

AUSTRALIAN COUNCIL ON CHILDREN AND THE MEDIA:

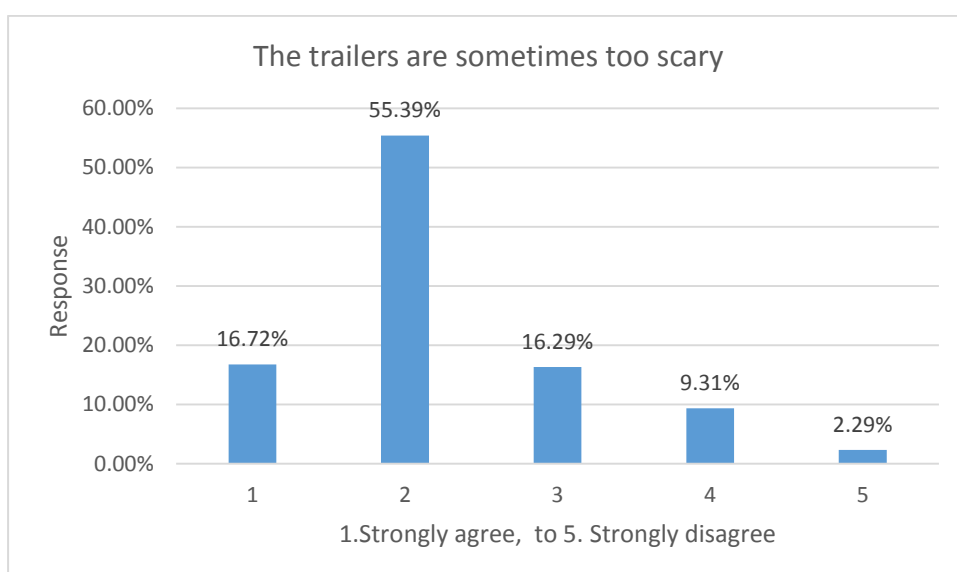
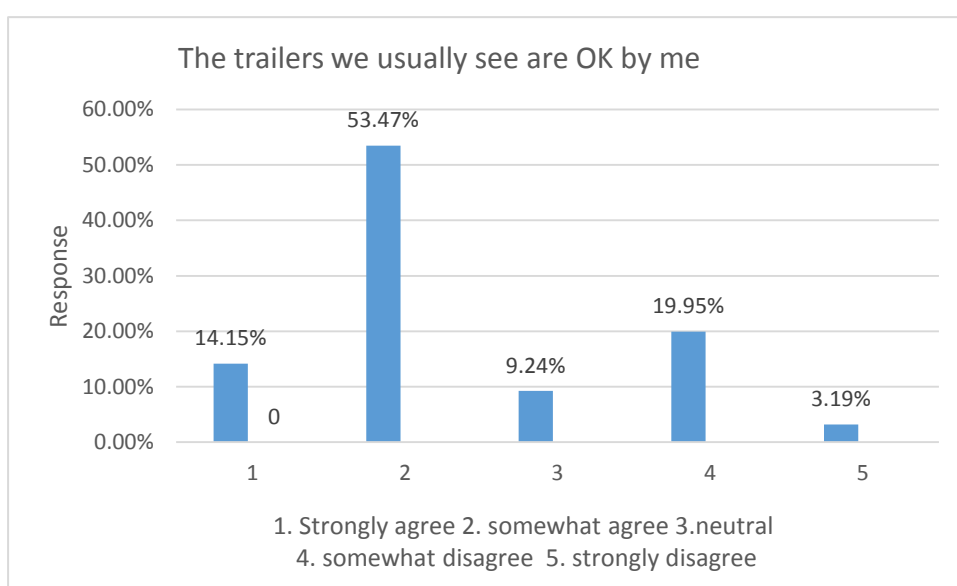
RESULTS OF SURVEY OF PARENTS' VIEWS ABOUT TRAILERS IN CINEMAS AND ON TV: 2017

This survey was conducted online and publicised on at least 4 websites for parents. The 2800 responses from all States of Australia were obtained in 2 weeks between 6 and 20 September. Respondents were predominantly female with children under 13 years.

