Norwich Pilot
Research Findings

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Research Objectives

◆ To measure, understand and explain
  ◆ Attitudes towards a PG-12 concept
  ◆ Impact of a PG-12 rating

◆ From parents, cinema-goers and cinema industry point of view
Methodology
Qualitative Focus Groups

◆ Objective
  ◆ Identify reactions of parents to PG-12 rating
  ◆ Explore views on accompaniment
  ◆ Assess the extent to which parents use and seek information on film content

◆ Method
  ◆ 4 groups
  ◆ 2*ABC1, 2*C2DE
  ◆ All parents of 8-11 year olds
  ◆ Child had attended cinema in last 6 months
Research Programme

Quantitative Street Pre Research

Focus Groups

October November December January
Pre Pilot Street Interviews

◆ Objective
   ◆ Explore parental view on the current 12 rating and the PG-12 rating
   ◆ Look at views surrounding the conditions under which a PG-12 rating could operate

◆ Method
   ◆ 200 * 7 minute interviews
   ◆ All parents of 8-14 year olds
   ◆ Child had attended cinema in last 6 months
   ◆ 30% maximum non-working
Pre Pilot Profile

200 parents
- 58% ABC1, 42% C2DE
- 42% male, 58% female

417 children
- 12% 0-7 years
- 24% 8-9 years
- 23% 10-11 years
- 28% 12-14 years
- 11% 15-17 years
- 40% male, 60% female
Research Programme

Quantitative StreetPreResearch

FocusGroups

PG-I2

October November December January
PG-12 Film Exit Post Interviews

◆ Objective
  ◆ Explore attitudes and opinions of cinema-goers to the PG-12 rating
  ◆ Assess awareness of the pilot
  ◆ Look at use of information about the pilot / PG-12 films

◆ Method
  ◆ 333 * 10 minute interviews
  ◆ 132 attended with child of 8-14
  ◆ 201 did not attend with a child of 8-14
  ◆ All having exited a named PG-12 film
Post Pilot Profile

132 attend with child
- 53% male, 47% female
- 77% ABC1, 23% C2DE
- 92% parent
- 1.1 visits with children per month

201 attend without child
- 43% male, 57% female
- 68% ABC1, 32% C2DE
- 12% parent
- 0.1 visits with children per month
Research Programme

Quantitative Street Pre-Research

Focus Groups

Quantitative Cinema Exit Post Research

PG-12

Industry In-depth Interviews

October November December January
Cinema Staff Post Pilot In-depth Interviews

◆ Objective
  ◆ Obtain feedback from cinemas on customer reactions to the pilot
  ◆ Determine the pilot’s success and ease of enforcement
  ◆ Look at the main issues cinemas face with the introduction of a PG-12 rating

◆ Method
  ◆ 6 interviews
  ◆ 3 cinemas
  ◆ Front of house staff and cinema manager
Results
Results

- Current Behaviour
- 12 Rating
- PG-12
- PG-12 Pilot
Current Behaviour
Current Behaviour
Frequency Of Cinema Going

Average visits per year

- 0-7 years: Pre (n = 50)
- 8-9 years: 99
- 10-11 years: 97
- 12-14 years: 115
Current Behaviour
Accompaniment of Children

% never been without an adult

0-7 years: n = 43
8-9 years: 96
10-11 years: 94
12-14 years: 113
15-17 years: 46
Current Behaviour
Accompanied by Whom

On own | Friends own age | Older children | Adults

0-7 years | n = 41
8-9 years | 99
10-11 years | 97
12-14 years | 115

Pre
Current Behaviour
Accompanied by Whom

“The little one will go with me but the older one will always go with his friends”

(Parent of children 8 and 11)
Current Behaviour
Decisions on Films Watched

◆ ‘Pester power’ and peer pressure:

“Adam always tells me what’s on”
(Parent of 11 yr old boy)

◆ 8-9’s – parents tend to chose film, 10-11’s - able to decide themselves:

“At the moment I pick what we go and see”
(Parent of female child, 8 yrs)

◆ Parent might watch film or video first

◆ Film ratings indicate suitability of film
Current Behaviour
Use of Information

- Word of Mouth:
  "If it's something you're concerned about you try and talk to other parents I suppose"

- Local paper reviews:
  "In the local papers, there'll be mini write-ups about them"

- TV adverts and trailers on screen:
  "I pick up the information through trailers"
Summary – Current Behaviour

- Under 12’s are frequent cinema goers
- Are mainly accompanied
- Children decide what to watch
- 8-9’s are much ‘younger’ than 10-11’s
12 Rating
12 Rating
Ratings Knowledge

