ESRB - TARGET

INSTRUCTIONS • QUESTIONNAIRE

Complete the shop with a child between the ages of 13-16 to determine if the store is providing Entertainment Software Rating Board (ESRB) ratings education information to consumers and enforcing their store policy restricting the sale of M (Mature) rated computer and video games.

Before You Begin

- Confirm store hours and address
- Educate the child on what to say and do
- Agree to the project disclaimer

Don't Forget!

- Give the child enough money
- Don't speak to the child during the shop
- Get a receipt

General Requirements

- In order to participate in this project:
  - You have identified a minor between the ages of 13-16 to participate in the assignment.
  - You have or have received guardian consent for the minor to conduct the required duties as stated in the provided instructions.
  - You have access to the child's state ID, passport, birth certificate, or other official document with the child's date of birth and will supply this information upon request.
  - You will not directly or indirectly use, or allow the use of, this data for any purpose other than that directly associated with the assignment.
  - The identified minor is not to view or listen to any purchased M-rated games.
- Read all instructions and the entire questionnaire before you complete the shop.
- Complete the shop with a child between the ages of 13-16.
  - Educate the child on what to expect before visiting the store.
  - Give the child enough money to buy the game (when allowed). New games cost $60-$80.
  - Stay detached from the child in-store while observing the cashier/child interaction.
- Make sure you shop the correct address (some retailers have multiple close locations).
- A purchase is always required. Get a receipt to upload with the report. Reports without a receipt will not be accepted.
- Remember the cashier's name or physical description (gender, height, hair color/length, approximate age, and any other distinguishing characteristics such as glasses, facial hair, etc.).
- Submit your report to shopperhub.cxgroup.com within 12 hours of completing the shop.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot currently nor have ever worked for Target.
- Any attempt to falsify results of this audit will result in immediate removal as a shopper for CX Group.

Scenario

M-rated game purchase attempt

- A child under the age of 17 will make an honest attempt to buy an M (Mature) rated video or computer game to gauge the associate's compliance with ESRB standards.
- You (the adult) will observe the interaction and ESRB signage discreetly but will have no contact with the child while in the store. It is important that the child appears to be alone so that the associate interaction is not swayed by implied adult consent for the purchase.
- By attempting to purchase these products, neither you nor your child will be violating the law. This audit is measuring voluntary compliance to standards set by the ESRB Retail Council. There are no state or federal laws prohibiting the sale of these products to minors.

Shop Instructions

Instructions for the child

- Enter the store 3 minutes before the adult you came with enters.
- Have enough money with you to purchase a new (not used) M-rated game.
- You must appear to be alone while attempting to locate and purchase an M-rated game.
    - Do not have contact with your parent in any way.
    - Do not speak to, make eye contact with, or acknowledge your parent in any way.
    - Do not mention your parent's presence to anyone. If asked, you are there alone.
- Step 1: Find any new computer or video game with the M (Mature) rating symbol on it.
    - Remember the game title and manufacturer name (ex: Activision, Call of Duty: Vanguard).
- Step 2: Select a small secondary item (candy, batteries, gift card, etc.) to buy in case the M-rated game purchase is denied.
- Step 3: Take the M-rated game and the small secondary item to the register.
    - If the cashier asks your age, answer honestly.
    - If the cashier asks for your identification, show it if you have it or say you do not have it.
    - If the cashier asks if your parents are there, say no.
    - If the cashier asks if your parents are allowing the purchase, tell them you didn't ask for permission, and your parents don't know about the purchase.
- Step 4: Wait for the cashier to allow or deny the purchase of the M-rated game.
    - Pay attention to whether the register screen prompts the cashier to check your age.
    - If the cashier allows the sale, purchase both the M-rated game and the secondary item.
    - If the cashier denies the sale or asks you to get your parent's permission first, tell them, "That's okay, I'll just get this instead," and purchase only the secondary item.
- Step 5: Get a receipt (ask for one if not offered), and then exit the store.
    - Exit the store either before or after your parent, not at the same time.

Mature rating symbol

Instructions for the adult

- Enter the store 3 minutes after the child has entered.
    - The child must appear to be alone while attempting to locate and purchase an M-rated game. A parent in view of the cashier will imply consent and may affect the outcome of the shop. For that reason, you must not have any contact with your child while in the store. Do not speak to, make eye contact, or acknowledge your child in any way.
- While you are in the store, look for the ESRB ratings education signage (see below).
- Exit the store before or after your child, not at the same time.
- Document the manufacturer name and title of the game the child attempted to purchase. If you are unsure what game your child attempted to purchase, confirm the game title/manufacturer at www.esrb.org.

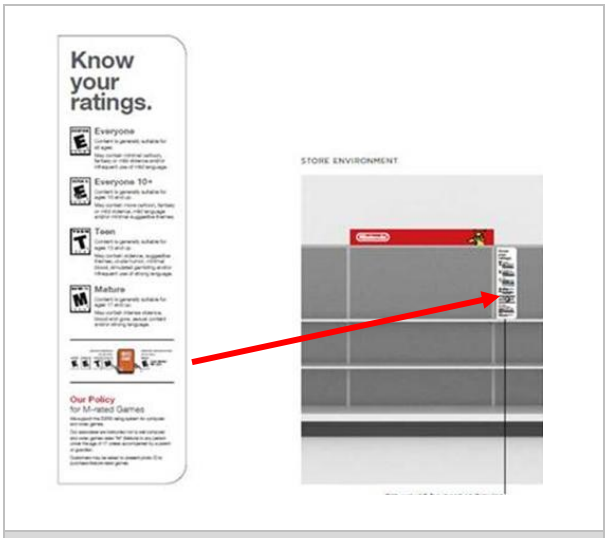
If the child was not allowed to purchase the game:

- The child should purchase any secondary item, and get a receipt.
- Upload a copy of this receipt with your report. Keep the original for your records.

