nielsen

PARENTS RATINGS ADVISORY STUDY - 2015

STUDY COMMISSIONED BY CARA

THE CLASSIFICATION & RATING ADMINISTRATION

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EXECUTIVE SUMMARY (1/2)

- Almost all parents are familiar with the rating system and find it helpful.
  - Additionally, 80% of parents agree that the rating 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 violence 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)

- Additionally, over half of parents think the “F-Word” appears in the PG-13 rating too much.
  - Only a quarter 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 solidly into the R rating.
- Over 70% of parents claim that every movie they saw in the past year was rated appropriately.
- Almost 60% of parents are familiar with the system for approving marketing materials for feature films.
  - 80% of parents say that the current process is exactly or similar to what they would want.

STUDY BACKGROUND AND METHODOLOGY

RESEARCH 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 rating 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

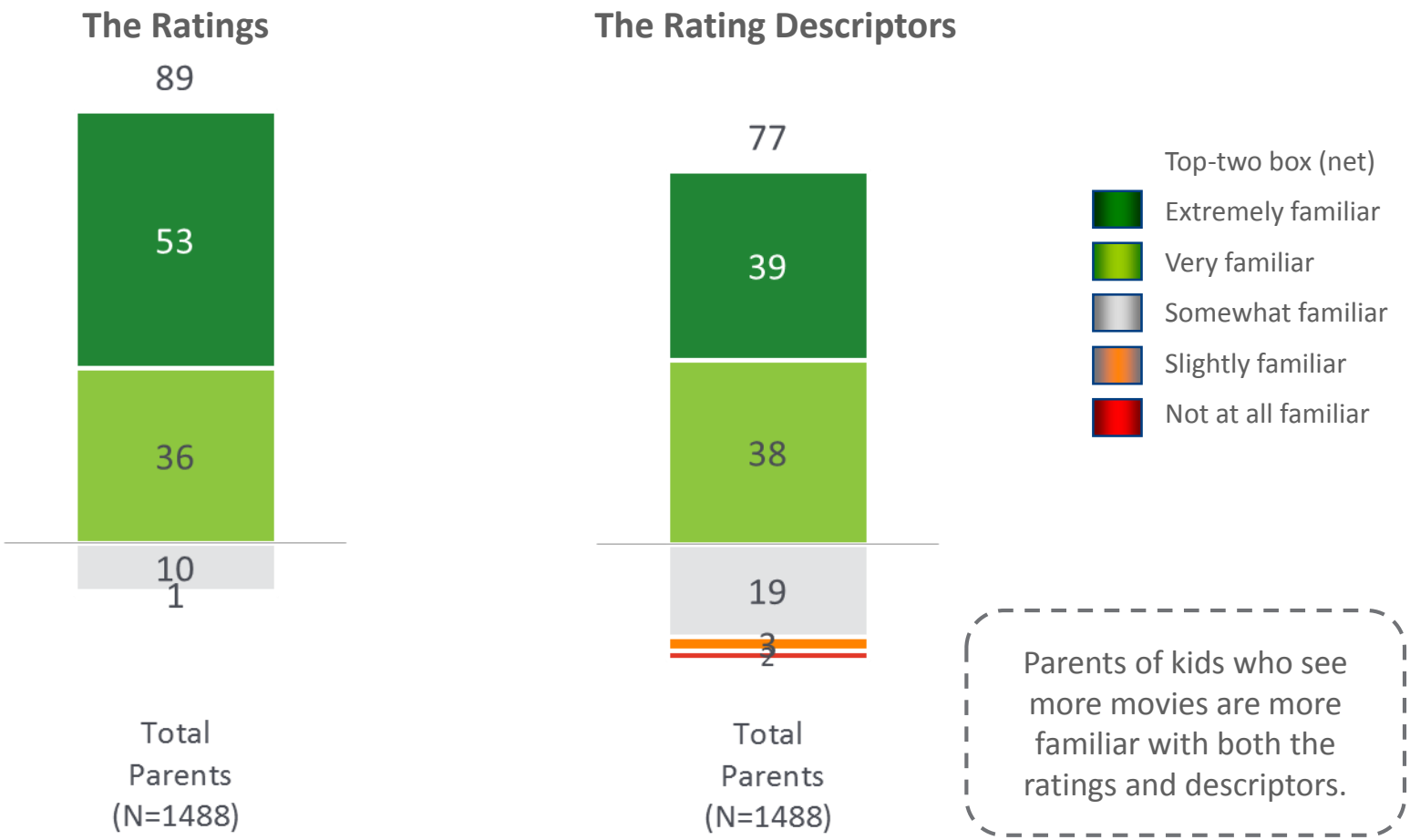
- Nielsen conducted the consumer research for CARA online using the following:
  - Base size of 1,488 parents of children 7-16.
  - National sample of parents allowing for natural fall-out of specific segments.
  - Field start week of June 22nd 2015.
  - Additional respondent qualifications for the interview 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 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=1488)



Parents of kids who see more movies are more familiar with both the ratings and descriptors.

HELPFULNESS

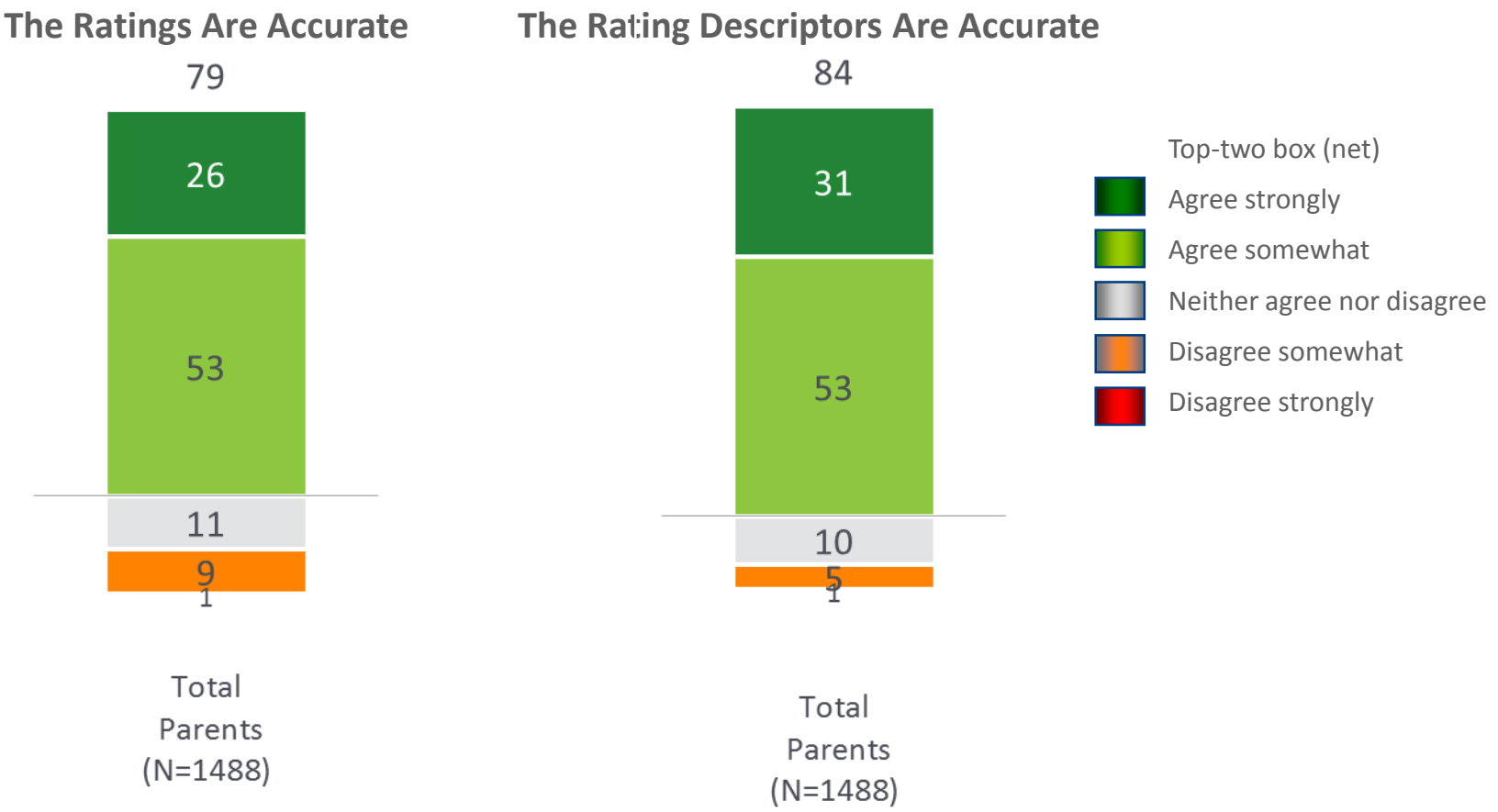
Both the ratings and the descriptors receive strong agreement among parents that they are helpful.

