



PARENTS, CHILDREN &

# MEDIA

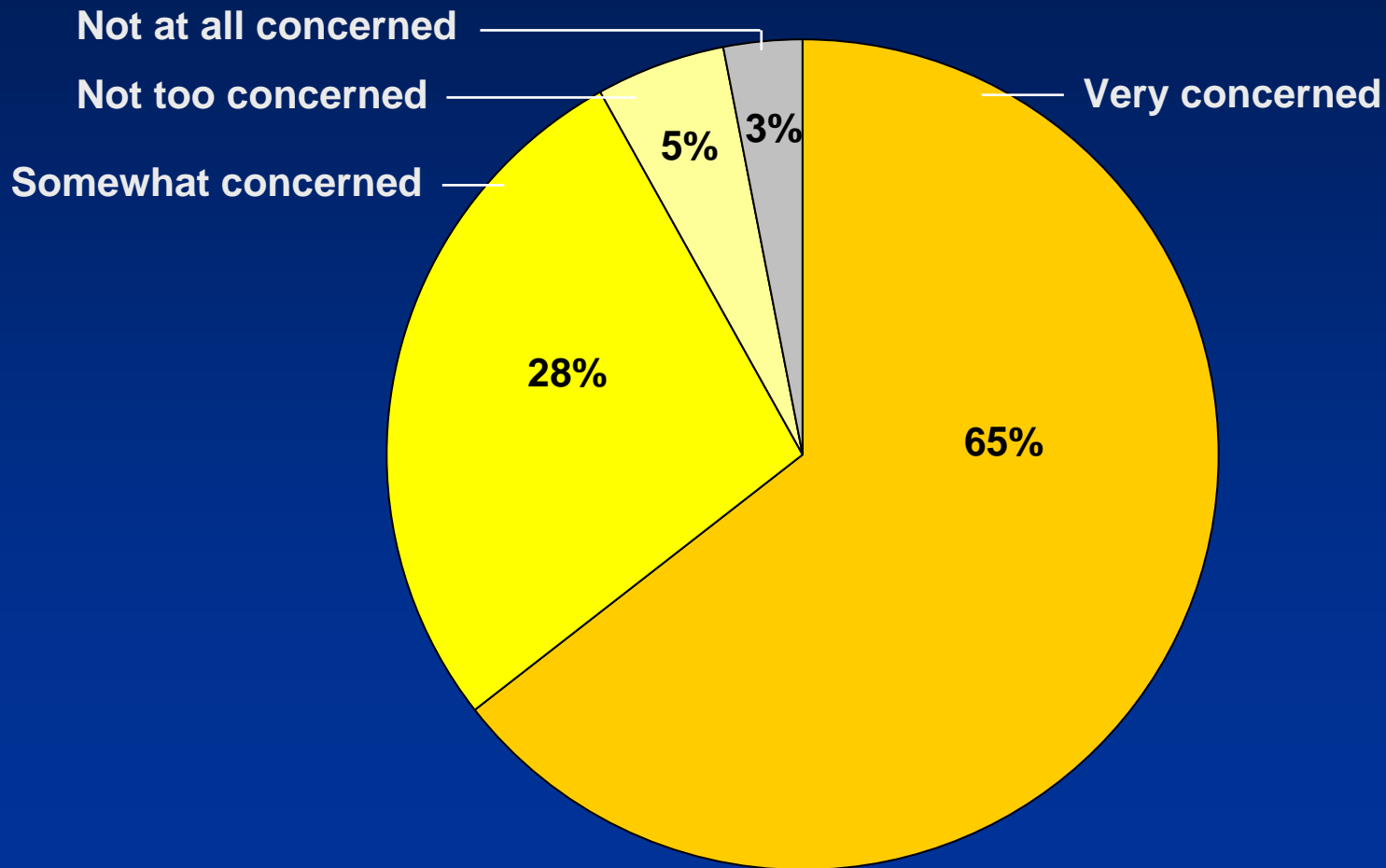
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A KAISER FAMILY FOUNDATION SURVEY

# Parental Concerns

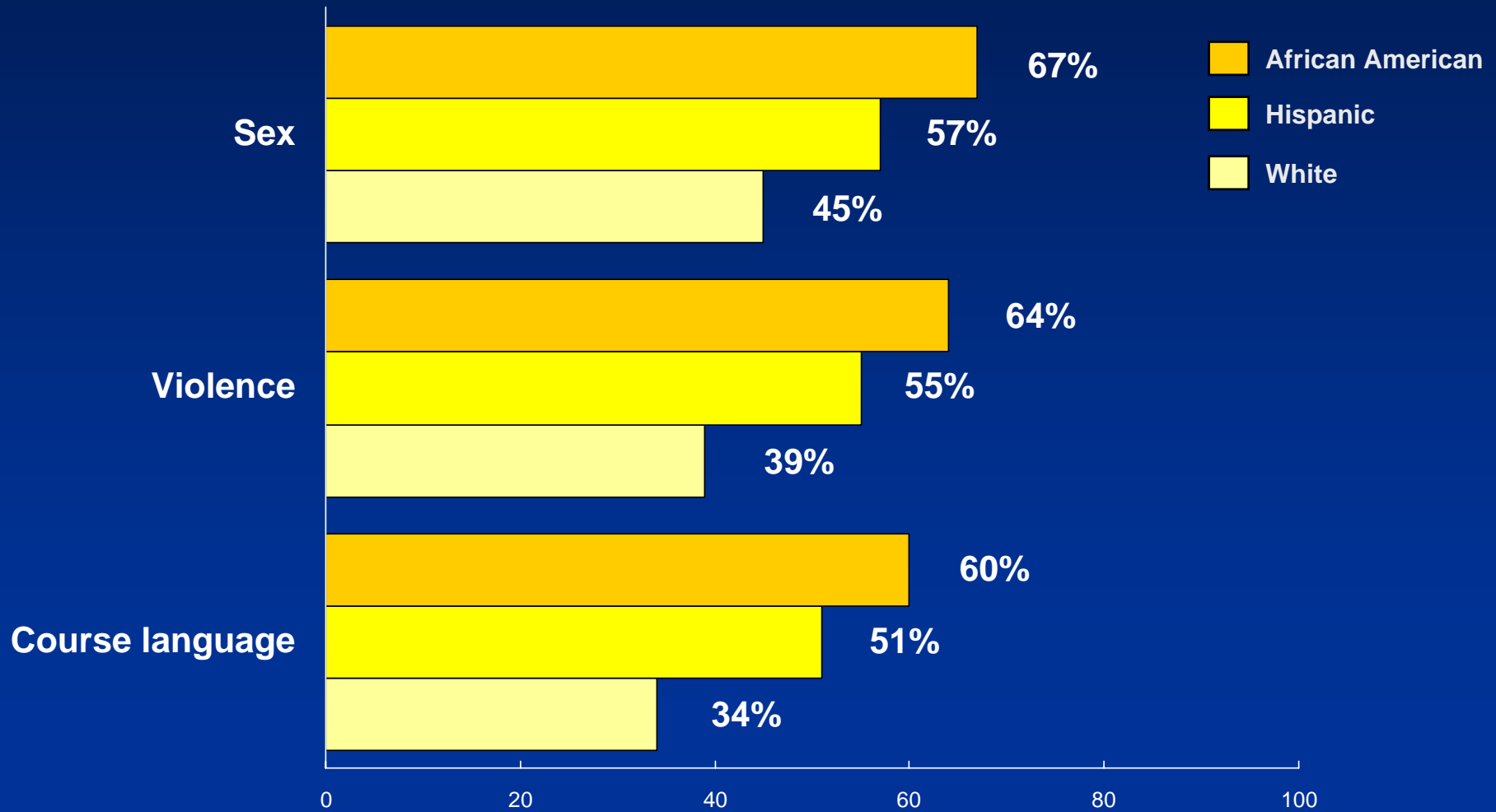
How concerned are you, if at all, that children in this country are being exposed to too much inappropriate content in entertainment media?

