

**APPENDIX B**

**RELEASE OF SURVEY FINDINGS  
DECEMBER 19, 1996**

**SAMPLE SIZE:** National cross section of 1,207 parents of children ages two to 17  
**SURVEY TYPE:** Telephone  
**INTERVIEW DATES:** December 9-11, 1996  
**MARGIN OF ERROR:** ±2.9%

**PRINCIPAL FINDINGS**

- ❖ A majority of parents are familiar with the rating system for movies; more than four in five understand the movie rating system very (50%) or fairly (34%) well, while just 15% say they understand it just somewhat or not very well. Nearly four in five (79%) parents find the rating system for movies to be very (32%) or somewhat (47%) helpful, and only 19% feel it is not too helpful or not helpful at all.
- ❖ Parents are even more likely to anticipate that a system of guidelines for television programs, similar to the one used for movies, would be helpful: 45% think it would be very helpful, while 38% say it would be somewhat helpful; 15% believe it would not be too helpful or not helpful at all.

**SPECIFIC ELEMENTS OF THE TV PARENTAL GUIDELINE SYSTEM**

There are seven elements to the TV Parental Guideline System, and this survey tested each one.

- ❖ 89% of parents favor giving all non-children's television shows a rating of G, PG, TV14, or M
- ❖ 88% of parents favor having the television community adopt specific guidelines in order to use the same criteria in rating all shows
- ❖ 86% of parents favor rating all children's shows a K or K7
- ❖ 85% of parents favor creating an oversight monitoring board to review complaints
- ❖ 84% of parents favor rating many prime time shows PG
- ❖ 72% of parents favor having the networks be responsible for applying the guidelines to each television show
- ❖ 65% of parents favor not rating news shows and sports

**RELEASE OF SURVEY FINDINGS  
DECEMBER 19, 1996**

**INFORMED OPINION OF TV PARENTAL GUIDELINE SYSTEM**

The last question in the survey asked parents how they feel about the TV Parental Guideline System as a whole. The exact wording of the question and the results are below.

"The TV Parental Guideline System would have the television industry rate children's shows either as a K or K7, and give a G, PG, TV14, or M rating to all other shows. News shows and sports would not be rated. The TV Parental Guideline System would specify the same exact criteria for the television community to use to rate each show, and a special oversight board would be established to review complaints."

Thinking back on everything you have heard, overall, would you favor or oppose the proposed TV Parental Guideline System? And would you (favor/oppose) it strongly or just somewhat?

Favor -- strongly	58%
Favor -- just somewhat	32%
Oppose -- just somewhat	4%
Oppose -- strongly	4%
Not sure	2%

# **TV Parental Guideline System**

**A nationwide telephone survey among  
1,207 parents of children ages two through 17,  
conducted December 9-11, 1996 by**

**Peter D. Hart Research Associates  
and  
Public Opinion Strategies**

# **Methodology**

**A nationwide telephone survey  
among a representative cross section of  
1,207 parents of children ages two through 17,  
conducted December 9-11, 1996.**

**Margin of error: +2.9**

## **The Universe**

**58% mothers, 42% fathers**

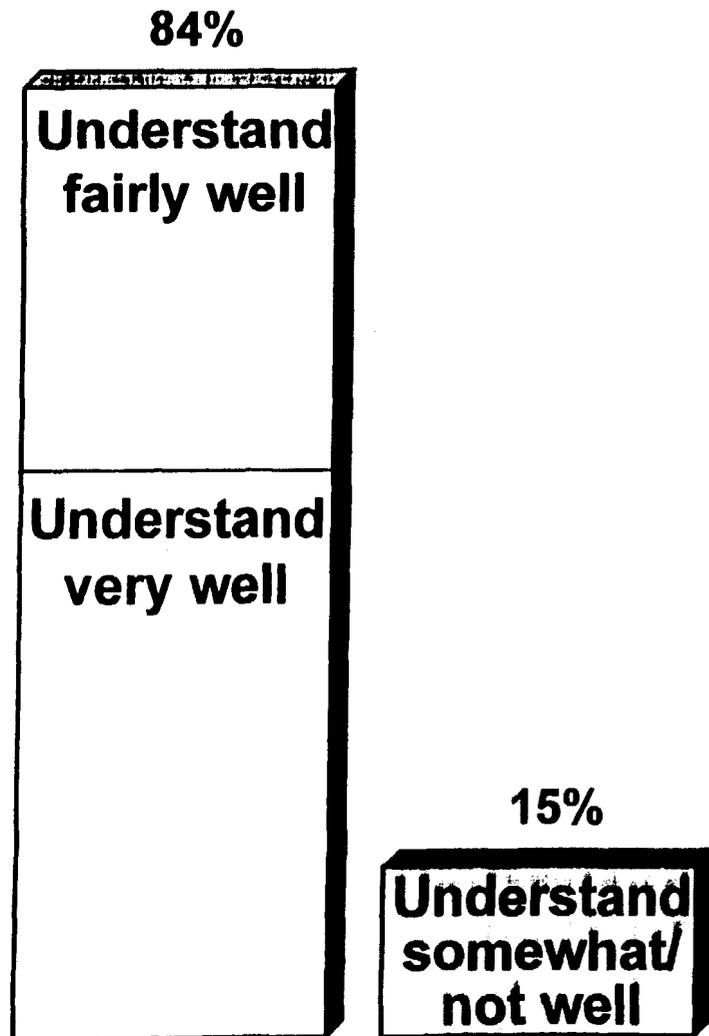
**72% whites, 12% African Americans, 9% Hispanics**

