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Government of Alberta ■

Stakeholder Consultations on Regulations under the *Film and Video Classification Act*

Analysis of Web Survey and Focus Group
Findings
August 2009

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Summary of Findings and Conclusions *(1 of 7)*

Frequency of Checking Ratings

- **Approximately two-thirds of Albertans check the ratings on movies they see in the theatre or movies they rent or purchase at least some of the time. Further, they have specific motivations for checking ratings and are seeking specific information when they do so.**
 - ▶ 68% of Albertans check the ratings on movies they see in the theatre at least some of the time.
 - ▶ Similarly, 62% of Albertans check the ratings of videos they rent or purchase at least some of the time.
 - ▶ Albertans who check the rating of a movie playing at the theatre are most likely to do so if they want to know how explicit the sexual content, violence or language may be (59%) or when they are going with someone else's child who is under the age of 18 years (46%).
- **Frequency of checking ratings on video games is somewhat lower, with 39% who check the ratings at least some of the time. However, 33% of Albertans say that checking ratings on video games is not applicable to them, suggesting that lower usage of this media compared to movies may be responsible for lower frequencies.**

Summary of Findings and Conclusions (2 of 7)

Perceptions of Where Ratings Need to be Shown

- **Albertans agree that movie and video game ratings should be displayed prominently and in multiple locations both in the theatre and on packaging in retail locations. This suggests that they are interested in knowing the ratings but are not committed to actively seeking them out independently – they want the ratings to be provided to them in an easy and obvious manner.**
 - ▶ Albertans agree that movie ratings should be displayed in newspaper movie ads (95%), Internet / Web movie ads (94%) and at the point of sale (93%).
 - A slightly lower proportion agree that movie ratings should be indicated on a telephone movie information line of theatre voice recording (87%), or displayed at the point of admission to the theatre auditorium (79%).
 - Other suggestions include: on movie posters (5%), on the theatre marquee (3%), on movie advertisements (3%), and on television advertisements (3%).
 - ▶ Most (93%) Albertans agree that it is helpful when Canadian movie ratings are displayed prominently on movie DVD and video packaging.
 - ▶ While still a majority, a lower proportion (83%) of Albertans agree that it is helpful when age ratings are displayed prominently on video game packaging.

Summary of Findings and Conclusions (3 of 7)

Comments on Current Definitions of Movie Ratings

- When asked to comment on the current definitions for the age ratings in Alberta, Albertans are most likely to state that the age ratings in use in Alberta are acceptable or fine as they are and that they agree with them (20%) or that they do not have any comments (61%)

Reaction to the Suggested Change to the 18A Rating

- After prompting with the suggested changes to the 18A rating, Albertans are more likely to support the changes than the status quo. However, support is not overwhelming and a relatively large proportion maintain that the ratings are adequate as they are. Increasing the availability of information about the motivation for the changes could help to educate Albertans about the changes and the benefits they will bring.
 - ▶ Two-thirds (67%) of Albertans agree that a minimum age of 14 years should be added while 40% agree that the current definition of 18A is adequate and should not be changed.
 - ▶ Some of the comments about the suggested changes include *it's a good idea / I agree / children under 14 should not be exposed to 18A movies* (18%), *the age limit should be more strict* (15%), *parents should make the decision* (11%), and *changes are not necessary* (7%).

Summary of Findings and Conclusions (4 of 7)

Incidence of Taking Children Younger than 14 Years Old to 18A Movies

- **Sexually explicit material is the highest concern for parents when considering whether to take a child younger than 14 years old to an 18A movie.**
 - ▶ Most Albertans have not taken their children to an 18A movie when the child was under the age of 14 (91%). Those who have (9%) express mixed outcomes of the experience, and indicate that concern over sexually explicit material would be more likely to dissuade them compared to foul language or violence.

Reaction to Regulations for Display of Adult Videos

- **Most Albertans support video retailers storing adult videos and DVDs in a separate room, out of public view, that minors cannot access.**
 - ▶ Most (90%) Albertans agree that stores that rent or sell adult videos and DVDs should display and store those videos in a room that minors cannot access, and 83% agree that the room should not be in public view.
 - ▶ Some reasons for supporting a separate room include *prevent children from being exposed to these materials* (40%), *cover art is too explicit* (12%), and *they should not be accessible to minors* (10%).
 - ▶ Fewer Albertans provide either neutral comments (11%) regarding their reasons for agreement ratings related to the display and storage of adult videos, or provide reasons for not supporting having separate rooms (9%).

Summary of Findings and Conclusions (5 of 7)

Numbers of respondents for the Movie Distributors survey, the Movie Theatre Owners and Operators survey, and the Video Retailers survey were low, preventing quantitative analysis of the results.

Movie Distributors

- Two movie distributors participated in the survey and provided varying responses to all of the questions, preventing any conclusions from being drawn.

Video Retailers

- Both video retailer respondents indicate that they receive mainstream Canadian and American movie without ratings, but do not receive entertainment software without ratings.
- Both video retailer respondents have materials on display from the CMPDA about the Canadian Home Video Rating System.

Movie Theatre Owners and Operators

- Theatre box offices, newspaper advertisements, website advertisements and theatre voice recordings are all perceived to be effective methods of communicating ratings information to the general public.
 - ▶ Of the seven movie theatre owners and operators participating in the survey, six display ratings and content advisories in the theatre box office.
 - ▶ When films are playing locally, all theatre owners and operators say that ratings are indicated in newspaper advertisements, and six of seven mention website advertisements or voice recordings on movie information telephone lines.

Summary of Findings and Conclusions (6 of 7)

Movie Theatre Owners and Operators (continued)

- **Most age verification occurs at the point of sale or by the ticket taker before entering the auditorium. This presents the opportunity to educate theatre owners and operators about the need for posting staff at the doors of 18A movies to ensure that no one under the age of 18 is permitted to enter.**
 - ▶ All theatre owners and operators verify age at the point of sale, six of seven say that ages are verified by the ticket taker after the point of sale but before entering the auditorium, and one theatre owner says that ages are verified as the patron enters the auditorium.
- **Complaints about children in 18A movies are received infrequently, suggesting that theatre owners and operators do not have strong motivation for enforcing ratings regulations.**
 - ▶ Five of seven theatre owners and operators have received complaints about children being in 18A movies, but receive complaints once per month or less frequently.
- **Theatre owners and operators believe that the definitions for the ratings are adequate as they are, and that parents should make the decision of whether to take a child under the age of 14 years old to an 18A movie. A strategic communication strategy, designed to educate theatre owners and operators about their responsibilities and potential penalties for failing to enforce the ratings, could effectively address their hesitations and increase support for the proposed changes.**
 - ▶ Six of seven theatre owners and operators do not agree at all (ratings of 1 on a 5-point scale) that a minimum age of 14 years should be added to the definition of the 18A rating in Alberta.
 - ▶ Four of seven theatre owners and operators completely agree (ratings of 5 on a 5-point scale) that adults accompanying children should make that choice and that the current definition of 18A is adequate.

Summary of Findings and Conclusions (7 of 7)

Focus Groups

- There exists an opportunity to educate movie-going Albertans about the film rating system in the province. This education would include the ratings used, what they mean (i.e. who is admitted) and that the Alberta system differs from other jurisdictions, most notably the US. Potential communication methods include in-theatre advertising and web-sites.
- There is also an opportunity to increase awareness of www.albertafilmratings.ca. Movie-goers have an appetite for detailed information about movie content and already use online sources to preview movies and consult ratings. However the online sources they typically use provide American ratings and contribute to confusion and misperceptions about the system in Alberta.
- Albertans are generally supportive of the proposed change to the 18A rating and state it is not likely to affect their movie-going habits. Those who support the regulation feel it supports their beliefs about what children should be watching. Those who are less enthusiastic about the proposed change mention the challenges in enforcing the regulations, and that it is not worth the effort unless the rating can be enforced.
- Albertan movie-goers and video retailers support the requirement to segregate adult videos, citing this regulation as “just common sense”.
- Retailers will likely resist regulations regarding maximum fines for contravention, viewing the rating system as a guideline only and believing the ultimate decision to watch a movie or not is a personal one or one best left to parents.

Background and Introduction

Background and Introduction

- **In May 2009, Leger Marketing was contracted by Alberta Culture and Community Spirit (ACCS) to gauge stakeholder reactions to regulations being developed under the *Film and Video Classification Act*. A web survey was designed to support the development and refinement of these regulations.**
- **The specific objectives of the research were to:**
 - ▶ Gather feedback on the spirit and intent of regulations;
 - ▶ Understand the information needs of industry groups (owners, distributors, video retailers); and
 - ▶ Explore possible communication strategies to increase public awareness about the new regulations.

Web Surveys

- **Web surveys were conducted with four different groups:**
 - ▶ Parents and the general public;
 - ▶ Movie distributors;
 - ▶ Movie theatre owners and operators; and
 - ▶ Video retailers.
- **The online surveys were conducted between July 20 and August 5, 2009.**
- **Detailed methodology for each group of respondents can be found in the corresponding section.**

Background and Introduction

Focus Groups

- **Focus groups were conducted with three different groups:**
 - ▶ Movie-going public;
 - ▶ Movie-going youth; and
 - ▶ Video retailers.

- **The focus groups were conducted between July 13 and July 16, 2009.**

- **Detailed objectives and methodology for focus groups can be found in the corresponding section.**

Parents and General Public

Current Usage of Rating Information

Methodology

- **A survey of parents and the general public was conducted with 854 Albertans, including 678 identified as “movie-goers” (those who go to movies in the theatre once or more per year) and 176 identified as “non movie-goers” (those who go to movies less than once per year).**
 - ▶ The 678 movie goers include 203* “movie-going parents”:
 - 113* “movie-going parents” with children aged 6 to 11; and
 - 132* “movie-going parents” with children aged 12 to 18.

- **Data Collection**
 - ▶ Data was collected on the Internet via secured access to the online questionnaire hosted on Leger Marketing’s servers.
 - ▶ Email invitations were sent to Albertans from Leger Marketing’s Web Panel inviting respondents to provide feedback on the current rating system for movies and video games in Alberta. Emails were embedded with a unique identifier to ensure that each respondent was able to complete the survey only one time.

- **Target Respondents**
 - ▶ Albertans 18 years of age or older;
 - ▶ Parents of children aged 6 to 18 years and non-parents; and
 - ▶ Movie-goers and non movie-goers.

* Note: Numbers do not add to total of 203 movie-going parents due to individual parents having multiple children in the age ranges of both 6 to 11 and 12 to 18

Methodology

➤ Sampling

- ▶ The survey was completed using Leger Marketing's online panel. Panel collection methods conform to the Marketing Research and Intelligence Association's standards and best practices.
- ▶ As a non random Internet survey, a margin of error is not reported (margin of error accounts for sampling error). Had this data been collected using a probability sample, the margin of error would have been ± 3.4 percentage points, 19 times out of 20.

➤ Analysis

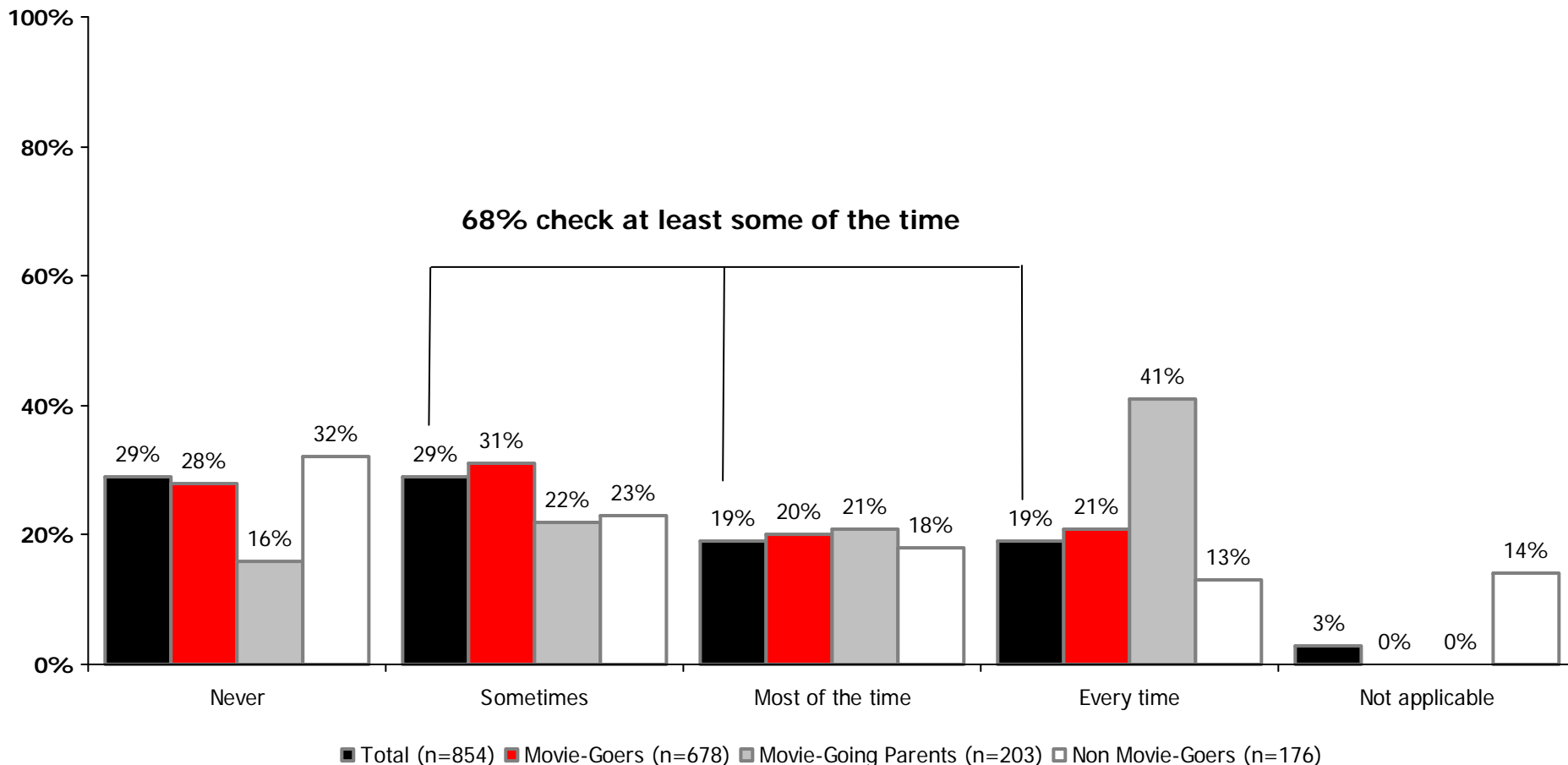
- ▶ To evaluate differences or similarities in responses between different subsets of the population, the results for each question have been cross-tabulated by the following variables in the computer tables:
 - Gender;
 - Respondent Age;
 - Children in the household;
 - Age of children in the household;
 - Movie-Goers; and
 - Movie-Renters.

Methodology

- Throughout the survey, a five-point scale is used for respondents to rate their level of agreement with various statements:
 - ▶ **Agreement: 1 means do not agree at all, 3 means agree and 5 means completely agree.**
- For the purpose of analysis and discussion, the ratings are grouped as follows:

| Respondent rating on the 1 to 5 scale | Interpretation |
|---------------------------------------|---|
| 5 | These respondents express <i>very positive</i> responses |
| 3, 4 | These respondents disclose <i>somewhat positive</i> responses |
| 1, 2 | These respondents provide <i>negative</i> responses |

Frequency of Checking Ratings - Movies in the Theatre



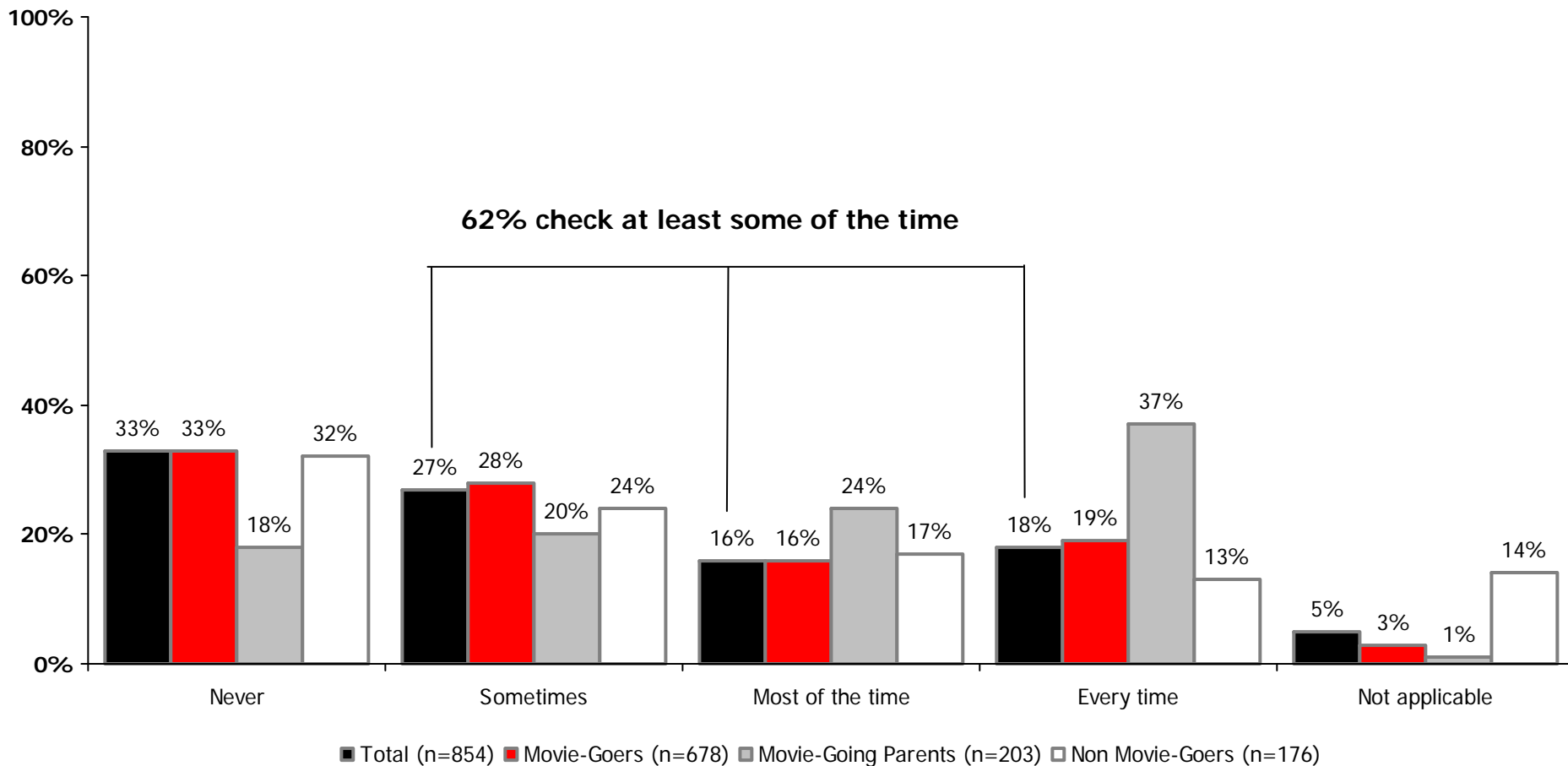
Q.4a Please indicate how often you consult the rating information for the following. I check the ratings of... Movies I see at the theatre...