How much do you agree or disagree with each of the following statements? (Total Parents N=1488)

ACCURACY

Almost 80% of parents agree strongly or somewhat that the rating system is accurate. Parents are even more likely to agree that the descriptors are accurate.

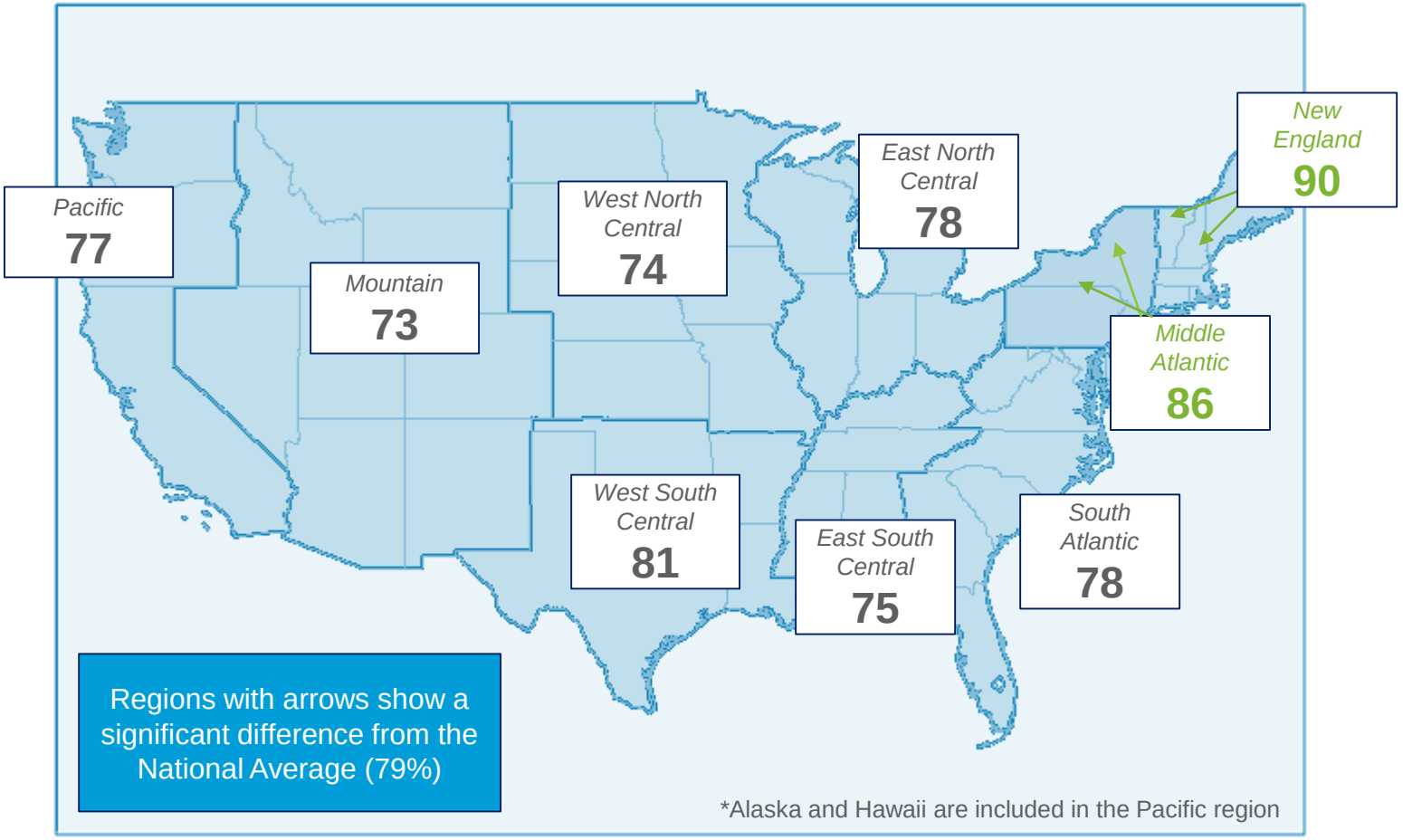
How much do you agree or disagree with each of the following statements? (Total Parents N=1488)



ACCURACY- REGIONAL DIFFERENCES

Parents in the New England and Middle Atlantic regions have significantly higher accuracy perceptions of the rating system than the national average.