**16% under age 30, 63% ages 30-44, 19% age 45/over**

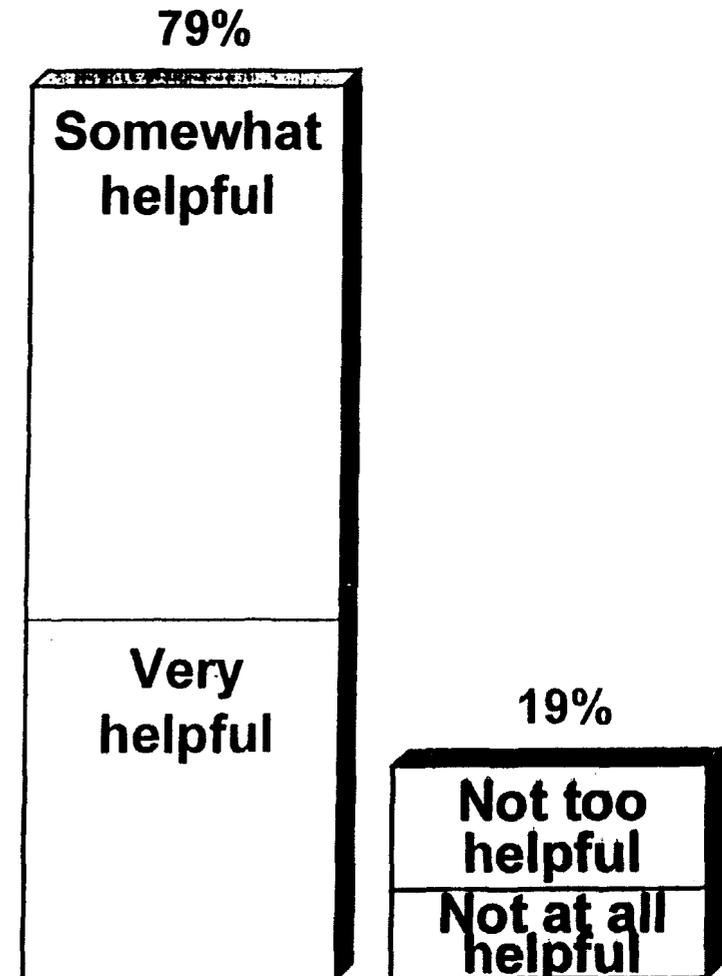
**41% high school/less, 26% some college, 31% college grads**

# Success Of Movie Rating System

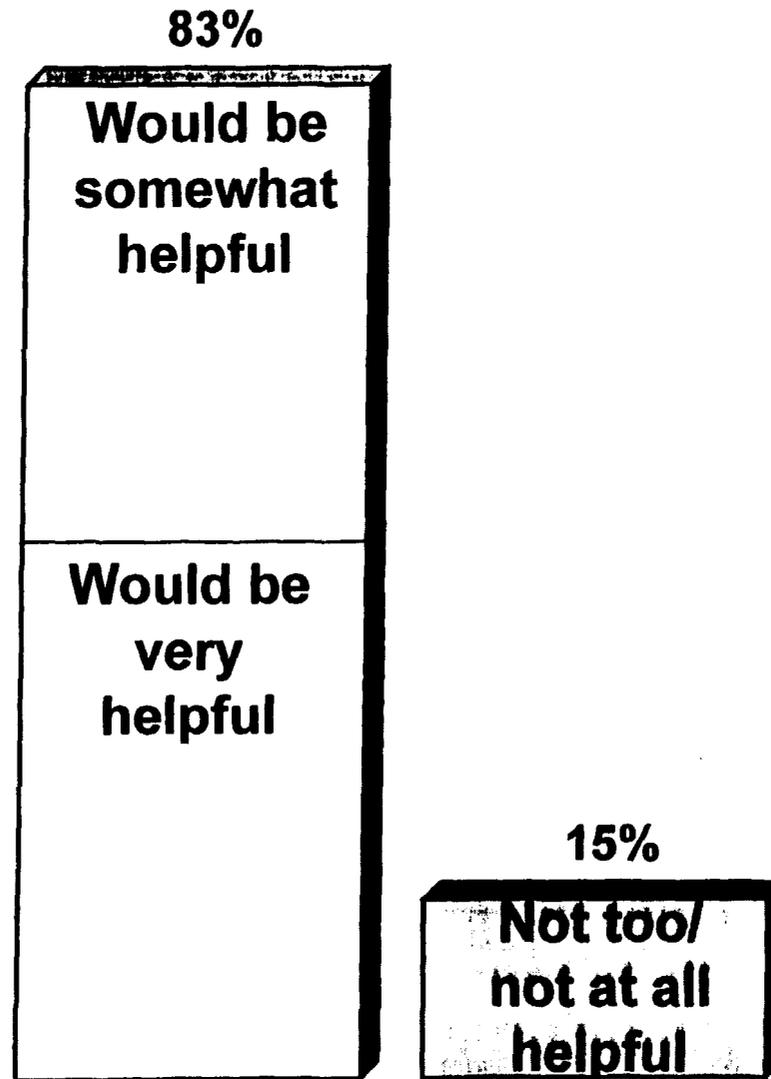
How well do you understand it?



How helpful is it?