Frequency of Checking Ratings - Movies in the Theatre

- **Two-thirds (68%) of Albertans check movie ratings at least some of the time**
- **Equal proportions of Albertans check the ratings of movies they see at the theatre all or most of the time (19% each).**
- **Nearly one-third (29%) of Albertans check movie ratings sometimes, and an equal proportion state they never check ratings of movies seen at the theatre (29%).**

- **Sub-segment differences:**
 - ▶ Movie-going parents are more likely to check the ratings every time (41%) compared to movie-going Albertans without children (12%).
 - ▶ Albertans between the ages of 35 to 44 years and 45 to 54 years are more likely to check the ratings every time (24% each) compared to those aged 18 to 34 years (13%).
 - ▶ Parents with children between the ages of 6 and 11 years are more likely to check the ratings every time (45%) compared to those with children 5 years old or younger (29%).
 - ▶ Men are more likely to say they never check the ratings (33%) compared to women (25%).

Frequency of Checking Ratings – Videos Rented or Purchased

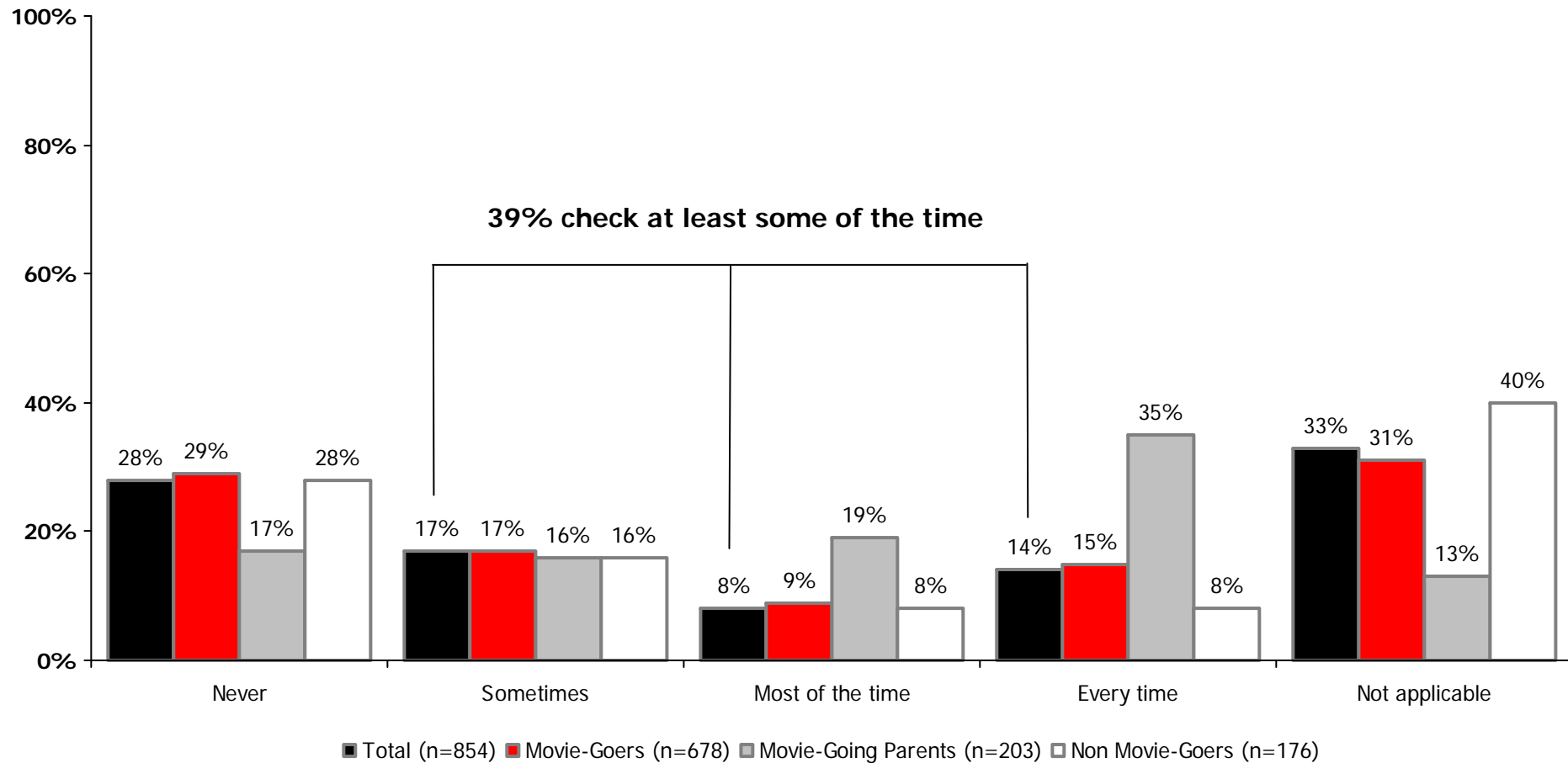


Q.4b Please indicate how often you consult the rating information for the following. I check the ratings of... Videos I rent or purchase...

Frequency of Checking Ratings – Videos Rented or Purchased

- **Sixty-two percent (62%) check the ratings at least some of the time, including one-quarter (27%) who sometimes check the ratings, and less than one-in-five who check the ratings every time (18%) or most of the time (16%).**
- **One-third (33%) of Albertans never check the rating information of videos they rent or purchase.**
- **Sub-segment differences:**
 - ▶ Movie-going parents are more likely to check the ratings every time (37%) or most of the time (24%) compared to movie-going Albertans who are not parents (11% every time, 12% most of the time).
 - ▶ Women are more likely than men to check the ratings every time (22% of women compared to 15% of men).
 - ▶ Albertans between the ages of 35 to 44 years (23%) and 45 to 54 years (21%) are more likely than those between the ages of 18 to 34 (14%) to check the ratings every time.
 - ▶ Parents with children between the ages of 6 and 11 years old are more likely to check the ratings every time (44%) compared to those with children aged 12 to 18 years (31%) and those with children aged 5 years old or younger (29%).

Frequency of Checking Ratings - Video Games Rented or Purchased



Q.4c Please indicate how often you consult the rating information for the following. I check the ratings of... Video games I rent or purchase...

Frequency of Checking Ratings - Video Games Rented or Purchased

- **Albertans are most likely to indicate they check ratings at least some of the time (39%) or that they do not ever check ratings on video games they rent or purchase (28%).**
- **Less than one-in-five check ratings sometimes (17%) or every time (14%).**
- **Less than one-in-ten check the ratings most of the time (8%).**
- **One-third (33%) say that checking the ratings on video games rented or purchased is not applicable to them.**

- **Sub-segment differences:**
 - ▶ **Parents are more likely to check the ratings every time (28%) or most of the time (15%) compared to Albertans without children (6% every time, 5% most of the time).**
 - ▶ **Parents with children between the ages of 6 and 11 years are more likely to check the ratings every time (42%) compared to those with children between the ages of 12 and 18 years (28%) and those with children 5 years old or younger (24%).**

Occasions in Which the Rating of a Movie Playing at the Theatre is Sought

- More than half (59%) of those who check the ratings of movies seen at the theatre most or some of the time say they are most likely to check when they want to know how explicit the sexual content, violence, or language may be.
- Just under half (46%) check the ratings when going with someone else's child who is under 18.
- One-in-five and when going with specific persons 18 or over (18%).
- The majority (80%) of movie-going parents check when going with their own child who is under 18.
- More than half (54%) of movie-going parents check the ratings when their child under 18 is going to the movie without them.

- Multiple Mentions -

| <i>Respondents who say they check ratings of movies they see at the theatre most or some of the time</i> | MOVIE GOERS | | | |
|--|-------------|-------------|---------------------|-----------------|
| | Total | Movie-Goers | Movie-Going Parents | Non Movie-Goers |
| Total | 414 | 342 | 86** | 72** |
| When they want to know how explicit the sexual content, violence or language may be | 59% | 58% | 37% | 68% |
| When going with someone else's child who is under 18 | 46% | 49% | 54% | 31% |
| When going with own child who is under 18 | 32% | 33% | 80% | 28% |
| When child under 18 is going to the movie without them | 22% | 22% | 54% | 22% |
| When going with specific persons 18 or over | 18% | 19% | 6% | 15% |

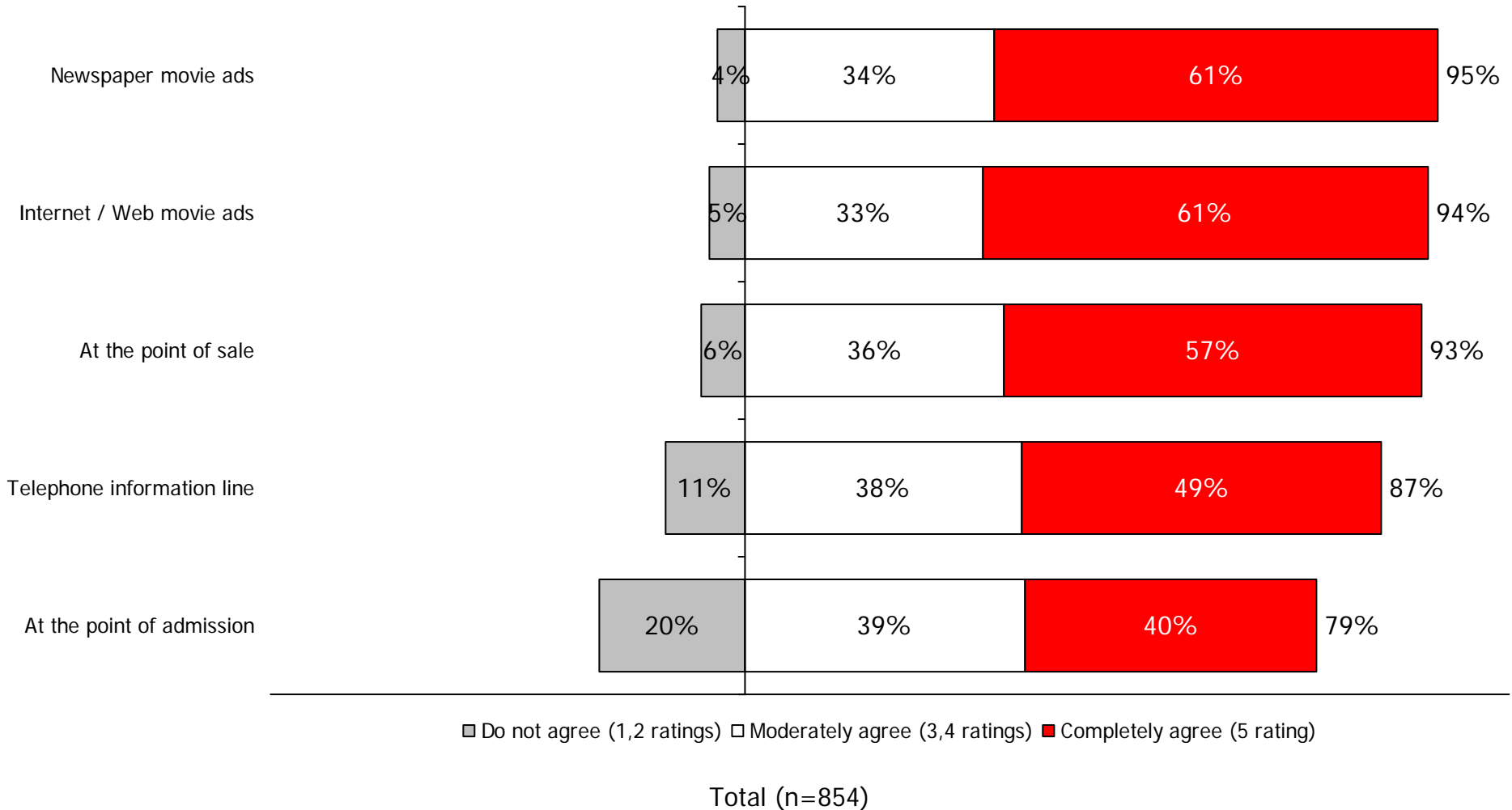
** Caution to be taken in interpretation of results due to small sample size

Q.5 On which occasions are you interested in the rating of a movie playing at the theatre? Please check all that apply.

Parents and General Public

*Perceptions of Where Ratings Need
to be Shown*

Agreement That Movie Ratings Should be Displayed in Various Locations

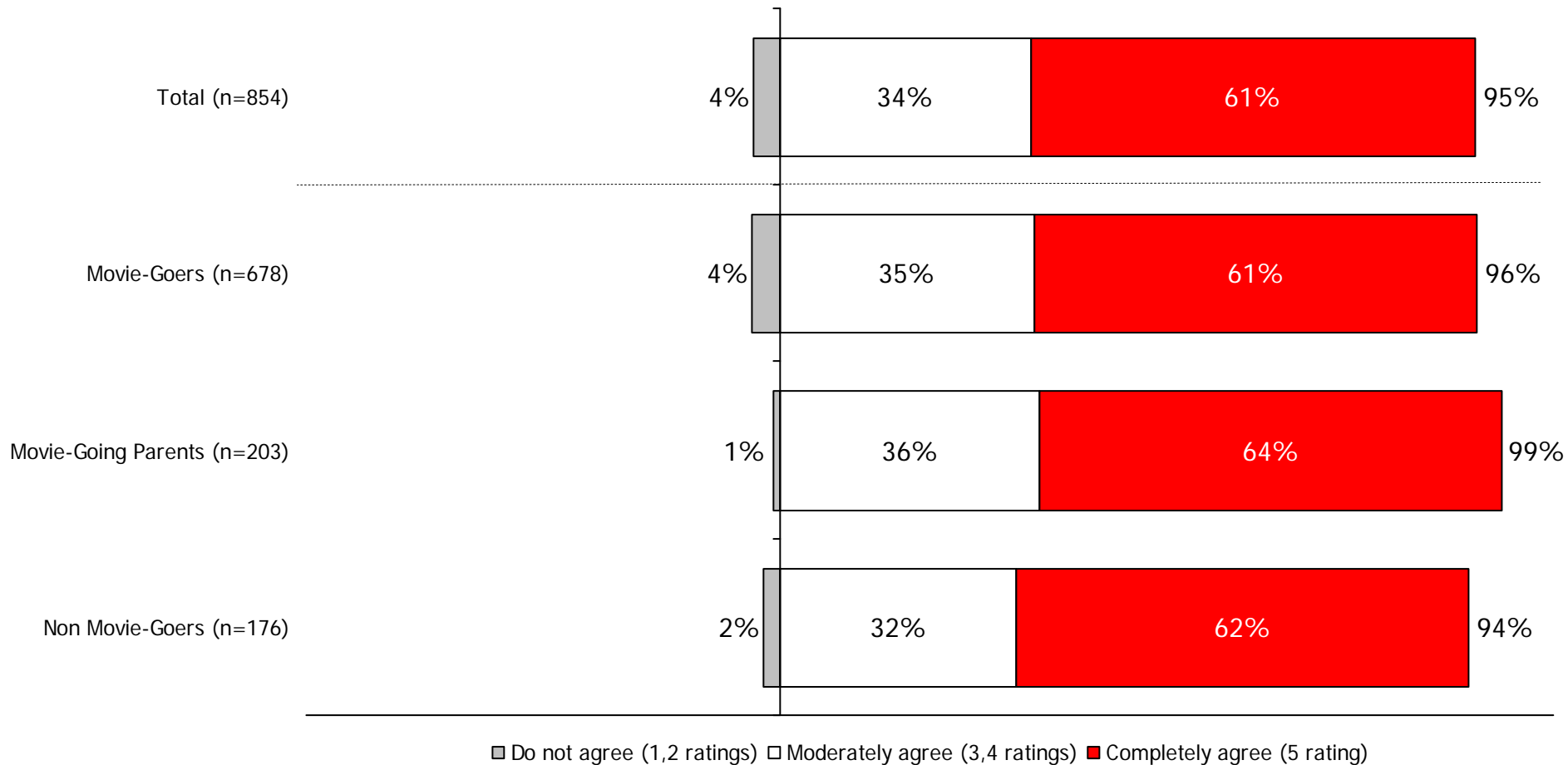


Q.9 Please indicate your level of agreement that movie ratings should be displayed or indicated for each of the locations listed below:

Agreement that Movie Ratings Should be Displayed in Various Locations

- **At least nine-in-ten (range of 93% to 95%) agree that ratings should be in ads and at the point of sale, including at least half (range of 57% to 61%) who completely agree**

