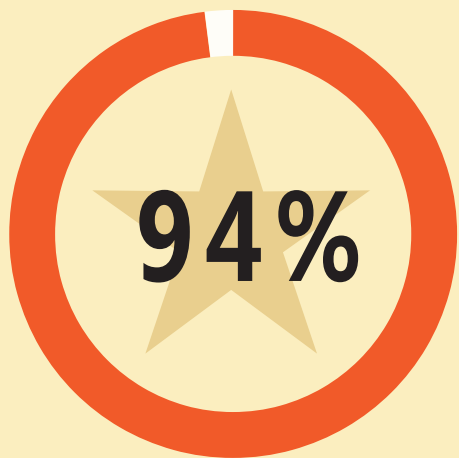


DO YOU KNOW THE SYSTEM?

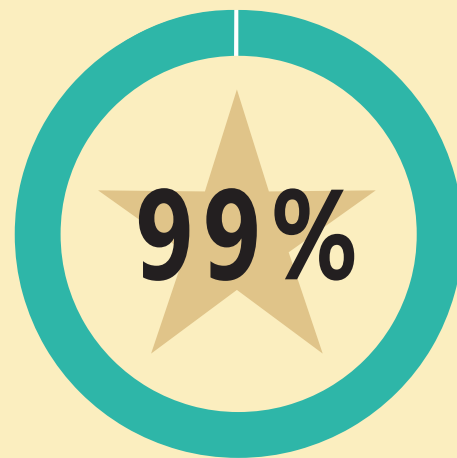
Since its inception in 1968, the Rating System has been a widely used tool for parents in considering their children's moviegoing choices. Since the 1970s, the MPAA has conducted nationwide surveys on the Rating System in order to understand awareness and usefulness of this guide for parents.

The latest survey was completed in July 2016.
Check out the results!

AWARENESS

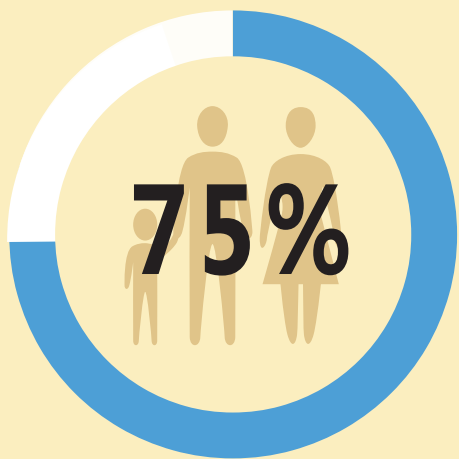


94% of adults with children in the household have heard of the motion picture industry rating system, consistent in surveys going back to the 1980s.

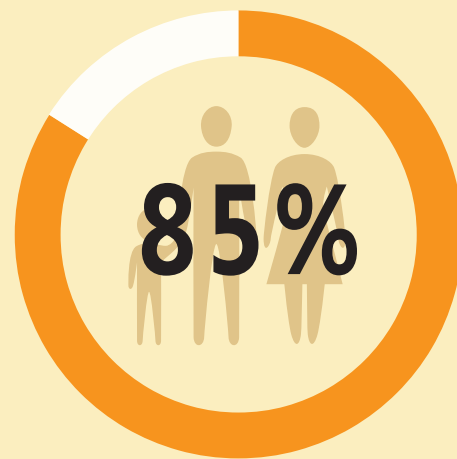


99% have also heard of the rating system's descriptors.

USEFULNESS



75% find the ratings very/fairly useful.



85% find rating descriptors to be very/fairly useful.