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# Parental Concerns

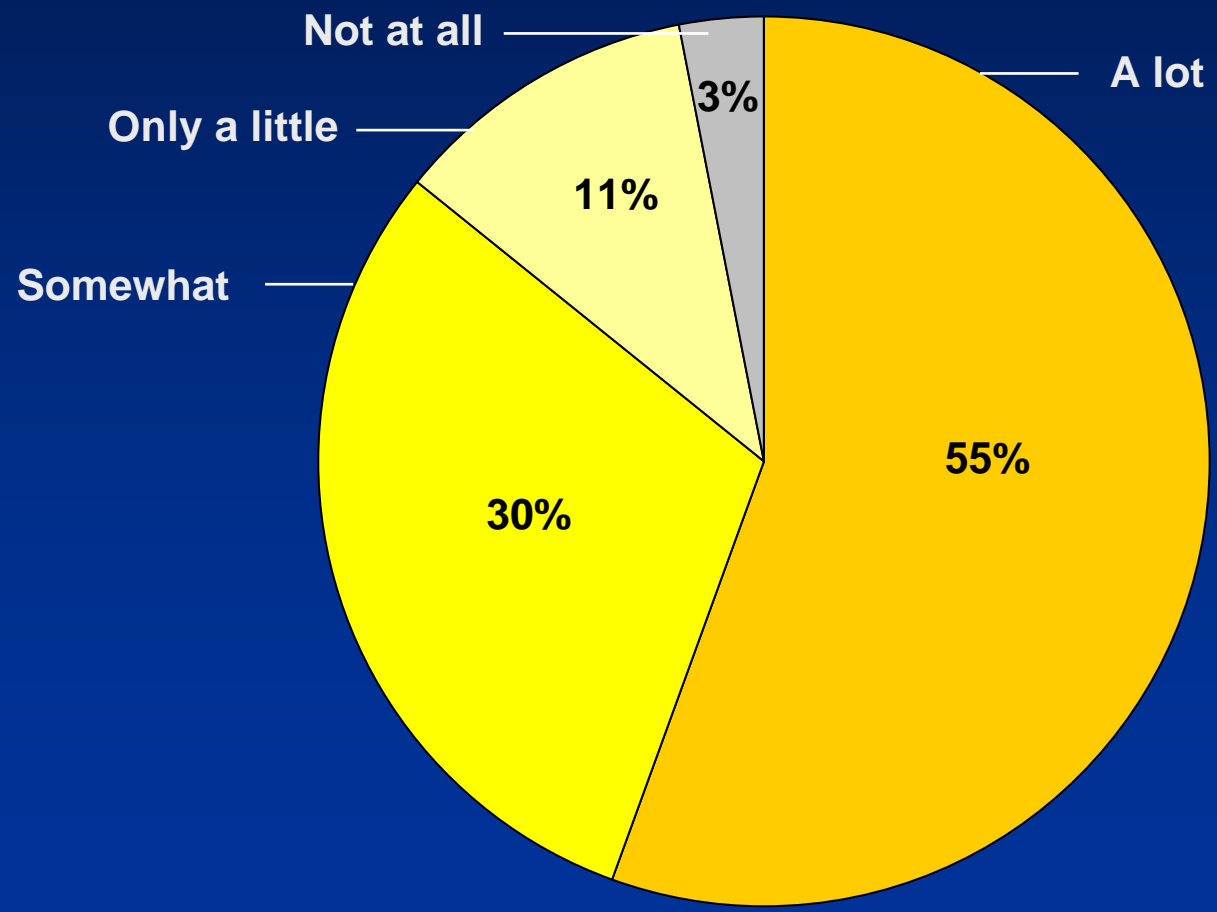
Percent of parents who say they are “very” concerned that their children are exposed to too much of each type of content in the media they use, by race:



# Parental Concerns

How much, if at all, do you think exposure to sexual content in the media contributes to children becoming involved in sexual situations before they're ready?

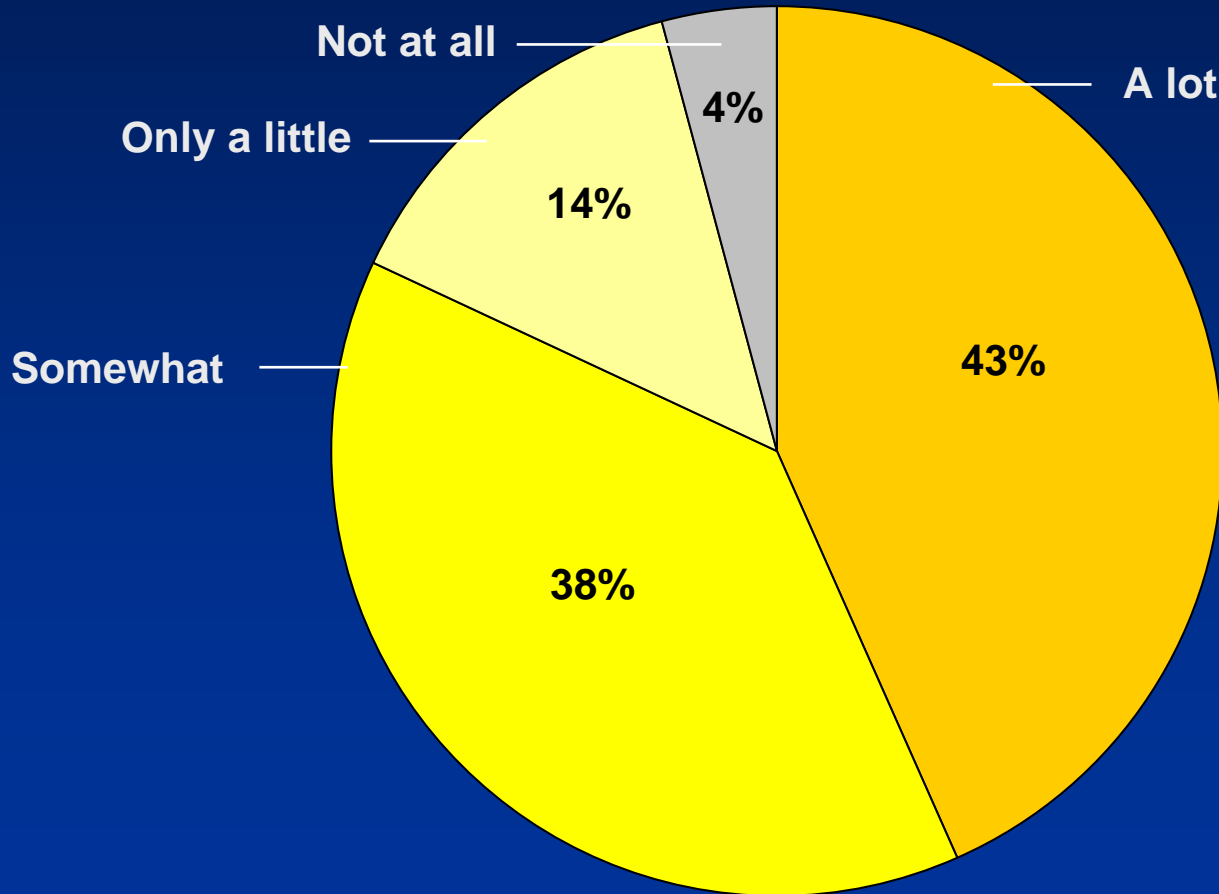
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# Parental Concerns