Agreement that Movie Ratings Should be Displayed in Newspaper Movie Ads



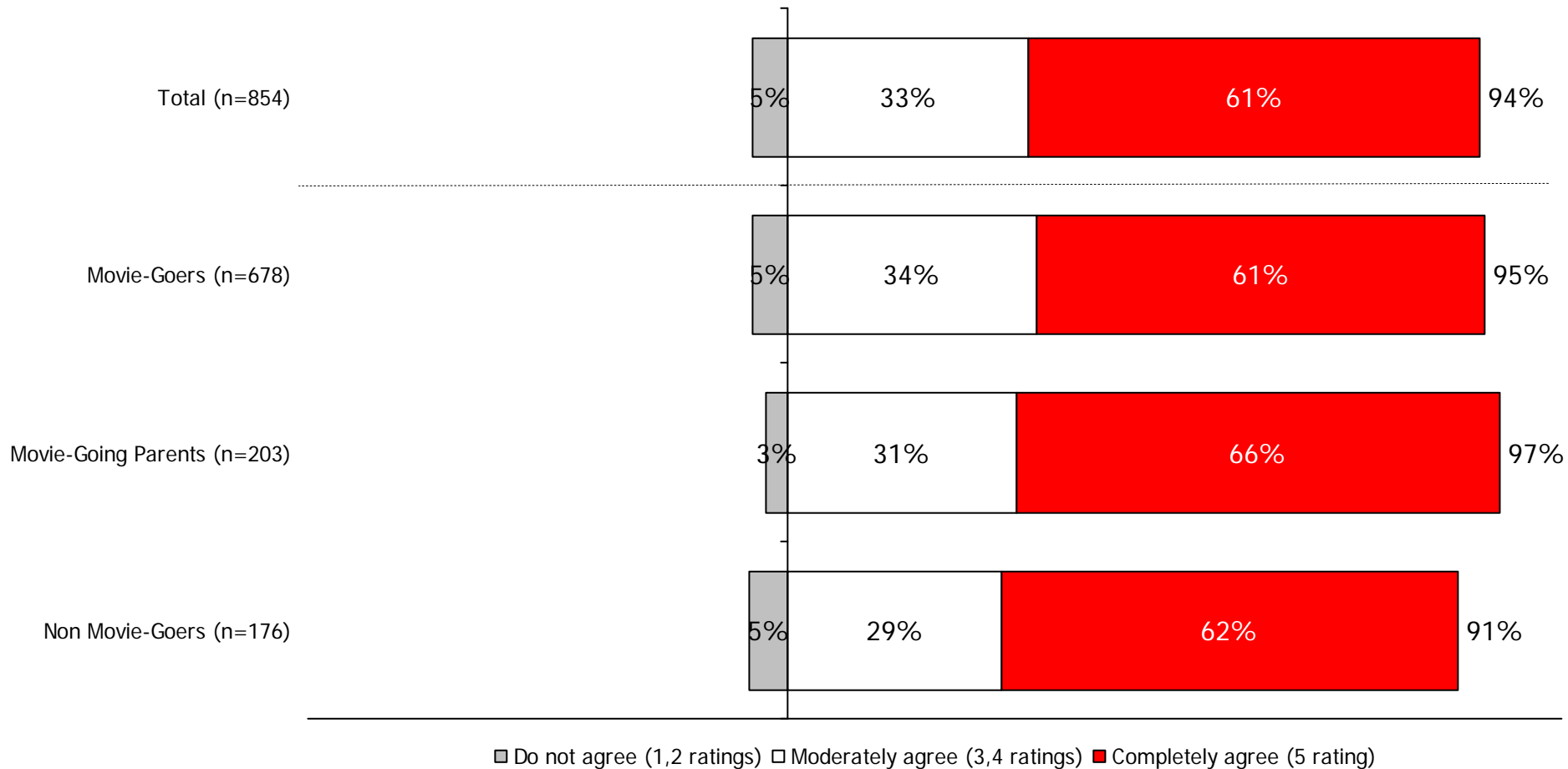
Q.9d Please indicate your level of agreement that movie ratings should be displayed or indicated for each of the locations listed below: Newspaper movie ads.

Agreement that Movie Ratings Should be Displayed in Newspaper Movie Ads

- **Almost all (95%) Albertans agree that movie ratings should be displayed in newspaper movie ads, including 61% who completely agree.**

- **Sub-segment differences:**
 - ▶ Agreement is higher among movie-going parents (99%) that ratings should be displayed in newspaper ads compared to movie-going Albertans who are not parents (94%).
 - ▶ Agreement is lower among Albertans aged 35 to 44 years (96% agree, including 62% who completely agree) and 45 to 54 years (99% agree, including 67% who completely agree) that ratings should be displayed in newspaper ads compared to those aged 18 to 34 years (91% agree, including 50% who completely agree).

Agreement that Movie Ratings Should be Displayed in Internet / Web Movie Ads



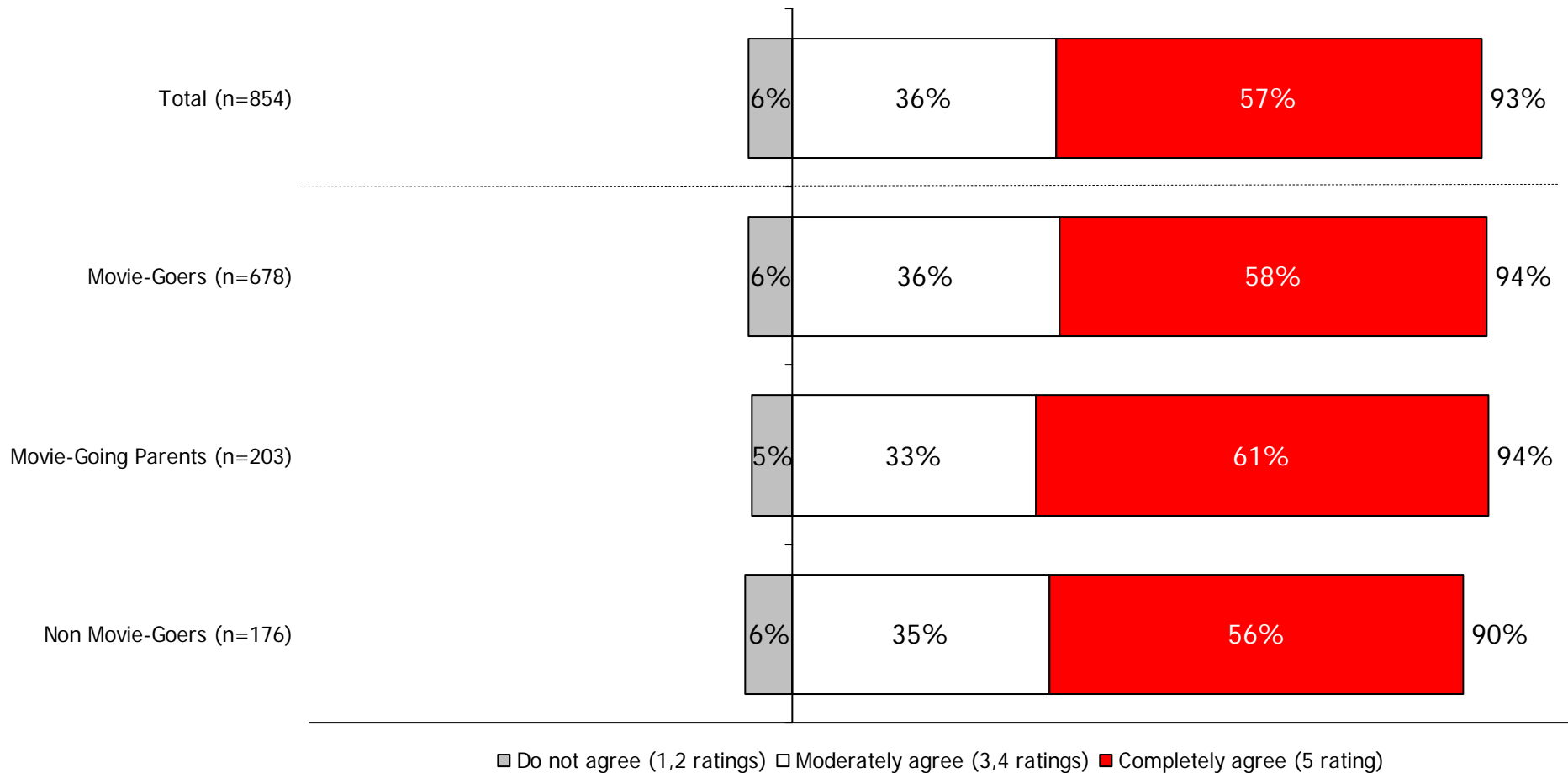
Q.9e Please indicate your level of agreement that movie ratings should be displayed or indicated for each of the locations listed below: Internet / Web movie ads.

Agreement that Movie Ratings Should be Displayed in Internet / Web Movie Ads

- **Almost all (94%) Albertans agree that movie ratings should be displayed in online movie ads, including 61% who completely agree.**

- **Sub-segment differences:**
 - ▶ Movie-renting Albertans are more likely to completely agree (63%) that ratings should be displayed in Internet / Web movie ads compared to non movie-renters (52%).
 - ▶ Women are more likely to agree (96%) and completely agree (66%) compared to men (92% agree, including 57% who completely agree).
 - ▶ Albertans aged 45 to 54 years and 55 years and over are more likely to completely agree that movie ratings should be displayed in Internet / Web movie ads (66% each) compared to those aged 18 to 34 years (53%).
 - ▶ Albertans aged 45 to 54 years are more likely to agree (98%) compared to those aged 18 to 34 (93%) and those aged 55 years and over (91%).

Agreement that Movie Ratings Should be Displayed at the Point of Sale



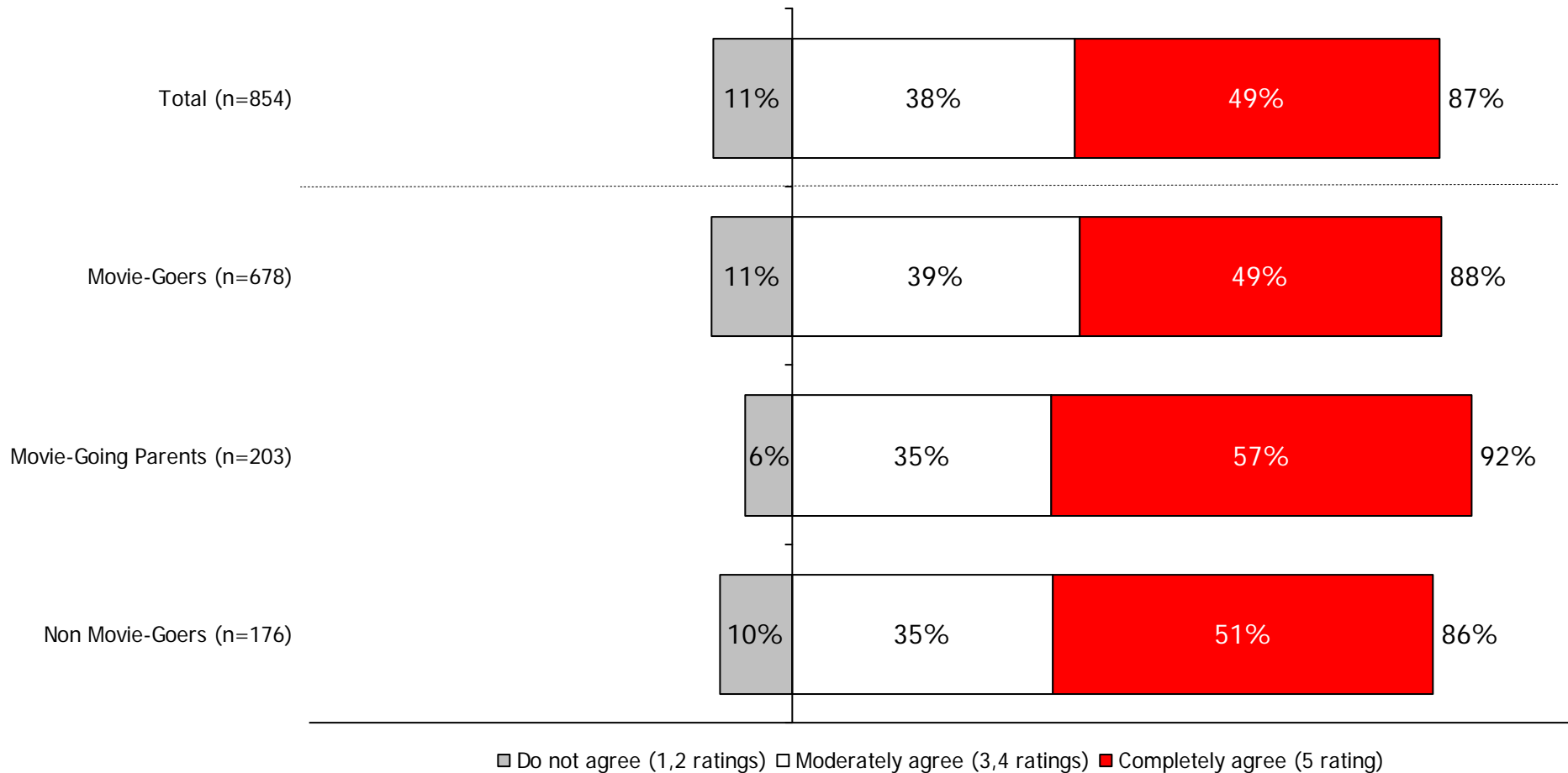
Q.9a Please indicate your level of agreement that movie ratings should be displayed or indicated for each of the locations listed below: At the point of sale, or where the ticket is purchased.

Agreement that Movie Ratings Should be Displayed at the Point of Sale

- **Most (93%) Albertans agree that movie ratings should be displayed at the point of sale, including 57% who completely agree.**

- **Sub-segment differences:**
 - ▶ Women are more likely to completely agree (61%) compared to men (54%).
 - ▶ Albertans aged 45 to 54 years are more likely to agree that ratings should be displayed at the point of sale (95%) compared to those aged 55 years and over (90%).

Agreement that Movie Ratings Should be Indicated on a Telephone Movie Information Line or Theatre Voice Recordings



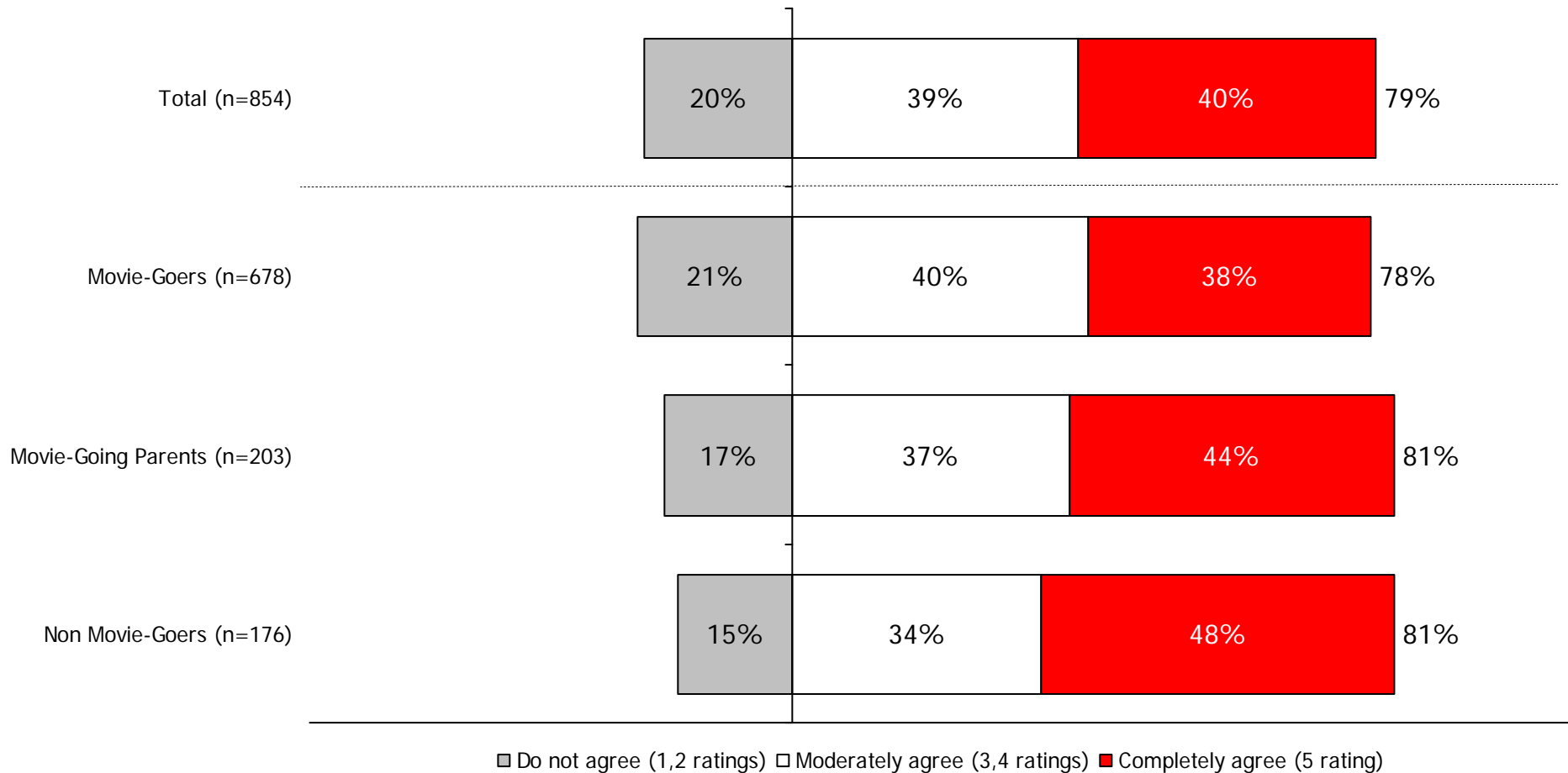
Q.9c Please indicate your level of agreement that movie ratings should be displayed or indicated for each of the locations listed below: Telephone movie information line or theatre voice recordings.