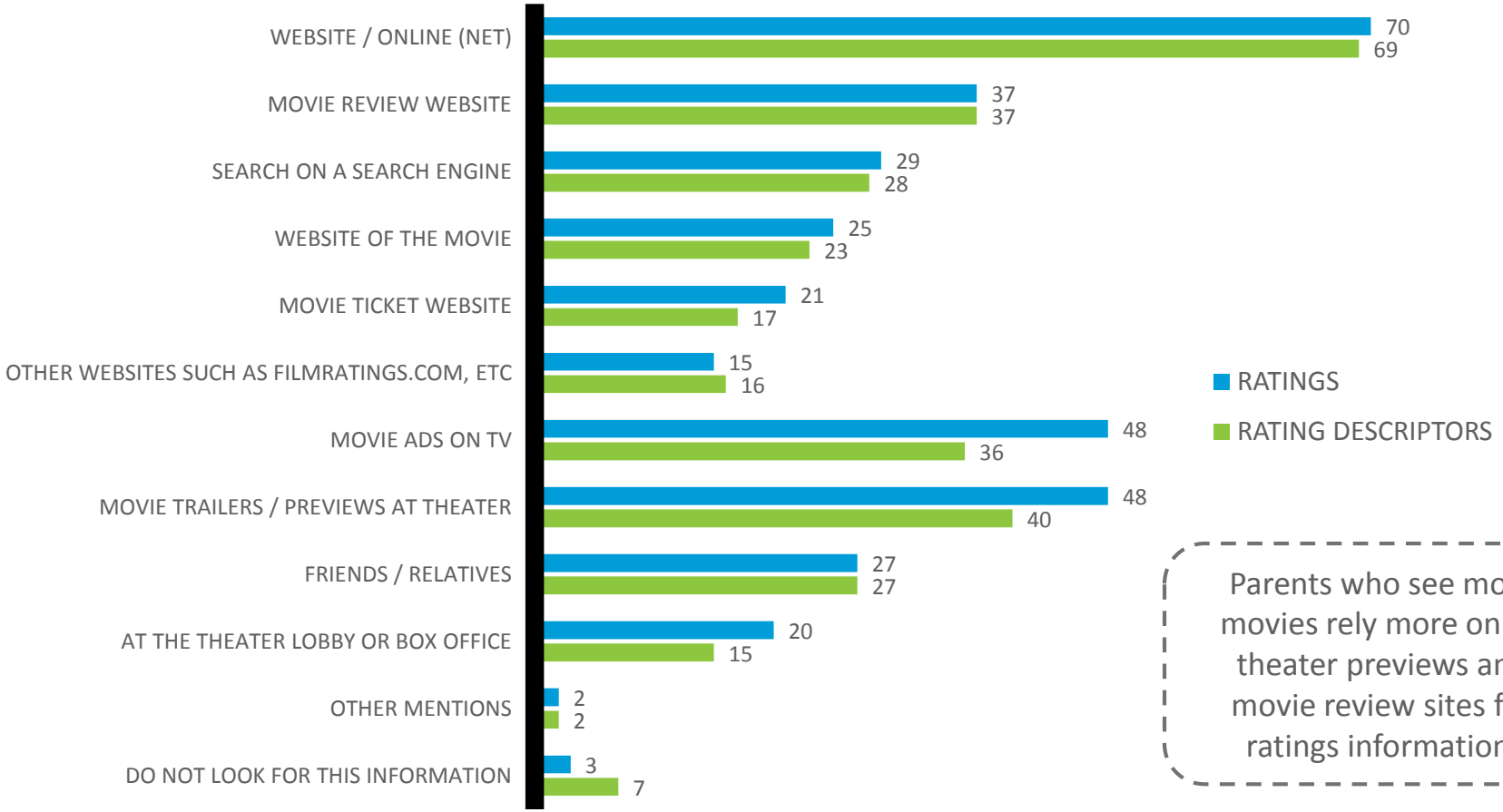
How much do you agree or disagree with the following statement? The Ratings Are Accurate (Agree Strongly/Somewhat)



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=1488)



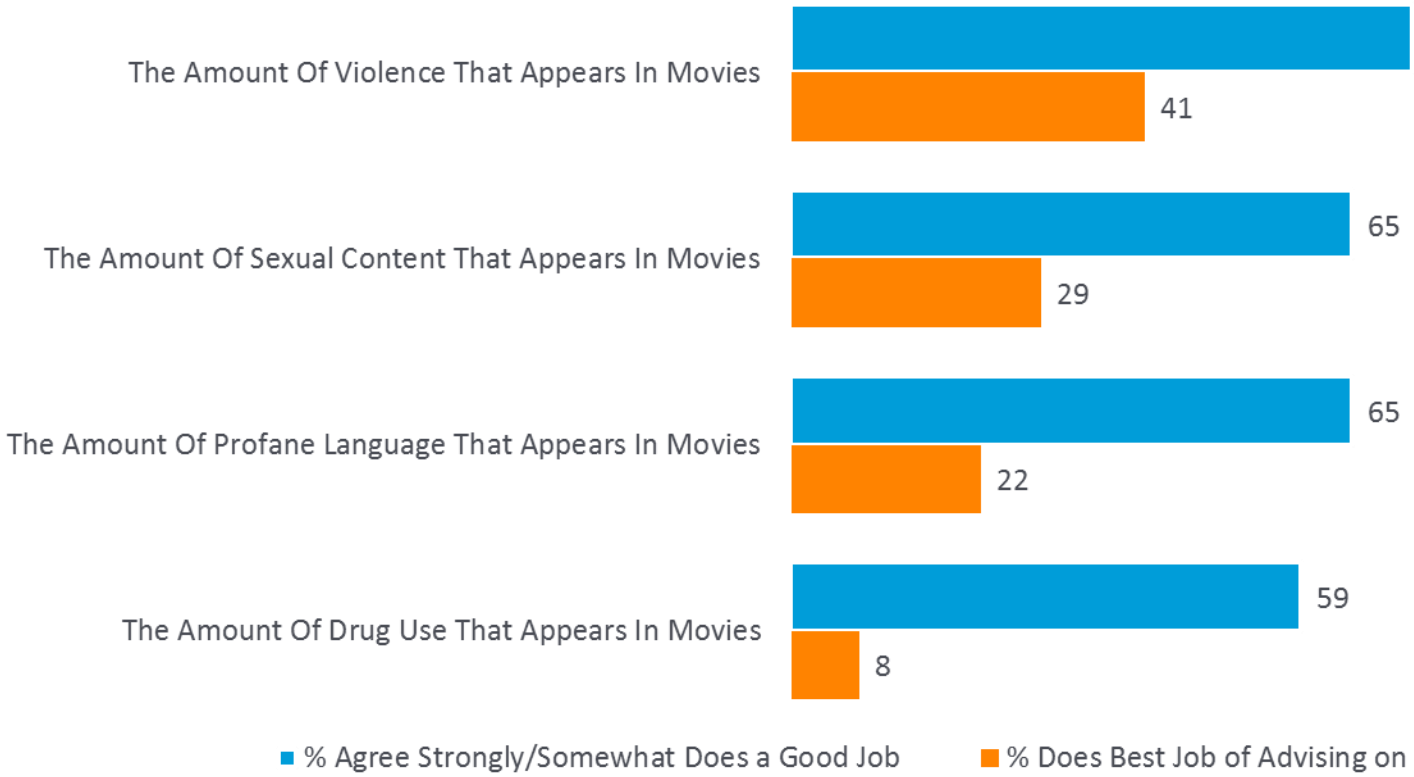
Parents who see more movies rely more on in-theater previews and movie review sites for ratings information.