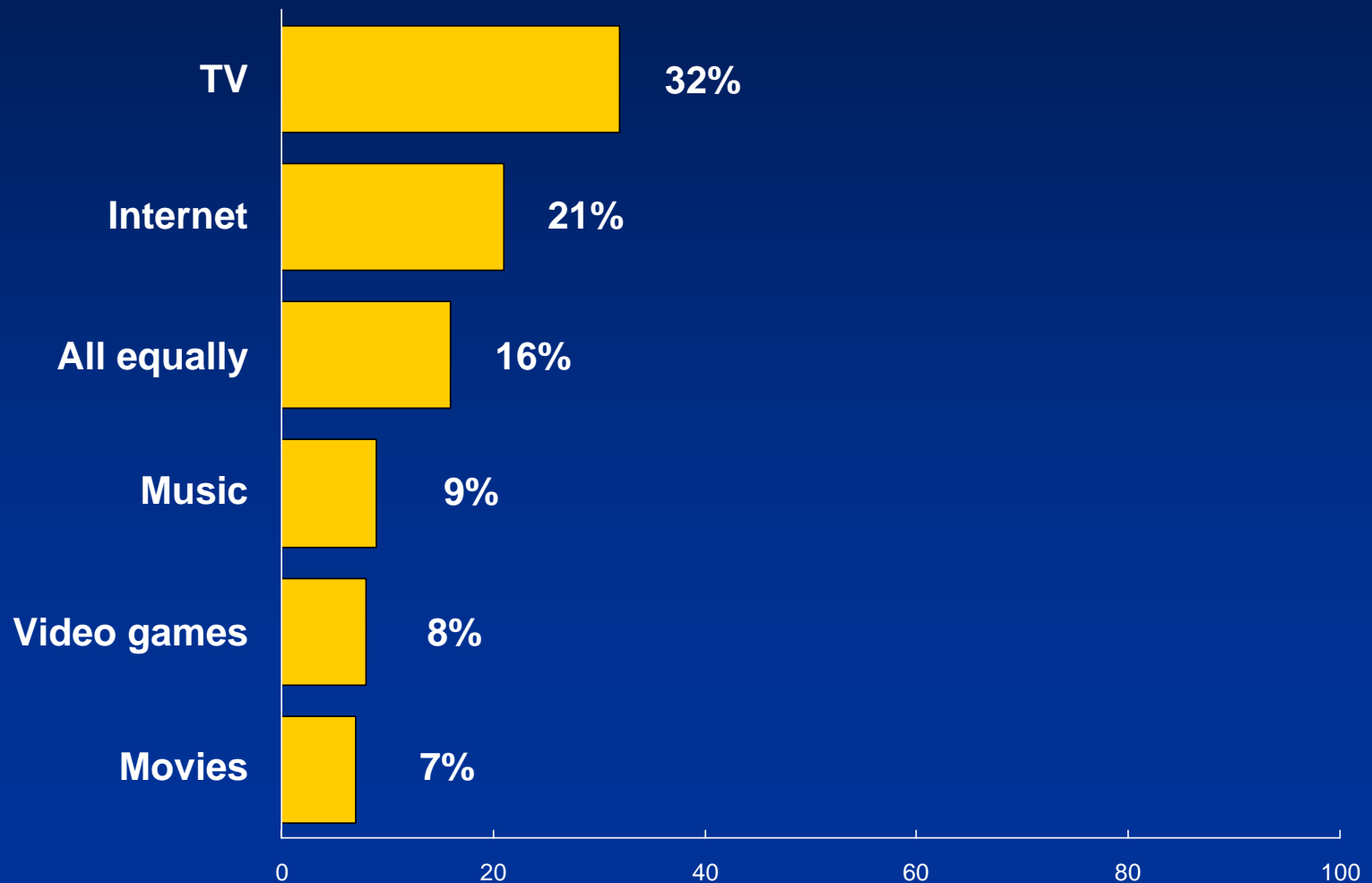
How much, if at all, do you think exposure to violence in the media contributes to violent behavior in children?

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# Parental Concerns

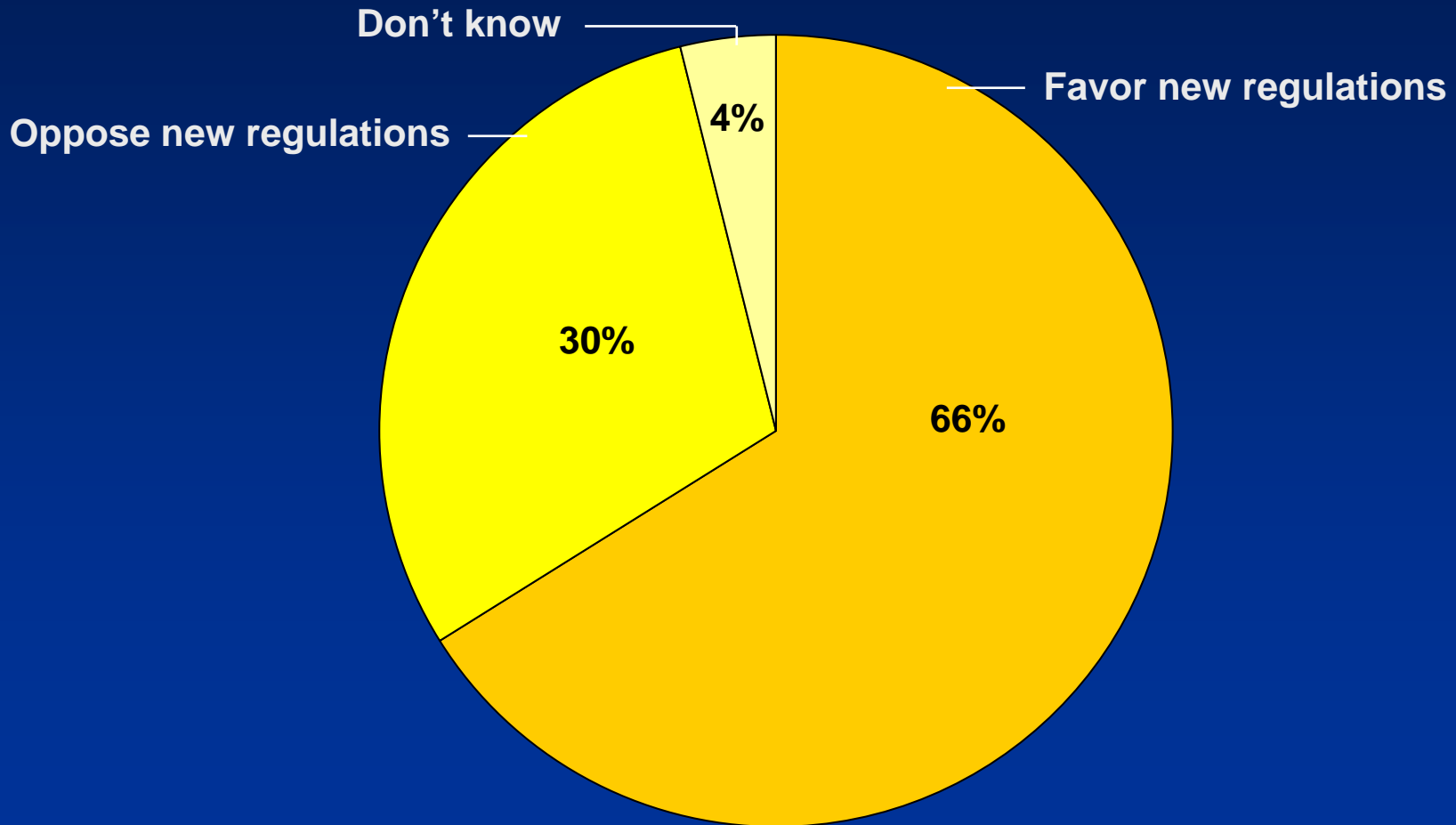
Percent of parents who say they are most concerned about inappropriate content in...



