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97-55

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Office of the Secretary

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Sent: Friday, April 06, 2012 2:43 PM
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Cc: HFeinstein@podestagroup.com; TVPMGBOARDLockett, Jill
Subject: FW: TV Parental Guidelines Monitoring Board
Attachments: Key Findings from TV Ratings Research.pdf; 11459 TV Ratings Final Int Sched.pdf; 11590 TV Ratings Online Teen Survey Int Sched.pdf

As promised this morning, on behalf of the Monitoring Board, here are electronic versions of the documents we left you summarizing the research. Please associate these with CS Docket 97-55 in which the Commission accepted the Industry proposal for the rating system.

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Advocacy Education Innovation

NAB Show | Las Vegas, Nev. | April 14-19, 2012

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Federal Communications Commission
Office of the Secretary

PUBLIC OPINION STRATEGIES



Key Findings from TV Ratings Research

Methodology

In an effort to assess awareness, use, and satisfaction with the current rating system in place for TV programming among parents and teens, Public Opinion Strategies and Hart Research Associates conducted two internet-based surveys on behalf of the TV Parental Guidelines Monitoring Board:

- A national survey of 1,001 parents of children 2-17 years old, November 15-22, 2011; and
- A national survey of 500 teens, ages 13-17, December 4-18, 2011.

1. The awareness and favorability ratings for the TV ratings system are notably high among both teens and parents.

Roughly nine out of ten parents and eight out of ten teens are aware broadcast and cable networks provide parental ratings for television programs. Roughly the same percentages of parents and teens are aware these ratings appear before the start of shows. Similar proportions feel comfortable in their knowledge of the parental ratings system: roughly nine out of ten parents and eight out of ten teens say they understand the ratings well.

Parents view the ratings system quite favorably with roughly seven out of ten parents having a favorable opinion and just 9% holding an unfavorable opinion.

Parents most often say in their verbatim responses that they feel favorably toward the system because:

- The ratings provide guidelines to help them make decisions.
- Ratings are reasonable.
- Ratings are accurate and clear.
- Ratings provide some peace of mind and make life a little easier.
- Parents feel more in control.

Among the 9% of parents who have an unfavorable opinion of the TV ratings system, there was a division in opinion with some saying the ratings are "too lenient" and others saying "They do not feel that their lives should be dictated by government."

Parents believe TV ratings are largely on target. Even among parents who can recall instances of inaccurate ratings, favorability remains high. Just 29% of parents can recall a time when they saw a show on television and thought the rating was clearly inaccurate and should have been rated differently, and only 14% of parents say they have frequently seen inaccurate ratings. The 29% of parents who feel they have seen a show with an inaccurate rating have largely positive views of the TV ratings system: 64% have a favorable image and 19% have an unfavorable image of it. Among the 14% who believe they frequently see inaccurate ratings, 59% have a favorable image of the TV ratings system.

2. Parents' awareness of and reaction to eight specific attributes about the TV ratings system are mostly favorable.

Parents have largely favorable reactions to many attributes of the TV ratings system, including:

- Providing information about content using letters D (for suggestive dialogue), L (for coarse language), S (for sexual situations) and V (for violence) (66% More favorable/8% Less favorable/26% No strong feelings);
- Providing guidance based on the age of the child (63% More favorable/5% Less favorable/32% No strong feelings);
- A special monitoring board responsible for oversight (50% More favorable/13% Less favorable/37% No strong feelings);
- Advertisements for TV programs (i.e. "promos") displaying parental ratings (46% More favorable/13% Less favorable/41% No strong feelings); and
- Broadcast and cable networks responsible for providing parental ratings for each show they produce (45% More favorable/ 13% Less favorable/37% No strong feelings).

A majority of parents have no strong feelings about there being no parental ratings on news programming (21% More favorable/26% Less favorable/53% No strong feelings) and no parental ratings on sports programming (20% More favorable/22% Less favorable/58% No strong feelings). On these attributes, reactions are balanced between more favorable and less favorable.