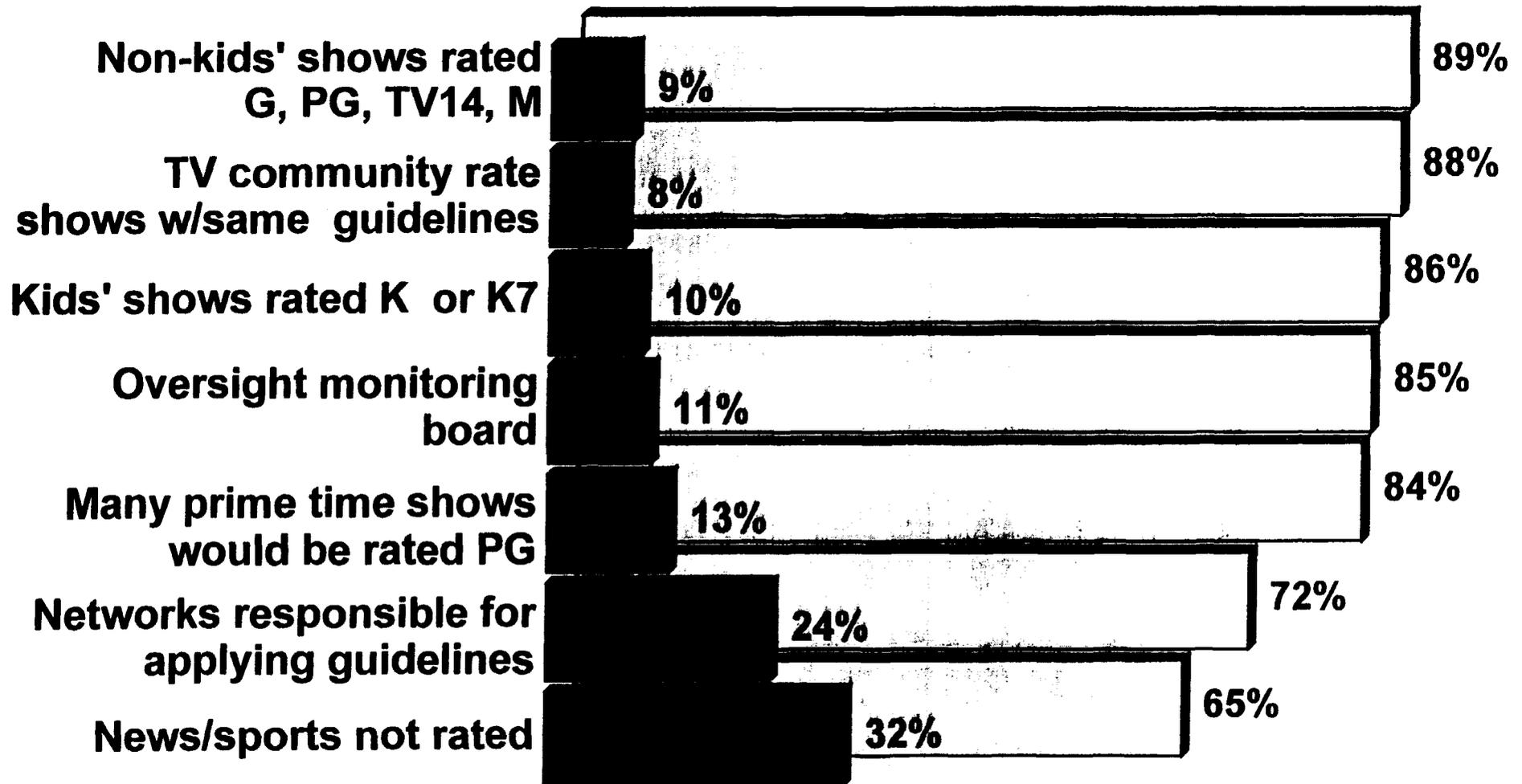


# Anticipated Success Of TV Rating System

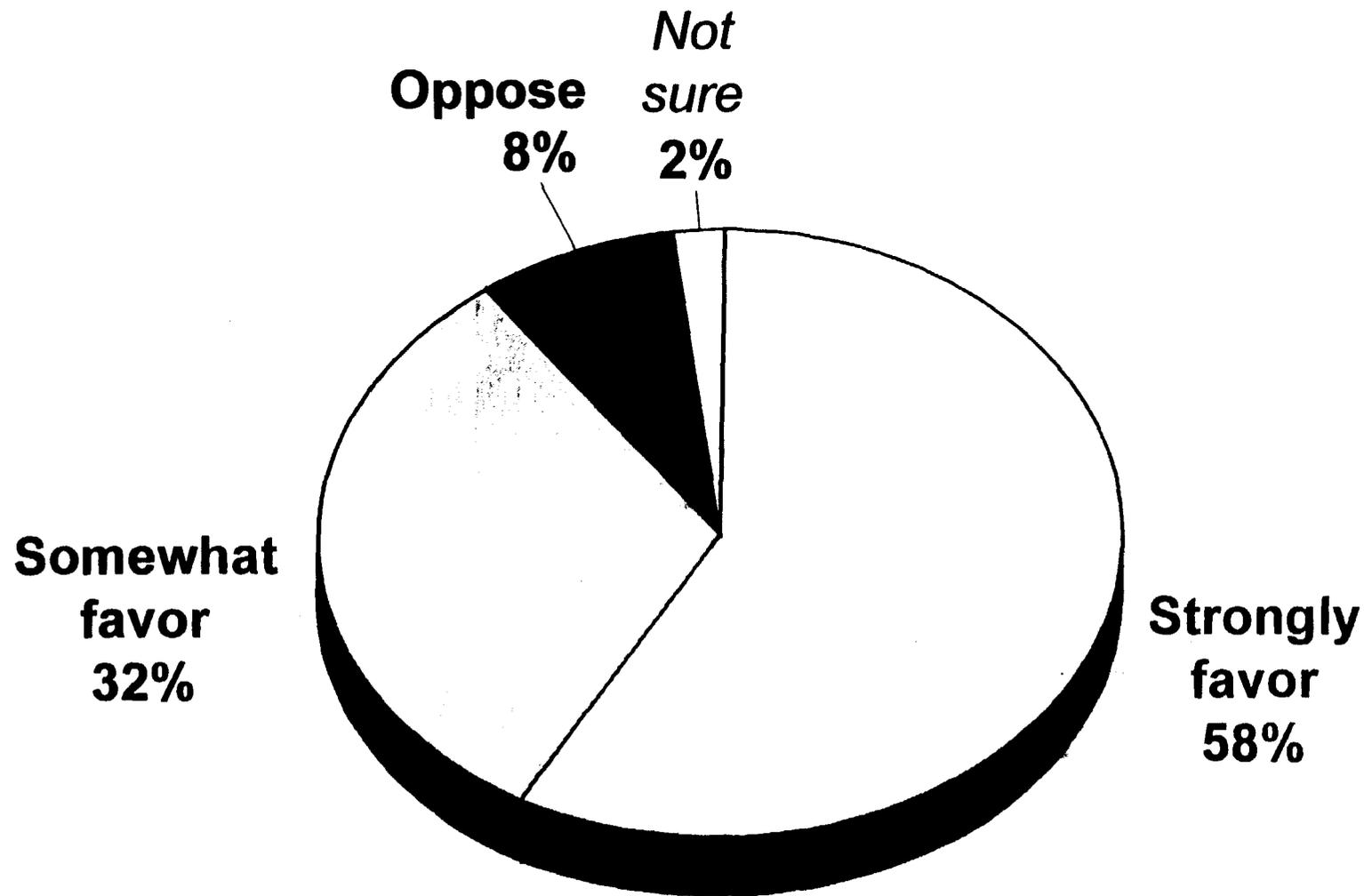


# Support For Specific Elements Of TV Parental Guideline System

■ Oppose □ Favor



# Final Support For TV Parental Guideline System



# Final Support For TV Parental Guideline System

	<u>Favor</u>	<u>Oppose</u>
<b>All Parents</b>	<b>90%</b>	<b>8%</b>
<b>Fathers</b>	<b>88%</b>	<b>10%</b>
<b>Mothers</b>	<b>91%</b>	<b>7%</b>
<b>High school/less</b>	<b>88%</b>	<b>10%</b>
<b>Some college</b>	<b>92%</b>	<b>7%</b>
<b>College graduates</b>	<b>92%</b>	<b>7%</b>
<b>Whites</b>	<b>92%</b>	<b>7%</b>
<b>Blacks</b>	<b>88%</b>	<b>10%</b>
<b>Hispanics</b>	<b>84%</b>	<b>13%</b>
<b>Have kids ages 2-6</b>	<b>90%</b>	<b>7%</b>
<b>Have kids ages 7-13</b>	<b>91%</b>	<b>8%</b>
<b>Have kids ages 14-17</b>	<b>89%</b>	<b>9%</b>