# Parental Concerns

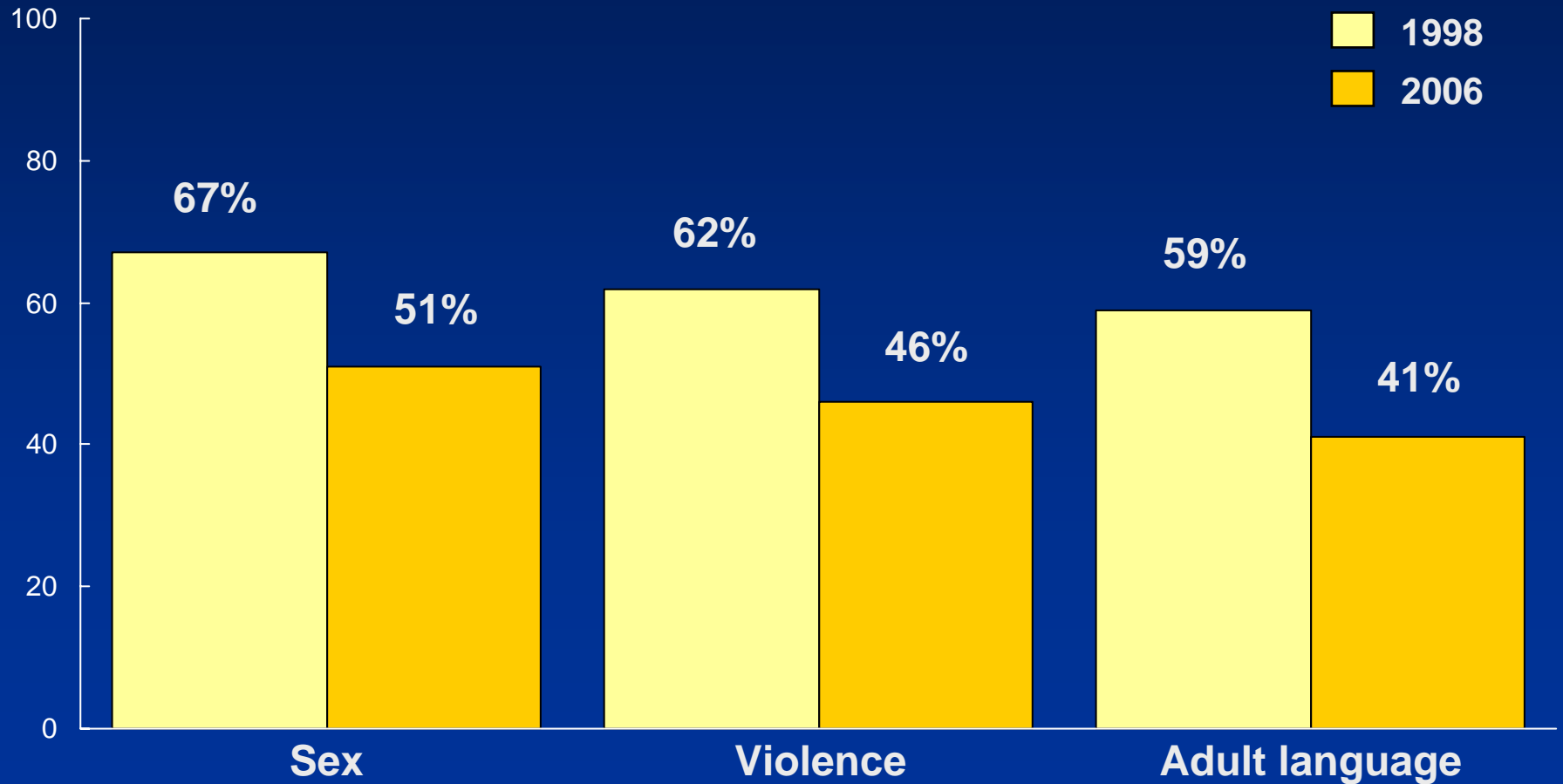
Percent of parents who favor new regulations to limit the amount of sex and violence in TV shows during the early evening hours:

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# Personal Concern

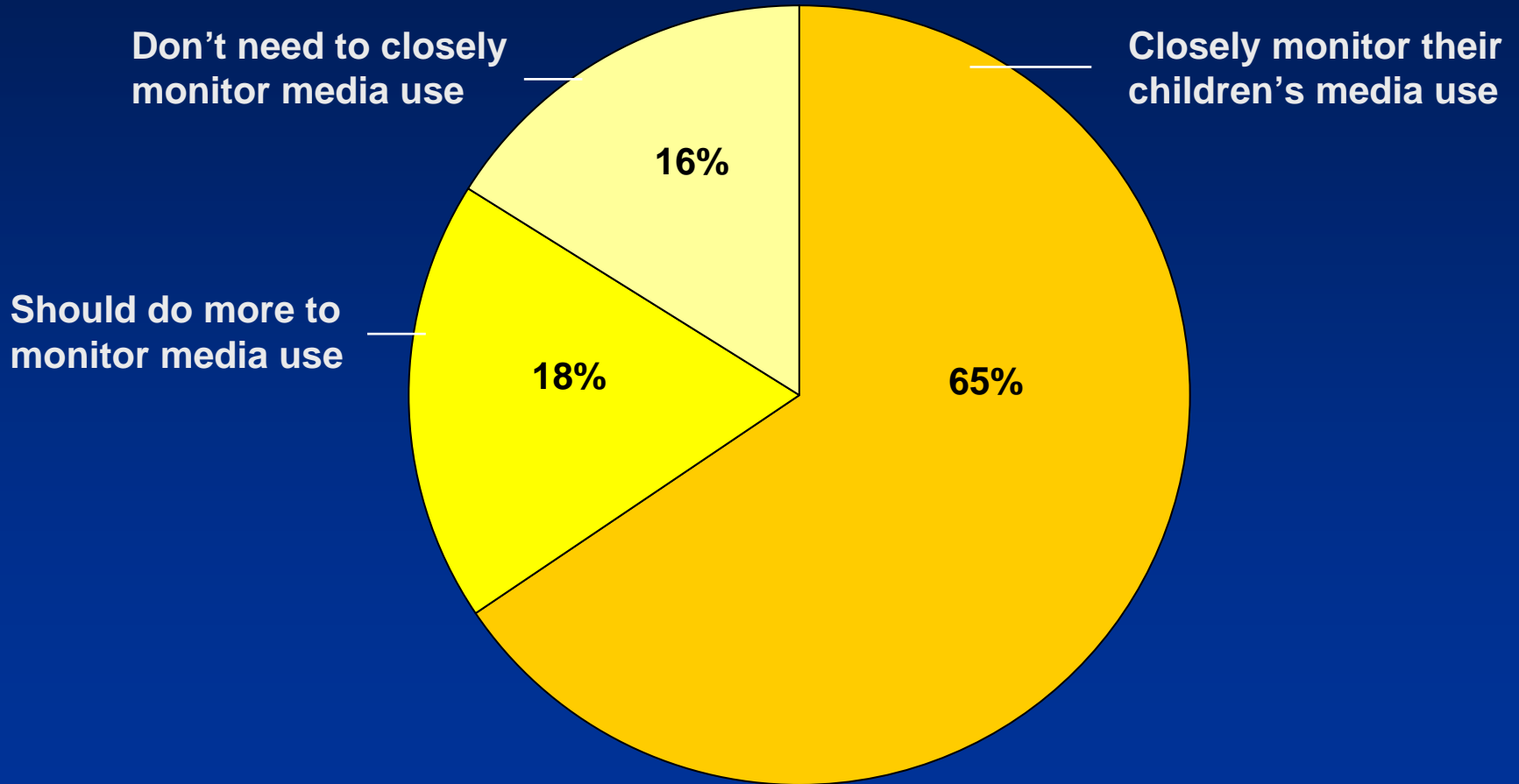
Percent of parents who say they are “very” concerned that their children are exposed to too much of each type of content in the media they use, over time:





# Media Monitoring

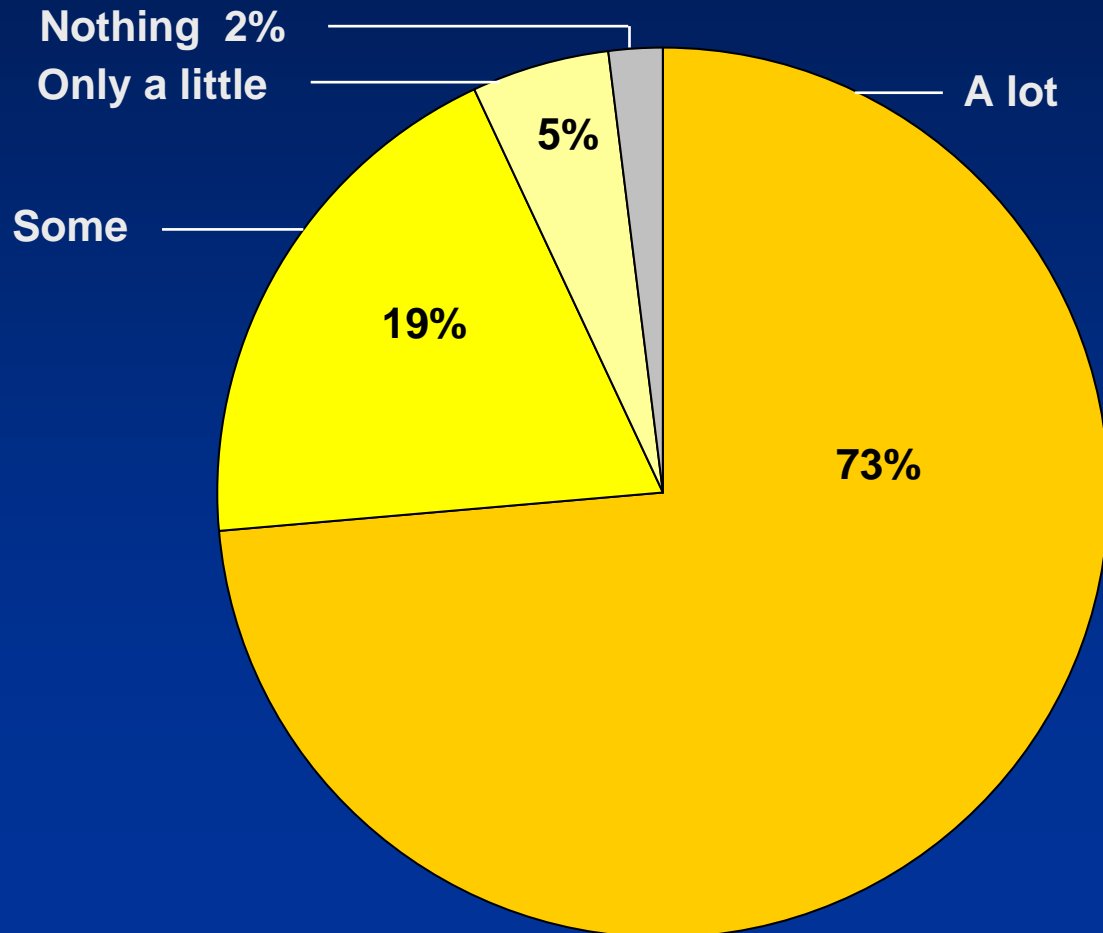
Percent of parents who say they...



# Internet Monitoring

Overall, how much do you think you know about what your child is doing online, such as who they're communicating with, what web sites they're visiting, and what, if anything, they've posted?

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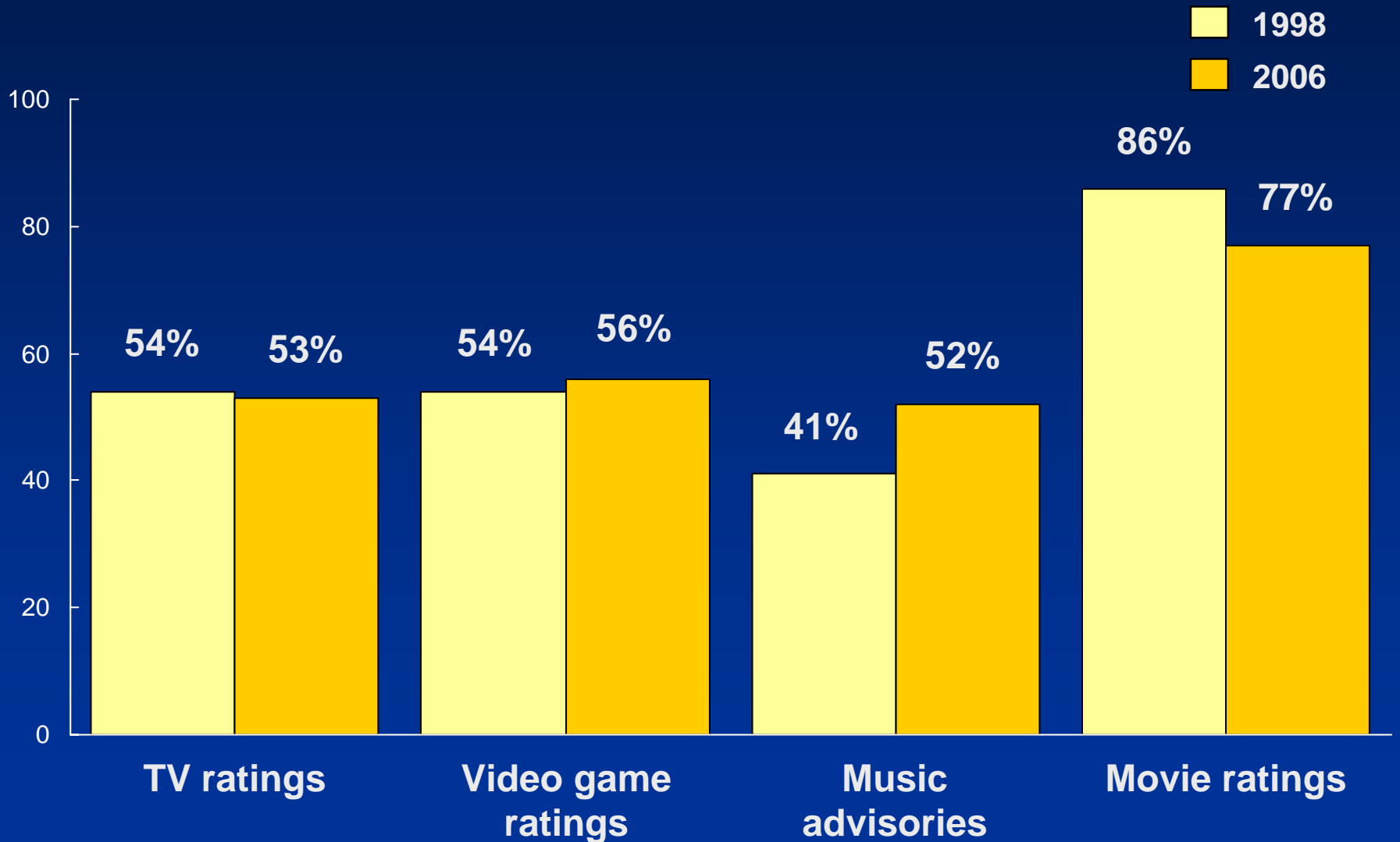
# Internet Monitoring