Only the attribute of no parental ratings on advertising elicits a large net "less favorable" reaction from parents (17% More favorable/42% Less favorable/41% no strong feelings).

3. Parents use the TV ratings system in age-appropriate ways as part of a parental "tool kit" for their children.

More than two-thirds of parents say they use the TV Ratings System. Usage is higher among parents with children under 10 in the household and drops off among parents with older teenagers.

Fully 95% of parents who use the ratings most often find them helpful, as do 85% of parents of children ages 2-10. About three quarters of parents of teens and 72% of parents with 16-17 year old children find the ratings helpful.

4. The survey provides no indication that certain segments of the population are “left behind” in the world of TV ratings.

In fact, the data suggest that Latino and African American parents are actually more likely to use TV ratings and find them helpful.

	Parent Ethnicity		
	White	African American	Latino
% Believe Ratings are Helpful	77%	91%	84%
% Use Parental Ratings Often or Sometimes	66%	77%	72%

And, the same is true of parents with lower levels of formal education.

	Parent Education Level	
	High School or Less	Post-Grad
% Believe Ratings are Helpful	82%	69%
% Use Parental Ratings Often or Sometimes	69%	55%

5. Most parents are aware of the parental controls available.

More than two thirds (67%) of parents are aware their cable or satellite service provides parental controls and roughly a third (32%) are aware their TV has a V-chip. While some parents are aware of both, 75% of all surveyed parents are either aware of parental controls provided through their cable or satellite provider or aware their TV has a V-chip.

6. Parents who utilize parental control devices have highly favorable opinions of TV ratings.

More than one in three (36%) parents uses either a V-Chip or cable or satellite provided parental controls. And they are quite different from parents overall when it comes to their attitudes about TV ratings. Parents that use parental controls are notably more likely to use the TV ratings system, are more likely to report the ratings are helpful, have significantly higher favorable images of TV ratings, and are more likely to base household rules on the TV ratings system.

	Among Parents	
	Total	Use V-Chip or Cable/ Satellite Controls
Favorable image of TV ratings	69%	81%
TV ratings are helpful	80%	88%
Have rules based on TV ratings	28%	44%
Use TV ratings often	26%	43%

7. Most parents not using parental control devices say they don't use them because of the more hands-on role they assume with respect to their children's television-watching behaviors.

Roughly seven out of ten parents say they do not use the V-Chip or cable or satellite parental controls because an adult is nearby when their child is watching TV. More than four in ten say they do not use these devices because they have household rules in place about what their children can watch on TV.

8. Household "rules" for TV viewing are based on the age of the child, and reflect thoughtful judgments by parents.

Most parents surveyed (72%) report having rules about TV use. More than 80% of parents with 6-12 year olds in the house report having rules about TV use but there is a tapering-off in later teen years, with just 62% of parents with 16-17 year old children who report having TV rules.

When asked to identify the rules in their households with regards to TV viewing, parents report the rules for the youngest children have more to do with type of programming, while balancing television with other responsibilities takes precedence when children are older.

And, when teens are asked about the rules in their households, younger teens report more stringent rules than do older teens. Indeed, teens report a lessening of rules as they have gotten older. About a third (32%) of teens report only being allowed to watch TV shows based on parental ratings, but over half (52%) of these teens report this rule applied to them when they were 8-12 years old.

9. Roughly six out of ten teens report getting TV content using other devices.

Overall 61% of teens report watching TV on a device other than a TV. Primarily, teens are accessing TV content using laptops, desktops, and console video game players like the Xbox and PlayStation.

10. Parents and teens say there are many things that make life more difficult today. TV is not high on the list.

Teens say that television has less influence on their lives than parents believe it does. Just seven percent (7%) of teens report TV shows have “a lot” of influence on their behavior and the things they do, while 30% of all parents and 27% of parents of teens feel TV shows have “a lot” of influence on their children.

Parents and teens agree that technology has both good and bad effects, more kids are being bullied (a problem that is made more pervasive because of technology), the world is a scary and uncertain place, and the economy has forced many to struggle.