Agreement that Movie Ratings Should be Indicated on a Telephone Movie Information Line or Theatre Voice Recordings

- **Most (87%) Albertans agree that movie ratings should be indicated on a telephone movie information line or theatre voice recordings, including 49% who completely agree.**

- **Sub-segment differences:**
 - ▶ Movie-going parents are more likely to completely agree (57%) compared to movie-going Albertans who are not parents (44%).
 - ▶ Women are more likely to agree (91%) and completely agree (55%) that ratings should be indicated on a telephone movie information line or theatre voice recordings compared to men (84% agree, including 44% who completely agree).
 - ▶ Albertans between the ages of 45 and 54 years are more likely to agree (95%) compared to those aged 18 to 34 years (83%), those aged 35 to 44 years (86%) and those aged 55 years and over (86%).
 - ▶ Albertans aged 35 to 44 years (52%), 45 to 54 years (53%) and 55 years and over (56%) are more likely to completely agree compared to those between the ages of 18 and 34 years (38%).

Agreement that Movie Ratings Should be Displayed at the Point of Admission to the Theatre Auditorium



Q.9b Please indicate your level of agreement that movie ratings should be displayed or indicated for each of the locations listed below: At the point of admission to the theatre auditorium.

Agreement that Movie Ratings Should be Displayed at the Point of Admission to the Theatre Auditorium

- **Most (79%) Albertans agree that movie ratings should be displayed at the point of admission to the theatre auditorium, including 40% who completely agree.**

- **Sub-segment differences:**
 - ▶ Non movie-goers are more likely to completely agree (48%) compared to movie-goers (38%).
 - ▶ Albertans aged 45 to 54 years are more likely to agree (85%) that ratings should be displayed at the point of admission to the theatre auditorium compared to those aged 18 to 34 years (75%).
 - ▶ Albertans aged 35 to 44 years (38%), 45 to 54 years (48%) and 55 years and over (46%) are more likely to completely agree compared to those between the ages of 18 and 34 years (29%).

Other Suggestions of Where Movie Ratings Should be Posted

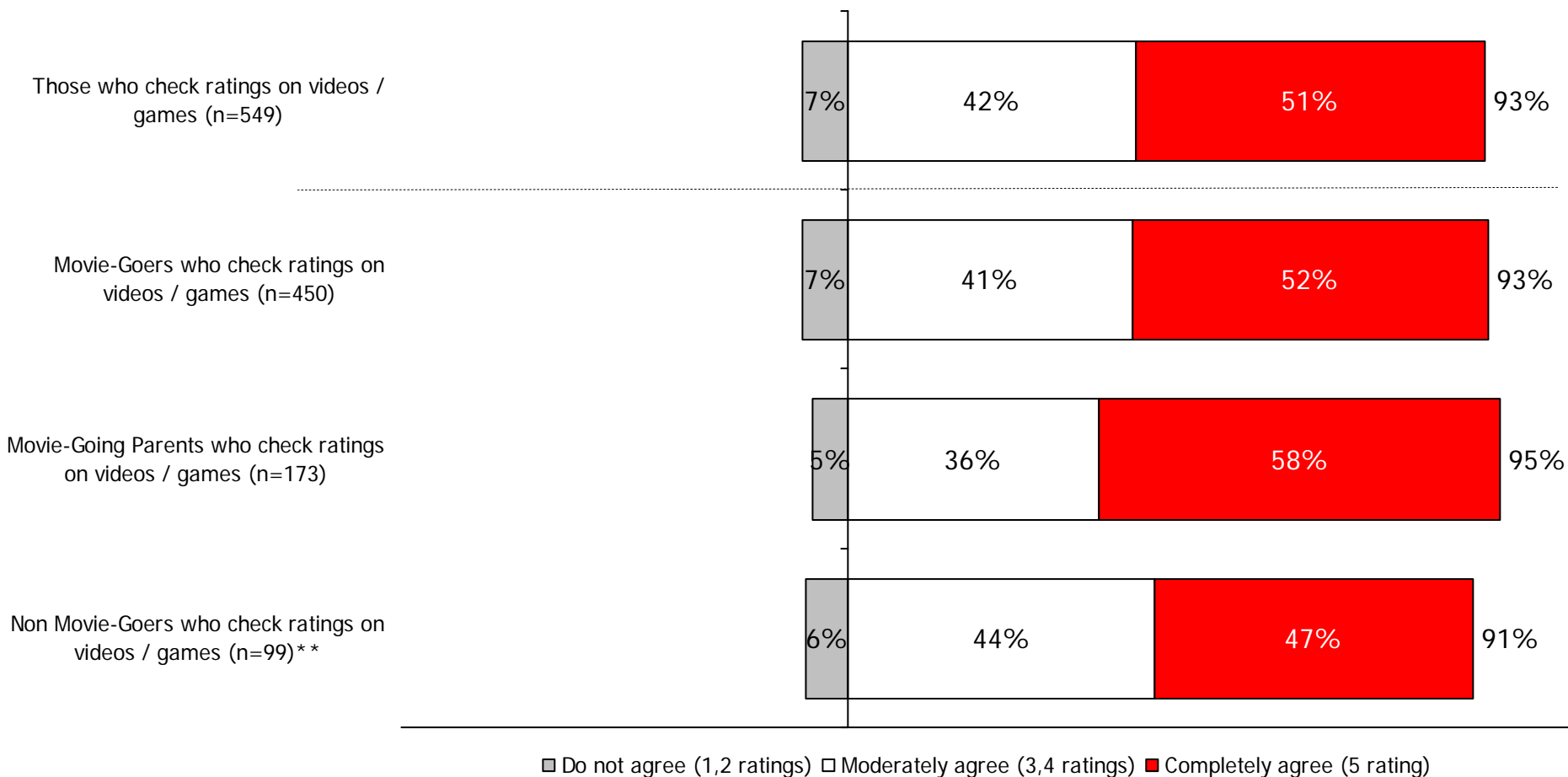
- Most Albertans have no other suggestions of where movie ratings should be posted (77%)
- Of those who do offer suggestions, the most common are *on movie posters* (5%), *theatre marquee* (3%), *movie advertisements (non-specified)* (3%) and *television advertisements* (3%).

- Multiple Mentions -

| <i>All respondents</i> | MOVIE GOERS | | | |
|---|-------------|-------------|---------------------|-----------------|
| | Total | Movie-Goers | Movie-Going Parents | Non Movie-Goers |
| Total | 854 | 678 | 203 | 176 |
| Movie posters | 5% | 6% | 9% | 3% |
| Theatre marquee | 3% | 3% | 3% | 3% |
| Movie advertisements (non-specified) | 3% | 3% | 3% | 3% |
| Television advertisements | 3% | 3% | 4% | 1% |
| Outside the movie theatre (non-specified) | 2% | 2% | 2% | 1% |
| Movie reviews | 1% | 1% | 1% | 1% |
| Movie trailers | 1% | 1% | 2% | 1% |
| Radio advertisements | 1% | 1% | 2% | 1% |
| Newspapers (non-specified) | 1% | 1% | - | 1% |
| Billboards | 1% | 1% | 1% | 2% |
| At the beginning of the movie | 1% | 1% | 3% | 1% |
| No other / Locations mentioned are sufficient | 1% | 1% | 1% | 1% |
| Ratings don't make a difference | 1% | 1% | 1% | 1% |
| Other mentions | 5% | 6% | 6% | 2% |
| I have no suggestions | 77% | 75% | 73% | 84% |

Q.10 Can you suggest anywhere else within or outside the theatre that you would find it helpful to have the ratings posted?

Agreement that it is Helpful when Canadian Movie Ratings are Displayed Prominently on Movie DVD and Video Packaging



** Caution to be taken in interpretation of results due to small sample size

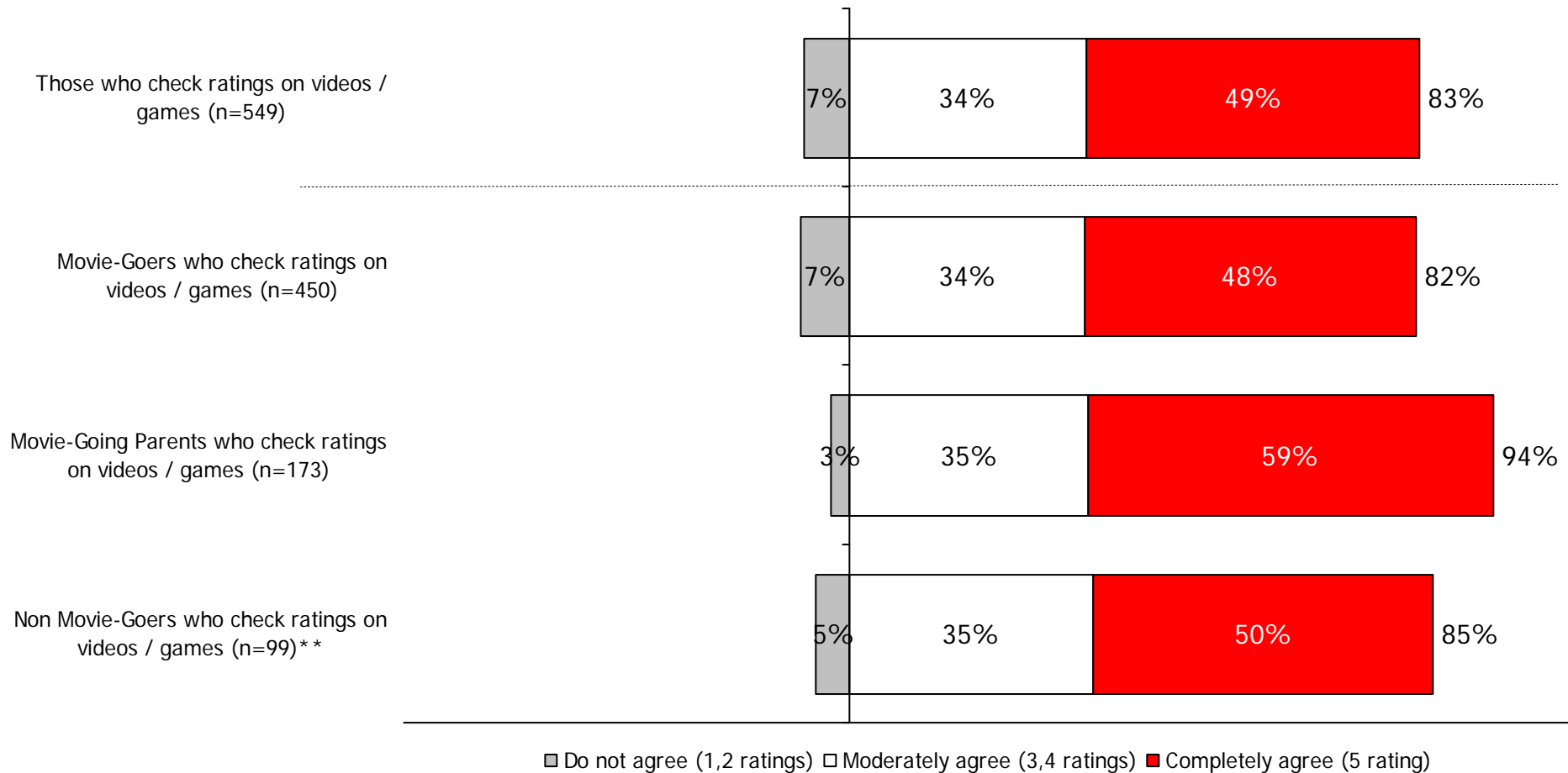
Q.11a Please indicate your level of agreement with the following statement. I find it helpful when Canadian movie ratings are displayed prominently on movie DVD and video packaging.

Agreement that it is Helpful when Canadian Movie Ratings are Displayed Prominently on Movie DVD and Video Packaging

- **Most (93%) Albertans agree that it is helpful when Canadian movie ratings are displayed prominently on movie DVD and video packaging, including 51% who completely agree.**

- **Sub-segment differences:**
 - ▶ Women are more likely to agree (96%) and completely agree (60%) compared to men (89% agree, including 41% who completely agree).
 - ▶ Albertans aged 45 to 54 years (96% agree, including 53% who completely agree) and those aged 55 years and over (95% agree, including 59% who completely agree) are more likely to agree compared to those aged 18 to 34 years (87% agree, including 42% who completely agree).

Agreement that it is Helpful when Age Ratings are Displayed Prominently on Video Game Packaging



** Caution to be taken in interpretation of results due to small sample size

Q.11b Please indicate your level of agreement with the following statement. I find it helpful when age ratings are displayed prominently on video game packaging.

Agreement that it is Helpful when Age Ratings are Displayed Prominently on Video Game Packaging

- **Most (83%) Albertans agree that it is helpful when age ratings are displayed prominently on video game packaging, including 49% who completely agree.**

- **Sub-segment differences:**
 - ▶ Parents are more likely to agree (90%) and completely agree (56%) compared to Albertans without children (76% agree, including 42% who completely agree).
 - ▶ Women are more likely to completely agree (55%) compared to men (42%).
 - ▶ Older Albertans are more likely to agree overall and completely agree compared to those aged 18 to 34 years (71% agree, including 35% who completely agree).
 - 35 to 44 years (89% agree, including 51% who completely agree);
 - 45 to 54 years (90% agree, including 52% who completely agree); and
 - 55 years and over (83% agree, including 56% who completely agree).

Parents and General Public

*Comments on Current Definitions of
Movie Ratings*

Comments About the Definitions for the Age Ratings Currently in Use in Alberta

- Multiple Mentions -

| <i>All respondents</i> | MOVIE GOERS | | | |
|---|-------------|-------------|---------------------|-----------------|
| | Total | Movie-Goers | Movie-Going Parents | Non Movie-Goers |
| Total | 854 | 678 | 203 | 176 |
| Ratings are acceptable / fine as they are / Agree with them | 20% | 20% | 20% | 20% |
| 18+ and R seem the same / It's redundant | 2% | 2% | 2% | 1% |
| 14A is too violent / should be tamed down / should be increased | 2% | 2% | 1% | 2% |
| The rating system does not seem consistent | 2% | 2% | 5% | - |
| Children should not be able to attend 18A movies at all | 2% | 2% | 2% | 1% |
| Make sure theatres enforce the restrictions | 2% | 2% | 2% | - |
| The rating system should be harsher / more strict | 2% | 2% | 2% | 1% |
| There should be greater emphasis on violence in warnings | 1% | 2% | 1% | 1% |
| Ratings should be more elaborately explained | 1% | 1% | 2% | 2% |
| There should be a greater consistency between the American and Canadian rating system | 1% | 1% | 1% | - |
| Scenes of violence should not be rated more leniently than sexual content | 1% | 1% | 2% | - |
| It should be up to the parents | 1% | 1% | 1% | - |
| Other mentions | 8% | 9% | 9% | 7% |
| Don't know / No comment / Not applicable | 61% | 60% | 59% | 67% |

Q.12 Do you have any comments about the definitions for the age ratings currently in use in Alberta?

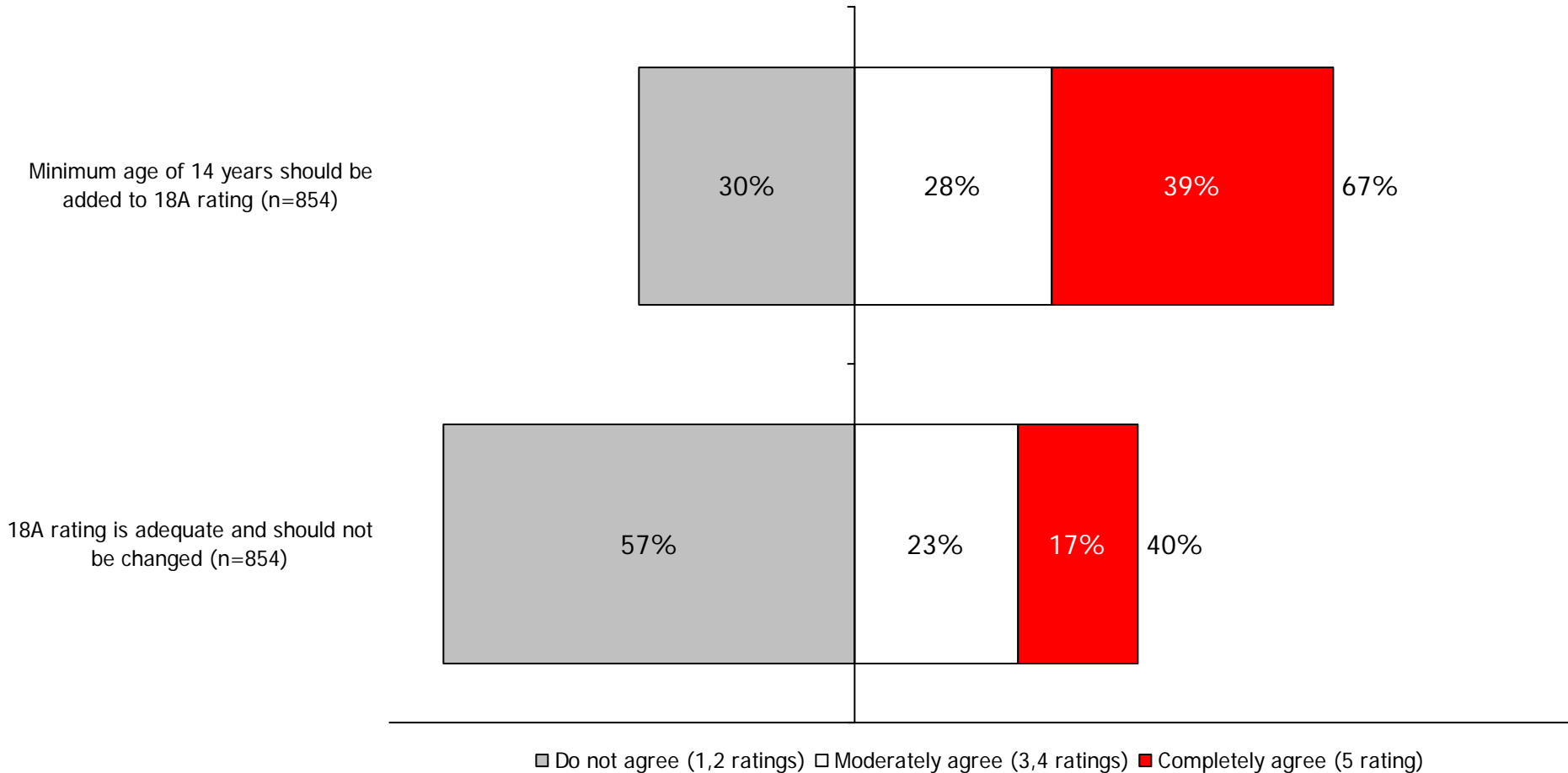
Comments About the Definitions for the Age Ratings Currently in Use in Alberta

- More than half (61%) of Albertans have no comment or indicate the 18A rating is not applicable to them.
- Of those who do provide comments, the most frequently cited mention regarding definitions for the age ratings currently in use in Alberta is that the current ratings are acceptable / fine as they are / agree with them (20%).