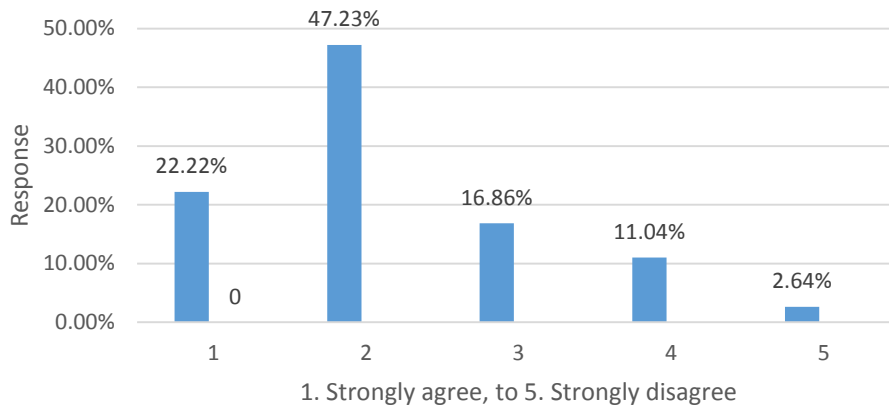
The survey questionnaire can be found at <https://www.surveymonkey.com/r/HGGWXJG>

The results of the three main questions in the survey can be seen in these graphs.

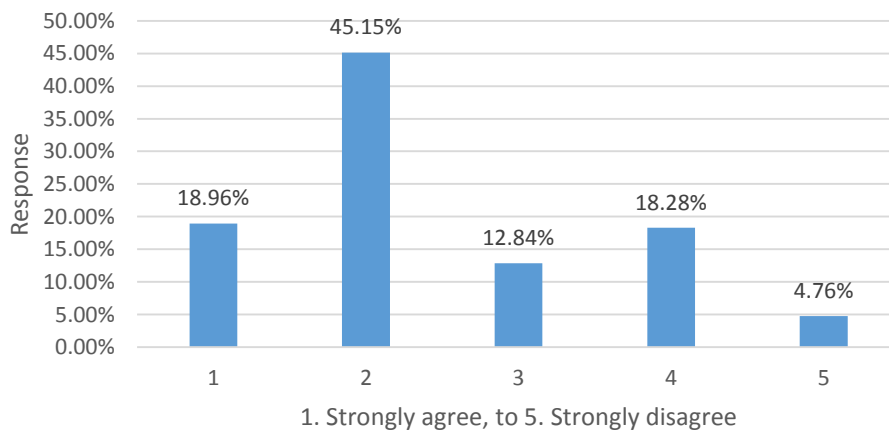
1. Thinking about taking your children (under 14) to the cinema, tell us whether you agree or disagree with the following statements:



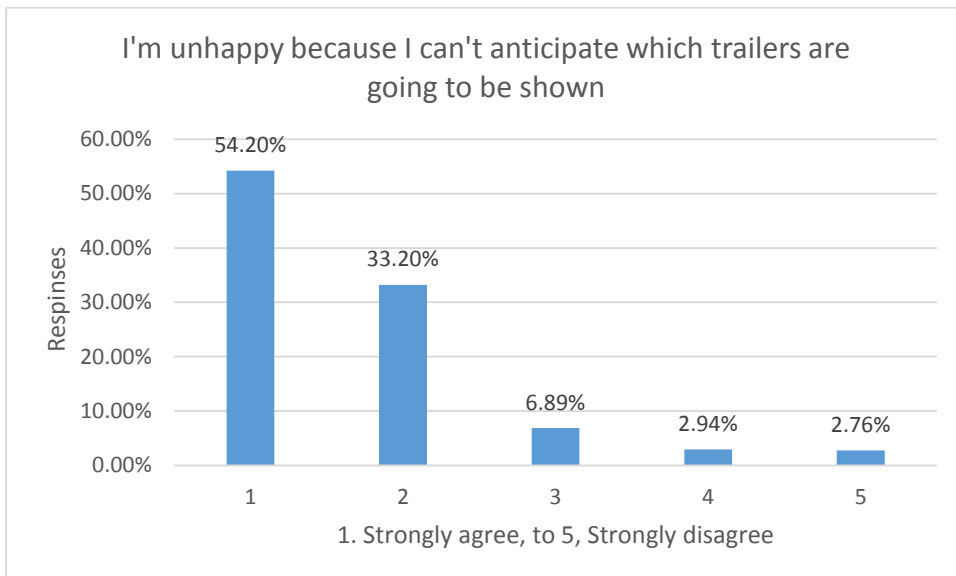
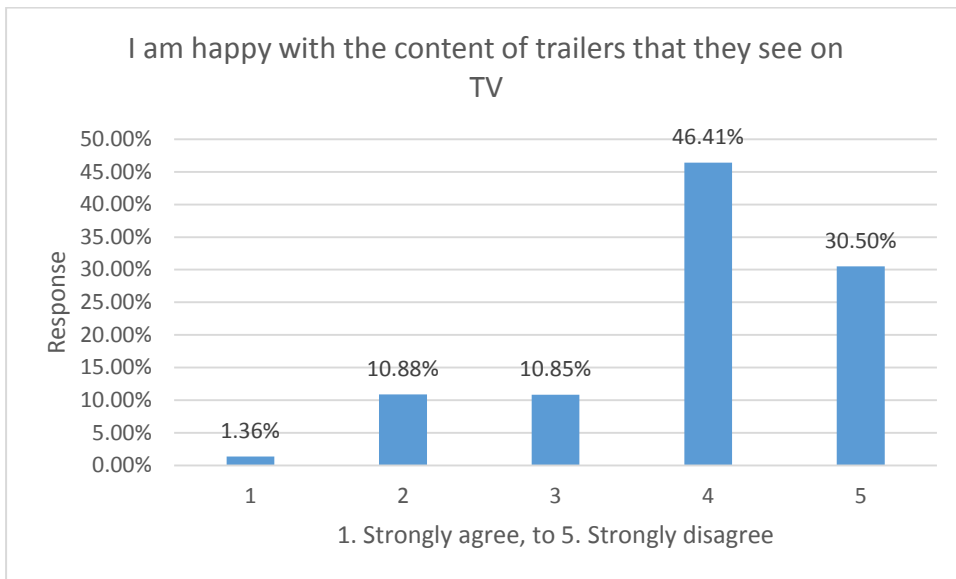
I sometimes see trailers that would seem to have a higher classification than the movie we've chosen



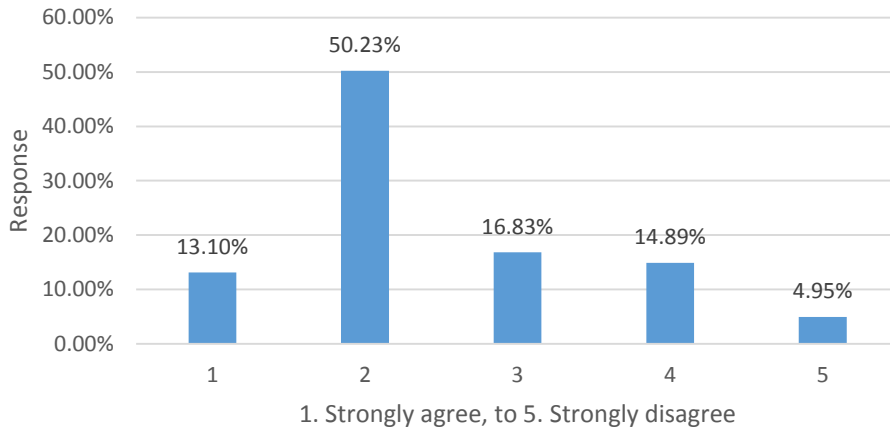
Trailers provide me with an accurate impression of what might suit my family