PARENTS' VIEWS AND CONCERNS ABOUT CONTENT AND RATINGS

ADVISING ON CONTENT

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

How much do you agree or disagree that the current rating system does a good job of advising you 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=1488)



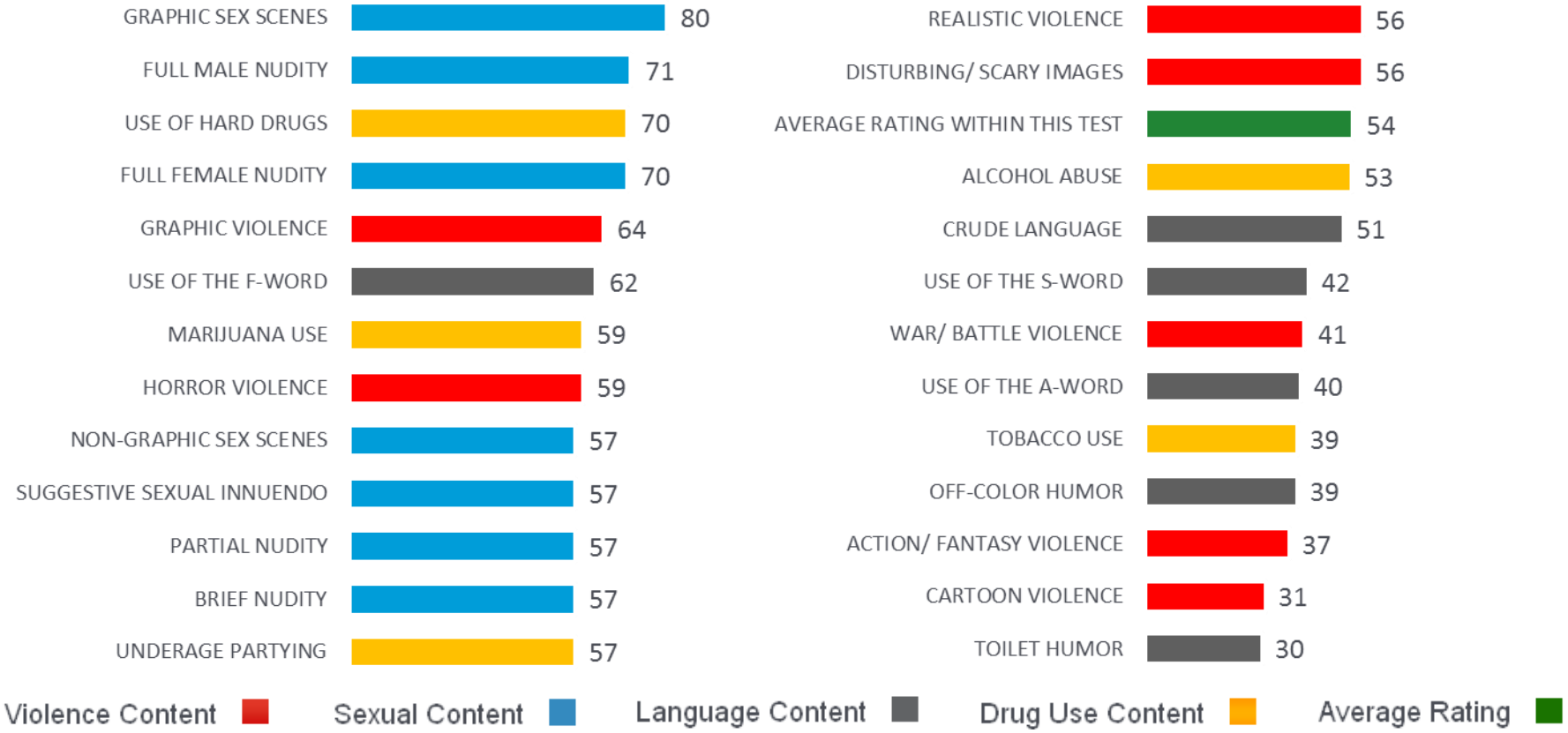
Parents of 10-12 year olds are most likely to say the system handles violence the best, and least likely to say it handles language the best.

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.

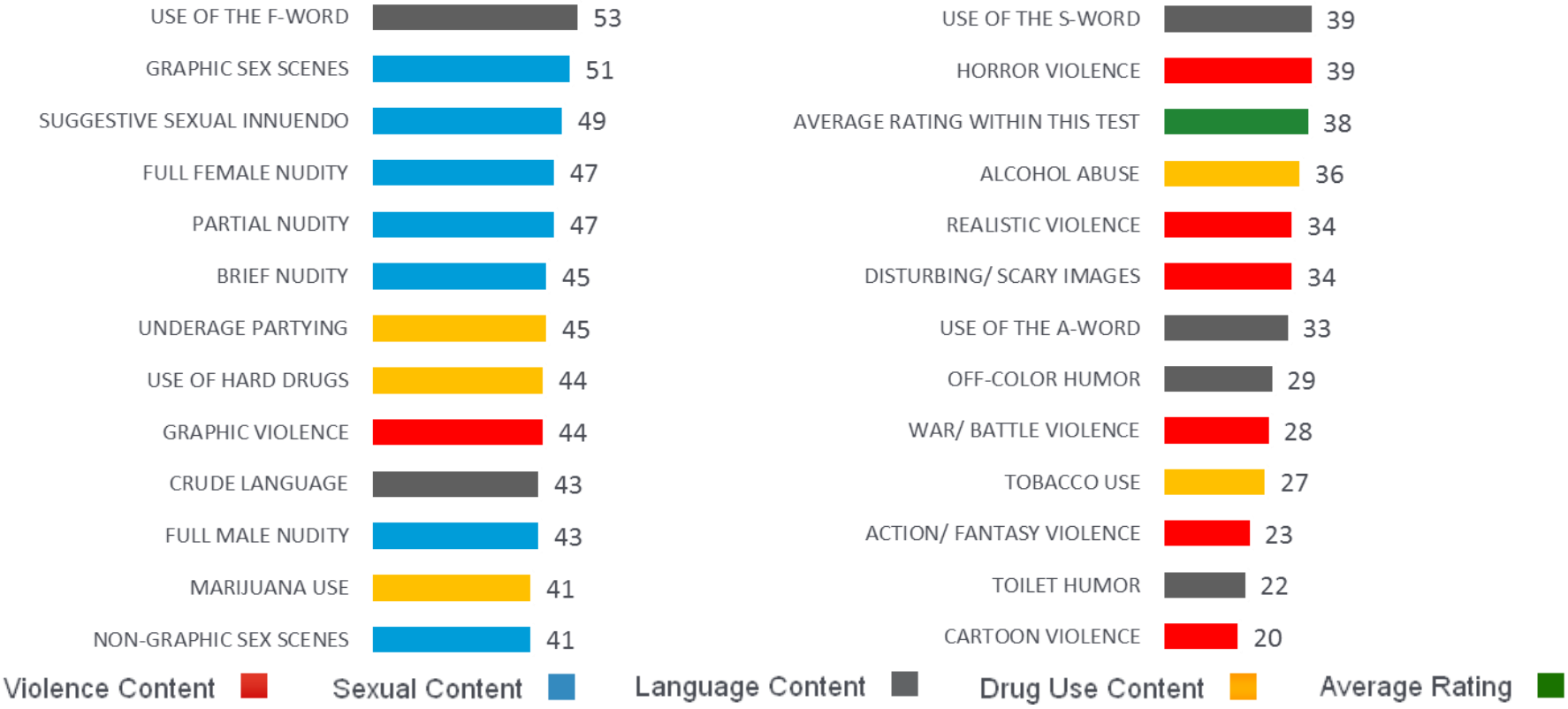
How concerned are you with the content…appearing in movies your child would see?
% Extremely/Very Concerned (Total Parents N=1488)



