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Interviews: 1,017 parents of children age 2-17
Dates: May 7-15, 2014

FINAL

Study #11202
TV Ratings Survey
May 2014

45 Male 55 Female [109]

Please note: all results are shown as percentages unless otherwise stated.

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

0	-	TERMINATE	[115]
1	9		
2	27		
3	31	CONTINUE	
4	22		
5 or more	11		

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

Yes	100	CONTINUE	[116]
No.....	-	TERMINATE	

MUST HAVE AT LEAST ONE CHILD AGE 2 TO 17 IN HOUSEHOLD TO CONTINUE

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

1 child.....	45	[117-118]
2 children	34	
3 children or more	21	
Mean	1.9	

Please enter the age and gender of the three youngest children in your household who are between the ages of 2 and 17.

6a/7a/c/e. Age of child (**READ ITEM**)?

	<u>2-5</u> <u>Years</u>	<u>6-10</u> <u>Years</u>	<u>11-12</u> <u>Years</u>	<u>13-17</u> <u>Years</u>	
Child 1	27	25	11	37	[119-120/122-123]
Child 2	24	38	14	24	[125-126]
Child 3	34	31	15	20	[128-129]
All children.....	38	43	21	45	>

6b/7b/d/f. And is that child a boy or a girl?

	<u>Boy</u>	<u>Girl</u>	
Child 1	53	47	[121/124]
Child 2	48	52	[127]
Child 3	45	55	[130]
All children	68	66	>

8. 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 (child/children). If one does not apply to your (child/children) just select "Not Applicable" and move on to the next item.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY A LOT

	<u>A Lot</u>	<u>Some</u>	<u>Only A Little</u>	<u>None At All</u>	<u>Not Applicable</u>	
You						[140]
May 2014	75	17	5	2	1	
November 2011.....	73	19	5	2	2	
Their friends						[139]
May 2014	47	35	11	3	4	
November 2011.....	54	31	11	2	2	
Their teachers						[138]
May 2014	42	35	12	4	7	
November 2011.....	42	36	13	3	6	
The TV shows they watch						[141]
May 2014	31	43	18	6	2	
November 2011.....	30	42	21	5	2	
The movies they watch						[145]
May 2014	29	40	22	7	2	
November 2011.....	25	42	27	5	1	
The material they view on the internet						[143]
May 2014	29	32	18	9	12	
November 2011.....	27	34	22	4	13	
The music they listen to						[142]
May 2014	25	36	25	11	3	
November 2011.....	25	36	27	8	5	
The video games they play						[146]
May 2014	24	30	23	13	10	
November 2011.....	24	32	24	9	11	
Social media sites such as Facebook, Instagram, or Twitter						[144]
May 2014	23	24	14	12	27	
November 2011 ¹	23	24	16	9	28	

¹In November 2011, the item was phrased, "Social media sites such as Facebook, MySpace, or Twitter."

Talking some more about TV...

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

Aware	<u>5/14</u> 94		<u>11/11</u> 93	[147]
Not aware.....	6		7	

10. 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?

Aware	<u>5/14</u> 90		<u>11/11</u> 88	[148]
Not aware.....	10		12	

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

	5/14	11/11	
Very well.....	52	41	[149]
Somewhat well.....	41	49	
Not too well.....	6	9	
Not well at all.....	1	1	
Total Well	93	90	
Total Not Well	7	10	

12. In general, would you say you have a favorable or unfavorable opinion of the parental ratings for television programs?

	5/14	11/11	
Favorable.....	76	69	[150]
Unfavorable.....	6	9	
No opinion.....	18	22	

(ASK ONLY OF RESPONDENTS WHO SAY “FAVORABLE” OR “UNFAVORABLE” IN Q.12)

13. 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*. **[151-156]**

FAVORABLE

	Parents With Favorable Opinion Of Ratings	All Parents
Makes you/helps you decide if child should watch, if suitable for kids/ability to control what kids are watching	31%	24%
Let's parents know when some show is not appropriate/gives parents a heads up	9	7
Ratings are useful, needed, necessary, tells us what to expect, a good guideline	8	6
Nice to be informed, to have an idea of what kids are watching, being able to monitor what they watch	5	4
Good help for parents, good tool, helpful guidelines	5	4
Accurate, age range is on target, fairly good, consistent	5	4
Don't know; no response	23%	17%
Unfavorable/No opinion (Q.12)	NA	24

UNFAVORABLE

	Parents With Unfavorable Opinion Of Ratings ¹	All Parents
Inaccurate, not correct, not fair	24%	1%
Standards are not the same as mine	12	1
Too liberal, standards have been lowered	9	1
Don't agree with rules, standards	8	1
Too strict on some shows, not strict enough on others	7	-
All other comments	20	1
Don't know; no response	27%	2%
Favorable/No opinion (Q.12)	NA	94

¹ Results among 60 respondents.