However, of all the potential influences on kids today, none are as important as their relationships, especially with parents. Among all parents, more than seven out of 10 say they have “a lot” of influence over their children’s behavior. More than two thirds (64%) of parents of teens say they do and roughly the same percentage (62%) of teens agree that their parents have “a lot” of influence over their behavior and the things they do.

TV Ratings National Online Parent Survey Interview Schedule



**PUBLIC OPINION
STRATEGIES**



Project #: 11459
Field Dates: November 15-22, 2011
N= 1,001 Parents of Children 2-17 yrs old

In this document:

- * **An asterisk (*) in a response category means that less than 0.5% of respondents chose that response category and a dash (-) represents no response.**
- * **SKIP - Data under this heading reflect results off the "Skip base." The "Skip base" is the percentage of parents that are asked a question because they meet a criteria based on a response to a previous question, meaning not all 1,001 respondents received that question.**
- * **TOT - Data under this header reflect results off the "Total base." The "Total base" is the percentage of the total sample, in this survey that is 1,001 Parents of children 2-17 year olds. Unless otherwise specified, results are shown off the "Total Base."**

1. What is the total number of television sets, if any, in your household that are usually kept in working order?

9%	1
25%	2
30%	3
22%	4
14%	5+

2. Do you have any children, **age 2 through 17**, of your own or who you are responsible for raising, and who are currently living in your household?

100% Yes
-- No

2a. How many children, **age 2 through 17**, of your own or who you are responsible for raising are currently living in your household?

45% 1
36% 2
19% 3+

1.8 MEAN

3. What is your child's age and gender?

Data shown reflect responses among all Parents

<u>Child</u>	MALE	FEMALE	NOT APPLICABLE			
1 ST	54%	46%	--			
2 ND	27%	28%	45%			
3 RD	8%	10%	82%			
ALL	67%	66%	--			
<u>Child</u>	2-5 YRS	6-10 YRS	11-12 YRS	13-17 YRS	NOT APPLICABLE	MEAN
1 ST	24%	26%	12%	38%	--	10 years old
2 ND	16%	21%	7%	11%	45%	8 years old
3 RD	8%	6%	1%	3%	82%	7 years old
ALL	37%	42%	19%	43%	--	9 years old

4. Thinking about being a parent today compared to when your parents were raising you, do you think being a parent now is (**ROTATE**) easier, harder, or about the same as it was for your parents.

6% Easier
70% Harder
24% About the same

(IF 'HARDER' Q4:2, THEN ASK:)

5. In the space provided below, please write what specifically you think is harder today about being a parent than when you were being raised? If you would rather not provide your opinion on this topic please check the box that reads *decline to respond*.

SEE VERBATIM RESPONSES

-
6. Thinking about the economic recession for just you and your immediate family--how much of an impact has it had on you and your family--using a scale of 1 to 10 with 10 meaning a tremendous amount, 5 meaning just some effect, and 1 meaning almost no effect, what number would you select? You may choose any number from one to ten.

41% 8-10
48% 5-7
10% 1-4
6.9 MEAN

16% 10 - TREMENDOUS AMOUNT
7% 9
18% 8
19% 7
9% 6
20% 5 - JUST SOME EFFECT
3% 4
3% 3
2% 2
2% 1 - ALMOST NO EFFECT

There are many different factors that may influence children's behavior. For each of the following, please indicate how much influence you think it has on YOUR children. If one does not apply to your child just mark the "Not Applicable" box provided and move on to the next item. (RANDOMIZE ITEMS)

	A lot	Some	Only A Little	None At All	Not Applicable
7. Their teachers	42%	36%	13%	3%	6%
	78%		16%		
8. Their friends	54%	31%	11%	2%	2%
	85%		13%		
9. You	73%	19%	5%	2%	1%
	92%		7%		
10. The TV shows they watch	30%	42%	21%	5%	2%
	72%		26%		
11. The music they listen to	25%	36%	27%	8%	5%
	61%		34%		
12. The material they view on the internet	27%	34%	22%	4%	13%
	61%		26%		
13. Social media sites such as Facebook, MySpace, or Twitter	23%	24%	16%	9%	28%
	47%		25%		
14. The movies they watch	25%	42%	27%	5%	1%
	67%		32%		
15. The video games they play	24%	32%	24%	9%	11%
	56%		33%		