Percent of parents who say they...



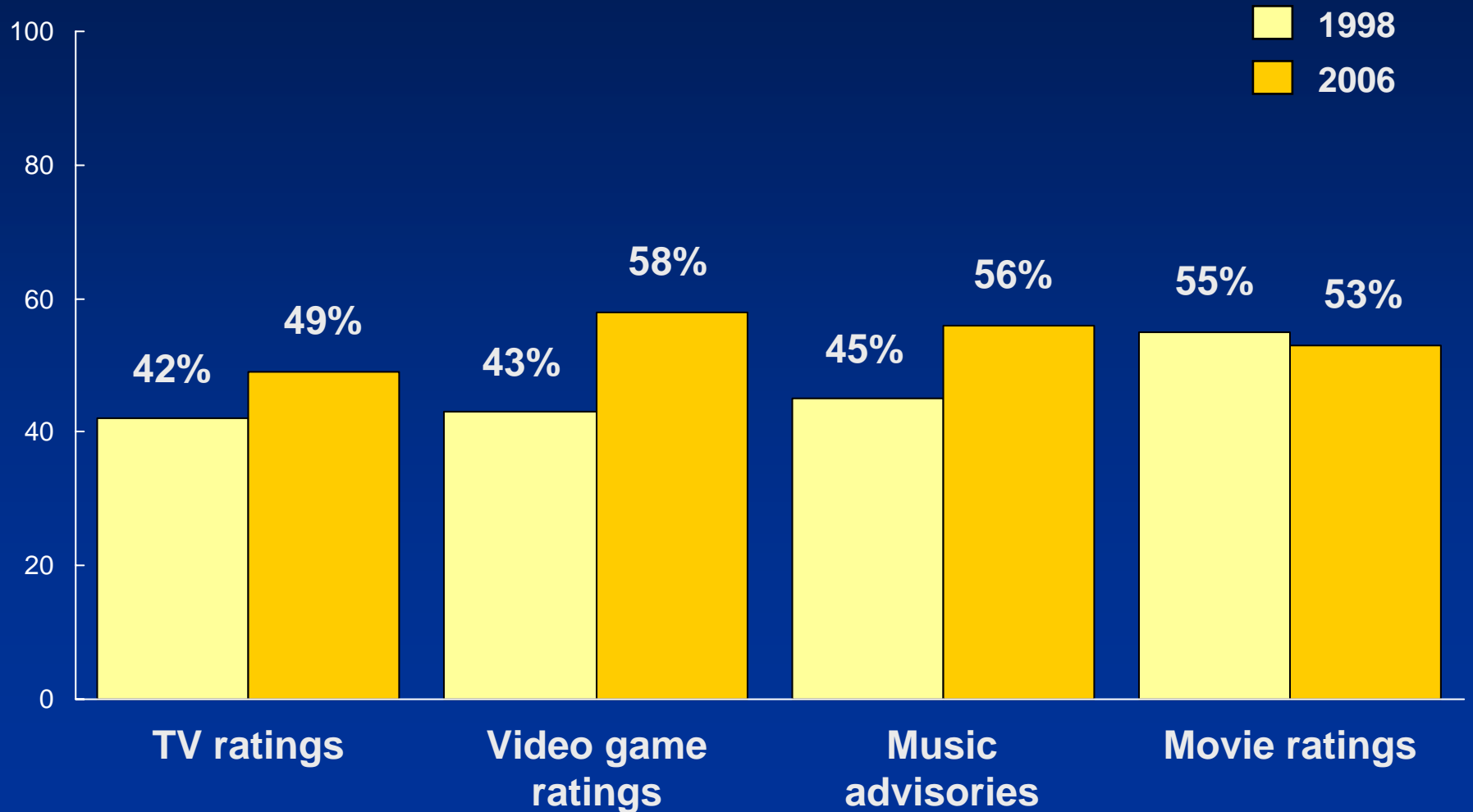
# Media Monitoring

Percent of parents who say they have ever used...