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

	<u>5/14</u>	<u>11/11</u>	
Yes.....	74	73	[158]
No.....	26	27	

(ASK ONLY OF RESPONDENTS WHO SAY "YES" IN Q.14)

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

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE OF PARENTS WHO HAVE RULES

	Parents Who Have Rules		All Parents		
	<u>5/14</u>	<u>11/11</u>	<u>5/14</u>	<u>11/11</u>	
Only allowed to watch certain TV programs.....	63	73	47	53	[159]
Only allowed to watch TV after doing homework or chores	63	66	46	48	>
Only allowed to watch TV for a certain number of hours per day.....	54	57	40	42	
Only allowed to watch TV shows based on the parental rating.....	44	38	33	28	
Only allowed to watch TV at certain times of the day	40	35	30	26	
Other rule(s).....	7	1	6	1	
Answered No (Q.14)	NA	NA	26	27	

16. 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?

	<u>5/14</u>	<u>11/11</u>	
Very helpful	41	33	[160]
Somewhat helpful.....	43	47	
Not too helpful	8	11	
Not at all helpful	3	4	
Not sure.....	5	6	
Total Helpful	84	80	
Total Not Helpful	11	14	

"OFTEN/SOMETIMES USE TV RATINGS" Q.17			
	<u>5/14</u>	<u>11/11</u>	
Very helpful	53	44	[160]
Somewhat helpful.....	44	51	
Not too helpful	2	4	
Not at all helpful	-	-	
Not sure.....	1	1	
Total Helpful	97	95	
Total Not Helpful	2	4	

17. ---- 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?

	<u>5/14</u>	<u>11/11</u>	
Often	38	26	[161]
Sometimes	34	42	
Rarely	18	19	
Never	10	13	
Total Often/Sometimes	72	68	
Total Rarely/Never	28	32	

(ASK ONLY RESPONDENTS WHO SAY "RARELY" OR "NEVER" IN Q.17)

18. 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*. **[162-167]**

	<u>Parents Who Rarely/Never Use Ratings</u>	<u>All Parents</u>
Child is old enough to watch what he/she wants	15%	4%
Disagree with ratings, misleading	9	3
Children only watch children shows, children programming, Disney Channel	7	2
Not needed, I decide, not necessary	6	2
Watch with child/children, kids watch what I/we watch	6	2
Child knows what he/she can/should watch	5	1
Child is too young, watches what I want him/her to watch	5	1
Watch myself, familiar with show, aware of contents	5	1
Don't know; no response	22%	6%
Often/Sometimes (Q.17)	NA	71

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

Then for each item, please also indicate 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.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO ARE AWARE OF THE INFORMATION

	<u>Aware</u>	<u>Not Aware</u>	<u>More Favorable Opinion Of Parental Television Ratings</u>	<u>Less Favorable Opinion Of Parental Television Ratings</u>	<u>No Strong Feelings Either Way</u>	
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						
May 2014.....	90	10	64	6	30	[169/177]
November 2011	88	12	63	5	32	
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)						
May 2014.....	83	17	67	8	25	[170/178]
November 2011	82	18	66	8	26	
There are no parental ratings on the news or news programing						
May 2014.....	65	35	22	22	56	[172/180]
November 2011	61	39	21	26	53	
Broadcast and cable networks are responsible for providing the parental rating for each television show they produce						
May 2014.....	63	37	49	13	38	[173/208]
November 2011	60	40	45	18	37	
There are no parental ratings on advertising						
May 2014.....	62	38	20	33	47	[175/210]
November 2011	61	39	17	42	41	
There are no parental ratings on sports programing						
May 2014.....	60	40	20	18	62	[171/179]
November 2011	55	45	20	22	58	
Many advertisements for television programs display the parental rating for the television show being advertised						
May 2014.....	56	44	49	9	42	[176/211]
November 2011	50	50	46	13	41	
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						
May 2014.....	44	56	48	10	42	[174/209]
November 2011	42	58	50	13	37	

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).

