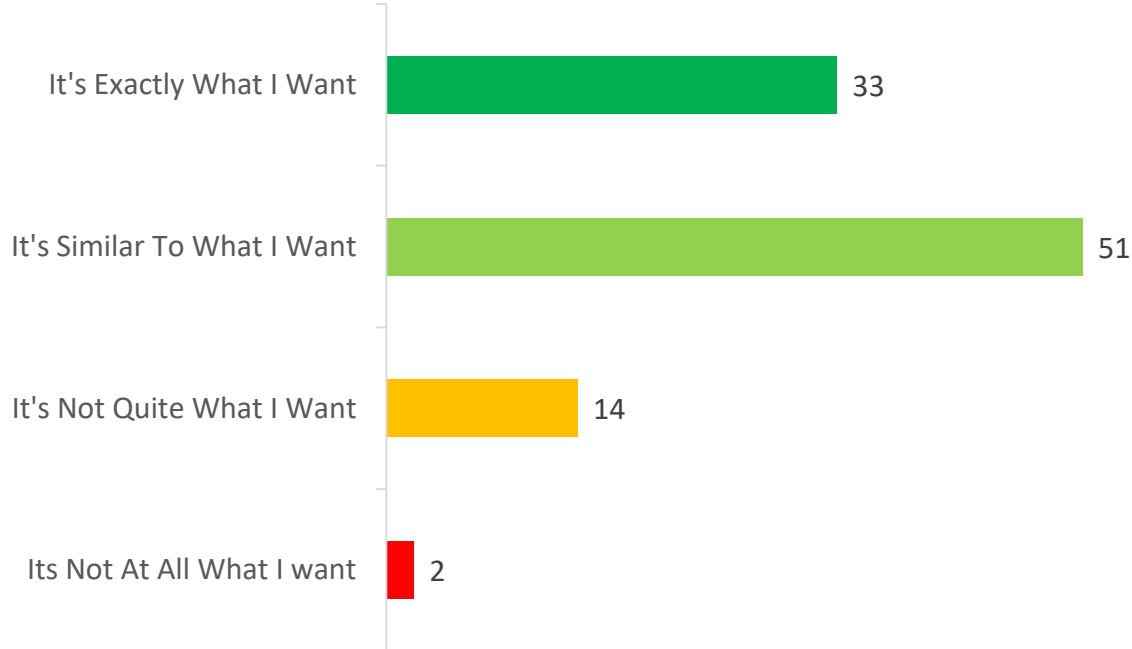
I would like you to look at this example of a movie trailer / preview approval screen.

Movie trailers / previews are reviewed to ensure that advertising content is compatible with the feature movie. Ultimately, the goal is to make sure that if parents are comfortable with the content of the feature, then they will be comfortable with the trailers / previews that go with it.

APPROVAL PROCESS VS. WHAT IS WANTED

84% of parents say that the current process is exactly or similar to what they would want.

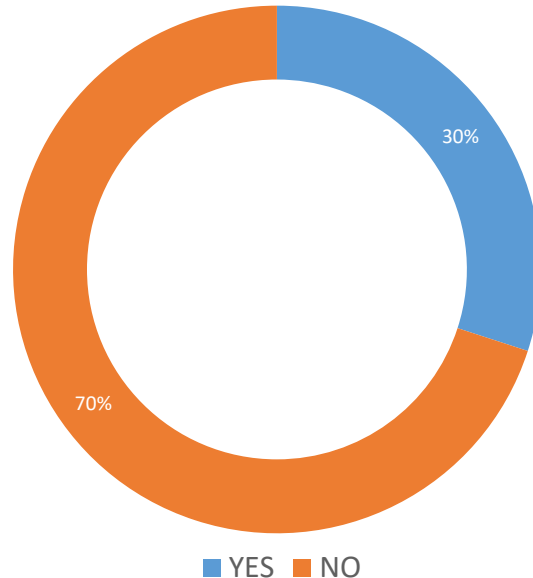
Thinking about the approval process of movie trailers / previews previously described, how does the current process compare to what you would want it to be? (Total Parents N=1559)



PREVIEW COMPATIBILITY

70% of parents do not remember seeing any previews in the past year that they felt were incompatible with the feature they were preceding.

In the past 12 months*, have you seen any movie trailers / previews that seemed incompatible with the feature movie they were preceding? (Total Parents N=1559)



*Past 12 months refers to 07/17 to 06/18