Parents and General Public

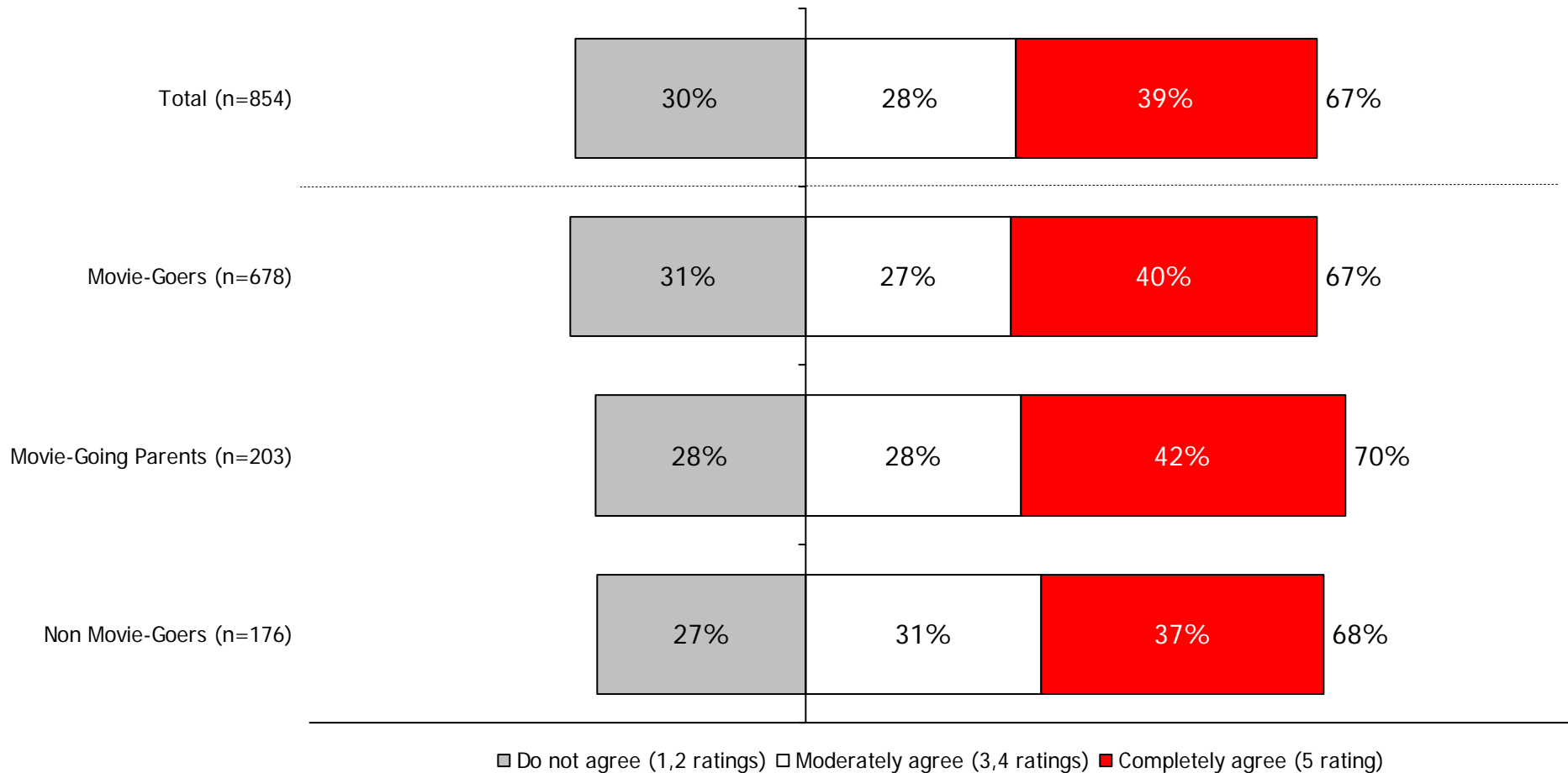
*Reaction to the Suggested Change to
the 18A Rating*

Reaction to the Suggested Change to the 18A Rating



Q.13 Please indicate your level of agreement with the following statement.

Agreement that a Minimum Age of 14 Years Should be Added to the 18A Rating in Alberta



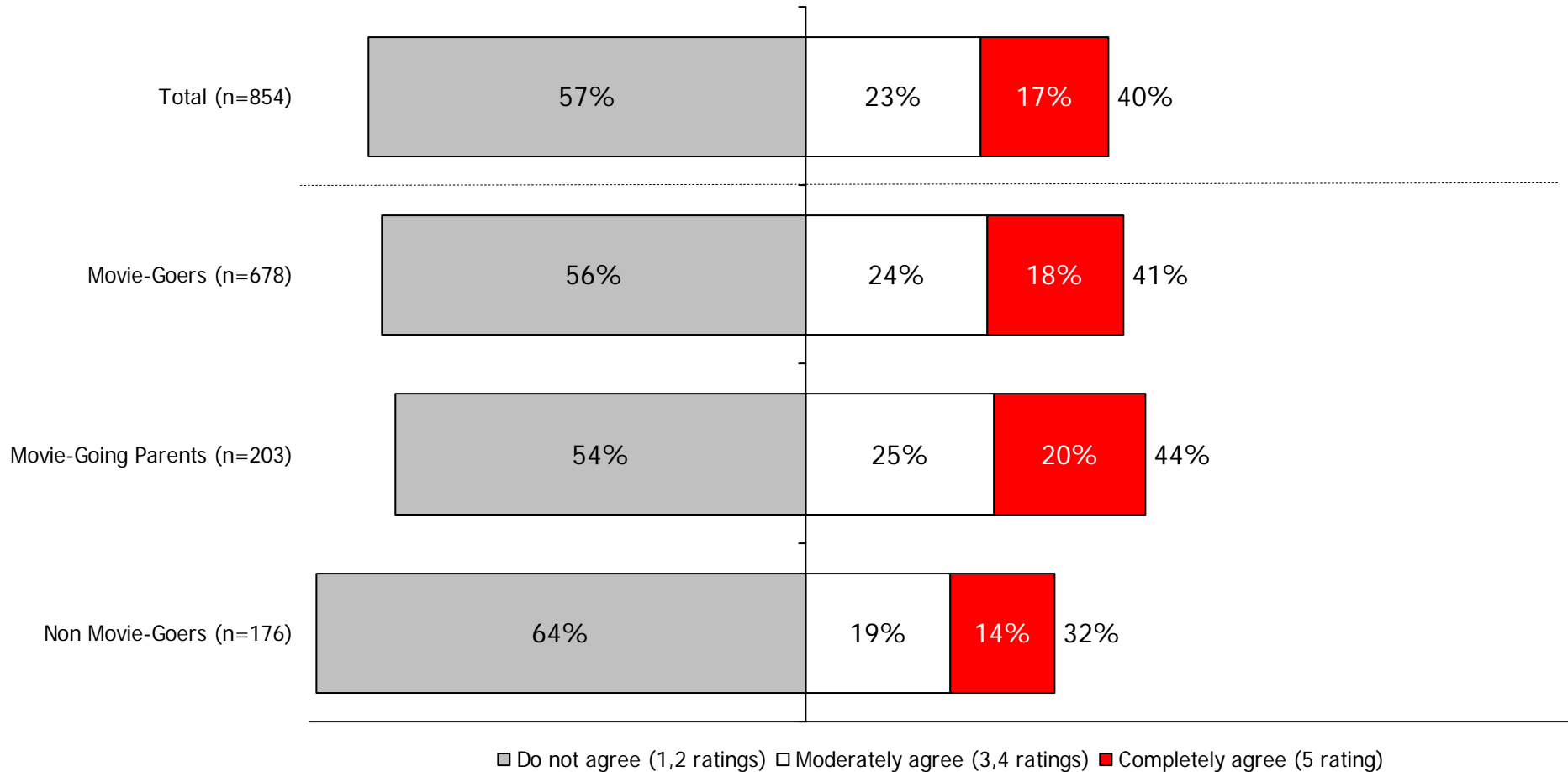
Q.13a Please indicate your level of agreement with the following statement. A minimum age of 14 years should be added to the 18A rating in Alberta.

Agreement that a Minimum Age of 14 Years Should be Added to the 18A Rating in Alberta

- **Two-thirds (67%) of Albertans agree that a minimum age of 14 years should be added to the 18A rating in Alberta, including 39% who completely agree.**

- **Sub-segment differences:**
 - ▶ Women are more likely to agree (73%) and completely agree (44%) compared to men (61% agree, including 35% who completely agree).
 - ▶ Albertans aged 45 to 54 years are more likely to agree (74%) compared to those aged 35 to 44 years (64%) and those aged 55 years and over (61%).
 - ▶ Albertans between the ages of 18 and 34 years are more likely to completely agree (42%) compared to those aged 35 to 44 (33%).

Agreement that the Current Definition of 18A is Adequate and Should Not be Changed



Q.13b Please indicate your level of agreement with the following statement. The current definition of 18A in which people over 18 can accompany people under 18 years of age into an 18A movie is adequate and should not be changed.

Agreement that the Current Definition of 18A is Adequate and Should Not be Changed

- **Less than half (40%) of Albertans agree that the current definition of 18A is adequate and should not be changed, including 17% who completely agree.**
- **More than half (57%) disagree that the current definition is adequate.**

- **Sub-segment differences:**
 - ▶ Movie-goers are more likely to agree (41%) compared to non-movie goers (32%).
 - ▶ Men are more likely to agree (43%) compared to women (36%).
 - ▶ Parents with children aged 12 to 18 years are more likely to agree (50%) compared to those with children aged 5 years or less (37%).

Questions or Comments about the Suggested Change to the 18A Rating (1 of 2)

- Multiple Mentions -

| <i>All respondents</i> | MOVIE GOERS | | | |
|---|-------------|-------------|---------------------|-----------------|
| | Total | Movie-Goers | Movie-Going Parents | Non Movie-Goers |
| Total | 854 | 678 | 203 | 176 |
| It's a good idea / Agree that children under 14 should not be exposed to 18A movies | 18% | 19% | 25% | 14% |
| AGE LIMIT SHOULD BE MORE STRICT (NET) | 15% | 14% | 15% | 16% |
| <i>18 means 18 / Children under 18 should not be admitted</i> | 8% | 8% | 9% | 11% |
| <i>It should be increased to 16 years old minimum</i> | 4% | 4% | 4% | 1% |
| <i>14 year olds should not be allowed to see 18A movies</i> | 2% | 3% | 3% | 2% |
| <i>The minimum age should be increased (unspecified)</i> | 1% | 1% | 1% | 2% |
| <i>Children aged 14 should not be exposed to violence and sex</i> | 1% | 1% | 1% | 1% |
| PARENTS SHOULD MAKE THE DECISION (NET) | 11% | 12% | 12% | 8% |
| <i>It is up to the parent / guardian to decide if the movie is suitable for their children</i> | 7% | 7% | 8% | 6% |
| <i>Parents or guardians should accompany, not just any adult</i> | 4% | 4% | 4% | 2% |
| <i>If a parent really wants to let their child see these types of movies they can rent them after they come out</i> | 1% | 1% | 1% | 1% |
| Changes are not necessary | 7% | 8% | 5% | 3% |
| ENFORCEMENT MENTIONS (NET) | 4% | 4% | 3% | 2% |
| <i>How will it be enforced?</i> | 2% | 3% | 3% | 1% |
| <i>Kids should be asked to produce ID before seeing the movie / Age restrictions should be enforced</i> | 1% | 1% | 1% | 1% |

Questions or Comments about the Suggested Change to the 18A Rating (2 of 2)

- Multiple Mentions -

| <i>All respondents</i> | MOVIE GOERS | | | |
|---|-------------|-------------|---------------------|-----------------|
| | Total | Movie-Goers | Movie-Going Parents | Non Movie-Goers |
| Total | 854 | 678 | 203 | 176 |
| Kids should not be exposed to this type of movie / they should be protected | 3% | 4% | 3% | 3% |
| Children are already exposed to these things elsewhere | 3% | 3% | 5% | 1% |
| So many parents are letting their kids watch things they shouldn't | 2% | 2% | 3% | 2% |
| The age of 18 is not necessarily indicative of maturity | 1% | 2% | 1% | - |
| The age restriction should be 12 or 13 | 1% | 1% | 2% | - |
| Letting kids see these movies is why they are violent | 1% | * | - | 1% |
| Other mentions | 12% | 12% | 13% | 10% |
| It doesn't matter / doesn't make a difference | 1% | 1% | 1% | 1% |
| Don't know / No comment / Not applicable | 41% | 38% | 37% | 52% |

* Less than 1% of respondents

Questions or Comments about the Suggested Change to the 18A Rating

- Just under half (41%) do not provide comments about the suggested change to the 18A rating.
- Of those that do provide comments, the most commonly provided comment indicates support for the suggested change: *It's a good idea / I agree / Children under 14 should not be exposed to 18a movies* (18%).
- Other frequent mentions relate to *the age limit should be more strict* (15%), *parents should make the decision* (11%), and *changes are not necessary* (7%).

Parents and General Public

*Taking Children Younger than 14
Years Old to 18A Movies*

Incidence of Taking Children Under 14 Years to 18A Movies

- Most Albertans with children have not taken their child to an 18A movie when they were under 14 years of age (89%).
- Those who have taken their child under 14 years to an 18A movie are most likely to say they have done so once or twice (7%) or a few times (4%).
- There are no significant differences found between sub-segments.

| <i>Respondents with children</i> | MOVIE GOERS | | | |
|---|-------------|-------------|---------------------|-----------------|
| | Total | Movie-Goers | Movie-Going Parents | Non Movie-Goers |
| Total | 289 | 255 | 203 | 34** |
| Yes, have taken child under 14 years to 18A movie | 9% | 9% | 11% | 9% |
| <i>Once or twice</i> | 5% | 6% | 7% | 3% |
| <i>A few times</i> | 4% | 3% | 4% | 6% |
| <i>More than a few times</i> | * | * | 1% | - |
| No, have not taken child to 18A movie | 91% | 91% | 89% | 91% |

* *Less than 1% of respondents*

** *Caution to be taken in interpretation of results due to small sample size*

Q.6 *Have you ever taken your children to an 18A movie when they were under 14 years of age?*

Q.7 *Which of the following comes closest to the number of times you took your children to an 18A movie when they were under 14 years of age?*

Comments About the Experience of Taking Children Under 14 Years to 18A Movies (1 of 2)

Parents who took their children under 14 years of age to movies rated 18A (n=26)

18A was not inappropriate. Violence and language are easy to deal with, even the nudity. However, the concerns I have are with the sexual references that I would call vulgar and these usually are found in either PG13 movies or 14A movies, which I find can be misleading.

The movie was a show we thought was educational.

I recall thinking I heard more foul language at the public schools than in the movie.

It was ok.

Fine.

I take the time to talk to my children about the world. Rather than spend time protecting them from it, I prefer to introduce them to the harsh realities of life myself, that way they are not shocked when they get older.

I did consult the rating so I was a bit nervous about the decision but we did ok.

Our young daughter was SUPPOSED to be sleeping when the restricted movie came on.

It was fine. We talked with our children before and after the movie.

The child really wanted to see this movie based on previews. She was less impressed with the actual movie and I felt uncomfortable having her see some scenes.

The material was considered appropriate for the subject.

The movies are usually rated for violence or gore... I wouldn't take them if it was sexually explicit..

I didn't think the movie was 18A.

The rating was uncalled for in both these instances.

Nothing to note.

Comments About the Experience of Taking Children Under 14 Years to 18A Movies (2 of 2)

Parents who took their children under 14 years of age to movies rated 18A (n=26)

I didn't fully appreciate the content that was going to be in the movie before seeing it. I was aware it was 18A in advance but didn't expect the language.

Many questions asked, many questions answered.

Certainly depended on the child, why it had that rating and the fact that we accompanied them.

Nothing to say.

It was good.

My child understands that movies are make believe and has never had an issue with watching movies.

I wouldn't recommend it.

It was no big deal.

I don't remember.

It was ok.

Teenagers do okay with more mature themes generally speaking. I like to go with them to ensure that they understand what they're seeing and realize the consequences of various actions.