PETER D. HART RESEARCH ASSOCIATES  
 Washington, DC  
 PUBLIC OPINION STRATEGIES  
 Alexandria, VA

Interviews: 1207 parents  
 Dates: December 9-11, 1996

FINAL

Study #4808  
 TV Guidelines  
 December 1996

42 Male
58 Female
[5]

AREA		TYPE	SAMPLE POINT			FORM	DATE	1996
[6]	[7]	[8]	[9]	[10]	[11]	[12]	December	[13] [14]

I'm calling from Peter Hart Research Associates, the national public opinion polling firm. We are conducting a survey of parents all across America about their attitudes and opinions toward family life and raising children in the 1990s. This project is being done for research purposes only, and we guarantee that your answers will be kept completely confidential. Your number was selected at random, and in this household, I am supposed to speak with the (youngest/oldest) (man/woman) age 18 or over who is at home now.

1a. First, is there at least one television set in this household that is usually kept in working order?

Yes.....	100	<b>CONTINUE</b>	[15]
No .....	-	<b>TERMINATE AND DO NOT</b>	
Not sure .....	-	<b>COUNT TOWARD QUOTA</b>	

1b. Do you have any children, age 2 through 17, of your own, who you are responsible for raising, and who are currently living in your household? (IF "YES," ASK:) How many children is that?

One .....	37	[16]
Two .....	40	
Three .....	16	<b>CONTINUE</b>
Four or more .....	7	
No children age 2 through 17 .....	-	<b>TERMINATE AND</b>
Refused .....	-	<b>DO NOT COUNT</b>

1c. What is his or her age?/What are their ages? (IF NECESSARY, ASK:) And is that a boy or a girl?

<b>BOYS</b>			<b>GIRLS</b>	
Two years old .....	7	[17]	Two years old .....	5
Three years old .....	6	>	Three years old .....	6
Four years old .....	7		Four years old .....	5
Five years old .....	7		Five years old .....	5
Six years old .....	8		Six years old .....	5
Seven years old .....	7		Seven years old .....	7
Eight years old .....	7		Eight years old .....	6
Nine years old .....	8		Nine years old .....	5
Ten years old .....	6		Ten years old .....	6
Eleven years old .....	5		Eleven years old .....	5
Twelve years old .....	5		Twelve years old .....	6
Thirteen years old .....	5	[18]	Thirteen years old .....	4
Fourteen years old .....	6	>	Fourteen years old .....	5
Fifteen years old .....	5		Fifteen years old .....	5
Sixteen years old .....	4		Sixteen years old .....	5
Seventeen years old .....	6		Seventeen years old .....	5
Refused .....	1		Refused .....	1

- 2a. As you may know, the movie industry has a system to rate movies when they are released. How well do you feel you understand the rating system for movies—very well, fairly well, just somewhat well, or not very well?

Understand very well.....	50	[21]
Understand fairly well.....	34	
Understand just somewhat well.....	9	
Do not understand very well.....	6	
Not sure.....	1	

- 2b. How helpful do you think the rating system for movies is for parents in deciding whether or not children can go to a particular movie—very helpful, somewhat helpful, not too helpful, or not helpful at all?

Very helpful.....	32	[22]
Somewhat helpful.....	47	
Not too helpful.....	11	
Not helpful at all.....	8	
Not sure.....	2	

3. Suppose there were a rating system for television programs like the one used for movies. How helpful do you feel a rating system like this would be for parents—very helpful, somewhat helpful, not too helpful, or not helpful at all?

Very helpful.....	45	[23]
Somewhat helpful.....	38	
Not too helpful.....	9	
Not helpful at all.....	6	
Not sure.....	2	

4. I am going to read you three statements, and for each one, please tell me whether you agree or disagree with that statement.

	<u>Agree</u>	<u>Disagree</u>	<u>Not Sure</u>	
A TV rating system should help parents distinguish between children's programming that is appropriate for children age seven and above from that which is suitable for younger children.....	88	10	2	[24]
A TV rating system should focus especially on helping rate programs for children age seven to thirteen, because they are at the most impressionable ages.....	83	16	1	[25]
Even when kids are fourteen to seventeen years old, it is still important to monitor the influence of TV, but at this age, other influences on today's teenagers are often more of a concern.....	87	11	2	[26]

5. Now, I am going to read you seven specific elements of a proposed TV Parental Guideline System. After I read each one, please tell me whether you would favor or oppose that element.

	<u>Favor</u>	<u>Oppose</u>	<u>Not Sure</u>	
All TV shows produced primarily for children would be rated either as a K—meaning suitable for all children—or K7— meaning that it is recommended only for children age seven and above .....	86	10	4	[27]
All other TV shows would receive one of the following guidelines: G—suitable for all ages, PG—meaning parental guidance is recommended, TV14— meaning not recommended for children under age fourteen, and M— meaning for mature audiences and not recommended for anyone under seventeen years old .....	89	9	2	[28]
In practical terms, this means that many prime time television shows would receive a PG guideline .....	84	13	3	[29]
News shows and sports would not be rated .....	65	32	3	[30]
The television community would adopt specific guidelines so that the exact same criteria would be used to rate each television show .....	88	8	4	[31]
The networks would be responsible for applying the guidelines to each television show .....	72	24	4	[32]
A special oversight monitoring board, including experts in television standards and programming, would review complaints about guidelines assigned to any television shows.....	85	11	4	[33]

6. Now, I am going to review quickly how the proposed TV Parental Guideline System would work.

"The TV Parental Guideline System would have the television industry rate children's shows either as a K or K7, and give a G, PG, TV14, or M rating to all other shows. News shows and sports would not be rated. The TV Parental Guideline System would specify the same exact criteria for the television community to use to rate each show, and a special oversight board would be established to review complaints."

Thinking back on everything you have heard, overall, would you favor or oppose the proposed TV Parental Guideline System? (IF "FAVOR" OR "OPPOSE," ASK:) And would you (favor/oppose) it strongly or just somewhat?

Favor—strongly .....	58	[34]
Favor—just somewhat .....	32	
Oppose—just somewhat.....	4	
Oppose—strongly .....	4	
Not sure.....	2	

**FACTUALS:** These last few questions are for statistical purposes only.

- F1. What is your age?