20. In the past two or three months, has there ever been a time when you saw a show on television and thought the program rating was clearly inaccurate and should have been rated differently?

	<u>5/14</u>	<u>11/11</u>		
Yes.....	35	29		[212]
No.....	65	71		

(ASK ONLY OF RESPONDENTS WHO SAY “YES” IN Q.20)

21. 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 program 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*. [213-218]

	Parents Who Have Seen Inaccurate Ratings	All Parents
Family Guy	3%	1%
Cartoon network	2	1
Sponge Bob Square Pants	2	1
Reality shows, Housewives of Atlanta	1	-
Arrow	1	-
----- All others	20	7
----- Ratings were not accurate, wrong	9%	3%
----- Don't know; no response	60%	21%
----- No (Q.17)	NA	65

(ASK ONLY OF RESPONDENTS WHO SAY "YES" IN Q.20)

22. Now, in the past two or three months, how often have you seen a show on television and thought the program rating was clearly inaccurate and should have been rated differently?

	<u>5/14</u>	<u>11/11</u>	
Very frequently	3	3	[220]
Somewhat frequently.....	12	11	
Not very frequently	16	12	
Not at all frequently	4	3	
Total Frequently	15	14	
Total Not Frequently	20	15	
Answered No (Q.20).....	65	71	

Talking some more about watching TV...

23ab. Generally speaking, how many hours in a day do you watch television?

	<u>5/14</u>	<u>11/11</u>	
0.....	1	1	[221]
Less than 1 hour	4	4	
1 hour.....	7	7	
2 hours.....	21	23	
3 hours.....	22	21	
4 hours.....	15	17	
5 hours.....	11	10	
6 hours.....	6	6	
7 hours.....	4	3	
8 hours.....	2	3	
9 hours.....	1	1	
10 or more hours.....	6	4	
0-2 hours	33	35	
3-4 hours	37	38	
5 or more hours	30	27	
Mean	3.9	3.7	
Median	2.8	3.0	

(ASK ABOUT YOUNGEST CHILD AGE 2 OR OLDER IN Q.6a, 7a, 7c, 7e)

(ASK ABOUT SECOND YOUNGEST CHILD 2 OR OLDER)

24-25. Thinking just about your [AGE]-year-old [boy/girl], in an average day how many hours, if any, does [he/she] watch television?

	<u>0</u>	<u>Less Than 1 Hour</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	<u>10 Or More Hours</u>	
Total/All													[225-232]
May 2014	1	9	17	39	26	17	9	4	2	1	-	1	
November 2011	2	7	18	36	25	15	9	4	3	1	1	1	
Age 2-5													
May 2014	1	11	20	40	26	17	8	5	2	1	1	1	
November 2011	2	11	20	38	26	15	10	6	3	1	1	1	
Age 6-10													
May 2014	1	9	18	44	26	18	9	5	2	2	1	1	
November 2011	2	9	22	40	26	15	9	4	3	1	1	1	
Age 11-12													
May 2014	1	8	17	43	28	19	12	3	1	2	-	2	
November 2011	1	4	17	40	36	16	7	4	3	1	-	-	
Age 13-17													
May 2014	1	9	16	38	27	19	11	5	2	2	-	2	
November 2011	2	5	16	33	27	19	12	5	2	1	1	-	

	<u>Mean</u>	<u>Median</u>	<u>0-1</u>	<u>2-3</u>	<u>4 Or More</u>
Total/All					
May 2014	2.8	1.9	26	59	30
November 2011	2.7	2.0	26	57	30
Age 2-5					
May 2014	2.8	1.9	30	61	31
November 2011	2.7	2.0	31	59	33
Age 6-10					
May 2014	2.8	1.9	26	63	30
November 2011	2.6	2.0	31	59	29
Age 11-12					
May 2014	2.8	2.0	25	62	30
November 2011	2.7	2.0	21	68	27
Age 13-17					
May 2014	2.9	2.1	25	59	35
November 2011	2.9	3.0	22	56	36

26. As best as you can recall, have you bought a new TV for your household in the past 13 years?

	<u>5/14</u>	<u>11/11¹</u>	
Yes	89	86	[233]
No.....	9	11	
--- Can't recall.....	2	3	

¹In November 2011, the question was phrased, "... in the past 10 years?"