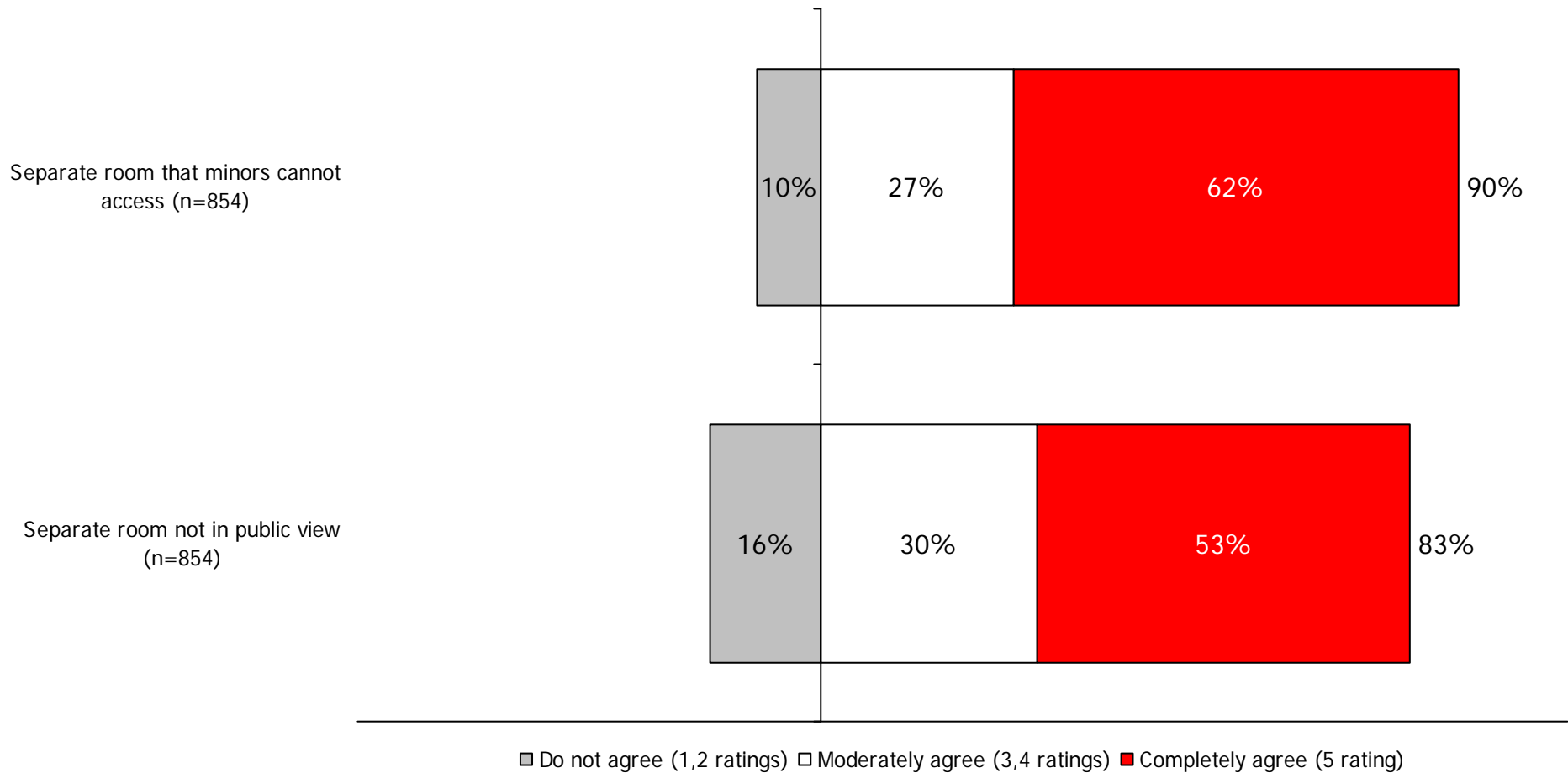
Comments About the Experience of Taking Children Under 14 Years to 18A Movies

- Many of those who took children under the age of 14 to 18A movies comment that they are comfortable with their decision and do not feel there were any negative consequences.
- Some parents indicate they did not fully comprehend the implications of the rating and suggest they would not repeat the experience.
- Concern over sexually explicit material appears to be higher than concern over foul language or violence.

Parents and General Public

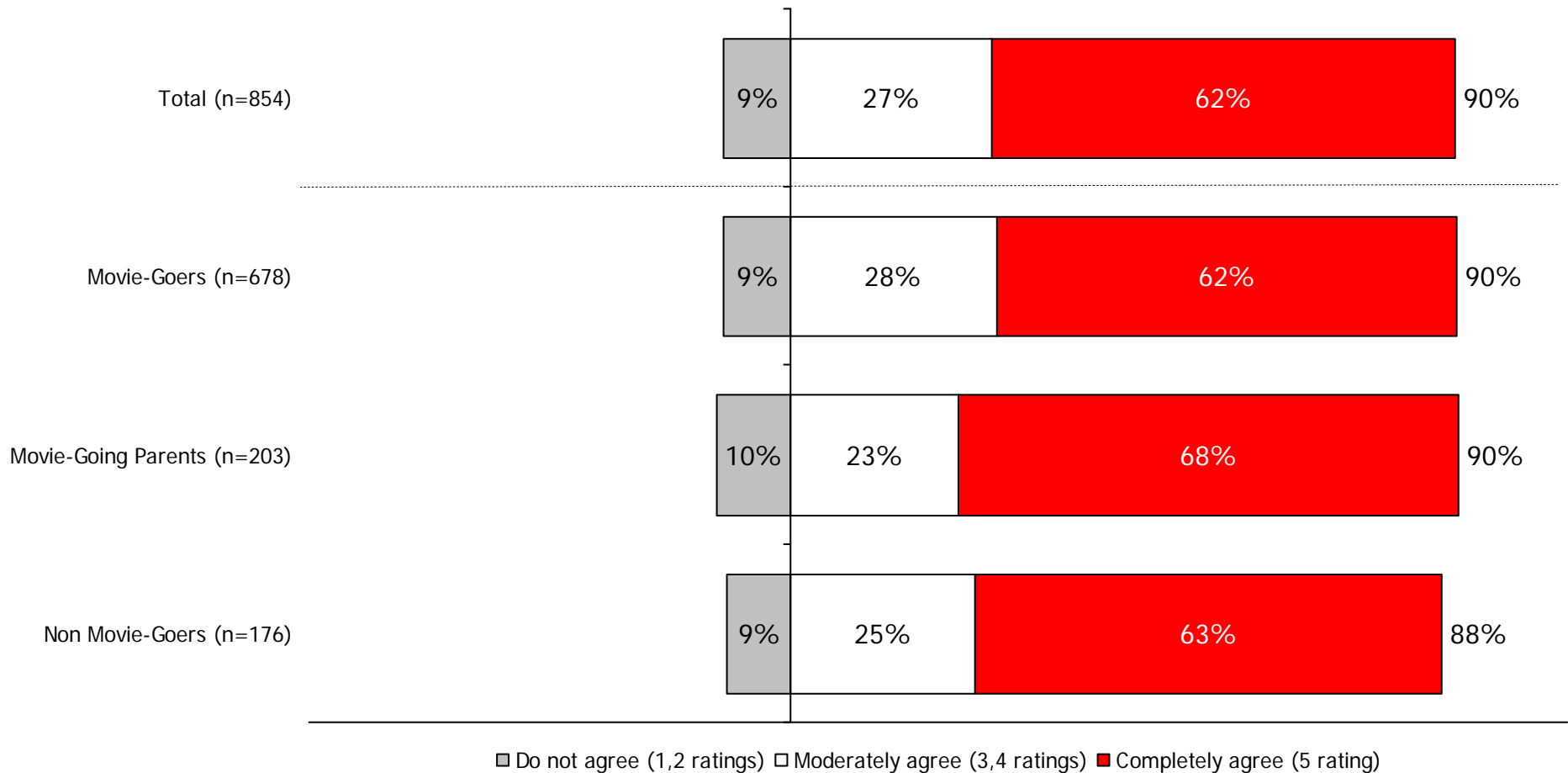
Reaction to Regulations for Display of Adult Videos

Reaction to Regulations for Display of Adult Videos



Q.15 Please indicate your level of agreement with the following statement.

Agreement that Stores that Carry Adult Videos Should Display them in a Room that Minors Cannot Access

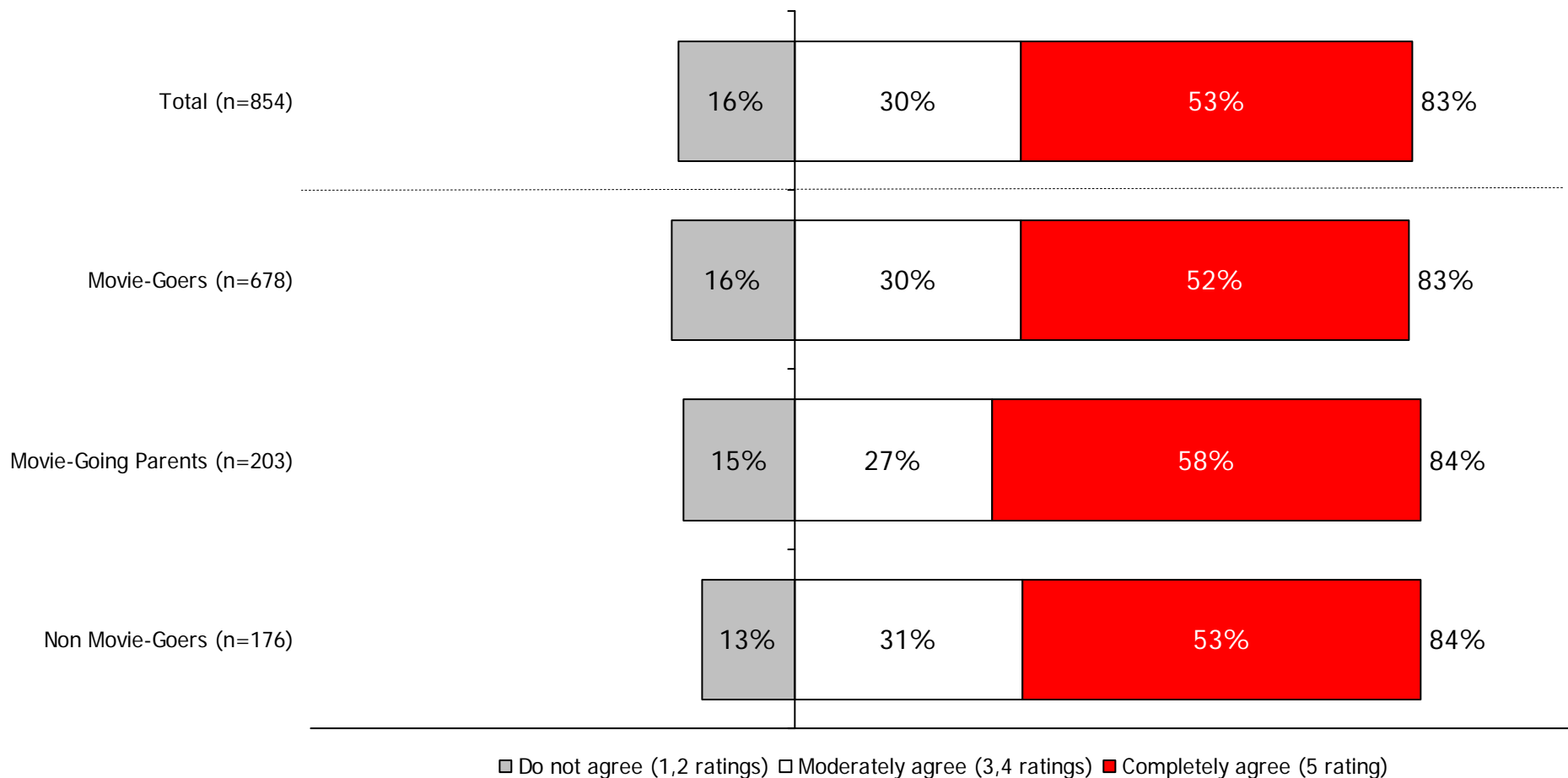


Q.15a Please indicate your level of agreement with the following statement. Stores that rent or sell adult videos and DVDs should display and store those videos in a room that minors cannot access.

Agreement that Stores that Carry Adult Videos Should Display Them in a Room that Minors Cannot Access

- **Most (90%) Albertans agree that stores that carry adult videos should display them in a room that minors cannot access, including 62% who completely agree.**
- **Sub-segment differences:**
 - ▶ Parents are more likely to completely agree (68%) compared to Albertans without children (60%).
 - ▶ Women are more likely to completely agree (68%) compared to men (58%).

Agreement that Stores that Carry Adult Videos Should Display them in a Room that is Not in Public View



Q.15b Please indicate your level of agreement with the following statement. Stores that rent or sell adult videos and DVDs should display and store those videos in a room that is not in public view.

Agreement that Stores that Carry Adult Videos Should Display them in a Room that is Not in Public View

- **Most (83%) Albertans agree that stores that carry adult videos should display them in a room that is not in public view, including 53% who completely agree.**

- **Sub-segment differences:**
 - ▶ Women are more likely to agree (86%) and completely agree (59%) compared to men (80% agree, including 47% who completely agree).
 - ▶ Parents are more likely to completely agree (59%) compared to Albertans who do not have children (49%).

Reasons for Ratings Regarding Stores that Carry Adult Videos (1 of 2)

- Multiple Mentions -

| <i>All respondents</i> | Total | MOVIE GOERS | | |
|---|------------|-------------|---------------------|-----------------|
| | | Movie-Goers | Movie-Going Parents | Non Movie-Goers |
| Total | 854 | 678 | 203 | 176 |
| SUPPORT FOR HAVING A SEPARATE ROOM (NET) | 73% | 74% | 72% | 68% |
| PREVENT CHILDREN FROM BEING EXPOSED TO THESE MATERIALS (NET) | 40% | 42% | 43% | 32% |
| <i>Adult movies should not be displayed where minors can see them</i> | 25% | 26% | 33% | 19% |
| <i>Children should not be exposed to this</i> | 13% | 14% | 9% | 10% |
| <i>Out of sight, out of mind / If kids cannot see the videos they will not be tempted</i> | 4% | 3% | 3% | 5% |
| <i>Young minds are impressionable</i> | 1% | 1% | 1% | 1% |
| COVER ART IS TOO EXPLICIT (NET) | 12% | 12% | 17% | 9% |
| <i>DVD covers can be suggestive / usually adult in nature</i> | 7% | 7% | 9% | 6% |
| <i>The cover art of these movies should be covered if they are explicit</i> | 6% | 7% | 11% | 6% |
| They should not be accessible to minors | 10% | 10% | 7% | 9% |
| Adult movies are for adults only | 8% | 9% | 7% | 7% |
| Adults should not be unduly exposed to these films | 8% | 9% | 11% | 6% |
| The use of a private room is an acceptable idea | 4% | 4% | 5% | 3% |
| There is already too much exposure to these kinds of subject matter | 3% | 3% | 3% | 5% |
| For the protection of the children | 3% | 3% | 3% | 2% |
| Privacy for the intending purchaser is important | 3% | 3% | 3% | 1% |
| Common Sense | 2% | 2% | 1% | 5% |
| It's a good idea / I agree | 2% | 2% | 1% | 5% |
| Displaying explicit materials will make those that shouldn't access it want to | 2% | 2% | 3% | 1% |
| Minors are curious | 1% | 2% | 3% | 1% |
| Adult films should only be sold in adult stores | 1% | 1% | 2% | 2% |
| To avoid an awkward conversation / To avoid explaining sex / porn to kids | 1% | 1% | 2% | 1% |

Q.16 For what reasons do you provide those ratings?

Reasons for Ratings Regarding Stores that Carry Adult Videos (2 of 2)

- Multiple Mentions -

| <i>All respondents</i> | MOVIE GOERS | | | |
|--|-------------|-------------|---------------------|-----------------|
| | Total | Movie-Goers | Movie-Going Parents | Non Movie-Goers |
| Total | 854 | 678 | 203 | 176 |
| NEUTRAL MENTIONS (NET) | 11% | 10% | 10% | 14% |
| Adults should be free to access these movies if they so desire | 6% | 5% | 5% | 6% |
| Porn leads to much destruction (general) | 2% | 1% | 1% | 3% |
| The status quo is fine | 1% | 1% | 2% | 2% |
| If a minor wants to see that kind of content they will find a way | 1% | 1% | 2% | 1% |
| Porn should be made illegal / Porn should be banned | 1% | 1% | 1% | 1% |
| It's up to the store to monitor sales and displays | 1% | * | - | 1% |
| DO NOT SUPPORT HAVING SEPARATE ROOMS (NET) | 9% | 9% | 6% | 7% |
| There is no need to hide the adult section | 4% | 4% | 3% | 3% |
| Parents of the child should decide what's right and wrong and not the government | 3% | 3% | 3% | 3% |
| Hiding these types of movies will make minors want to access them even more | 1% | 1% | 1% | 1% |
| Forcing an adult to skulk into a private room is degrading / embarrassing | 1% | 1% | 1% | 1% |
| Not sure separating these movies into a little room away from the other movies is the answer | 1% | 1% | 1% | - |
| Other mentions | 13% | 14% | 15% | 13% |
| Don't know / No comment / Not applicable | 14% | 13% | 14% | 15% |

* Less than 1% of respondents

Reasons for Ratings Regarding Stores that Carry Adult Videos

- Three-quarters (73%) of Albertans support having a separate room for adult videos, and the main reasons include *prevent children from being exposed to these materials* (40%), and *cover art is too explicit* (12%).
- One-in-ten (9%) Albertans do not support having separate rooms, with the main reasons including *there is no need to hide the adult section* (4%), and *parents of the child should decide what's right and not the government* (3%).

Parents and General Public

Demographics

Frequency of Attendance in Theatres

| <i>All respondents</i> | MOVIE GOERS | | | |
|-----------------------------------|-------------|-------------|---------------------|-----------------|
| | Total | Movie-Goers | Movie-Going Parents | Non Movie-Goers |
| Total | 854 | 678 | 203 | 176 |
| Less than once per year | 21% | - | - | 100% |
| Between once and 3 times per year | 32% | 40% | 41% | - |
| Between 4 and 8 times per year | 27% | 34% | 35% | - |
| More than 8 times per year | 21% | 26% | 24% | - |

Frequency of Renting Movie Videos for Viewing at Home

| <i>All respondents</i> | MOVIE GOERS | | | |
|---------------------------------------|-------------|-------------|---------------------|-----------------|
| | Total | Movie-Goers | Movie-Going Parents | Non Movie-Goers |
| Total | 854 | 678 | 203 | 176 |
| Never | 14% | 10% | 4% | 28% |
| Less than once per month | 43% | 41% | 36% | 51% |
| Between one and three times per month | 33% | 38% | 44% | 14% |
| Four times or more per month | 10% | 11% | 16% | 7% |

Children in the Household

| <i>All respondents</i> | MOVIE GOERS | | | |
|------------------------|-------------|-------------|---------------------|-----------------|
| | Total | Movie-Goers | Movie-Going Parents | Non Movie-Goers |
| Total | 854 | 678 | 203 | 176 |
| Yes | 34% | 38% | 100% | 19% |
| No | 66% | 62% | - | 81% |

Children Under 5 Years of Age

| <i>Respondents with children</i> | MOVIE GOERS | | | |
|------------------------------------|-------------|-------------|---------------------|-----------------|
| | Total | Movie-Goers | Movie-Going Parents | Non Movie-Goers |
| Total | 289 | 255 | 203 | 34** |
| None | 62% | 62% | 77% | 59% |
| Have children under 5 years of age | 37% | 37% | 23% | 38% |
| 1 | 25% | 25% | 16% | 21% |
| 2 | 10% | 10% | 5% | 12% |
| 3 | 2% | 2% | 1% | 6% |
| Prefer not to say | 1% | 1% | - | 3% |

** Caution to be taken in interpretation of results due to small sample size

Children Aged 6 to 11 Years

| <i>Respondents with children</i> | MOVIE GOERS | | | |
|----------------------------------|-------------|-------------|---------------------|-----------------|
| | Total | Movie-Goers | Movie-Going Parents | Non Movie-Goers |
| Total | 289 | 255 | 203 | 34** |
| None | 55% | 55% | 44% | 62% |
| Have children aged 6 to 11 | 43% | 44% | 56% | 35% |
| 1 | 28% | 29% | 36% | 27% |
| 2 | 14% | 15% | 19% | 6% |
| 3 | 1% | 0% | 1% | 3% |
| Prefer not to say | 1% | 1% | - | 3% |

** Caution to be taken in interpretation of results due to small sample size

Q.3b What are the ages of your children? Please list the number in each age range below: Number of children under 6 to 11 years of age.