18-24 .....	5	[35]
25-29 .....	11	
30-34 .....	20	
35-39 .....	23	
40-44 .....	20	
45-49 .....	11	
50-54 .....	5	
55-59 .....	1	
60-64 .....	1	
65 and over .....	1	
Refused .....	2	

F2. What type of work does the head of the household usually do? What is the job called?

High-level professional .....	10	[36]	Farmer/rancher .....	1	[37]
Middle-level professional .....	13		Homemaker .....	2	
Executive, manager .....	7		Retiree .....	2	
Sales, proprietor .....	9		Student .....	1	
White collar worker .....	10		Other .....	-	
Skilled laborer .....	41		Not sure/refused .....	3	
Semi- and unskilled laborer .....	1				

(ASK OF ALL WOMEN:)

F3. Do you work outside the home or not?

Work outside the home .....	38	[38]
Do not work outside the home .....	19	
Not sure/refused .....	1	

(ASK EVERYONE:)

F4. What is the last grade you completed in school?

Eighth grade or less .....	1	[39]
Some high school .....	9	
High school graduate .....	31	
Some college, no degree .....	15	
2-year college graduate .....	11	
4-year college graduate .....	19	
Postgraduate work, master's degree ...	11	
Doctoral/law degree .....	1	
Not sure/refused .....	2	

F5. What is your marital status—are you single and never married, married, separated, divorced, or widowed?

Single .....	10	[40]
Married .....	76	
Separated .....	2	
Divorced .....	9	
Widowed .....	1	
Not sure/refused .....	2	

F6. Does any one of your children have a television set in his or her room?

Yes, has television set in room .....	51	[41]
No, does not have television set in room .....	47	
Not sure .....	2	

F7a. Do you have cable or pay TV in your home?

Yes, have cable or pay TV .....	76	CONTINUE	[42]
No, do not have cable or pay TV .....	23	SKIP TO Q.F8	
Not sure .....	1		

(ASK ONLY OF RESPONDENTS WHO SAY THEY HAVE CABLE OR PAY TV IN THEIR HOME IN F.7a:)

F7b. And do you receive premium channels such as HBO and Showtime?

Yes, receive premium channels .....	34	[43]
No, do not receive premium channels .....	42	
Not sure .....	-	
Do not have cable or pay TV/not sure (Q.F7a) ...	24	

**(ASK EVERYONE:)**

F8. For statistical purposes only, if you added together the yearly income of all the members of your family who were living at home last year, would the total be above \$40,000 or below \$40,000?

(IF "ABOVE \$40,000," ASK:) Would you say your household income was above \$75,000 or below \$75,000?

(IF "BELOW \$40,000," ASK:) Would you say your household income was above \$20,000 or below \$20,000?

Above \$75,000 .....	15	[44]
\$40,000-\$75,000 .....	36	
\$20,000-\$40,000 .....	29	
Below \$20,000.....	9	
Not sure/refused .....	11	

F9. Finally, do you come from a Hispanic or Spanish-speaking background? (IF "NO," ASK:) What is your race—white, black, Asian, or something else?

Hispanic.....	9	[45]
White .....	72	
Black.....	12	
Asian.....	2	
Other.....	2	
Refused .....	3	

**RELEASE OF SURVEY FINDINGS  
DECEMBER 19, 1996**

**SAMPLE SIZE:** National cross section of 800 parents of children ages two to 17  
**SURVEY TYPE:** Telephone  
**INTERVIEW DATES:** December 16-18, 1996  
**MARGIN OF ERROR:** ± 3.46%

**PRINCIPAL FINDINGS**

Parents were asked whether they would favor or oppose the implementation of each of two TV rating systems—a system with ratings of Y, Y-7, G, PG, TV-14, or M, and a V-L-S system. The question order was rotated on every other interview to avoid a bias for either system.

- ❖ Eighty-two percent of parents favor a TV Parental Guidance System that includes ratings of Y, Y-7, G, PG, TV-14, and M; 13% oppose this system. More than four in five (87%) parents think this system for rating TV programs would be very or somewhat helpful, and only 10% feel it would not be too helpful or would not be helpful at all.
- ❖ Parents favor a rating system of "V" for violence, "L" for language, and "S" for sex by a margin of 84% to 10%. Eighty-eight percent of parents believe this system would be very or somewhat helpful; just 7% think it would not be too helpful or would not be helpful at all.

**TV RATINGS SYSTEM PREFERENCE**

The last question in the survey asked parents which TV ratings system they would select if they could choose only one. The exact wording of the question and the results are shown below.

Now, if you had to select only one of these two proposals, would you select (ROTATE)...the one that provided ratings of Y or Y-7 for children's programming and then G, PG, TV-14, and M for all TV shows...or...the one that provided ratings of V, L, or S...(IF SELECTION MADE, THEN ASK:) And would that be strongly favor or just somewhat favor that proposed system?

Total Favor Y,Y-7,G,PG,TV-14,M	54%
Strongly favor Y,Y-7,G,PG,TV-14,M	34%
Somewhat favor Y,Y-7,G,PG,TV-14,M	20%
Total Favor V-L-S	41%
Somewhat favor V-L-S	12%
Strongly favor V-L-S	29%
Undecided/neither/don't know	5%