Summary of Influences: Ranked by % A Lot

Influences	% A lot
You	73%
Their friends	54%
Their teachers	42%
The TV shows they watch	30%
The material they view on the internet	27%
The music they listen to	25%
The movies they watch	25%
The video games they play	24%
Social media sites such as Facebook, MySpace, or Twitter	23%

Talking some more about TV ...

16. Before this survey, were you aware or not aware that broadcast and cable networks provide parental ratings for television programs?

93% Aware
7% Not aware

-
17. Before this survey, were you aware or not aware that parental ratings for television programs appear on screen at the start of shows on broadcast and cable television?

88% Aware
12% Not aware

-
18. How well do you feel you understand the parental ratings for television programs?

90% TOTAL WELL
10% TOTAL NOT WELL

41% Very well
49% Somewhat well

9% Not too well
1% Not well at all

19. As you may know, broadcast and cable networks rate television programs. In general, would you say you have a favorable or unfavorable opinion of the parental ratings for television programs?

69% Favorable
9% Unfavorable
22% No opinion

(IF FAVORABLE/UNFAVORABLE' Q19:1-2, THEN ASK:)

20. In the space provided below, please write one or two reasons why you have a (favorable/unfavorable) opinion of the parental ratings for television programs. If you would rather not provide your opinion on this topic please check the box that reads *decline to respond*.

SEE VERBATIM RESPONSES

(ASK ALL)

21. In your household, have you set up any rules about TV watching for your (child/children)?

73% Yes
27% No

(IF YES Q21:1, THEN ASK:)(ASKED OF 731 PARENTS WHO HAVE RULES)

22. Which of the following rules, if any, do you apply to your children? (Select all that apply)

<u>SKIP</u>	<u>TOT</u>	
73%	53%	Only allowed to watch certain TV programs
66%	48%	Only allowed to watch TV after doing homework or chores
57%	42%	Only allowed to watch TV for a certain number of hours
38%	28%	Only allowed to watch TV shows based on the parental rating
35%	26%	Only allowed to watch TV at certain times of the day
1%	1%	Other rule(s) (Please Describe _____)

(ASK ALL)

23. How helpful do you find the parental ratings for television programs in deciding whether or not your (child/children) can watch a particular TV show?

<i>All Parents</i>	<i>Q24. Often/Sometimes Use TV Ratings</i>	
80%	95%	TOTAL HELPFUL
14%	4%	TOTAL NOT HELPFUL
33%	44%	Very helpful
47%	51%	Somewhat helpful
11%	4%	Not too helpful
4%	-	Not at all helpful
6%	1%	Not sure

24. How often do you use the parental ratings for television programs in deciding whether or not your (child/children) can watch a particular TV show?

68%	TOTAL OFTEN/SOMETIMES
32%	TOTAL RARELY/NEVER
26%	Often
42%	Sometimes
19%	Rarely
13%	Never

(IF RARELY/NEVER Q24:3-4, THEN ASK:)

25. In the space provided below, please write some of the reasons you do not use the parental ratings more often to help decide whether or not your (child/children) can watch a particular TV show. If you would rather not provide your opinion on this topic please check the box that reads *decline to respond*.

SEE VERBATIM RESPONSES

Below is some more detailed information. For each item, please check whether this was something you were aware or not aware of before this survey.