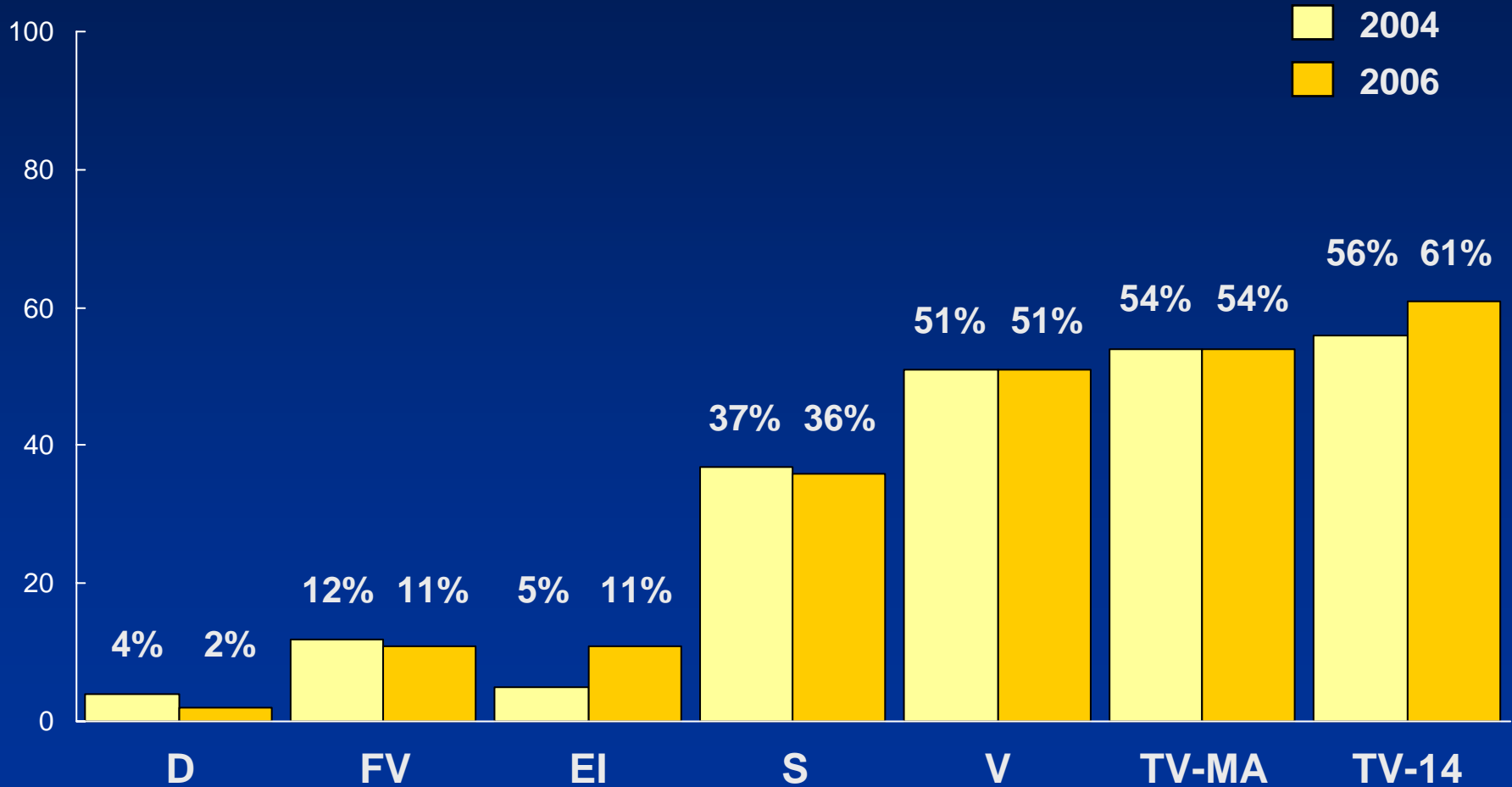
# Media Monitoring

Among parents who have used each rating or advisory system, percent who say they find them “very” useful:



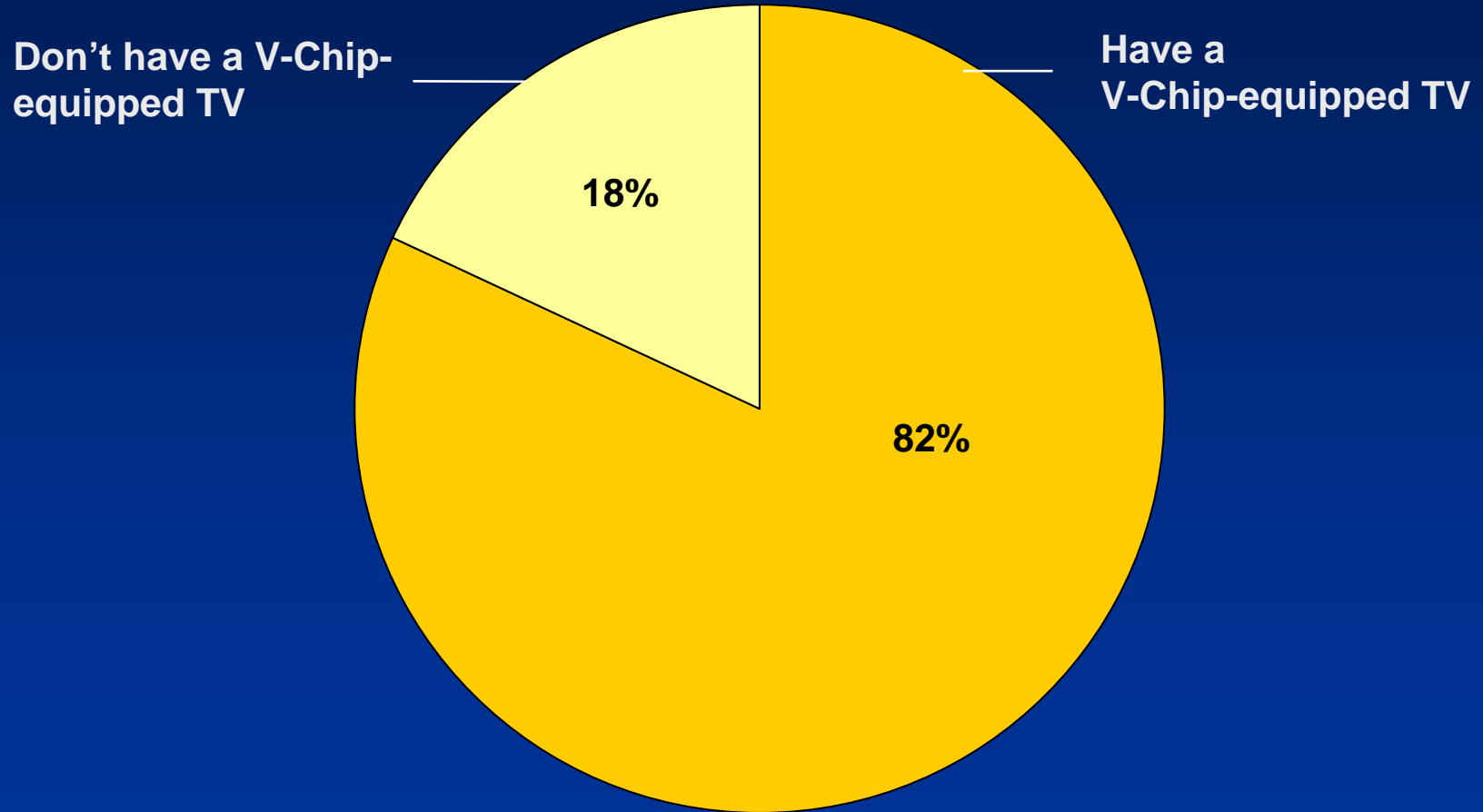
# TV Ratings

Percent of parents who know the meaning of:



# Media Monitoring – V-Chip

Among *all* parents, percent who...

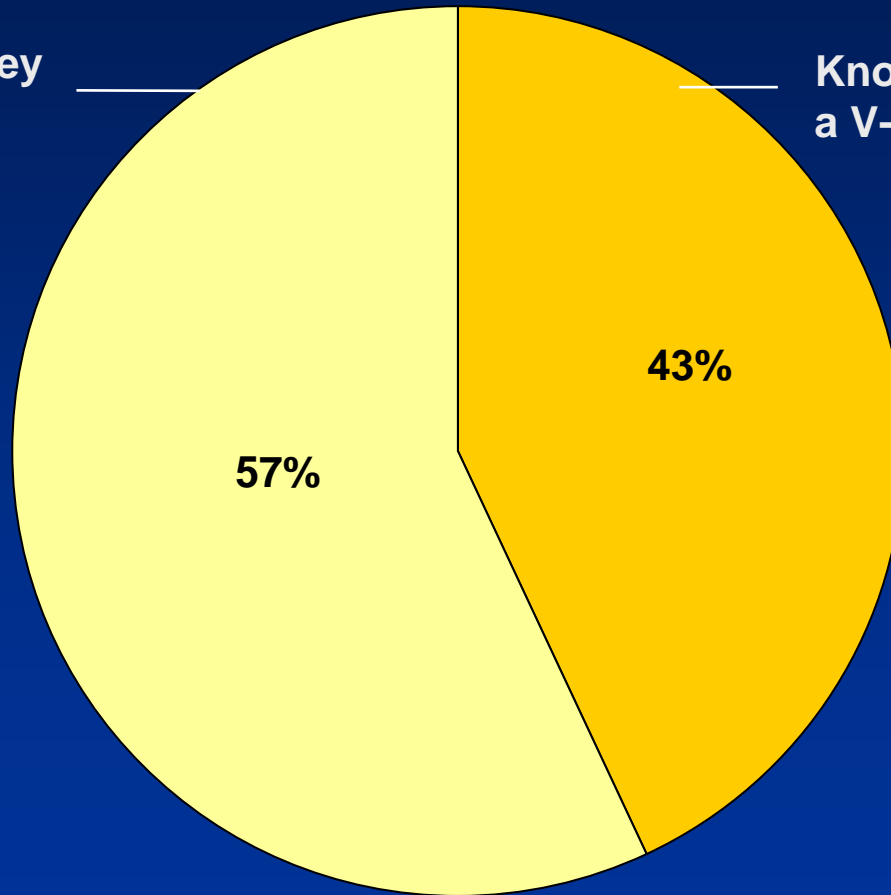


# Media Monitoring – V-Chip

Among *all* parents who own a V-Chip-equipped TV, percent who...