# **The TV Ratings System**

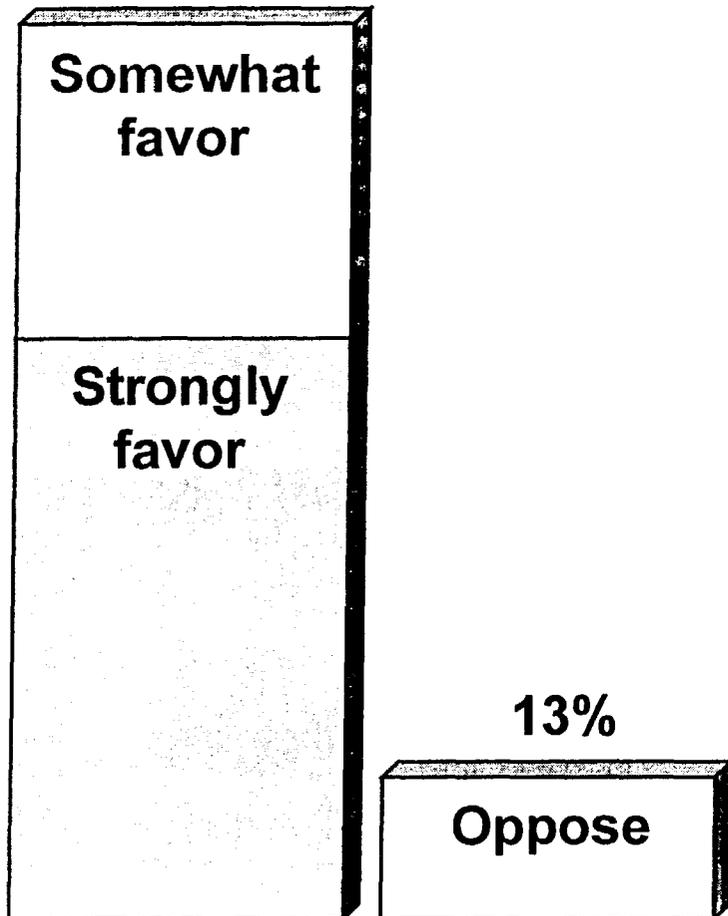
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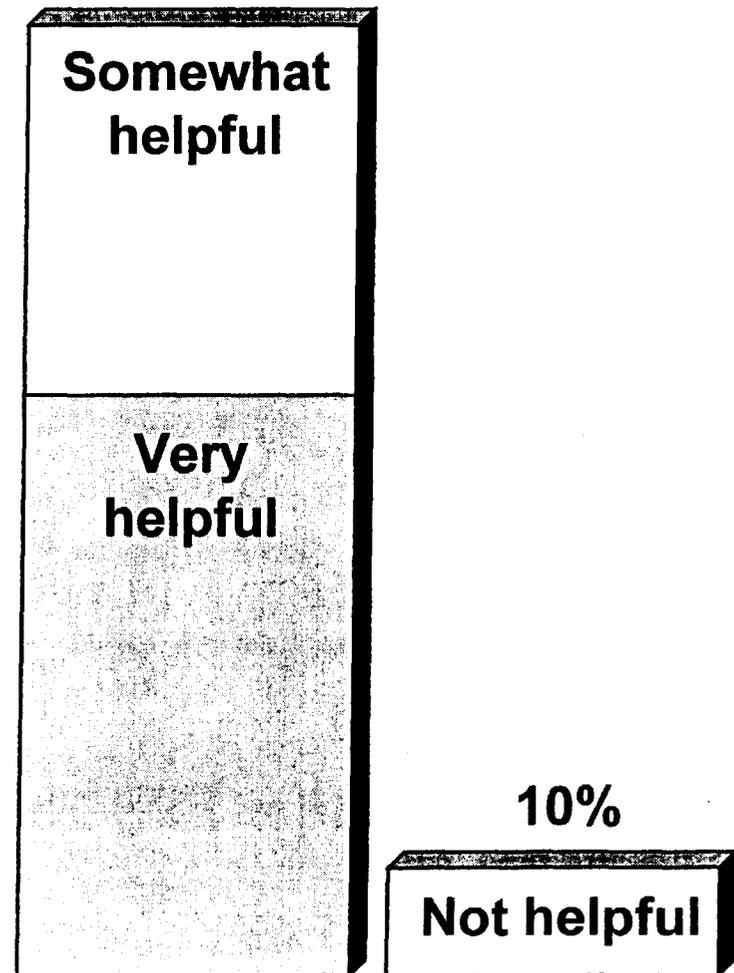
# TV Parental Guidance System