Children Aged 12 to 18 Years

| <i>Respondents with children</i> | MOVIE GOERS | | | |
|----------------------------------|-------------|-------------|---------------------|-----------------|
| | Total | Movie-Goers | Movie-Going Parents | Non Movie-Goers |
| Total | 289 | 255 | 203 | 34** |
| None | 48% | 48% | 35% | 53% |
| Have children aged 12 to 18 | 51% | 52% | 65% | 44% |
| 1 | 30% | 31% | 38% | 27% |
| 2 | 17% | 18% | 22% | 15% |
| 3 | 4% | 4% | 4% | 3% |
| Prefer not to say | 1% | 1% | - | 3% |

** Caution to be taken in interpretation of results due to small sample size

Gender

| <i>All respondents</i> | MOVIE GOERS | | | |
|------------------------|-------------|-------------|---------------------|-----------------|
| | Total | Movie-Goers | Movie-Going Parents | Non Movie-Goers |
| Total | 854 | 678 | 203 | 176 |
| Male | 53% | 52% | 47% | 57% |
| Female | 47% | 48% | 53% | 43% |

Age

| <i>All respondents</i> | MOVIE GOERS | | | |
|------------------------|-------------|-------------|---------------------|-----------------|
| | Total | Movie-Goers | Movie-Going Parents | Non Movie-Goers |
| Total | 854 | 678 | 203 | 176 |
| 18 to 24 | 11% | 14% | 1% | 3% |
| 25 to 34 | 17% | 20% | 16% | 9% |
| 35 to 44 | 23% | 24% | 49% | 17% |
| 45 to 54 | 23% | 21% | 31% | 31% |
| 55 to 64 | 14% | 12% | 3% | 21% |
| 65 or older | 12% | 9% | 1% | 20% |

Movie Distributors

Methodology

- **Two (2) movie distributors participated in the survey out of a sample of 34 distributors located in Alberta, Ontario, Quebec, British Columbia, New York and Utah.**

- **Potential survey participants were notified by email about the survey, two reminder emails were sent, and a third reminder email was sent explaining that the deadline for the survey had been extended to August 7th.**
 - ▶ Survey launch: July 16th
 - ▶ First reminder: July 20th
 - ▶ Second reminder: July 27th (noting July 29th as the deadline)
 - ▶ Third reminder / Notification of extension of survey: August 4th

Methodology

➤ Data Collection

- ▶ Data was collected on the Internet via secured access to the online questionnaire hosted on Leger Marketing's servers.
- ▶ Email invitations were sent to film distributors as per a list provided by Culture and Community Spirit inviting respondents to provide feedback on the current rating system for movies and video games in Alberta. Emails were embedded with a unique identifier to ensure that each respondent was able to complete the survey only one time.

➤ Target Respondents

- ▶ Respondents 18 years of age or older; and
- ▶ Movie and video game distributors.

➤ Sampling

- ▶ The survey was completed using a list of 34 email addresses provided by Culture and Community Spirit.

➤ Analysis

- ▶ Due to the limited number of respondents, results cannot be generalized or quantified, but rather are to be considered in a qualitative frame of reference.

Designating Classification Agencies other than Alberta Film Classification for Special Roles

- **One distributor feels that designating CMPDA as a classification agency for films that are not released in theatres will meet their needs as a distribution company.**

Q.2 Would this designation in Alberta law meet your needs as a distribution company?

- **When asked why designating CMPDA as an agency for classifying movies going directly to video retailers would meet their needs, the distributor states:**

- ▶ *“Videos are distributed nationally therefore making it difficult to contain copies in one province only given the various ratings it could have in each province.”*

Q.3 For what reasons do you say that?

- **The other respondent feels that designating CMPDA as a classification agency for films that are not released in theatres will not meet their needs.**

Q.2 Would this designation in Alberta law meet your needs as a distribution company?

- **When asked why designating CMPDA as an agency for classifying movies going directly to video retailers would not meet their needs, the distributor states:**

- ▶ *“Our office only deals with theatrical releases”*

Q.4 For what reasons do you say that?

Suggested Change to the 18A Rating

- **One respondent states that they completely agree that a minimum age of 14 years should be added to the definition of the 18A rating in Alberta and the other respondent indicates they don't know.**

Q.8 Please indicate your level of agreement with the following statement: A minimum age of 14 years should be added to the definition of the 18A rating in Alberta

- **One respondent provides a rating of 2 on a scale of 1 to 5, indicating that they somewhat disagree that adults accompanying children to movies should make that choice, and the other respondent indicates they don't know.**

Q.9a Please indicate your level of agreement with the following statements: Adults accompanying children to movies should make that choice; it should not be decided by the movie rating system

- **One respondent provides a rating of 3 on a scale of 1 to 5, indicating that they agree that adult patrons would enjoy adult-oriented entertainment more if children under 14 were not allowed in the theatre auditorium, and the other respondent indicates they don't know.**

Q.9c Please indicate your level of agreement with the following statements: Adults patrons would enjoy adult oriented entertainment more if children under 14 were not allowed in the theatre auditorium

Suggested Change to the 18A Rating

- **Both respondents indicate they don't know whether this change will adversely affect their distribution company's revenues.**

Q.9d Please indicate your level of agreement with the following statements: Making this change to the 18A rating will adversely affect my distribution company's revenues

- **When asked if they had any questions or comments about the suggested change to the 18A rating, respondents state:**

- ▶ *"I'm not sure a change is needed"*
- ▶ *"Having a restriction of no one under the age of 14 under the 18A rating would give more definition given that the 14A rating already allows any age as long as accompanied by an adult"*

Q.10 What questions or comments do you have about this suggested change to the 18A rating?

Processes for Reconsideration of Movie Ratings

- **When asked about their overall level of satisfaction with the current reconsideration policy in Alberta, one respondent provides a rating of 3 while the other provides a rating of 4 on a scale of 1 to 5, indicating moderate satisfaction with the current policy.**

Q.11 Thinking about the current reconsideration policy in Alberta, what is your overall level of satisfaction?

- **When asked if they have any recommendations in relation to film reconsiderations (appeals) of ratings within the Alberta Film Classification office, neither respondent had any suggestions.**

Q.12 What recommendations do you have in relation to film reconsiderations (appeals) of ratings with the Alberta Film Classification office?

Demographics

- **Both respondents distribute films destined for movie theatres only.**
- **One respondent is a sales manager while the other is a distribution manager.**
- **Both respondents work for distribution companies located in Toronto.**
- **One respondent works for a company that releases 6 to 9 movies each year for display in public movie theatres, the other releases more than 10 per year.**
- **One respondent works for a company that releases American films only, while the other releases Canadian, American and films from other countries.**

Movie Theatre Owners and Operators

Methodology

- **Seven (7) movie theatre owners and operators participated in the survey out of a sample of 41 theatres across Alberta.**

- **Potential survey participants were notified by email about the survey, two reminder emails were sent, and a third reminder email was sent explaining that the deadline for the survey had been extended to August 7th.**
 - ▶ Survey launch: July 16th
 - ▶ First reminder: July 20th
 - ▶ Second reminder: July 27th (noting July 29th as the deadline)
 - ▶ Third reminder / Notification of extension of survey: August 4th

- **Potential participants from major theatre chains also received a pre-notification email describing the survey and asking them to take part. These pre-notification emails were sent the week of July 6th.**

Methodology

➤ Data Collection

- ▶ Data was collected on the Internet via secured access to the online questionnaire hosted on Leger Marketing's servers.
- ▶ Email invitations were sent to theatre owners and managers as per a list provided by Culture and Community Spirit inviting respondents to provide feedback on the current rating system for movies and video games in Alberta. Emails were embedded with a unique identifier to ensure that each respondent was able to complete the survey only one time.

➤ Target Respondents

- ▶ Respondents 18 years of age or older; and
- ▶ Movie theatre owners and operators.

➤ Sampling

- ▶ The survey was completed using a list of 41 email addresses provided by Culture and Community Spirit.
- ▶ This sample list consisted of 19 email addresses for independent theatres and 22 addresses for contacts at four major chains: Empire, Landmark, Cineplex, and May Theatres.

➤ Analysis

- ▶ Due to the limited number of respondents, results cannot be generalized or quantified, but rather are to be considered in a qualitative frame of reference.

How Ratings are Indicated

- **The theatre box office is the most commonly mentioned place where ratings are posted for movies that are playing (six of seven respondents).**
- **Mentions provided by three of seven respondents include theatre website, newspaper listings, the face of the building or outside signs / marquee, and the theatre information line / answering machine.**
- **Two of seven theatre owners say ratings are posted on lobby posters, ticket stubs, movie synopsis and ratings sheets, and the program board / digital marquee at the front window.**
- **One of seven respondents mention automated ticketing machines, banners, standees, and marquees in general.**

How Ratings are Indicated

- **The theatre box office is the most commonly mentioned place where content advisories are posted for movies that are playing (six of seven theatre owners).**
- **Newspaper listings are mentioned by two of seven respondents.**
- **Two of seven theatre owners say content advisories are posted on the theatre website and on the theatre information line / answering machine.**
- **The following are each mentioned by one of seven respondents:**
 - ▶ Ticket stubs;
 - ▶ Movie synopsis and ratings sheets;
 - ▶ The program board or digital marquee at the front window;
 - ▶ Automated ticketing machines;
 - ▶ Podiums where tickets are torn; and
 - ▶ Guest services.

How Ratings are Indicated

- **All theatre owners and operators participating in the survey say that the ratings of films playing locally are indicated in newspaper advertisements.**
- **Six of seven mention ratings are indicated in the website advertisement and a voice recording on movie information telephone line.**
- **One respondent says that all advertising is done from a corporate level.**
- **Other mentions were provided by three respondents, and include:**
 - ▶ *"Box office listings, ticket stub."*
 - ▶ *"In color on the ratings sheet with explanations."*
 - ▶ *"Placards at the box office."*

Current Monitoring and Enforcement Practices

- **All theatre owners and operators participating in the survey say that yes, ages are verified at the point of sale.**

Q.4a In your theatre, are ages verified: At the point of sale?

- **Six of seven theatre owners and operators say that yes, ages are verified by the ticket taker after the point of sale but before entering the auditorium.**

Q.4b In your theatre, are ages verified: By the ticket taker after the point of sale but before entering the auditorium?

- **One theatre owner / operator states that ages are verified by the ticket taker after the point of sale but before entering the auditorium sometimes.**

- ▶ When asked to describe what they mean by *In your theatre ages are verified by the ticket taker after the point of sale but before entering the auditorium sometimes*, the respondent states "ATM purchases."

Q.4bo Please describe what you mean by: "In your theatre ages are verified by the ticket taker after the point of sale but before entering the auditorium sometimes"

Current Monitoring and Enforcement Practices

- **One theatre owner / operator says that yes, ages are verified as the patron enters the auditorium, and two of seven say that no, ages are not verified as the patron enters the auditorium.**

Q.4c In your theatre, are ages verified: As the patron enters the auditorium?

- **Four theatre owners and operators state that ages are verified as the patron enters the auditorium sometimes.**

- ▶ *“Usher takes ticket, verifies age and gives direction from one central location. With extreme content films, this process might be repeated on a case by case situation.”*
- ▶ *“Ages are verified at 18A movies and all auditoriums are checked by a walk through prior to the movie starting.”*
- ▶ *“All 18A and R movies have staff posted to check tickets and ID.”*
- ▶ *“For movies that are rated 18A there will be a dedicated usher at the auditorium entrance to ensure ticket holders are entering auditorium.”*

Q.4co Please describe what you mean by: “In your theatre ages are verified as the patron enters the auditorium sometimes”

Current Monitoring and Enforcement Practices

- **When asked how enforcing the film rating system could be made easier for them, theatre owners and operators state:**
 - ▶ *“Quit rating films so inconsistently! If something is PG-13 in the USA, I highly doubt that it needs to be 14A in Alberta – and conversely, an R-rated film in the USA needs to be 18A more consistently. Our patrons seem to be exposed to and only understand the US ratings. Don’t be afraid of the Canadian R rating (BRUNO for example). Why are films re-classified prior to opening – did you not get it right the first time? Why not a national ratings board, or some form of adoption of the US system?”*
 - ▶ *“Make the ratings and warnings available on the website earlier.”*
 - ▶ *“Current system is satisfactory.”*
 - ▶ *“Nothing, it is fine.”*
 - ▶ *“If a movie like Last House on the Left should be rated ‘R’, rate it that way. Not 18A.”*
 - ▶ *“Ratings should be for informational purposes and contain no specific restrictions.”*
 - ▶ *“Provide communication handouts that could be given to guests explaining the program. Education program similar to what Ontario has run (and BC will soon run) to educate the public on the system.”*

Suggested Change to the 18A Rating

- **Five of seven theatre owners and operators have had complaints about children being in 18A movies.**

Q.6 Have you had complaints from adult customers about children being in 18A movies?

- **Of those who had received complaints, two receive complaints once or twice per year, two receive complaints three to ten times per year, and one states they receive complaints at least once a month.**

Q.7 How often do you receive complaints from adult customers about children being in 18A movies?

Suggested Change to the 18A Rating

- **Six of seven theatre owners and operators state they do not agree at all that a minimum age of 14 years should be added to the definition of the 18A rating in Alberta (1 ratings), while one states they do not know.**

Q.8 Please indicate your level of agreement with the following statement: A minimum age of 14 years should be added to the definition of the 18A rating in Alberta.

- **Four of seven theatre owners and operators completely agree (5 ratings) that adults accompanying children should make the choice, two agree (3 ratings), and one states they do not know.**

Q.9a Please indicate your level of agreement with the following statements: Adults accompanying children to movies should make that choice; it should not be decided by the movie rating system.

- **Four of seven theatre owners and operators completely agree (5 ratings) that the current definition of 18A is adequate, two agree (3 ratings), and one states they do not know.**

Q.9b Please indicate your level of agreement with the following statements: The current definition of 18A, allowing people over 18 to choose if they would like to take people under 18 years of age into an 18A movie, is adequate.

- **Three of seven theatre owners and operators completely agree (5 ratings) that making the proposed change to the 18A rating will adversely affect their theatre's operations, one provides a rating of 4 out of 5, two agree (3 ratings), and one states they do not know.**

Q.9d Please indicate your level of agreement with the following statements: Making this change to the 18A rating will adversely affect my theatre's operations.

Enforcement of the *Film and Video Classification Act*

- **Questions and concerns about the enforcement of the *Film and Video Classification Act* include:**
- ▶ *"The initial proposal of ridiculous fines makes independents wary of continuing operations at all."*
 - ▶ *"Most complaints of young people in 18A films are more for the fact that they spoil the experience for the complainant (crying babies, children running up and down). Granted, personally I think a 10-12 year age ban is more appropriate. Also, if the R rating was used occasionally this rating prevents children of any age – you got it, why don't you use it?"*
 - ▶ *"I would think that a letter to the Company Corporate office as well as to the theatre manager would be helpful."*
 - ▶ *"Does the act specify minimum penalties if the Attorney General is forced to take action?"*
 - ▶ *"None."*
 - ▶ *"The current system for enforcing movies is fine, we have never had any problems with 10 million guests served."*
 - ▶ *"Concerned with the size of the proposed fines laid out in Bill 18. The size of these fines is unnecessary."*
 - ▶ *"None."*

Demographics

- **One theatre is located in a town of more than 1,000 but less than 10,000 people, two are located in towns or cities of 10,000 to 50,000 people, and four are located in cities with more than 50,000 people.**
- **Two employ 5 to 20 staff, while 5 employ more than 20 staff.**
- **Three of seven theatre owners and operators say they work at an independently owned theatre, while four at a theatre operated by a movie chain.**

Video Retailers

Methodology

- **Two (2) video retailers participated in the survey out of a sample of 22 email addresses derived from a list of 138 telephone numbers.**

- **Culture and Community Spirit provided a list of 138 telephone numbers for video retailers across Alberta.**
 - ▶ Leger telephoned each number asking to speak with the owner or manager of the retail location and asked them to provide their email address to participate in a survey about the *Film and Video Classification Act* for the Government of Alberta.
 - ▶ Some of the potential participants were prevented from participating in the survey due to corporate rules and regulations, particularly those working for large chains like Blockbuster and Rogers.
 - ▶ From the original list of 138 telephone numbers, 22 email addresses were pre-recruited.

- **Potential survey participants were notified by email about the survey, two reminder emails were sent, and a third reminder email was sent explaining that the deadline for the survey had been extended to August 7th.**
 - ▶ Survey launch: July 16th
 - ▶ First reminder: July 20th
 - ▶ Second reminder: July 27th (noting July 29th as the deadline)
 - ▶ Third reminder / Notification of extension of survey: August 4th

Methodology

➤ Data Collection

- ▶ Data was collected on the Internet via secured access to the online questionnaire hosted on Leger Marketing's servers.
- ▶ Email invitations were sent to theatre owners and managers as per a list provided by Culture and Community Spirit inviting respondents to provide feedback on the current rating system for movies and video games in Alberta. Emails were embedded with a unique identifier to ensure that each respondent was able to complete the survey only one time.