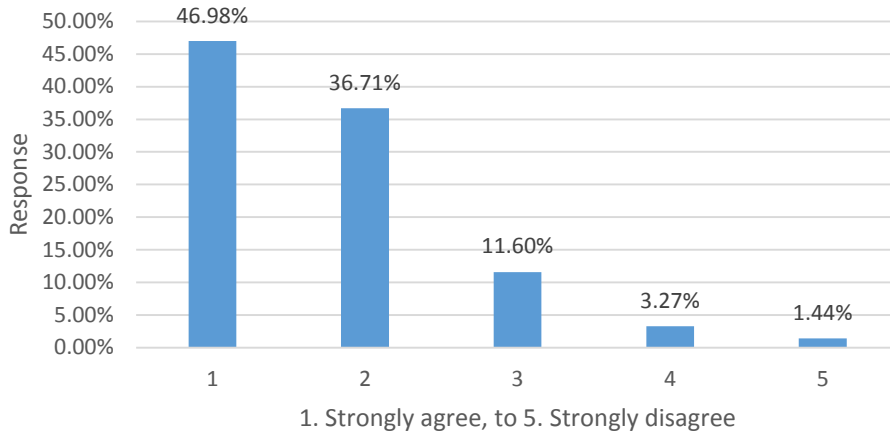
2. Thinking about your children (under 14 years) watching TV at home, tell us what you think about trailers on TV.



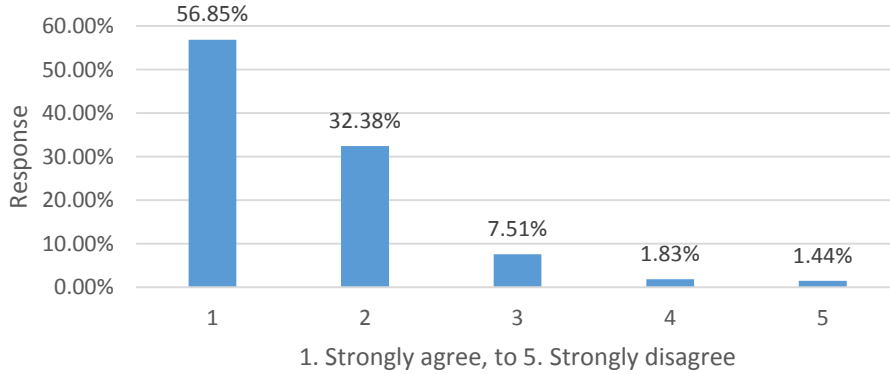
Trailers allow me to find out what's coming up that will suit my family