CONTENT IN PG-13 RATING

Over 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? (Too much is in the PG-13 rating/About the right amount is in the PG-13 rating/More could be in the PG-13 rating)
% Saying "Too Much is in the PG-13 rating" (Total Parents N=1488)

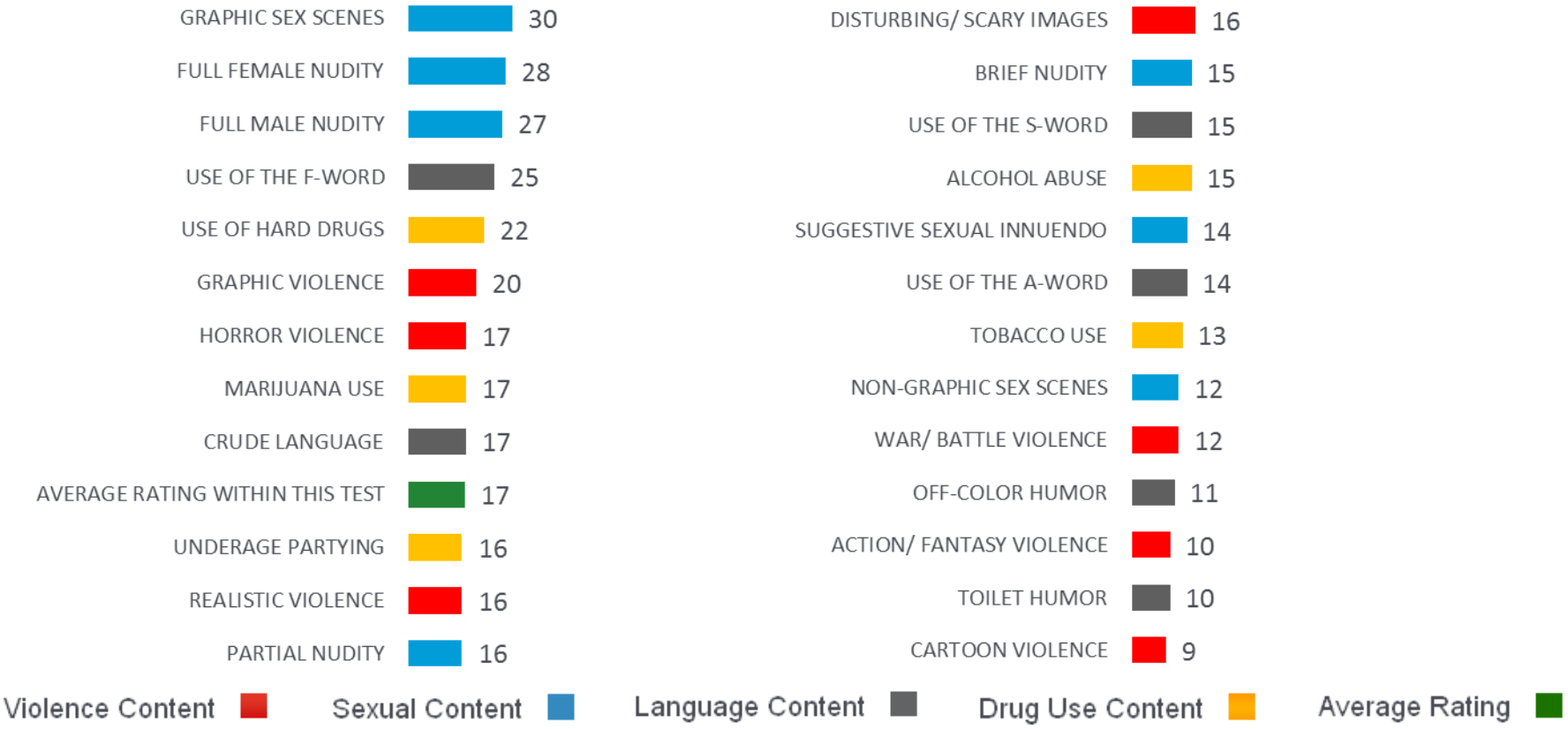


Please note the mention of specific content types does not imply the current presence of that content in the PG-13 rating. Parents may be indicating that any presence of that content type within the PG-13 rating would be too much.

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=1488)



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

Only one quarter 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=1488)

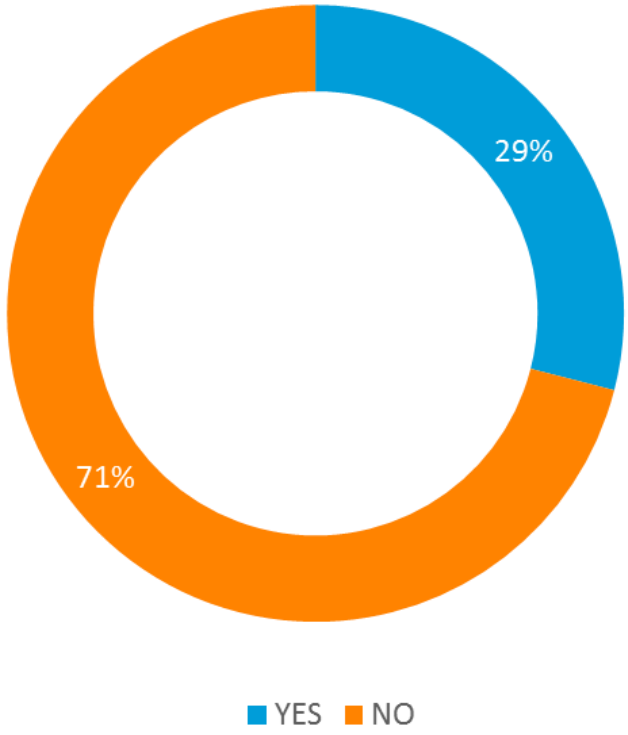
	A-Word	S-Word	F-Word	Damn	Jesus Christ	Goddamn	Crap
	%	%	%	%	%	%	%
NC-17	100	100	100	100	100	100	100
R	98	97	92	99	94	93	99
PG-13	69	64	26	85	71	63	96
PG	20	15	5	45	37	23	70
G	2	2	1	10	11	4	26

Parents from the Pacific and New England 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=1488)



*Past 12 months refers to 06/15 – 07-14

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.

