

**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**