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

	<u>5/14</u>	<u>11/11</u>	
Yes, get cable or satellite television.....	84	88	[234]
No, do not get cable or satellite television	16	12	

28. 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?

	Parents With A Newer TV		All Parents		
	<u>5/14</u>	<u>11/11</u>	<u>5/14</u>	<u>11/11</u>	
Yes, TV has a V-Chip.....	40	37	38	32	[235]
No, TV does not have a V-Chip.....	22	24	24	21	
Don't know	38	39	38	34	
Answered No Do Not Have Newer TV/Can't Recall (Q.26).....	NA	14	NA	14	

(ASK ONLY OF RESPONDENTS WHO SAY "YES" IN Q.28)

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

	Parents With A Newer TV That Has A V-chip		All Parents		
	<u>5/14</u>	<u>11/11</u>	<u>5/14</u>	<u>11/11</u>	
Yes, have programmed V-Chip to block shows	44	41	17	13	[236]
No, have not programmed V-Chip to block shows.....	55	58	21	18	
Don't know	1	1	-	-	
Answered No/Don't know (Q.28)	NA	NA	62	69	

(ASK ONLY OF RESPONDENTS WHO SAY "YES" IN Q.29)

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

	Parents With A Newer TV That Has A V-chip That They Have Used		All Parents		
	<u>5/14</u>	<u>11/11</u>	<u>5/14</u>	<u>11/11</u>	
Very useful.....	82	67	14	9	[237]
Somewhat useful	17	30	3	4	
Not too useful	-	3	-	-	
Not at all useful.....	1	-	-	-	
Total Useful	99	97	17	13	
Total Not Useful	1	3	-	-	
No, have not programmed V-Chip to block shows/Don't know (Q.29)	NA	NA	83	87	

(ASK ONLY OF RESPONDENTS WHO SAY “NO” IN Q.29)

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

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

Parents With A Newer TV That Has A V-Chip That They Have Not Used			
	5/14	11/11	
An adult is usually nearby when your children watch TV	45	69	[238-239]
You have house rules in place about what your children can watch on TV	38	43	>
You trust your children to make their own decisions	29	32	
It would block shows you want to watch	16	20	
You don't know how to program it.....	13	11	
Your child or children are not yet old enough to operate the television on their own	13	12	
You use the parental controls offered through your cable or satellite provider	10	10	
It seems too time-consuming to program.....	8	8	
You have tried to program it but it was too confusing to do	6	2	
Your children would find ways around it.....	4	6	
The TV ratings are too strict.....	3	5	
The TV ratings are too lenient.....	2	6	
Other.....	4	1	

(ASK ONLY OF RESPONDENTS WHO SAY “YES, HAVE CABLE OR SATELLITE” IN Q.27)

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

	Parents With Cable Or Satellite Television		All Parents		
	5/14	11/11	5/14	11/11	
Yes, cable or satellite provides parental controls.....	78	76	65	67	[240]
No, cable or satellite does not provide parental controls	7	8	6	7	
Don't know.....	15	16	13	14	
No, do not get cable or satellite television (Q.27)	NA	NA	16	12	

(ASK ONLY OF RESPONDENTS WHO SAY “YES, HAVE CABLE OR SATELLITE” IN Q.27 AND “YES” IN Q.32)

33. 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?

	Parents With Cable Or Satellite Television Which Provide Parental Controls		All Parents		
	5/14	11/11	5/14	11/11	
Yes, have used the cable or satellite provided parental controls.....	52	51	34	34	[241]
No, have not used the cable or satellite provided parental controls	46	49	30	32	
Don't know	2	-	1	-	
No, do not get cable or satellite television (Q.27)					
No, cable or satellite does not provide parental controls/Don't know (Q.32) ...	NA	NA	35	34	

(ASK ONLY OF RESPONDENTS WHO SAY "YES, HAVE CABLE OR SATELLITE" IN Q.27, AND "YES" IN Q.33)

34. 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?