Then for each item, please check whether that statement gives you a more or less favorable opinion of the parental television ratings currently in use or if you do not have strong feelings about that item one way or the other. **(ALWAYS SHOW Q26-27 FIRST; RANDOMIZE REST OF ITEMS)**

	Aware	Not Aware		More Favorable	Less Favorable	No Strong Feelings
26.	The parental ratings provide guidance based on the age of the child, including TV-Y, TV-Y7, TV-G, TV-PG, TV-14, and TV- MA.					
	88%	12%		63%	5%	32%
27.	The parental ratings provide information about the content of the program using letters such as D (suggestive dialogue), L (coarse or crude language), S (sexual situations), V (violence), or FV (fantasy violence).					
	82%	18%		66%	8%	26%
28.	There are no parental ratings on sports programming.					
	55%	45%		20%	22%	58%
29.	There are no parental ratings on the news or news programming.					
	61%	39%		21%	26%	53%
30.	Broadcast and cable networks are responsible for providing the parental rating for each television show they produce.					
	60%	40%		45%	18%	37%
31.	A special monitoring board, including representatives from parent advocacy groups and experts in television standards and practices, are responsible for oversight to assure consistency in the parental ratings.					
	42%	58%		50%	13%	37%
32.	There are no parental ratings on advertising.					
	61%	39%		17%	42%	41%
33.	Many advertisements for television programs display the parental rating for the television show being advertised.					
	50%	50%		46%	13%	41%

Now, as you may know television ratings consists of six ratings:

- “TV-Y” Which means programs designed for children that are suitable for all children;
- “TV-Y7” Which means programs designed for children over the age of 7 who can distinguish between make-believe and reality;
- “TV-G” Which means programs suitable for all ages;
- “TV-PG” Which means programs may contain material unsuitable for younger children;
- “TV-14” Which means program material not suitable for children under 14 years of age; and
- “TV-MA” Which means programs designed for mature audiences only and not suitable for children under 17.

The television ratings also provide information about the content of individual programs using letters such as:

D (suggestive dialogue);

L (coarse or crude language);

S (sexual situations);

V (violence), or;

FV (fantasy violence).

34. Now, in the last two to three months, has there ever been a time when you saw a show on television and thought the rating was clearly inaccurate and should have been rated differently?

29% Yes

71% No

(IF ‘YES’ Q34:1, THEN ASK)

34b. In the space provided, as best as you can recall, please list the name(s) of the TV show(s) for which you thought the rating was clearly inaccurate and the reasons you thought the rating for that show should have been different. If you would rather not provide your opinion on this topic please check the box that reads *decline to respond*.

SEE VERBATIM RESPONSES

**(IF 'YES' Q34:1, THEN ASK)(ASKED OF 286 PARENTS WHO HAD SEEN AN
INACCURATELY RATED SHOW)**

34c. Now, in the last two to three months, how often have you seen a show on television and thought the rating was clearly inaccurate and should have been rated differently? Would you say...
(ROTATE TOP TO BOTTOM/BOTTOM TO TOP) very frequently, somewhat frequently, not very frequently, or not at all frequently?

14%	TOTAL FREQUENTLY
15%	TOTAL NOT FREQUENTLY
3%	Very frequently
11%	Somewhat frequently
12%	Not very frequently
3%	Not at all frequently
71%	Answered "No" in Q34

(SHOW ALL)

Talking some more about watching TV...

35. Generally speaking, how many hours in a day, if any, do you watch television?

	Less than														
	0	1 hr	1	2	3	4	5	6	7	8	9	10+	Mean	Median	
	<u>0-2</u>	<u>3-4</u>	<u>5+</u>												
	36%	37%	27%	1%	4%	7%	23%	21%	17%	10%	6%	3%	3%	1%	
													3.7	3.0	

(ASK ABOUT YOUNGEST CHILD 2 OR OLDER)

36a/b. Thinking just about your [AGE] year old [boy/girl], in an average day how many hours, if any, does [he/she] watch television?