*(Y, Y7/G, PG, TV-14, M ratings)*

Support for system  
82%

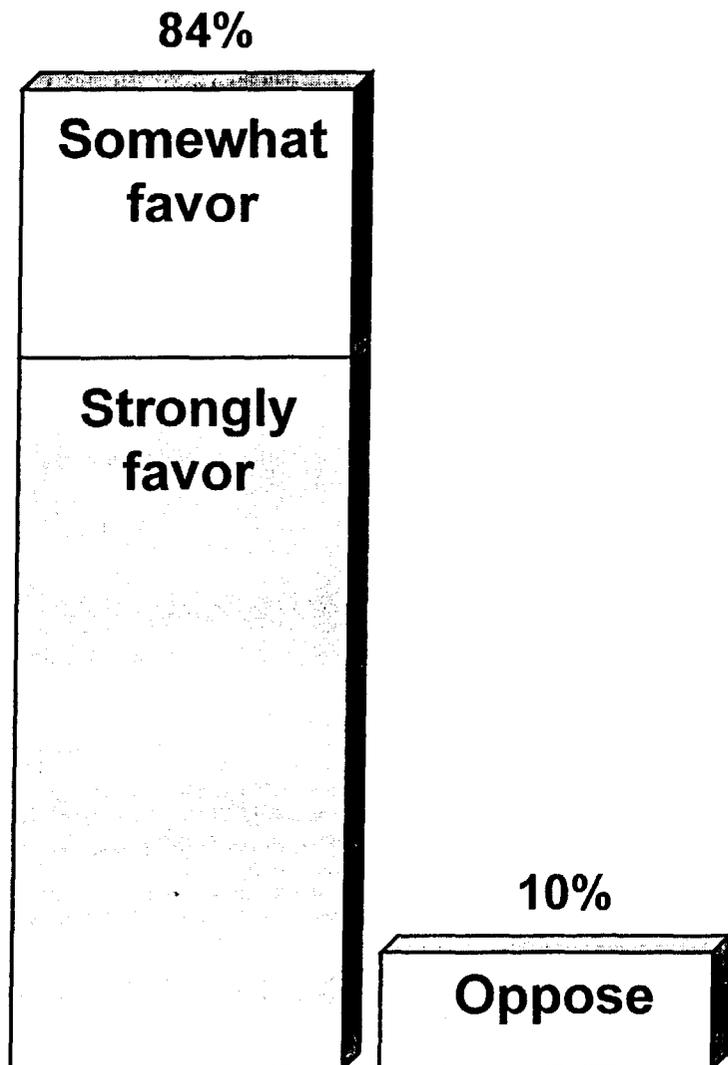


How helpful would system be?  
87%

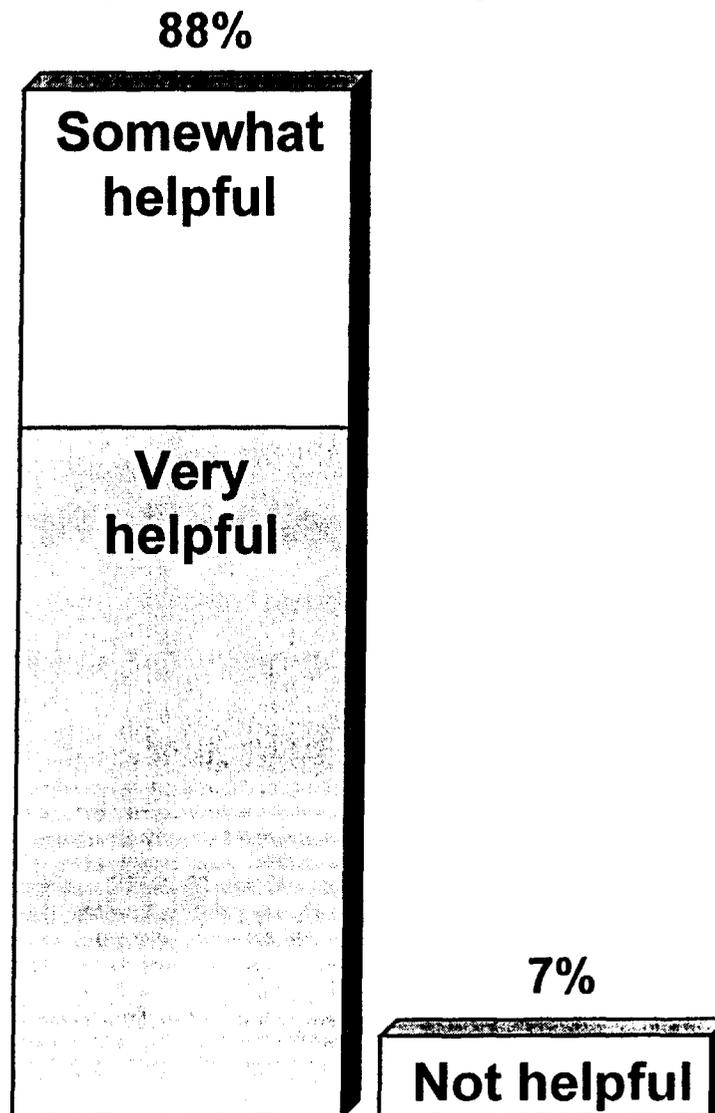


# VLS Guidance System

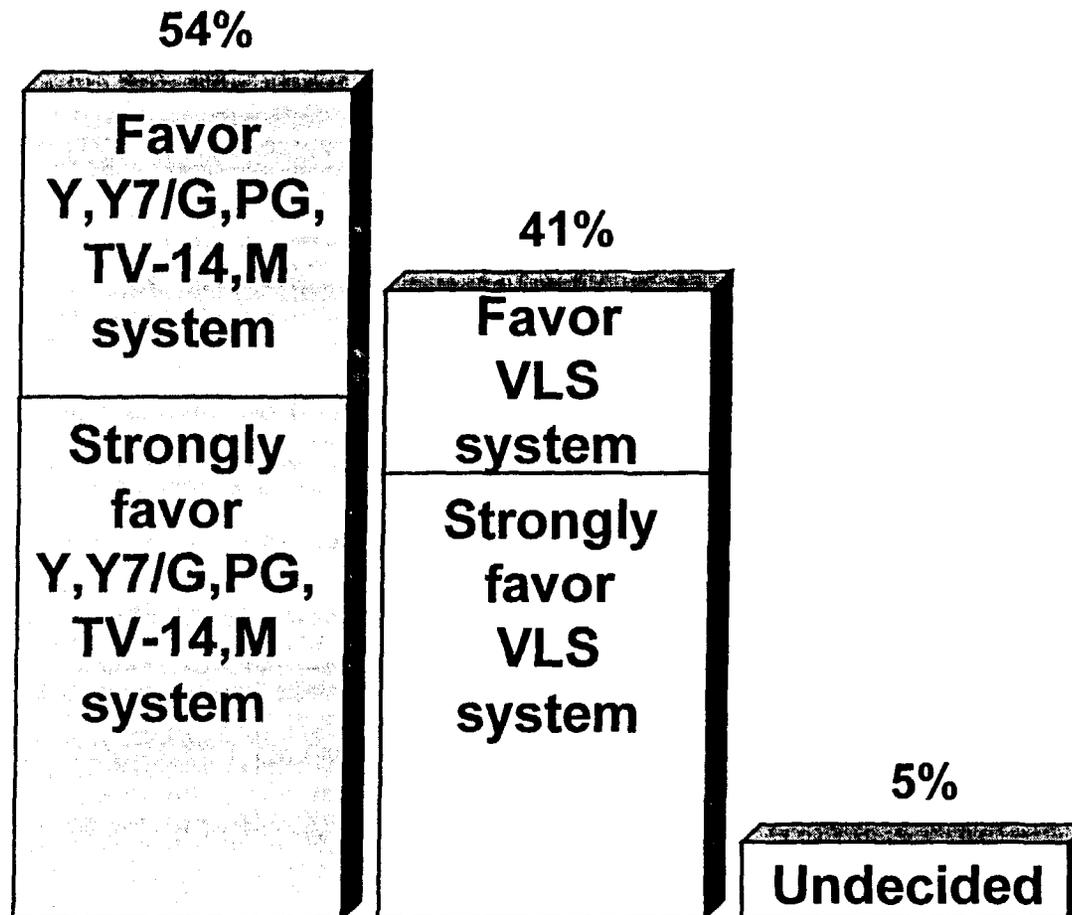
Support for system



How helpful would system be?



# TV Ratings System Preference



## NATIONAL TV PARENTAL GUIDANCE STUDY

*Public Opinion Strategies  
Alexandria, Virginia*

*Peter D. Hart Research Associates  
Washington, D.C.*

*Project #96603*

*December 16-18, 1996*

*N=800 Parents with  
Children 2 to 17 Years Old*

*Margin of Error = ±3.46%*

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1. How many children do you have?