If the child was allowed to purchase the game:

- Wait at least 5 minutes before returning the game or you may be identified as a mystery shopper. Do not give away your identity or tell the cashier they should not have sold the game.
    - Return the game on the same day it was purchased to avoid missing the return window.
    - You may keep the purchased game, but you will not be reimbursed.
- Get a copy of the original receipt and/or the return receipt (ask if not provided).
    - If the store keeps both receipts, buy something inexpensive to get a receipt.
- Upload the original and/or return receipt with your report. Keep the originals for your records.
- If the store will not allow you to return the game for a refund, send the un-opened game and receipt to: CX Group, Attn: Age Rating Survey Team, Suite 100, 1919 South Industrial, Ann Arbor, MI 48104. You will be reimbursed for the game and any postage.

Look for the following ESRB signage:



"Fin" sign (Q12)

QUESTIONNAIRE

Shop date:

Start time:

End time:

ESRB Retail Council Audit

1. Name of sales associate:

If the associate was not wearing a name badge or it was obscured, provide a detailed physical description. The physical description must include the associate's gender, height, hair color/length, approximate age, and any other distinguishing characteristics such as glasses, facial hair, etc.

2. Item child attempted to purchase/rent:

[ ] M-rated video game
[ ] M-rated computer game

3. Manufacturer name and title of the computer or video game the child attempted to purchase/rent:

Include the complete title and manufacturer name, including any version/sequel numbers and subtitles. For example: Activision-Blizzard Call of Duty: Advanced Warfare, Sony Computer Entertainment The Last of Us: Left Behind.
Note: Manufacturer name is not PlayStation, Xbox, etc. These are systems. The manufacturer is the maker of the actual game, not the system.

4. Did the cash register screen prompt for age verification?

Answer Yes if you were able to see the cash register screen prompt the sales associate to ask for age verification. Answer No if you are sure no prompt appeared on the cash register screen after the game was scanned.

[ ] Yes – I saw the prompt on the register screen
[ ] No – I saw the register screen, but the prompt did not appear
[ ] N/A – The game was not scanned
[ ] N/A – The game was scanned, but I did not see the register screen

5. Did the sales associate tell your child he/she must have a photo ID stating they are at least 17 years old or be accompanied by a parent or guardian to purchase/rent an M-rated game?

Answer Yes if the employee asked for ID or for the child's age, stated or implied the child had to be 17 years old, or stated or implied the child had to be accompanied by an adult to make the purchase. Answer No if the employee said nothing about ID, age, or adult accompaniment.

[ ] Yes
[ ] No

6. Answer by age: Did the sales associate tell your child he/she must have a photo ID stating they are at least 17 years old or be accompanied by a parent or guardian to purchase/rent an M-rated game?

[ ] No, child was a female age 13
[ ] No, child was a female age 14
[ ] No, child was a female age 15
[ ] No, child was a female age 16
[ ] No, child was a male age 13
[ ] No, child was a male age 14
[ ] No, child was a male age 15
[ ] No, child was a male age 16
[ ] Yes, child was a female age 13
[ ] Yes, child was a female age 14
[ ] Yes, child was a female age 15
[ ] Yes, child was a female age 16
[ ] Yes, child was a male age 13
[ ] Yes, child was a male age 14

[ ] Yes, child was a male age 15
[ ] Yes, child was a male age 16

7. Was the child able to purchase/rent the product?
[ ] Yes
[ ] No

8. Answer by age: Was the child able to purchase/rent the product?
[ ] No, child was a female age 13
[ ] No, child was a female age 14
[ ] No, child was a female age 15
[ ] No, child was a female age 16
[ ] No, child was a male age 13
[ ] No, child was a male age 14
[ ] No, child was a male age 15
[ ] No, child was a male age 16
[ ] Yes, child was a female age 13
[ ] Yes, child was a female age 14
[ ] Yes, child was a female age 15
[ ] Yes, child was a female age 16
[ ] Yes, child was a male age 13
[ ] Yes, child was a male age 14
[ ] Yes, child was a male age 15
[ ] Yes, child was a male age 16

9. Purchase comments:
Provide 2-3 sentences of commentary about the purchase. Describe any interaction that occurred between your child and the store employee(s).

10. Child's age:
[ ] 13
[ ] 14
[ ] 15
[ ] 16

11. Child's gender:
[ ] Male
[ ] Female

12. I acknowledge that on the date entered for this shop, I completed the ESRB mystery shopping audit as agreed under contract. As required, I brought a child between the ages of 13 and 16 with me to the location assigned for this shop.
I certify that this statement is true and correct.
[ ] Yes
[ ] No

13. I verify the child's initials and birth year as:

Store Signage

14. Was the "fin" sign with ESRB rating information displayed in the video game department?
Answer Yes if 3 or more ESRB rating signs were displayed in the software/video game department.
Answer No if fewer than 3 ESRB signs could be found in the software/video game department.
[ ] Yes
[ ] No

15. Upload the receipt showing the purchase made:

END OF QUESTIONNAIRE