

DVD MPAA Rating Survey (Mall Intercept)

Hello, my name is _____ from _____. We are interested in understanding how parents decide whether their children should watch a particular movie on DVD.

To begin, I'm going to demonstrate to you how the survey will work. I will read the questions and you will provide the answers. Let's start with the answers you provided out in the mall, so you see how this will work. **(ENTER SCREENING RESPONSES INTO THE COMPUTER)**

- A. First, we asked how many children between the ages of 7 – 16 are currently living in your household. You answered ____ **READ THE RESPONSE GIVEN, RECORD.**
- B. I'd like to get the age and gender of **(IF A = 1:** the child age 7 to 16 in your household / **IF A = 2 or more:** each child age 7 to 16 in your household)

DROP DOWN BOXES – ONE SET OF BOXES PER CHILD FOR EACH CHILD RECORDED IN QA

(GENDER: boy/girl) and **(AGE:** 7,8,9,10,11,12,13,14,15,16)

- C. We asked if you have rented or bought a DVD for your children age 7 to 16 in the past year, and you answered "Yes" – is this correct?

Yes – **CONTINUE**

No – **CONFIRM AND TERMINATE**

- D. Now I'm going to record your age category. **ENTER RESPONSE**

Up to age 34

35 to 44

45 to 54

55 to 64

65 or older

- E. And I'm going to record your gender.

Male

Female

THE COMPUTER PROGRAM WILL NOW RANDOMLY SELECT THE ELIGIBLE CHILD / ONE OF THE ELIGIBLE CHILDREN AND ASSIGN THE RESPONDENT TO ONE OF THE QUOTA CELLS.

PROG: CAPTURE THE QUOTA CELL/MOVIE/TREATMENT RESPONDENT IS ASSIGNED TO

- F. The questions today are going to be about your **(POP-IN AGE)** year old **(POP-IN: BOY/GIRL)**. So that I can indicate when I'm talking about this child, could you give me **(POP-IN BASED ON GENDER OF SELECTED CHILD: his/her)** first name or initials?

ENTER NAME/INITIALS _____

PROG: DISPLAY QUOTA CELL ASSIGNED AND TITLE OF DVD. INSTRUCT INTERVIEWER TO SELECT THIS CASE NUMBER AND BRING IT BACK TO THE COMPUTER.

- G. **INTERVIEWER: ENTER THE NUMBER FROM THE SPINE OF THE DVD CASE.**

ENTER NUMBER _____

IF NUMBER ENTERED DOES NOT MATCH QUOTA CELL ASSIGNMENT, HAVE INTERVIEWER RETURN AND RE-SELECT CASE, RE-ENTER NUMBER FROM THE SPINE OF THE DVD CASE.

Here is a movie on DVD. Imagine that your child **(POP-IN NAME FROM QF.)** is interested in watching this movie. Please examine the DVD case and let me know when you have finished.

(GIVE DVD CASE TO RESPONDENT. WHEN RESPONDENT INDICATES THEY ARE DONE, TAKE BACK CASE AND REMOVE FROM VIEW.)

- H. How familiar are you with this movie:

Not at all familiar **(GO TO Q1)**

Somewhat familiar **(GO TO Q1)**

Very familiar / I have seen the movie **(SHOW OTHER MOVIE OF THE SAME RATING AND TREATMENT CONDITION AND GO TO Q1)**

(IF QH IS "VERY FAMILIAR/I HAVE SEEN THE MOVIE" DISPLAY RE-ASSIGNED QUOTA CELL AND TITLE OF DVD. INSTRUCT INTERVIEWER TO SELECT THIS CASE NUMBER AND BRING IT BACK TO THE COMPUTER.)

