

OMNIBUS TELEPHONE SURVEY

1. Are there any children currently living in your household between the ages of 7 and 16?
 - 1 Yes (**CONTINUE WITH Q2**)
 - 2 No (**TERMINATE**)
 - 9 Refused (**TERMINATE**)

2. Have you rented or bought a DVD movie for any of these children age 7 to 16 in the past year?
 - 1 Yes (**CONTINUE WITH Q3**)
 - 2 No (**TERMINATE**)
 - 8 Don't know (**TERMINATE**)
 - 9 Refused (**TERMINATE**)

3. Are you aware there is a rating system to help parents decide what movies they do and do not want their children to watch in theaters or on DVD?
 - 1 YES
 - 2 NO (**THANK AND TERMINATE**)
 - 8 DON'T KNOW OR NOT SURE (**THANK AND TERMINATE**)
 - 9 REFUSED (**THANK AND TERMINATE**)

4. Now I'm going to read you three of the movie system ratings. After I read them, please tell me which one of the three is most restrictive – meaning the rating that makes it most difficult for a child to see the movie in theaters. The ratings are (**RANDOMIZE: PG-13, R, and NC-17**). Which ONE of these ratings is most restrictive? (**RECORD ONE RESPONSE**)
 - 1 PG-13
 - 2 R
 - 3 NC-17
 - 8 DON'T KNOW OR NOT SURE (**SKIP TO Q6**)
 - 9 REFUSED (**SKIP TO Q6**)

5. And of the remaining two ratings (**RANDOMIZE REMAINING RATINGS: PG-13, R, and NC-17**), which **ONE** of these ratings is more restrictive? (**IF NECESSARY:** by restrictive, I mean the rating that makes it more difficult for a child to see the movie in theaters.)
- 1 PG-13
 - 2 R
 - 3 NC-17
 - 8 DON'T KNOW OR NOT SURE
 - 9 REFUSED
6. How often, if ever, do you use the movie's rating when your child wants to buy, rent, or watch a movie for the first time? (**READ LIST; RANDOMIZE TOP TO BOTTOM, BOTTOM TO TOP**)
- 1 All or nearly all the time,
 - 2 Most of the time,
 - 3 Some of the time,
 - 4 Rarely,
 - 5 Never
 - 8 DON'T KNOW OR NOT SURE
 - 9 REFUSED
7. To the best of your knowledge, can a movie that was rated for theaters be released as an unrated version on DVD?
- 1 YES (**CONTINUE WITH Q8**)
 - 2 NO (**SKIP TO Q12**)
 - 8 DON'T KNOW OR NOT SURE (**SKIP TO Q12**)
 - 9 REFUSED (**SKIP TO Q12**)
8. To the best of your knowledge, how might an unrated DVD version differ from the version rated for theaters? If you don't know, please say so. (**PROBE:** Are there any other differences between an unrated DVD and the rated version?)

RECORD VERBATIM RESPONSE

(PROGRAM NOTE: SPLIT Q7=1 SAMPLE BETWEEN Q9 and Q9B)

9. To the best of your knowledge, can an unrated DVD version of a movie that was rated PG-13 for theaters include content that, if rated, might lead to a more restrictive rating, such as an R rating?

1 YES (**CONTINUE WITH Q10**)
2 NO (**SKIP TO Q12**)
8 DON'T KNOW/NOT SURE (**SKIP TO Q12**)
9 REFUSED (**SKIP TO Q12**)

- 9b. To the best of your knowledge, can an unrated DVD version of a movie that was rated R for theaters include content that, if rated, might lead to an NC-17 rating?

1 YES (**CONTINUE WITH Q10**)
2 NO (**SKIP TO Q12**)
8 DON'T KNOW/NOT SURE (**SKIP TO Q12**)
9 REFUSED (**SKIP TO Q12**)

10. What is your opinion about this practice of releasing an unrated DVD version of a movie with content that, if rated, might result in a more restrictive rating than the version rated for theaters? Would you say that you: (**READ LIST, ROTATE 1 – 2; ITEM 3 ALWAYS LAST**)

1 have no concerns about this practice, (**SKIP TO Q14**)
2 have some concerns about this practice, (**CONTINUE WITH Q11**)
3 or have no opinion one way or the other? (**SKIP TO Q14**) (**ALWAYS LAST**)
8 DON'T KNOW OR NOT SURE (**SKIP TO Q14**)
9 REFUSED (**SKIP TO Q14**)

11. What concerns do you have about this practice?

RECORD VERBATIM RESPONSE, THEN SKIP TO Q14

**(ASK Q12 IF Q7 = NO, DON'T KNOW, OR REFUSED;
OR IF Q9 = NO, DON'T KNOW, OR REFUSED;
OR IF Q9B = NO, DON'T KNOW, OR REFUSED;
ELSE, GO TO Q14)**

12. Actually, it is the case that sometimes a movie that was rated for theaters may be released as an unrated version on DVD. The unrated DVD version of the movie could include content that, if rated, might lead to a more restrictive rating than the version rated for theaters. With this in mind, what is your opinion about the practice of releasing an unrated DVD of a movie with content that, if rated, might

result in a more restrictive rating than the version rated for theaters? Would you say you... **(READ LIST, ROTATE 1 – 2; ITEM 3 ALWAYS LAST)**

- 1 have no concerns about this practice, or **(GO TO Q14)**
- 2 have some concerns about this practice, or **(CONTINUE WITH Q13)**
- 3 or have no opinion one way or the other? **(GO TO Q14)**
- 8 DON'T KNOW OR NOT SURE **(GO TO Q14)**
- 9 REFUSED **(GO TO Q14)**

(ASK Q13 IF Q12 = HAVE CONCERNS; ELSE GO TO Q14)

13. What concerns do you have about this practice?

RECORD VERBATIM RESPONSE

14. To the best of your knowledge, within the last 12 months, has your child watched, on DVD, an unrated version of a movie that was rated for theaters?

- 1 YES
- 2 NO
- 8 DON'T KNOW OR NOT SURE
- 9 REFUSED