➤ Target Respondents

- ▶ Respondents 18 years of age or older; and
- ▶ Owners or managers of film and video game retail locations.

➤ Sampling

- ▶ The survey was completed using a list of 22 email addresses obtained through contacting the original list of 138 phone numbers provided by Culture and Community Spirit.

➤ Analysis

- ▶ Due to the limited number of respondents, results cannot be generalized or quantified, but rather are to be considered in a qualitative frame of reference.

Designation of Classification Agencies

- **When asked if they have any questions or comments about the Canadian Motion Picture Distributors Association (CMPDA) being designated as the classification agency for the purpose of classifying video, DVD or other optical disks (such as Blu-Ray) that are to be sold or rented, respondents state:**

- ▶ *"I have none"*
- ▶ *"The ratings by the CMPDA are reasonable"*

Q.2 What questions or concerns do you have about this designation?

- **When asked if they have any questions or comments about the Entertainment Software Ratings Board (ESRB) being designated as the classification agency for the purpose of classifying any form of entertainment software (such as games for Playstation, PSP, XBOX, Wii, NintendoDS, etc...) that are to be sold or rented, respondents state:**

- ▶ *"I feel it should be better labelled and easier for parents to notice"*
- ▶ *"They are reasonable"*

Q.3 What questions or concerns do you have about this designation?

How Classification is to be Indicated

- **Respondents were asked if they had any questions or comments about the requirement that each package containing a video, DVD or other optical disk (such as Blu-Ray) that is to be sold or rented must prominently display the rating given by the CMPDA through the Canadian Home Video Rating System. Responses include:**

- ▶ *“None”*
- ▶ *“Does something happen to the store if the label is not present?”*

Q.4 What questions or concerns do you have about this requirement?

- **When asked if they receive products that do not have these ratings on them, both respondents indicate that yes, they receive products without ratings.**

Q.5 Do you ever receive products which do not have these ratings on them?

- **When asked what types of products they receive that do not have ratings on them:**

- ▶ Both respondents indicate that they receive mainstream Canadian and American movies without ratings
- ▶ One respondent indicates that they receive movies imported from other countries without ratings

Q.6 What types of products are they?

How Classification is to be Indicated

- Respondents were told that each package containing an form of entertainment software (such as games for Playstation, PSP, XBOX, Wii, NintendoDS, etc...) that is to be sold or rented must prominently display the rating given by the ESRB. They were then asked if they had any questions or concerns about this requirement:

- ▶ *"I don't feel they are big enough for parents to see, and they allow their children to pick out these games and parents just buy them"*
- ▶ *"Parents are unaware of the different levels"*

Q.7 What questions or concerns do you have about this requirement?

- When asked if they ever receive entertainment software products that do not have ratings on them, both respondents indicate that no, they do not receive products that do not have ratings.

Q.8 Do you ever receive products which do not have these ratings on them?

How Classification is to be Indicated

- **Both respondents indicate that yes, they have materials from the CMPDA about the Canadian Home Video Rating System on display in their location.**

Q.9 Do you currently have any materials from the CMPDA about the Canadian Home Video Rating System on display at your location?

- **One respondent indicates they do have materials indicating the ESRB ratings on display in their retail location, while the other respondent indicates they do not.**

Q.10a Do you currently have on display at your retail location any materials (such as in-store signs): that define the ESRB ratings?

- **One respondent indicates they do have materials reminding parents to check the ESRB ratings on display in their retail location, while the other respondent indicates they do not.**

Q.10b Do you currently have on display at your retail location any materials (such as in-store signs): that remind parents to check the ESRB ratings for video games?

- **One respondent indicates they do have materials indicating their store policy regarding the sale or rental of M (Mature) rated games on display in their retail location, while the other respondent indicates they do not.**

Q.10c Do you currently have on display at your retail location any materials (such as in-store signs): that indicate your store policy regarding the sale or rental of M (Mature) rated games?

Segregation of Adult Video Films

- **One respondent works at a retail location that sells or rents adult movie videos, and indicates that yes, adult films are displayed separately from other types of videos in a separate room.**

Q.11 Please indicate how you currently display the adult video films in your retail location. Adult films are displayed separately from the other types of videos in a separate room.

- **The respondent working in a retail location selling or renting adult movie videos states that yes, the separate room where adult videos are displayed is in public view.**

Q.12a Please indicate whether or not the separate room where adult video films are displayed: Is in public view.

- **The respondent working in a retail location selling or renting adult movie videos states that no, the separate room where adult videos are displayed does not allow access to minors.**

Q.12b Please indicate whether or not the separate room where adult video films are displayed: Allows access to minors (people under 18 years of age).

- **The respondent had no questions or comments about the requirement that adult films be displayed separately from other products in a separate room that is not in public view and does not allow access to minors.**

Q.13 What questions or comments do you have about this suggested requirement for displaying adult material?

Enforcement of the *Film and Video Classification Act*

- Respondents were told that enforcement of the Act will be based on complaints from the public and that the Act stipulates a maximum fine for individuals and a maximum fine for corporations who contravene the Act. When asked if they had any questions or comments about enforcement, respondents state:
 - ▶ *"None."*
 - ▶ *"How does this avoid being 'he said : she said'?"*

Demographics

- **Both respondents work in retail locations that rent or sell movie videos that were previously shown in movie theatres, movie videos that were not previously shown in movie theatres and entertainment software (computer / video games).**
 - ▶ One respondent works in a retail location that rents or sells adult movie videos (pornographic videos).
- **Both respondents are managers.**
- **Both respondents work in retail outlets located in a town or city with 10,000 to 50,000 people.**
- **Both respondents employ 5 to 20 staff at their retail location.**
- **One respondent works for a retail location that is independently owned, the other works for a corporate franchise.**

Analysis of Focus Group Findings

Background and Introduction

- In May 2009, Leger Marketing was contracted by Alberta Culture and Community Spirit (ACCS) to gauge stakeholder reactions to regulations being developed under the *Film and Video Classification Act*. Focus groups were designed to support the development and refinement of these regulations.
- The specific objectives of the research were to:
 - ▶ Gather feedback on the spirit and intent of regulations
 - ▶ Understand the information needs of industry groups (owners, distributors, video retailers)
 - ▶ Explore possible communication strategies to increase public awareness about the new regulations
- This presents the findings of qualitative (focus group) research conducted with the movie-going public and video retailers. Other industry stakeholder groups (owners and distributors) were consulted through online surveys; findings from these surveys are presented in a separate report.

The findings in this report provide a summary of the opinions expressed by focus group participants. Qualitative research, and focus groups specifically, utilize small, moderator-led discussions that are exploratory in nature. Focus groups allow researchers the flexibility to uncover and examine issues or subjects as they arise in the collection process. Within the rigor of established qualitative research parameters, moderators have the flexibility to explore the range of topics that exist within the marketplace. Due to the limited number of respondents, results cannot be generalized or quantified, but rather are to be considered in a qualitative frame of reference.

Movie-Going Public

Summary of Findings

Methodology – Movie-Going Public

Research Objectives

- **To understand to what degree movie-goers consider or use information about film ratings**
- **To gauge awareness of the Alberta movie rating system**
- **To investigate attitudes about introducing a minimum age requirement of 14 for 18A movies**
- **To investigate attitudes about the importance of enforcing movie ratings**

Methodology

- **A total of four (4) focus groups were conducted with the movie-going public in Edmonton and Calgary.**
 - ▶ 2 groups in Calgary on July 13th (one with parents of children aged 12-18, one with the general public)
 - ▶ 2 groups in Edmonton on July 15th (one with parents of children aged 12-18, one with the general public)
- **Respondents were recruited onsite in Empire, Landmark and Cineplex theatres and screened to ensure they were 18 years of age or older and watch movies in theatres at least once per year. Approximately six to eight participants attended each session, with the exception of one parent group in Edmonton, which two people attended.**
- **Each group included a good mix of gender, age (18 to 60), occupation and frequency of going to the movies.**

Summary of Findings – Movie-Going Public

Target Audiences

- **Generally both parents and non-parents among the movie-going public have similar awareness and attitudes towards film ratings and the proposed change to the 18A rating.**
 - ▶ Parents are more attuned to ratings and are more engaged in the topic as a whole. They see the proposed change to the 18A rating as supporting their personal decisions to prevent their children from viewing movies with mature content.
 - ▶ Non-parents see the proposed 18A regulation as common sense although there is wide skepticism about the ability to enforce the regulation.
- **There were no regional differences observed between Edmonton and Calgary groups**

Summary of Findings – Movie-Going Public

Usage of Film Ratings and Content Advisories

- **Ratings are not top-of-mind unless children will be accompanying the adult**
 - ▶ When choosing a movie, people generally look for information that will tell them whether the movie will be enjoyable or not.
 - ▶ People are more likely to consult ratings when they plan to see a movie with children.
- **Ratings are considered with other sources of information**
 - ▶ When ratings are considered, they are used together with other sources of information such as friends and online reviews. Websites like The Internet Movie Database (www.imdb.com) are consulted for parental warnings and detailed descriptions of mature content.
 - ▶ People consider ratings more carefully when taking children or people they feel may be sensitive to language or sexually explicit material. They will check online sources such as IMDB to see what the rating is and what type of content will be shown.
 - ▶ Content advisories and descriptions of scenes from friends and Internet sites are found to be important supplements to film ratings. This supplemental information helps parents decide whether or not to let their child watch a particular movie.

Summary of Findings – Movie-Going Public

Usage of Film Ratings and Content Advisories

- **Movie-goers use various sources to find film ratings**
 - ▶ People know where to find ratings information if they need it, indicating they go online, look in the paper or look onsite at the box office or on movie posters outside the auditorium.
- **Desire for detailed explanation of content in addition to ratings**
 - ▶ Movie-goers find content advisories helpful, since they perceive the process of rating movies to be subjective. These warnings are seen as more descriptive than ratings and tell them what type of content to expect in the movie.
 - ▶ The type of content has more impact on movie choices than the rating. It is widely felt that different viewers are offended by different types of materials. Generally, warnings about violence or sex are more likely to prevent parents from letting their children watch a movie compared to language advisories.
 - ▶ Across all groups, movie-goers want to know how the rating system works and why a movie receives the rating it does.

Summary of Findings – Movie-Going Public

Awareness and Understanding of Movie Rating System

- **Movie-goers are aware there is a film rating system; however there is confusion about the ratings used in Alberta what they mean**
 - ▶ People link ratings with the type of content that might be in the movie and don't immediately associate ratings with age restrictions.
 - ▶ While the age limits for the G and R ratings are very clear, movie-goers are less certain about restrictions for the PG, 14A and 18A ratings.
 - ▶ There is also confusion between R and 18A and which of the two ratings is more restrictive or severe.
 - ▶ There is little awareness that 18A means "adult" and not "parent" of the child.
 - ▶ There is also confusion between the American and Canadian rating systems, with all groups mentioning the PG-13 and NC-17 ratings when asked to name the Alberta ratings.
 - ▶ There is little awareness that Alberta has its own rating system within Canada.

Summary of Findings – Movie-Going Public

Reaction to Regulations – 18A Rating*

- **Reaction to the proposed change to the 18A ratings is neutral to very supportive, with no strong opposition.**
 - ▶ Parents feel this supports their decision to prevent their children from seeing 18A movies.
 - ▶ People who support this enthusiastically say if it were enforced properly it would give a sense of equity or fairness among children “my kid wouldn’t be able to say their friends were allowed to see it”
 - ▶ Neutral reactions stem from a sense of futility, that children can see anything they want online or from the video store.
- **The only sense of opposition to the new 18A regulation is skepticism around enforcement.**
 - ▶ Movie-goers feel this change would not be worthwhile unless it is strictly enforced. Challenges around enforcement are thought to be the age of theatre staff (“14-year olds aren’t going to tell other 14-year olds they can’t get in”) and the lack of staffing at auditorium doors (“you can just buy a ticket to one movie and go to another”).

**The following was read aloud to the group as the basis for the discussion: Consideration is being given to adding a minimum age of 14 for entrance to 18A films. In other words, children under 14 years of age would not be allowed to see an 18A movie even if accompanied by someone over 18 years of age.*

Movie-Going Youth (12 to 18 years)

Summary of Findings

Methodology – Movie-Going Youth

Research Objectives

- **To understand to what degree youth consider or use information about film ratings.**
- **To gauge awareness of the Alberta movie rating system.**
- **To investigate experience with 18A movies in theatres.**

Methodology

- **One focus group was conducted with movie-going youth**
 - ▶ 1 group in Edmonton with youth aged 12-18 on July 16th
- **Respondents were recruited by telephone and screened to ensure they were 12 to 18 years of age and watch movies in theatres at least once per year.**
- **Each group included a good mix of gender, age, and frequency of going to the movies.**

Summary of Findings – Youth

Usage of Film Ratings and Content Advisories

- **Youth will consult ratings if they think they'll have trouble getting in**
 - ▶ Their primary concern is whether the movie will be enjoyable or not.
 - ▶ They might not look up ratings before going to the theatre, but do notice them when they arrive. Ticket prices at kiosks will tip them off that a movie is restricted to adults.
 - ▶ Youth feel they can tell from a movie's trailer what the movie rating will be.
- **Youth generally do not consult content advisories but understand their purpose is to describe “the stuff younger people shouldn't watch”**

Summary of Findings – Youth

Awareness and Knowledge of Movie Rating System

- **Similar to adult groups, movie-going youth can name the ratings used in Alberta but are unclear on the age restrictions assigned to the PG, 14A and 18A ratings.**
 - ▶ Youth are aware there are different systems for different countries and are not entirely sure which ratings are American and which ones are Canadian
 - ▶ Youth are not aware of what the 18A rating means, with many indicating it means the same thing as the R rating.

Summary of Findings – Youth

Experience with 18A Movies

- **Youth movie-goers watch 18A movies in theatres and at home on video.**
 - ▶ Youth who watch in theatres indicate it is easy to get in. They are aware they might have to work around the system to get in, but it doesn't take them much effort. Strategies include:
 - Knowing someone who works there
 - Buying tickets online or at kiosks (because no one monitors the auditorium)
 - Buying ticket for one movie and going into another
 - Asking adult patrons to pose as parents
 - Having a parent call box office staff to let them in
- **Those who had trouble getting in to an 18A movie indicate they were turned away by box office staff who refused to sell them a ticket.**
- **Youth who don't watch 18A movies in theatres “just wait until it comes out on video”.**

Summary of Findings – Youth

Attitudes Towards 18A Movies

- **When it comes to movie content, youth indicate it takes a lot to offend them**
 - ▶ “Just really gross stuff (e.g. Jackass movies) – and because it’s real”
 - ▶ Youth are uncomfortable watching sexual content with their parents (sex scenes)
 - ▶ Illegal substance use in movies does not bother youth, “as long as it doesn’t make people think it’s a good thing to do”.
- **When pushed to think about younger siblings watching 18A movies youth reconsider their opinions and agree that “maybe a cut-off at age 12 is ok...”**

Video Retailers

Summary of Findings

Summary of Findings – Video Retailers

Research Objectives

- **To gauge reaction to requirements for segregating adult video**
- **To understand information needs and preferences of retailers**
- **To gauge reaction to maximum fines for those who contravene the legislation**

Methodology

- **One focus group was conducted with video retailers in the Edmonton area**
 - ▶ One (1) group in Edmonton on July 16th
- **Respondents were recruited by telephone and screened to ensure they were owners or managers of video retail outlets.**
- **The group included a good mix of independent and chain retailers, including one participant whose store carries adult videos.**

Summary of Findings – Video Retailers

Reactions to Segregation of Adult Video

- **Retailers support the proposed regulation regarding segregation of adult video films***
- **This support comes from a “common sense” and “business as usual” perspective**
 - ▶ Those whose store carries or used to carry adult video indicate this type of product is always kept “in the back room”
 - ▶ It was generally agreed that the titles and images on adult video packages are inappropriate for children

**The following regulation was read aloud to the group as the basis for the discussion: A video exchange operator shall segregate adult video films from other video films by storing the adult video films in a separate room (a) that is not in public view, and (b) to which minors are not given access.*

Summary of Findings – Video Retailers

Information Needs

- **Retailers feel they are well informed about the video rating system. In addition to the ratings provided on video packaging, they consult online sources such as IMDB to obtain specific details about video content.**
- **Retailers “rarely” receive complaints about movie ratings or movie content and this is viewed as a small issue in their day to day business.**
- **Complaints about video game content are viewed as a more significant concern for retailers. This is because parents are not likely to play the games with their children and are not aware that video games are rated. “Anyone over the age of 30 with kids just doesn’t know”.**
- **While retailers generally feel that “most people have an idea” about what the ratings mean, the public could benefit from a better understanding of the rating system, particularly in terms of the specific content that garners a video its rating.**
- **Retailers who know their patrons take proactive measures to avoid complaints or issues related to video content. This includes calling attention to a video’s rating, explaining why the video received that rating, providing the American rating “because their system is more strict”, or recommending patrons not let their children watch or play the video.**
- **Awareness of www.albertafilmratings.ca is low.**

Summary of Findings – Video Retailers

Reactions to Enforcement (Maximum Fines)

- **Among those who don't already enforce the Alberta film ratings, there is considerable resistance to the proposed regulation concerning maximum fines***
- **This resistance comes from a sense of parental rights ("it's up to the parents") and a sense of futility ("kids can get access to anything they want"). The rating system is viewed as somewhat arbitrary, particularly within the "gray area" between the G and R ratings. Retailers easily make the judgment call to enforce rental restrictions for "ultraviolent" or "porn" videos but have difficulty enforcing ratings for other films. They view the ratings as subjective and the child's ability to view the video or play the game is ultimately up to the parent's discretion.**
- **Those whose organizations already enforce the rating system see the benefits of maximum fines as "leveling the playing field". If a minor is turned away at one store, they could no longer go to a competitor to rent the same movie.**
- **Retailers also think this regulation could reduce customer complaints, make it easier to enforce the system, and allow retailers to "respect the parents who do care". Another potential benefit of this regulation is increased parental involvement. If the parent rents the video for their child, they would be more aware of what their child is viewing.**

**The following was read aloud to the group : The Act specifies maximum fines for corporations and for individuals contravening the Act.*