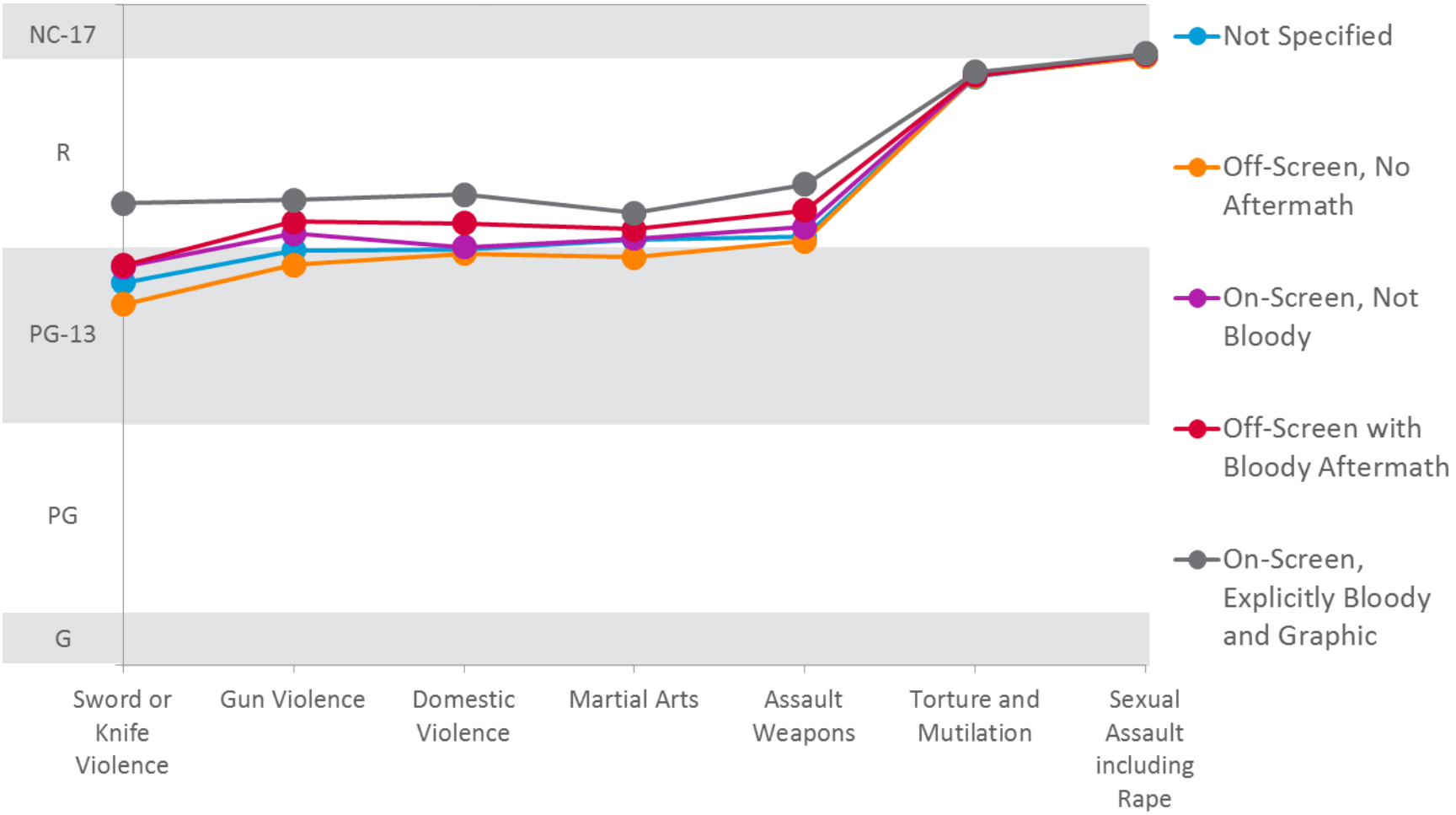
Key Topics

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

VIOLENCE CONTENT - GRAPHICNESS

The graphicness of how violence content is shown has an impact on the rating parents feel is appropriate for the content.

Interactive Exercise – Predicted Rating

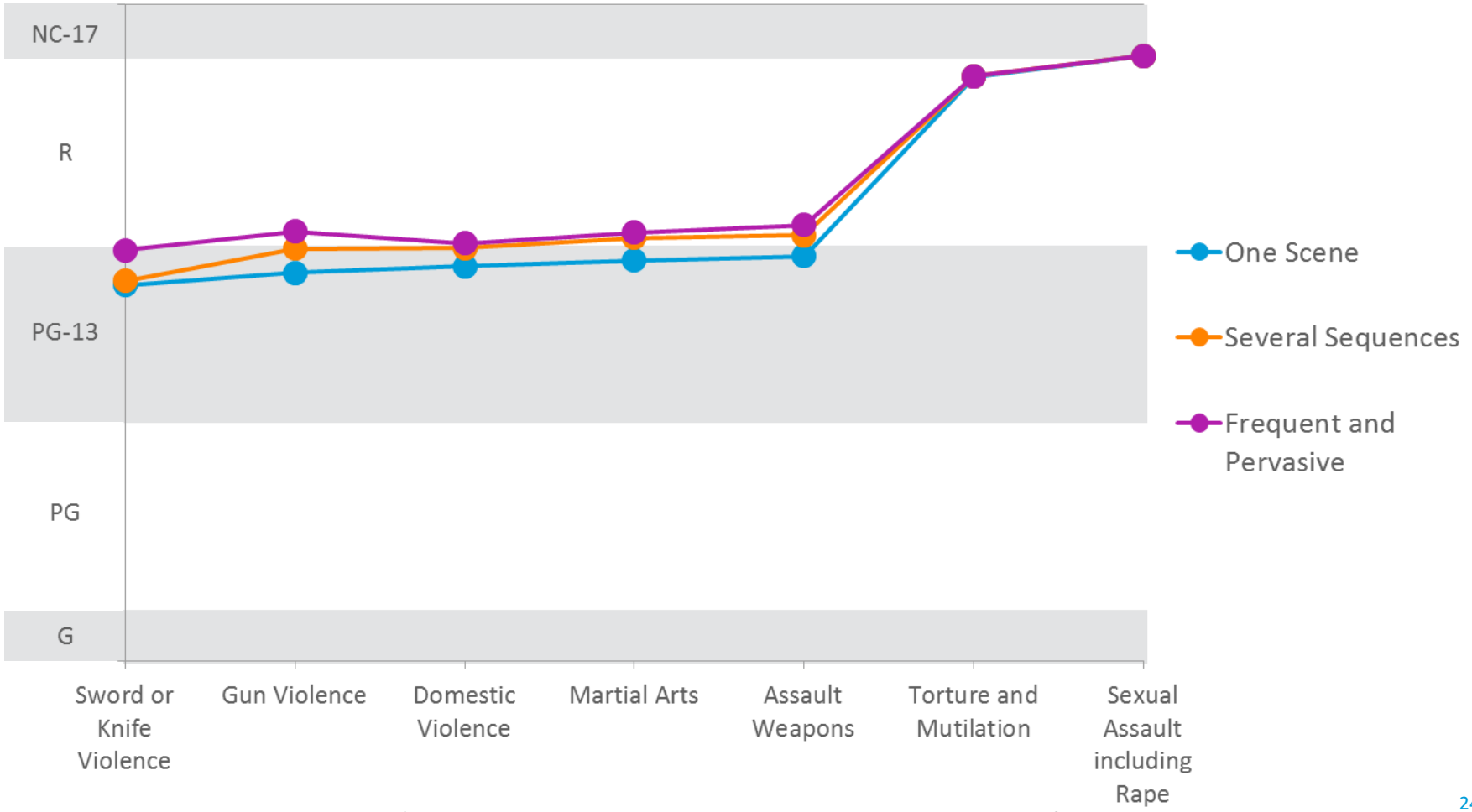


*Context variables not shown; Genre – None Specified; Quantity – Several sequences.