Film rating perceived by parent

Pre

Film rating child last saw at cinema actual

U
PG
12
15
18
Don't know

n = 52
142
53
Film rating perceived by parent

Focus group

Pre

Film rating child last saw at cinema actual

n = 52
142
53

"I always look at the age thing it gives you an indication of what the content is going to be"
12 Rating
Ratings Seen at Cinema

<table>
<thead>
<tr>
<th>Age Group</th>
<th>U</th>
<th>PG</th>
<th>12</th>
<th>15</th>
<th>18</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>8-9 years</td>
<td>97</td>
<td></td>
<td>97</td>
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<td></td>
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<tr>
<td>10-11 years</td>
<td>97</td>
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<td>97</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>12-14 years</td>
<td>97</td>
<td></td>
<td>97</td>
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</tr>
</tbody>
</table>

n = 99

8-9 years n = 99
10-11 years n = 97
12-14 years n = 115

Pre
86% trust the 12 rating to be suitable for 12s and older (pre)

The 12 rating is trusted:

“If they put it as a 12 you naturally think that’s okay for a 12 year old”

“Basically you know there’s no heavy swearing, there’s no sex, and there’s no heavy violence”

Focus group
12 Rating
Confusion

◆ 12 rated films are ‘aimed at children’:

“A film that’s billed 12 will have far more of a story line and more action etc, etc aimed at children, really aimed at the child’s mind”

◆ Why are some 12 films rated so?:

“‘Save the Last Dance’ I’ve seen it and I know she’d love it and I’ve told her when it comes out on video I’ll buy it” (Parent of 11yr old girl)
12 Rating
Cinema Issues

♦ Ratings can be confusing for customers:
  “With 15s and 18s they’re more clearly defined …..the 12 is still relatively new…there’s more confusion”
  (Cinema Manager)

♦ Difficult to judge the age of a child around 12 years:
  “Some 12 year olds look quite a lot older …. some look a lot younger”
  (Cinema Manager)

In-depth interviews
12 Rating
Parents Attitudes

- **under 12 not allowed to see 12**
- **8-9 see 12 accompanied**
- **8-9 see 12 unaccompanied**
- **10-11 see 12 accompanied**
- **10-11 see 12 unaccompanied**

Pre
Summary – 12 Rating

- Knowledge of ratings not good
- Meaning of ratings confused
- 12 rating is trusted
- Many under 12’s see 12 films with parent’s knowledge
- 12 rating difficult to enforce
- Not general acceptance of under 12’s seeing 12 films
**PG-12**

**Initial Reactions**

- **Favourable:**
  
  "They ought to have the age 'slash' PG as well, which is what people do anyway"

  "It shouldn’t be law it should be up to the parents...but I do think the guidance things are good"

- **But age of child must be considered:**

  "There’s a big difference between 8 and 12, that’s four years"
PG-12 Parental Concerns

- Coping with film content depends on child:
  
  “A child’s imagination … if they’ve got a really good imagination they’re terrified”

- Irresponsible parenting:
  
  “You know what your kiddie can cope with and what they can’t”

- Child security
  
  “Not every adult is responsible enough to make that decision”

Focus group
PG-12

Initial Reactions to Advisory 12

◆ 12 rating advisory? (n=200)
  ◆ Yes – 70%
  ◆ No – 23%
  ◆ Don’t know – 7%

◆ Yes - Conditions for advisory? (n=140)
  ◆ Only if accompanied – 64%
  ◆ Consumer advice (CA) helpful – 89%
PG-12
Further Reactions to Advisory 12

• No/Don’t know - Would want 12 rating advisory on conditions? (n=60)

• Accompanied – 8%
• CA – 13%
• Accompanied + CA – 45%
• Would not want advisory – 30%
PG-12

Overall Reactions to Advisory 12

◆ Advisory – 90%
  ◆ Accompanied – 61%
  ◆ CA helpful/necessary – 80%

◆ Not advisory – 9%

◆ Don’t know – 1%
PG-12
Positive Industry View

- Good as the parents choice:
  - "Not so much a relaxation of the rules but taking the decision process back in the parents court and away from us"
  - (Cinema Manager)

- Business advantage

"They [parents] still think they have the right to authorize for their children to come in and see 12 certificate films"
- (Cinema Manager)
PG-12

Accompaniment

◆ Requirement:

“I think they would have to say they’d either have to be 12 or have a parent with you”

◆ Who accompanies?