	Less than														
	0	1 hr	1	2	3	4	5	6	7	8	9	10+	Mean	Median	
	<u>0-1</u>	<u>2-3</u>	<u>4+</u>												
Total	26%	57%	30%	2%	7%	18%	36%	25%	15%	9%	4%	3%	1%	1%	
													2.7	2.0	

Age of Youngest Child (N=373 2-5 Yr olds; 408 6-10 Yr olds; 166 11-12 Yr olds, 366 13-17 Yr olds)

	Less than														
	0	1 hr	1	2	3	4	5	6	7	8	9	10+	Mean	Median	
	<u>0-1</u>	<u>2-3</u>	<u>4+</u>												
2-5	31%	59%	33%	2%	11%	20%	38%	26%	15%	10%	6%	3%	1%	1%	
													2.7	2.0	
6-10	31%	59%	29%	2%	9%	22%	40%	26%	15%	9%	4%	3%	1%	1%	
													2.6	2.0	
11-12	21%	68%	27%	1%	4%	17%	40%	36%	16%	7%	4%	3%	1%	--	
													2.7	2.0	
13-17	22%	56%	36%	2%	5%	16%	33%	27%	19%	12%	5%	2%	1%	1%	
													2.9	3.0	

(SHOW ALL)

37. As best as you can recall, have you bought a new TV for your household in the last ten years?

86%	Yes
11%	No
3%	Can't recall

38. Do you subscribe to cable or satellite television in your household, or not?

88%	Yes, get cable or satellite television
12%	No, do not get cable or satellite television

(ROTATE Q39-42 WITH Q43-46)

(IF Q37:1, THEN ASK)(SKIP BASE = 864 PARENTS WITH A NEWER TV)

39. A V-Chip is a technology that is built into many television sets that allows parents to block TV programs based on their TV rating. As far as you know, do any of the televisions in your household have a V-Chip?

<u>SKIP</u>	<u>TOT</u>	
37%	32%	Yes, TV has a V-Chip
24%	21%	No, TV does not have a V-Chip
39%	34%	Don't know

(IF 'YES, HAVE V-CHIP' Q39:1, THEN ASK)(SKIP BASE = 316 PARENTS WITH A NEWER TV THAT HAS A V-CHIP)

40. Have you or another adult in your household programmed your V-Chip to block certain shows you do not want your children to watch?

<u>SKIP</u>	<u>TOT</u>	
41%	13%	Yes, have programmed V-Chip to block shows
58%	18%	No, have not programmed V-Chip to block shows
1%	*	Don't know

(IF 'YES, USED V-CHIP' Q40:1, THEN ASK)(SKIP BASE = 129 PARENTS WITH A NEWER TV THAT HAS A V-CHIP THAT THEY HAVE USED)

41. How useful has the V-Chip been for you in blocking shows you do not want your children to watch?

<u>SKIP</u>	<u>TOT</u>	
97%	13%	TOTAL USEFUL
3%	*	TOTAL NOT USEFUL
67%	9%	Very useful
30%	4%	Somewhat useful
3%	*	Not too useful
--	--	Not at all useful

(IF 'NO, NOT USED V-CHIP' Q40:2)(SKIP BASE = 184 PARENTS WHO HAVE NOT USED THE V-CHIP)

42. For which of the following reasons, if any, have you never programmed your V-chip? (Select all that apply)

69%	An adult is usually nearby when your children watch TV
43%	You have house rules in place about what your children can watch on TV
32%	You trust your children to make their own decisions
20%	It would block shows you want to watch
12%	Your child or children are not yet old enough to operate the television on their own
11%	You don't know how to program it
10%	You use the parental controls offered through your cable or satellite provider
8%	It seems too time-consuming to program
6%	Your children would find ways around it
6%	The TV ratings are too lenient
5%	The TV ratings are too strict
2%	You have tried to program it but it was too confusing to do
1%	Another reason (Please Describe _____)

(ROTATE Q39-42 WITH Q43-46)(IF Q38:1, THEN ASK)(SKIP BASE = 879 PARENTS WITH CABLE OR SATELLITE SERVICE)

43. As far as you know, do you have any parental controls provided through your cable or satellite system that allows you to block certain shows or channels?