VIOLENCE CONTENT - QUANTITY

Violence type has a greater impact on perceived rating than the quantity of violent scenes. Any amount of torture or sexual assault is perceived as requiring a strong R or NC-17 rating.

Interactive Exercise – Predicted Rating

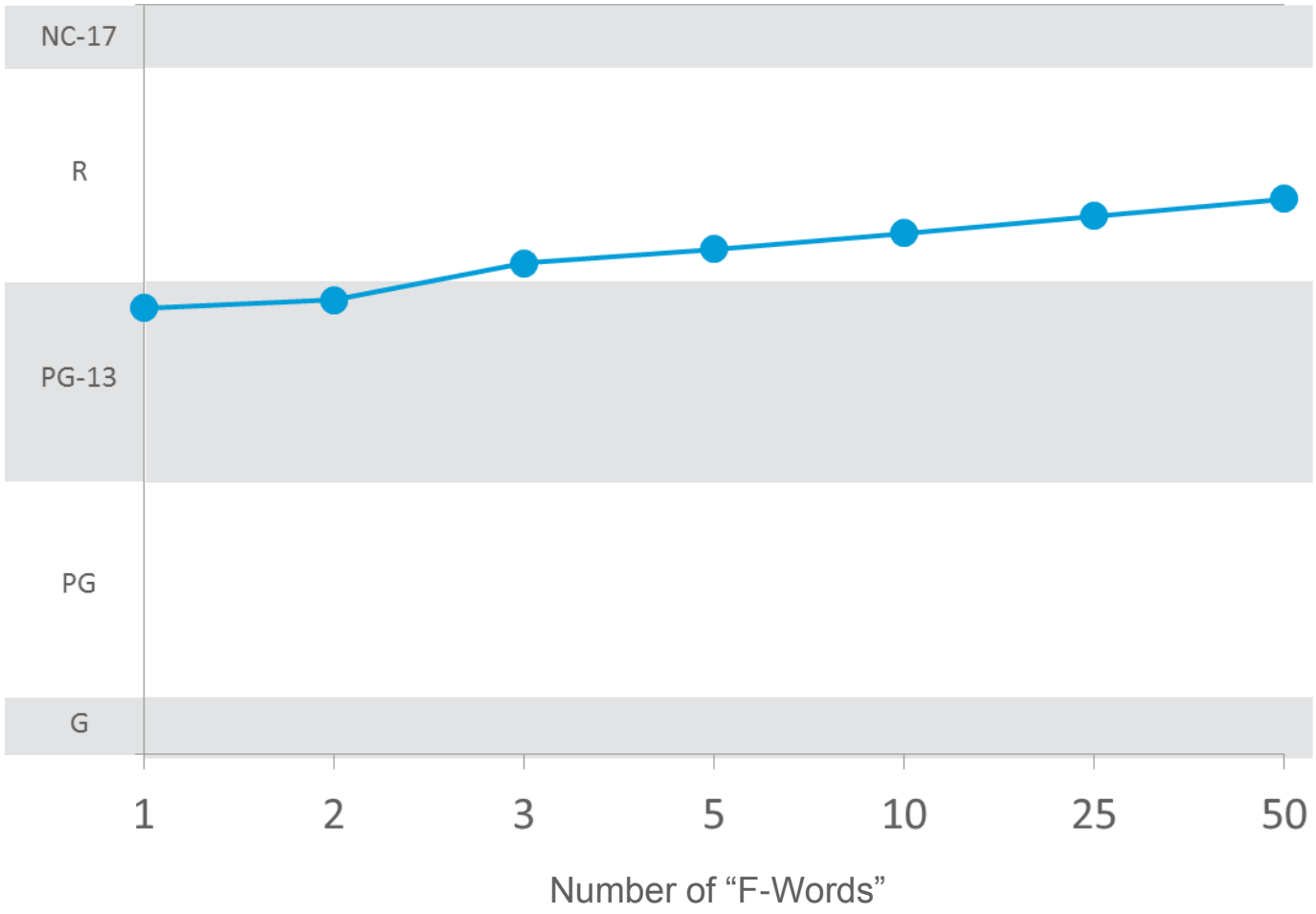


*Context variables not shown; Genre – None, Graphicness – None Specified.

QUANTITY OF F-WORDS

On average, parents begin assigning an R-rating to a movie when it contains 2-3 F-Words.