“From PG to 15 so long as they went with the parents then that’s the parent’s responsibility… so it’s up to you, that’s your choice if you take them along, as a parent”

“Basically someone who is over the age limit of the restriction that is applied”

Focus group
PG-12 Consumer Advice

◆ Requirement:

“How do you know you need to give parental guidance unless you know what the film is about?”

◆ BBFC advice:

“I think if you’re going to do that [create PG-12] then you need to go back to how it used to be… some independent person giving the basics”
Summary - PG-12

- PG-12 concept understood and accepted when termed advisory 12
- Should be accompanied and with consumer advice
- Debate over age of responsible adult
PG-12 Pilot
PG-12 Pilot
PG-12 Film Seen

The Others
Zoolander
Moulin Rouge
Legally Blonde
Bandits
America's Sweethearts

With child
Without child

Attend with child 8-14

n = 132
201
PG-12 Pilot
Source of Information

- TV adverts
- Preview screen
- Local paper reviews
- Cinema posters
- Websites
- Local paper listings
- Cinema pamphlets

Attend with child 8-14

With child:
n = 132

Without child:
201
PG-12 Pilot

Ages of Children Seeing PG-12

- 199 children aged 14 or under were taken to the PG-12 film by 132 adults.
PG-12 Pilot
Awareness

Aware – 49% (n=333)
- With child – 61%
- Without child – 40%

Aware before today – 85% (n=162)
- With child – 90%
- Without child – 80%
PG-12 Pilot
Source of Awareness

Post

Attend with child 8-14

- Advert in cinema
- Local paper
- TV
- Word of mouth
- Leaflet in cinema

With child
Without child

n = 81
81

0% 20% 40% 60% 80% 100%
PG-12 Pilot
Rating Given to PG-12 Film

Post

Attend with child 8-14

n = 132

n = 201

With child

Without child

PG
PG-12
12
15
18
Don't know

0%
20%
40%
60%
80%
100%
PG-12 Pilot
Awareness of Consumer Advice

- Aware exists – 65% (n=333)
  - With child – 72%
  - Without child – 61%

- See consumer advice – 12% (n=333)
  - With child – 14%
  - Without child – 10%
PG-12 Pilot
Permanently PG-12

◆ 12 rating permanently advisory? (n=333)
  ◆ Yes – 70% (with child 83%, without 61%)
  ◆ No – 23% (with 11%, without 31%)
  ◆ Don’t know – 7%

◆ Yes - Conditions for advisory? (n=232)
  ◆ Only if accompanied – 80%
    (with 76%, without 83%)
  ◆ Consumer advice (CA) helpful – 94%
    (with 94%, without 93%)
PG-12 Pilot
Further Reactions to PG-12

No/Don’t know - Would want 12 rating advisory on conditions? (n=101)

Accompanied – 14%
CA – 8%
Accompanied + CA – 29%
Would not want advisory – 37%
Don’t know - 13%
PG-12 Pilot

Overall Reactions to PG-12

- **Advisory** – 85%
  (with 92%, without 80%)

- **Accompanied** – 68% (with 72%, without 66%)

- **CA helpful/necessary** – 76% (with 84%, without 71%)

- **Not advisory** – 11%
  (with 3%, without 16%)

- **Don’t know** – 4% (with 5%, without 4%)
PG-12
Ratings Implementation

- Overall successful and easy to enforce
- More younger children attending cinema with adults (may have been greater if ‘children’s’ films running during pilot)
- Few complaints (if any) were -
  - Disruptive children in showings
  - Adult orientated film unsuitable for younger child
  - 5% not suitable for the child they took (post)
- Age of accompanying adult needs to be clearly defined

In-depth interviews
Summary - PG-12 Pilot

◆ Pilot successful

◆ Very positive response to PG-12 especially from accompanying adults and industry

◆ Not high awareness of PG-12 especially amongst adults without children

◆ BBFC posters and leaflets were useful

◆ Accompanied and consumer advice are requirements for PG-12
The Future For PG-12
Pilot Summary –

PG-12 has a Firm Future

- 12 rating trusted and used yet abused and difficult to enforce
- Parents and industry want parents to decide
- Overwhelming ‘yes’ PG-12
- Reasonable ‘yes’ to accompaniment
- Overwhelming ‘yes’ consumer advice
Questions Arising from Pilot

- Norwich is ‘safe’ do other regions face more child security or other issues?
- How old is a ‘responsible’ adult?
- Is the term ‘PG-12’ ideal?
- Is the term ‘consumer advice’ ideal?
- How much consumer education is required for PG-12?
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