<u>SKIP</u>	<u>TOT</u>	
76%	67%	Yes, cable or satellite provide parental controls
8%	7%	No, cable or satellite provide parental controls
16%	14%	Don't know

~~**(IF 'YES, HAVE CABLE/SAT PARENTAL CONTROLS' Q43:1, THEN ASK)(SKIP BASE = 667 PARENTS WITH CABLE OR SATELLITE PROVIDED PARENTAL CONTROLS)**~~

44. Have you or another adult in your household used the parental controls provided through your cable or satellite system to block certain shows or channels you do not want your children to watch?

<u>SKIP</u>	<u>TOT</u>	
51%	34%	Yes, have used the cable or satellite provided parental controls
49%	32%	No, have not used the cable or satellite provided parental controls
*	*	Don't know

(IF 'YES, HAVE USED CABLE/SAT PARENTAL CONTROLS' Q44:1, THEN ASK)(SKIP BASE = 340 PARENTS WITH CABLE OR SATELLITE PROVIDED PARENTAL CONTROLS THEY HAVE USED)

45. How useful have the parental controls provided through your cable or satellite system been for you in blocking shows or channels you do not want your children to watch?

<u>SKIP</u>	<u>TOT</u>	
99%	34%	TOTAL USEFUL
1%	*	TOTAL NOT USEFUL
63%	22%	Very useful
36%	12%	Somewhat useful
1%	*	Not too useful
--	--	Not at all useful

(IF 'NO, NOT USED CABLE/SAT PARENTAL CONTROLS' Q44:2)(SKIP BASE = 325 PARENTS WHO HAVE NOT USED THE CABLE OR SATELLITE PROVIDED PARENTAL CONTROLS)

46. For which of the following reasons, if any, have you never used the parental controls provided through your cable or satellite system? (Select all that apply)

<u>SKIP</u>	<u>TOT</u>	
72%	23%	An adult is usually nearby when your children watch TV
43%	14%	You have house rules in place about what your children can watch on TV
38%	12%	You trust your children to make their own decisions
17%	5%	It would block shows you want to watch
15%	5%	Your child or children are not yet old enough to operate the television on their own
13%	4%	You don't know how to program it
8%	3%	Your children would find ways around it
8%	3%	It seems too time-consuming to program
6%	2%	The TV ratings are too strict
3%	1%	The TV ratings are too lenient
2%	1%	You have tried to program it but it was too confusing to do
1%	*	You use the V-Chip
1%	*	Another reason (Please Describe _____)

(SHOW ALL)

47. Do you have internet access in your home, or not?

98% Yes
2% No

(IF 'YES' Q47:1, THEN ASK :)(ASKED OF 984 PARENTS WHO HAVE INTERNET ACCESS)

48. Generally speaking, how many hours in a day, if any, do you use the internet at home?

Data shown among Parents with internet access in their home (Q47:1)

			Less than														
	<u>0-2</u>	<u>3-4</u>	<u>5+</u>	0	1 hr	1	2	3	4	5	6	7	8	9	10+	Mean	Median
	34%	31%	35%	*	5%	10%	19%	18%	13%	10%	8%	3%	6%	1%	7%	4.2	3.0

(IF 'YES' Q47:1 AND Q3:AGE 6 OR OLDER, THEN ASK ABOUT OLDEST CHILD FROM Q3:)

49a/b. Thinking just about your [AGE (ONLY ASKING ABOUT AGE 6+)] year old [boy/girl], in an average day, how many hours, if any, does [he/she] use the internet at home?

			Less than													
	<u>0-1</u>	<u>2+</u>	0	1 hr	1	2	3	4	5	6	7	8	9	10+	Mean	Median
Total	58%	50%	9%	27%	26%	25%	12%	8%	5%	2%	1%	1%	*	*	1.8	1.0

Age of Oldest Child (N=393 6-10 Yr olds; 183 11-12 Yr olds, 423 13-17 Yr olds)

			Less than													
	<u>0-1</u>	<u>2+</u>	0	1 hr	1	2	3	4	5	6	7	8	9	10+	Mean	Median
6-10	77%	34%	16%	39%	30%	22%	7%	3%	2%	2%	1%	1%	--	1%	1.4	1.0
11-12	65%	45%	5%	34%	32%	26%	11%	9%	3%	1%	1%	2%	--	--	1.6	1.0
13-17	44%	68%	4%	18%	26%	32%	19%	12%	7%	2%	1%	1%	*	*	2.2	2.0

(SHOW ALL)

Thinking specifically about TELEVISION shows and programs ONLY, as far as you know in the last 2-3 weeks have any of your children watched television shows and programs on the devices listed below?