Interactive Exercise – Predicted Rating

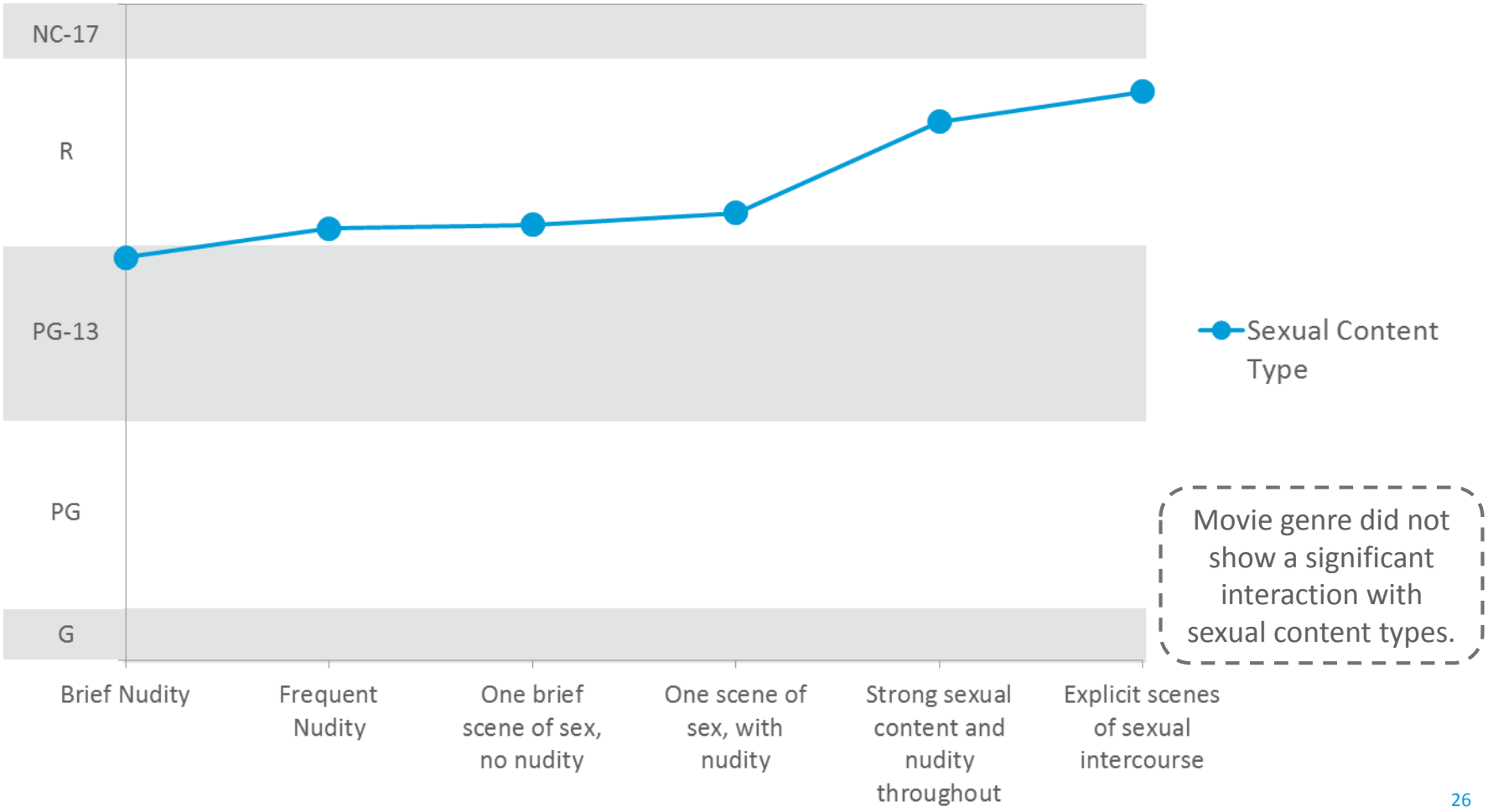


Movie genre and usage context did not show a significant interaction with the number of F-Words present.

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



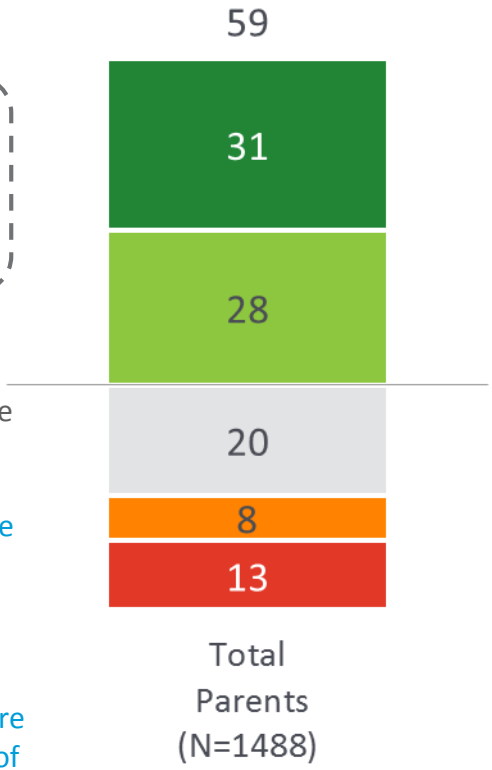
PARENTS' VIEWS ON THE SYSTEM FOR APPROVAL OF MARKETING MATERIALS FOR MOVIES

FAMILIARITY – MARKETING MATERIALS APPROVAL

Almost 60% 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=1488)

Top-Two Box Familiarity with the Rating System = 89%



*The introduction to these questions included the following description:

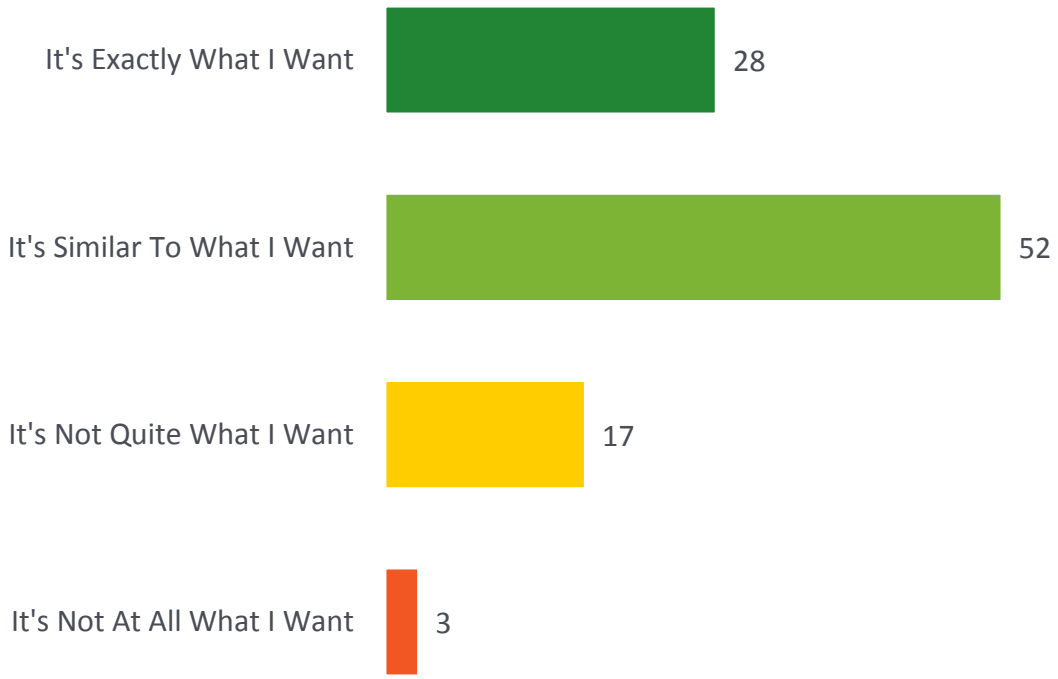
I would like you to look at this example of a movie trailer / preview approval screen.

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

80% of parents say the current process is exactly or similar to what they would want.

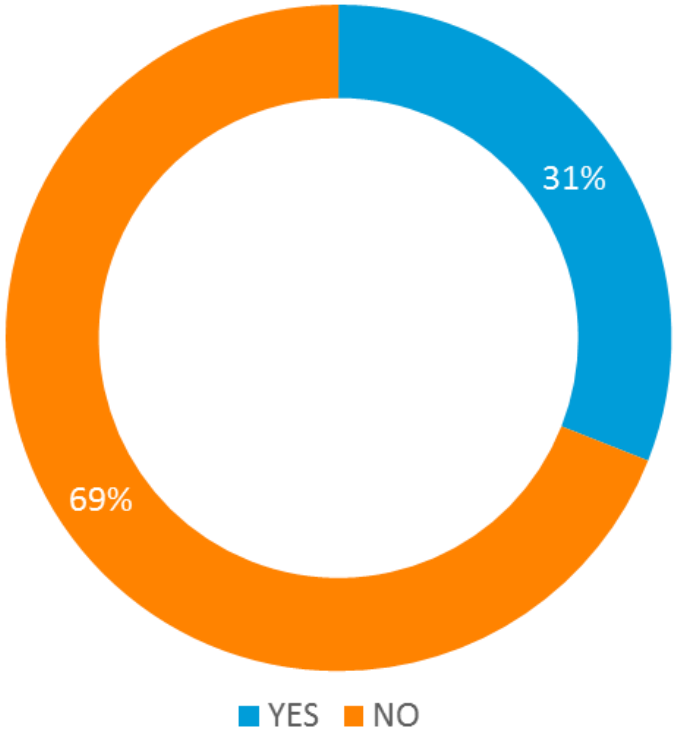
Thinking about the approval process of movie trailers /previews previously described, how does the current process compare to what you would want it to be? (Total Parents N=1488)



PREVIEW COMPATIBILITY

About 70% of parents do not remember seeing any previews 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=1488)



*Past 12 months refers to 06/15 - 07/14