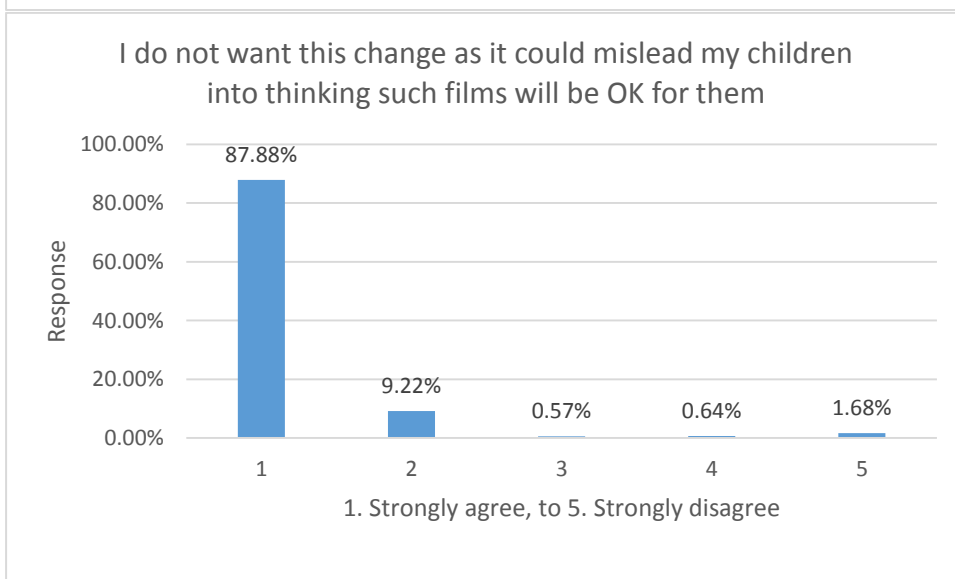
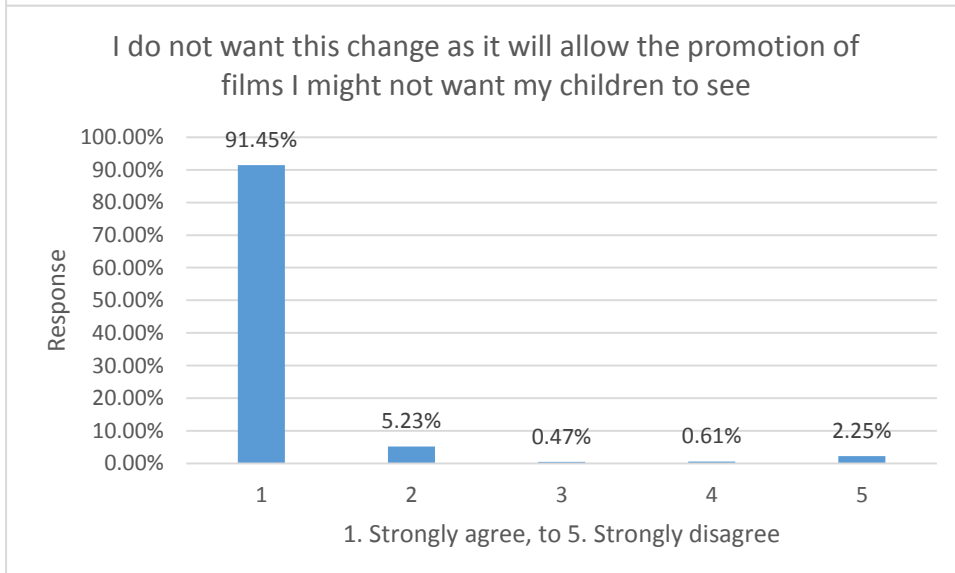
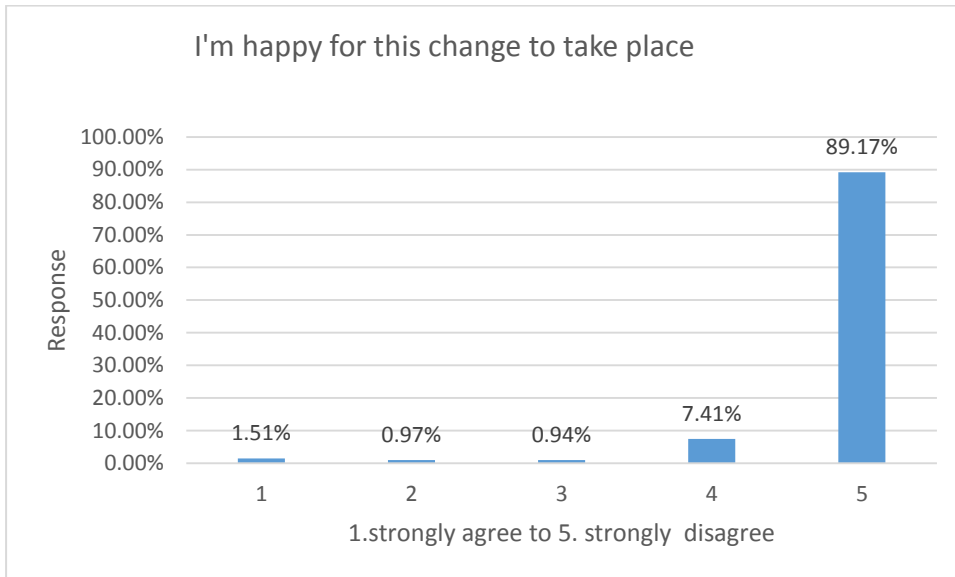
Many trailers are unsuitable for the time of day they are shown



