

DO YOU KNOW THE SYSTEM?

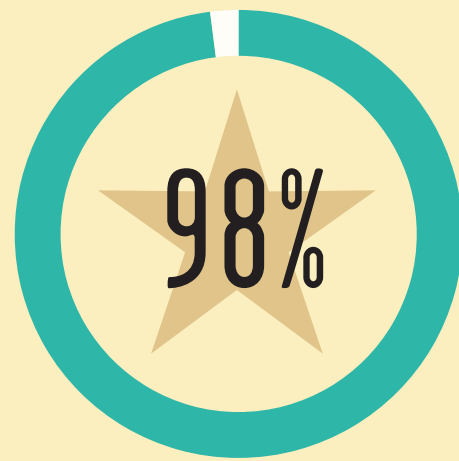
Since its inception in 1968, the Rating System has been a widely used tool for parents in considering their children's moviegoing choices. Since the 1980s, the MPAA conducts nationwide surveys on the Rating System in order to understand awareness and usefulness of this guide for parents and since 2009, the awareness and usefulness of our rating descriptors.

The latest survey, including over 2,000 interviews, was completed in July, 2012.
Check out the results!

AWARENESS

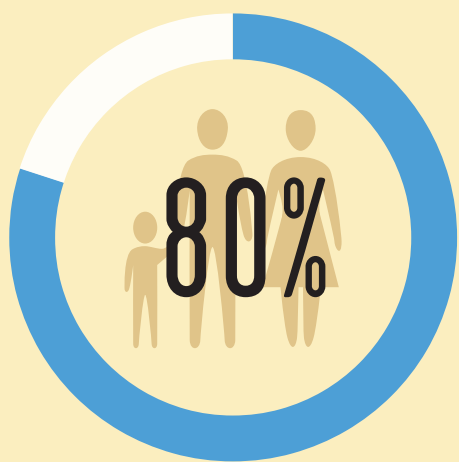


98% of adults with children in the household have heard of the motion picture industry rating system, consistent in surveys going back to the 1980s.

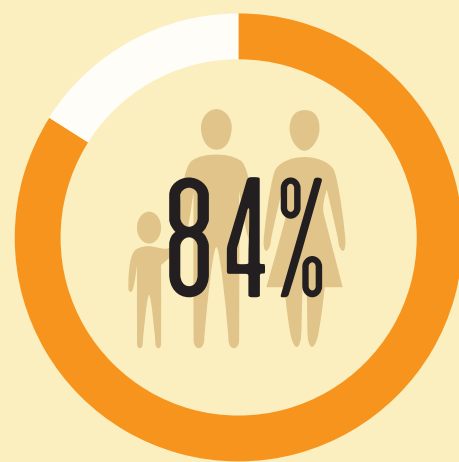


98% have also heard of the rating system's descriptors.

USEFULNESS



80% find the ratings very/fairly useful.



84% find rating descriptors to be very/fairly useful.