40% ONE  
39% TWO  
15% THREE  
4% FOUR  
1% FIVE  
1% SIX

---

2. What are their ages?

BOYS

TWO YEARS OLD	10%
THREE YEARS OLD	7%
FOUR YEARS OLD	6%
FIVE YEARS OLD	8%
SIX YEARS OLD	7%
SEVEN YEARS OLD	8%
EIGHT YEARS OLD	7%
NINE YEARS OLD	6%
TEN YEARS OLD	8%
ELEVEN YEARS OLD	6%
TWELVE YEARS OLD	6%
THIRTEEN YEARS OLD	7%
FOURTEEN YEARS OLD	5%
FIFTEEN YEARS OLD	6%
SIXTEEN YEARS OLD	8%
SEVENTEEN YEARS OLD	6%
REFUSED	1%

GIRLS

TWO YEARS OLD	6%
THREE YEARS OLD	5%
FOUR YEARS OLD	4%
FIVE YEARS OLD	4%
SIX YEARS OLD	6%
SEVEN YEARS OLD	5%
EIGHT YEARS OLD	5%
NINE YEARS OLD	5%
TEN YEARS OLD	5%
ELEVEN YEARS OLD	3%
TWELVE YEARS OLD	4%
THIRTEEN YEARS OLD	4%
FOURTEEN YEARS OLD	6%
FIFTEEN YEARS OLD	4%
SIXTEEN YEARS OLD	3%
SEVENTEEN YEARS OLD	5%
REFUSED	1%

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3. As you may know, the movie industry has a system to rate movies when they are released. How well do you feel you understand the rating system for movies? **(ROTATE TOP TO BOTTOM/BOTTOM TO TOP)**

<b>80%</b>	<b>45%</b>	<b>VERY WELL</b>
	<b>35%</b>	<b>FAIRLY WELL</b>
	<b>12%</b>	<b>JUST SOMEWHAT WELL</b>
<b>18%</b>	<b>6%</b>	<b>DO NOT UNDERSTAND VERY WELL</b>
	<b>2%</b>	<b>DON'T KNOW/REFUSED (DO NOT READ)</b>

---

4. How helpful do you think the rating system for movies is for parents in deciding whether or not children can go to a particular movie? **(ROTATE TOP TO BOTTOM/BOTTOM TO TOP)**

<b>84%</b>	<b>36%</b>	<b>VERY HELPFUL</b>
	<b>48%</b>	<b>SOMEWHAT HELPFUL</b>
	<b>10%</b>	<b>NOT TOO HELPFUL</b>
<b>14%</b>	<b>4%</b>	<b>NOT HELPFUL AT ALL</b>
	<b>2%</b>	<b>DON'T KNOW/REFUSED (DO NOT READ)</b>

---

5. And, in the last few weeks, how much, if any, have you seen, read or heard about a proposed new rating system for **TELEVISION** programs? **(ROTATE TOP TO BOTTOM/BOTTOM TO TOP)**

<b>34%</b>	<b>11%</b>	<b>A LOT</b>
	<b>23%</b>	<b>SOME</b>
	<b>27%</b>	<b>A LITTLE</b>
<b>66%</b>	<b>39%</b>	<b>NOTHING</b>
	<b>*</b>	<b>DON'T KNOW/REFUSED (DO NOT READ)</b>

---

Now, there is going to be a new ratings system for television programs that will take effect in 1997. However, there has been a discussion about what would be the best way to design a television parental guidance system. The following are two of the proposed systems, now---

**(SAMPLE A ONLY: ASK QUESTION SEQUENCE 6 AND THEN 7)**

**(SAMPLE B ONLY: ASK QUESTION SEQUENCE 7 AND THEN 6)**

- 6.A Would you favor or oppose a rating system for TV and non-premium cable channels that rated every show produced primarily for children either a Y, meaning suitable for all children or Y-7, meaning it is recommended only for children age 7 and older. All other TV shows would receive one of the following guidelines: G, meaning suitable for all ages, PG, meaning parental guidance is recommended, TV-14, meaning not recommended for pre-teens or younger children, and M, meaning for mature audiences and not recommended for anyone under 17 years old.

**(IF FAVOR/OPPOSE, THEN ASK:)** And would that be strongly (FAVOR/OPPOSE) or just somewhat (FAVOR/OPPOSE)?

82%	53%	STRONGLY FAVOR
	29%	SOMEWHAT FAVOR
	8%	SOMEWHAT OPPOSE
13%	5%	STRONGLY OPPOSE
	5%	DON'T KNOW/REFUSE (DO NOT READ)

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- 6.B And, if a television parental guidance system were adopted like the one I just read to you, how helpful do you think that it would be for parents? **(ROTATE TOP TO BOTTOM/BOTTOM TO TOP)**

87%	53%	VERY HELPFUL
	34%	SOMEWHAT HELPFUL
	5%	NOT TOO HELPFUL
10%	5%	NOT HELPFUL AT ALL
	3%	DON'T KNOW/REFUSED (DO NOT READ)

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- 7.A Would you favor or oppose a rating system for TV and non-premium cable channels that rated every show with one or more of the following: a "V" for violence, an "L" for language, and an "S" for sex?

**(IF FAVOR/OPPOSE, THEN ASK:)** And would that be strongly (FAVOR/OPPOSE) or just somewhat (FAVOR/OPPOSE)?

84%	61%	STRONGLY FAVOR
	23%	SOMEWHAT FAVOR
	5%	SOMEWHAT OPPOSE
10%	5%	STRONGLY OPPOSE
	6%	DON'T KNOW/REFUSE (DO NOT READ)

---

- 7.B And, if a television parental guidance system were adopted like the one I just read to you, how helpful do you think that it would be for parents? **(ROTATE TOP TO BOTTOM/BOTTOM TO TOP)**

88%	59%	VERY HELPFUL
	29%	SOMEWHAT HELPFUL
	4%	NOT TOO HELPFUL
7%	3%	NOT HELPFUL AT ALL
	5%	DON'T KNOW/REFUSED (DO NOT READ)

---

8. Now, if you had to select only one of these two proposals, would you select **(ROTATE)**.. The one that provided ratings of Y or Y-7 for children's programming and then G, PG, TV-14 and M for all TV shows...or... The one that provided ratings of V, L, or S...

**(IF SELECTION MADE, THEN ASK:)** And would that be strongly favor or just somewhat favor that proposed system?

54%	34%	STRONGLY FAVOR Y, Y-7, G, PG, TV-14 & M SYSTEM
	20%	SOMEWHAT FAVOR Y, Y-7, G, PG, TV-14 & M SYSTEM
	12%	SOMEWHAT FAVOR V, L, S SYSTEM
41%	29%	STRONGLY FAVOR V, L, S SYSTEM
	4%	UNDECIDED <b>(DO NOT READ)</b>
	1%	NEITHER <b>(DO NOT READ)</b>
	*	DON'T KNOW/REFUSED <b>(DO NOT READ)</b>

Now, I have just a few more questions for statistical purposes only...

9. What is your age?

8%	18-24
31%	25-34
39%	35-44
15%	45-54
3%	55-64
1%	65+
3%	REFUSED