	Parents With Cable Or Satellite Television And Have Used Parental Controls		All Parents		
	5/14	11/11	5/14	11/11	
Very useful.....	72	63	25	22	[242]
Somewhat useful	27	36	9	12	
Not too useful.....	1	1	-	-	
Not at all useful	-	-	-	-	
Total Useful	99	99	34	34	
Total Not Useful	14	1	-	-	
No, do not get cable or satellite television (Q.27)					
No, cable or satellite does not provide parental controls/Don't know (Q.33).....	NA	NA	66	66	

(ASK ONLY OF RESPONDENTS WHO SAY "YES, HAVE CABLE OR SATELLITE" IN Q.27, AND "NO" IN Q.33)

35. 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.*

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

Parents With Cable Or Satellite Television And Have Not Used Parental Controls			
	5/14	11/11	
An adult is usually nearby when your children watch TV	61	72	[243-244]
You have house rules in place about what your children can watch on TV	42	43	>
You trust your children to make their own decisions	38	38	
Your child or children are not yet old enough to operate the television on their own	17	15	
It would block shows you want to watch	16	17	
It seems too time-consuming to program.....	7	8	
Your children would find ways around it.....	6	8	
You don't know how to program it.....	6	13	
The TV ratings are too lenient.....	4	3	
The TV ratings are too strict.....	4	6	
You have tried to program it but it was too confusing to do	3	2	
You use the V-Chip.....	2	1	
Other.....	6	1	
None, not needed	3		

36. Do you have Internet access in your home, or not?

	5/14		11/11	
Yes	95	CONTINUE	98	[245]
No.....	5	Skip to Q.40	2	

(ASK ONLY OF RESPONDENTS WHO SAY "YES, HAVE INTERNET ACCESS" IN Q.36)

37ab. Generally speaking, how many hours in a day, if any, do you use the Internet at home?

	5/14	11/11	
0.....	-	-	[246]
Less than 1 hour	3	5	
1 hour.....	9	10	
2 hours.....	20	19	
3 hours.....	16	18	
4 hours.....	15	13	
5 hours.....	11	10	
6 hours.....	7	8	
7 hours.....	3	3	
8 hours.....	7	6	
9 hours.....	2	1	
10 or more hours.....	7	7	
0-1 hours	12	15	
2-3 hours	36	37	
4-5 hours	26	23	
6 or more hours	26	25	
Mean	4.5	4.2	
Median	3.2	3.0	

**(ASK ONLY OF RESPONDENTS WHO SAY "YES, HAVE INTERNET ACCESS" IN Q.36)
 (ASK ONLY OF RESPONDENT WITH CHILD AGE 6 OR OLDER IN Q.6a OR Q.7a/c/e)
 (IF MORE THAN ONE CHILD IN Q.5, ASK ABOUT OLDEST CHILD)
 (ASK ABOUT THE SECOND-OLDEST CHILD)**

38-39. Thinking just about your [AGE]-year-old [boy/girl], in an average day how many hours, if any, does [he/she] use the Internet at home?

	<u>0</u>	Less Than <u>1 Hour</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>9</u>	10 Or More Hours	
Total/All													[250-257]
May 2014	13	23	22	26	14	11	6	4	2	1	-	1	
November 2011.....	9	27	26	25	12	8	5	2	1	1	-	-	
Age 6-10													
May 2014	23	29	27	24	11	9	3	3	1	1	-	1	
November 2011.....	16	39	30	22	7	3	2	2	1	1	-	1	
Age 11-12													
May 2014	16	28	23	32	13	10	9	5	1	1	-	1	
November 2011.....	5	34	32	26	11	9	3	1	1	2	-	-	
Age 13-17													
May 2014	6	17	21	30	19	16	8	6	2	2	-	2	
November 2011.....	4	18	26	32	19	12	7	2	1	1	-	-	

	<u>Mean</u>	<u>Median</u>	<u>0-1</u>	<u>2 Or More</u>
Total/All				
May 2014	2.2	1.1	54	56
November 2011.....	1.8	1.0	58	50
Age 6-10				
May 2014	1.7	0.8	70	44
November 2011.....	1.4	1.0	77	34
Age 11-12				
May 2014	2.2	1.1	58	60
November 2011.....	1.6	1.0	65	45
Age 13-17				
May 2014	2.7	1.7	39	73
November 2011.....	2.2	2.0	44	68