I. INTERVIEWER: ENTER THE NUMBER FROM THE SPINE OF THE DVD CASE.

ENTER NUMBER _____

**IF NUMBER ENTERED DOES NOT MATCH QUOTA CELL ASSIGNMENT,
HAVE INTERVIEWER RETURN AND RE-SELECT CASE, RE-ENTER
NUMBER FROM THE SPINE OF THE DVD CASE.**

**PROG: CAPTURE THE QUOTA CELL/MOVIE/TREATMENT RESPONDENT IS
REASSIGNED TO.**

**GIVE DVD CASE TO RESPONDENT. WHEN RESPONDENT INDICATES THEY ARE
DONE, TAKE BACK CASE AND REMOVE FROM VIEW.**

J. How familiar are you with this movie:

Not at all familiar **(GO TO Q1)**

Somewhat familiar **(GO TO Q1)**

Very familiar / I have seen the movie **(TERMINATE)**

1. How likely or unlikely would you be to let **(POP-IN CHILD'S NAME/INITIALS FROM QF)** watch this movie? Would you say: **(READ LIST. ENTER ONE ANSWER)**

- 1 Very likely
- 2 Somewhat likely
- 3 Somewhat unlikely, or
- 4 Very unlikely
- 9 **(DO NOT READ) DON'T KNOW/ NOT SURE**

2. What is the main reason you say that you would be **(POP-IN RESPONSE FROM Q1)** to let **(POP-IN CHILD'S NAME/INITIALS FROM QF)** watch this movie?

ENTER RESPONSE VERBATIM

3. What other reasons, if any, make you **(POP-IN RESPONSE FROM Q1)** to let **(POP-IN CHILD'S NAME/INITIALS FROM QF)** watch this movie?

ENTER RESPONSE VERBATIM

4. What did you look at on the DVD case that you just examined? **(PROBE Did you look at anything else? PROBE UNTIL UNPRODUCTIVE)**

ENTER RESPONSE VERBATIM

5. I have a few questions about the case that may or may not cover what you've already mentioned...First, did or didn't the DVD case display the rating of the movie?

- 1 YES, IT DID **(CONTINUE)**
- 2 NO, IT DID NOT **(SKIP TO Q11)**
- 9 DON'T KNOW/ NOT SURE **(SKIP TO Q11)**

6. What was the rating of the movie?
(DO NOT READ RESPONSES. RECORD ONE RESPONSE)
- 1 G
 - 2 PG
 - 3 PG13
 - 4 R
 - 5 NC17
 - 6 OTHER _____
 - 9 DON'T KNOW/ NOT SURE
7. In your opinion, how easy or difficult is it to find the movie rating on the DVD case? Would you say that it is:
(READ LIST. ENTER ONE ANSWER)
- 1 Very easy,
 - 2 Somewhat easy,
 - 3 Neither easy nor difficult,
 - 4 Somewhat difficult, or
 - 5 Very difficult to find the rating?
- 9 **(DO NOT READ)** DON'T KNOW OR NOT SURE
8. Where did you see the rating? **(ALLOW RESPONDENT TO ANSWER WITHOUT READING CODES. IF ANSWER IS UNCLEAR, PROBE UNTIL ABLE TO CODE THE RESPONSE WITH ONE OF THE ITEMS BELOW)**
- 1 On the front of the case
 - 2 On the back of the case
 - 3 On the front and back of the case
 - 4 Not sure
9. Did or didn't the movie rating displayed on the DVD case include any reasons to explain the rating?
- 1 YES, IT DID **(CONTINUE)**
 - 2 NO, IT DID NOT **(SKIP TO Q11)**
 - 9 DON'T KNOW/ NOT SURE **(SKIP TO Q11)**
10. What reasons did the movie rating include to explain the rating of the movie?
(PROBE: Did the movie rating include any other reasons to explain the rating?)

ENTER RESPONSE VERBATIM

11. What was the highest level of education you attained?

- 1 Some High School
- 2 High School Graduate
- 3 Associates Degree / Trade School
- 4 Some College
- 5 College Graduate
- 6 Post Graduate
- 7 Refused

THANK AND TERMINATE