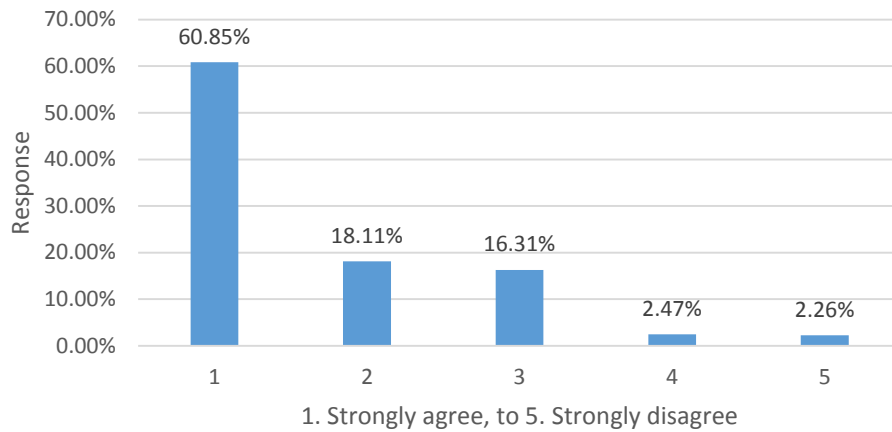
Too many trailers have content that is more adult than the program being watched



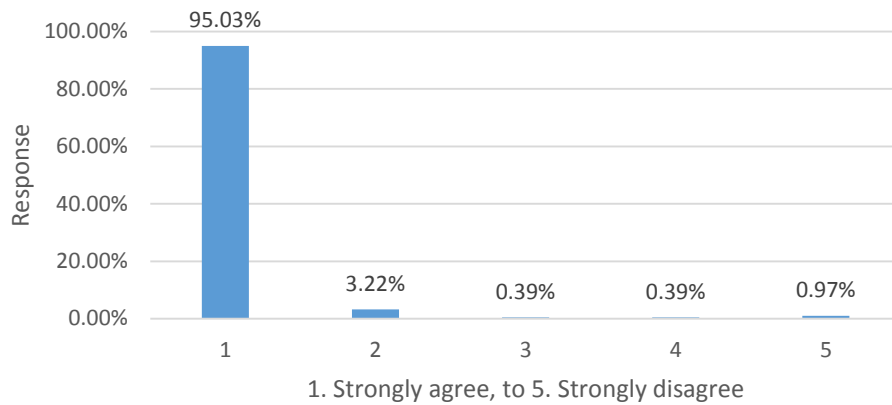
3. Thinking about taking your children to the cinema, what do you think about changing the rules for trailers, so films which have a higher classification than the feature , can be promoted (so long as the content of the trailers matches the feature).



I do not think this change will work given my experience with "toned-down" trailers on free-to-air TV



I want to choose a movie outing that will be age-appropriate for my children, and so the trailers should only be for films that have the same classification as the feature.



If the new rule comes in I may be less inclined to take my children to the cinema