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

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY YES

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	
A tablet device like an iPad				[262]
May 2014	38	59	3	
November 2011.....	10	87	3	
A smartphone				[261]
May 2014	37	59	4	
November 2011.....	16	81	3	
A console video game player like an X-Box or PlayStation				[260]
May 2014	36	62	2	
November 2011.....	25	72	3	
A laptop				[259]
May 2014	36	62	2	
November 2011.....	29	68	2	
A desktop computer				[258]
May 2014	28	69	3	
November 2011.....	27	70	3	
Other handheld electronic devices				[263]
May 2014	21	75	4	
November 2011.....	9	87	4	

41. As you may know, watching television programs over the Internet is called streaming. In addition to watching television programs on a television through a broadcast or cable TV connection, these shows can be streamed from the Internet to a television. This is different from watching TV shows recorded on a DVR. As far as you know, in the past 2 or 3 weeks, have any of your children watched television shows and programs streamed from the Internet on a television?

Yes	47	[264]
No.....	47	
Don't know.....	6	

42. Suppose there were two websites that offered the same television show for viewing, and one of these websites included the parental ratings for television programs and one website did not include the parental ratings for television programs.

All other things being equal, on which website would you be more likely to choose for your child to watch the television program? **(IF RESPONDENT MAKES A CHOICE, ASK:)** And would you be much more likely or somewhat more likely to choose **(INSERT CHOICES)?**

The Website That DOES Include The Parental Ratings For Television Programs	62	[265/266]
Much more likely	48	
Somewhat more likely	14	
The Website That DOES NOT Include The Parental Ratings For Television Programs	6	
Somewhat more likely	3	
Much more likely	3	
It makes no difference to me either way/I would not have a preference between the two	32	

43. How helpful would it be to you if the parental ratings for television programs were available across all platforms and devices—meaning television shows accessed over the Internet as well as through broadcast and cable television?

Very helpful.....	51	[267]
Somewhat helpful.....	38	
Not too helpful.....	7	
Not at all helpful.....	4	
Total Helpful	89	
Total Not Helpful	11	

FACTUALS: The following questions are for statistical purposes only...

F1. For statistical purposes only, what is your total annual household income?

Less than \$20,000.....	17	[268]
Between \$20,000 and \$39,999.....	25	
Between \$40,000 and \$59,999.....	19	
Between \$60,000 and \$79,999.....	15	
Between \$80,000 and \$99,999.....	10	
Between \$100,000 and \$150,000.....	10	
More than \$150,000.....	4	

F2. Which of the following best describes your current employment status?

Employed.....	62	[269]
Student.....	3	
Homemaker/stay-at-home parent.....	19	
Retired.....	2	
Unemployed, looking for work.....	10	
Self-employed, business owner.....	1	
Disabled.....	3	
Part-time worker.....	-	
No answer.....	-	

F3. How often do you attend services at a church, synagogue, mosque or other place of worship?

Never.....	28	[270]
Once a year.....	8	
A few times a year.....	21	
Once a month.....	6	
About twice a month.....	11	
Once a week or more often.....	26	

F4. Would you describe yourself as either a fundamentalist or an evangelical Christian, or would you not describe yourself that way?

Fundamentalist/evangelical.....	25	[271]
Neither fundamentalist nor evangelical.....	75	

F5. And do you consider yourself to be **(READ LIST)**?

Very conservative.....	14	[272]
Somewhat conservative.....	20	
Moderate.....	42	
Somewhat liberal.....	16	
Very liberal.....	8	

F6. For statistical purposes only, what is your age?

18-24	5	[131-133]
25-29	12	
30-34	18	
35-39	17	
40-44	19	
45-49	13	
50-54	10	
55-59	6	

F7. What is the last grade that you completed in school?

Grade school	-	[134]
Some high school	5	
High school graduate.....	27	
Some college, no degree.....	20	
Vocational training, 2-year college.....	12	
4-year college/bachelor's degree.....	25	
Some postgraduate work, no degree.....	2	
2-3 years' postgraduate work/master's degree.....	7	
Doctoral/law degree.....	2	

F8. To ensure that we have a representative sample, are you from a Hispanic, Latino, or Spanish-speaking background?

Yes, Hispanic.....	19	[135]
No, not Hispanic	81	

F9. And again, for statistical purposes only, what is your race?

White	75	[136]
African American	13	
Asian	5	
Other	7	

F10. Regardless of how you may be registered, how would you describe your overall point of view in terms of the political parties?

Mostly Democratic.....	20	[137]
Leaning Democratic.....	19	
Completely independent.....	30	
Leaning Republican.....	13	
Mostly Republican	18	