	Yes	No	Don't Know
50_1. A desktop computer	27%	70%	3%
50_2. A laptop	29%	68%	2%
50_3. A console video game player like an X-Box or PlayStation	25%	72%	3%
50_4. A smartphone	16%	81%	3%
50_5. A tablet device like an iPad	10%	87%	3%
50_6. Other handheld electronic devices	9%	87%	4%

Please answer a few more questions for statistical purposes only...

D1. In what year were you born?

6%	18 to 24
28%	25 to 34
31%	35 to 44
25%	45 to 54
9%	55 to 64
1%	65 and above

D2. What was the last grade you completed in school?

22%	HIGH SCHOOL OR LESS
37%	SOME COLLEGE
41%	COLLEGE+
	* Some grade school (Grades 1-8)
2%	Some high school (Grades 9-11)
20%	Graduated high school (Grades 9-12)
7%	Technical or vocational school
30%	Some college
29%	Graduated college
12%	Graduate/professional school

D3. For statistical purposes only, what is your total annual household income?

12%	Less than \$20,000
24%	\$20,000 - \$39,999
21%	\$40,000 - \$59,999
17%	\$60,000 - \$79,999
10%	\$80,000 - \$99,999
11%	\$100,000 - \$150,000
5%	More than \$150,000

D4. In politics today, do you consider yourself... **(ROTATE TOP TO BOTTOM/BOTTOM TO TOP)**

31% TOTAL REPUBLICAN
37% TOTAL DEMOCRAT

13% Strong Republican
7% Not-so-strong Republican
11% Lean towards the Republicans

32% Something else/Independent

17% Lean towards the Democrats
9% Not-so-strong Democrat
11% Strong Democrat

D5. And do you consider yourself to be... **(ROTATE PUNCHES 1-5 TOP TO BOTTOM, BOTTOM TO TOP, SHOW PUNCH 6 LAST)**

32% TOTAL CONSERVATIVE
20% TOTAL LIBERAL

15% Very conservative
17% Somewhat conservative

35% Moderate

12% Somewhat liberal
8% Very liberal

13% Undecided/something else

D6. Regardless of how you feel now, for whom did you vote in the 2008 Presidential election ... **(ROTATE PUNCHES 1-2, ALWAYS SHOW PUNCH 3-4 LAST)**

30% John McCain
42% Barack Obama
...OR...
1% Ralph Nader
1% Bob Barr
2% Someone else
21% Did not vote
3% Don't recall

D7. Other than being an American, what is your main ethnic or racial heritage?

13% African American or Black
67% White
15% Hispanic or Latino American
3% Asian American/Native American
1% American Indian
1% Other

D8. Are you employed outside of the home, are you a student, a stay at home parent, or are you retired?

45% TOTAL MALE
55% TOTAL FEMALE

15% Male/Employed/Hourly
20% Male/Employed/Salary
2% Male/Student
2% Male/Stay at home parent
3% Male/Retired
3% Male/Unemployed and looking for work

17% Female/Employed/Hourly
8% Female/Employed/Salary
3% Female/Student
21% Female/Stay at home parent
2% Female/Retired
4% Female/Unemployed and looking for work

D9. How often do you attend services at a church, synagogue, mosque, or other place of worship?

26% Never
9% Once a year
22% A few times a year
6% Once a month
9% About twice a month
29% Once a week or more often

D10. Would you describe yourself as either a fundamentalist or an evangelical Christian, or would you not describe yourself that way?

26% Fundamentalist/evangelical
74% Neither fundamentalist nor evangelical