Don't know they  
have a V-Chip

Know they have  
a V-Chip

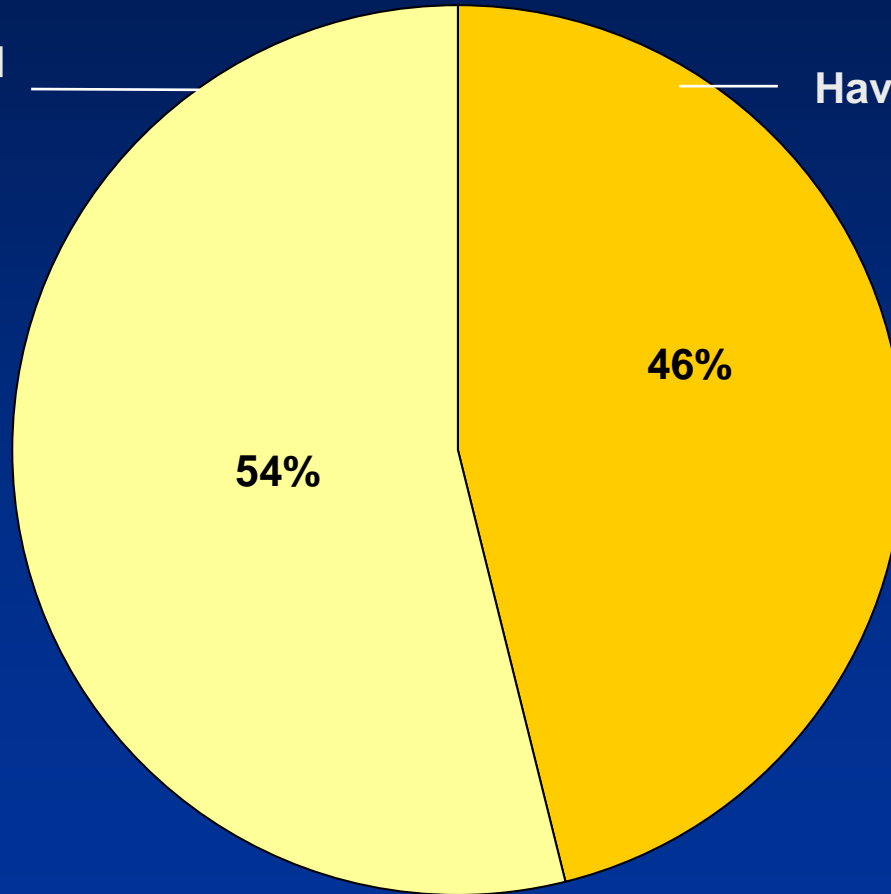




# Media Monitoring – V-Chip

*Among all parents who have a V-Chip and are aware of it, percent who...*

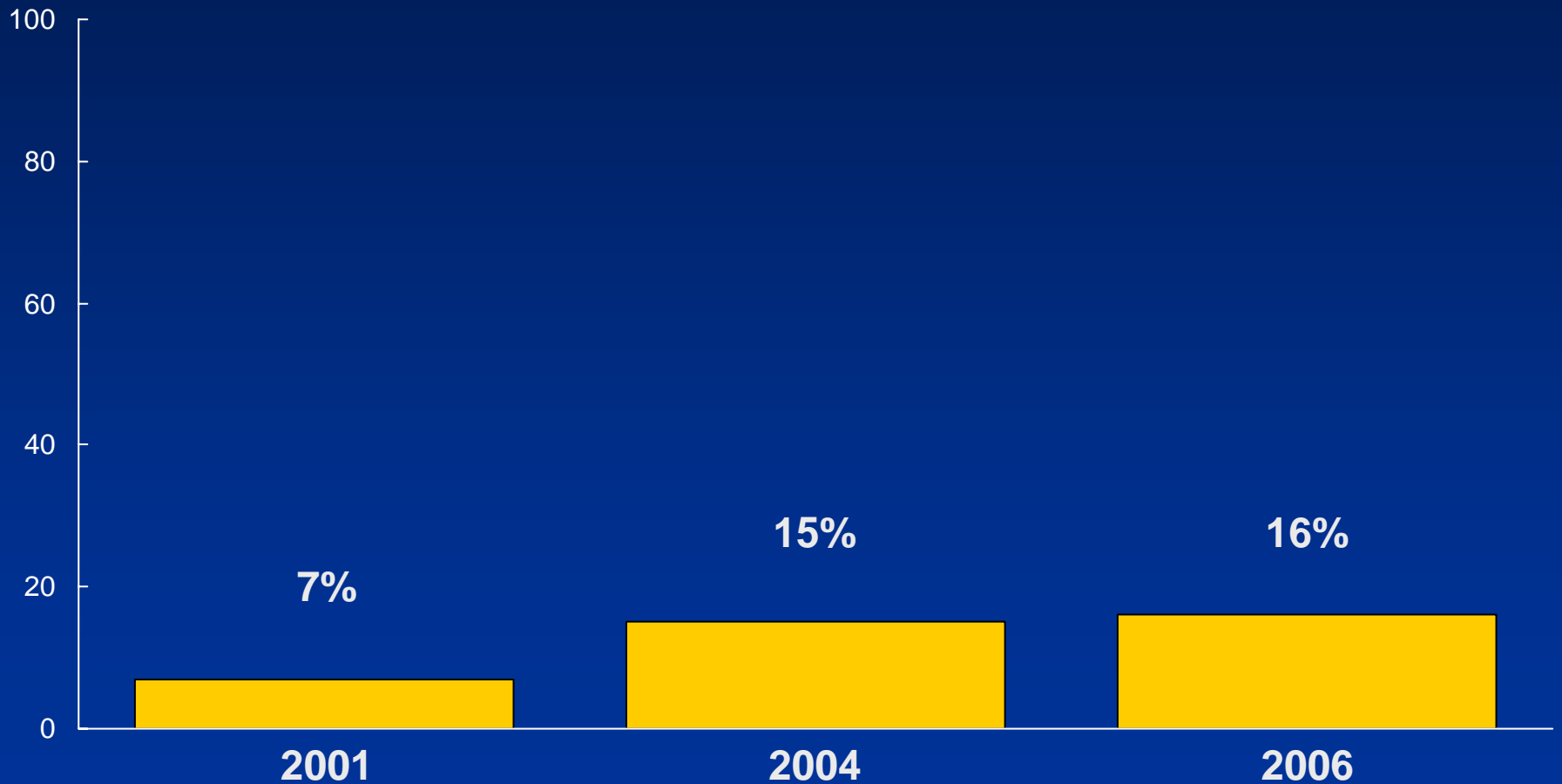
Have not used  
the V-Chip



Have used the V-Chip

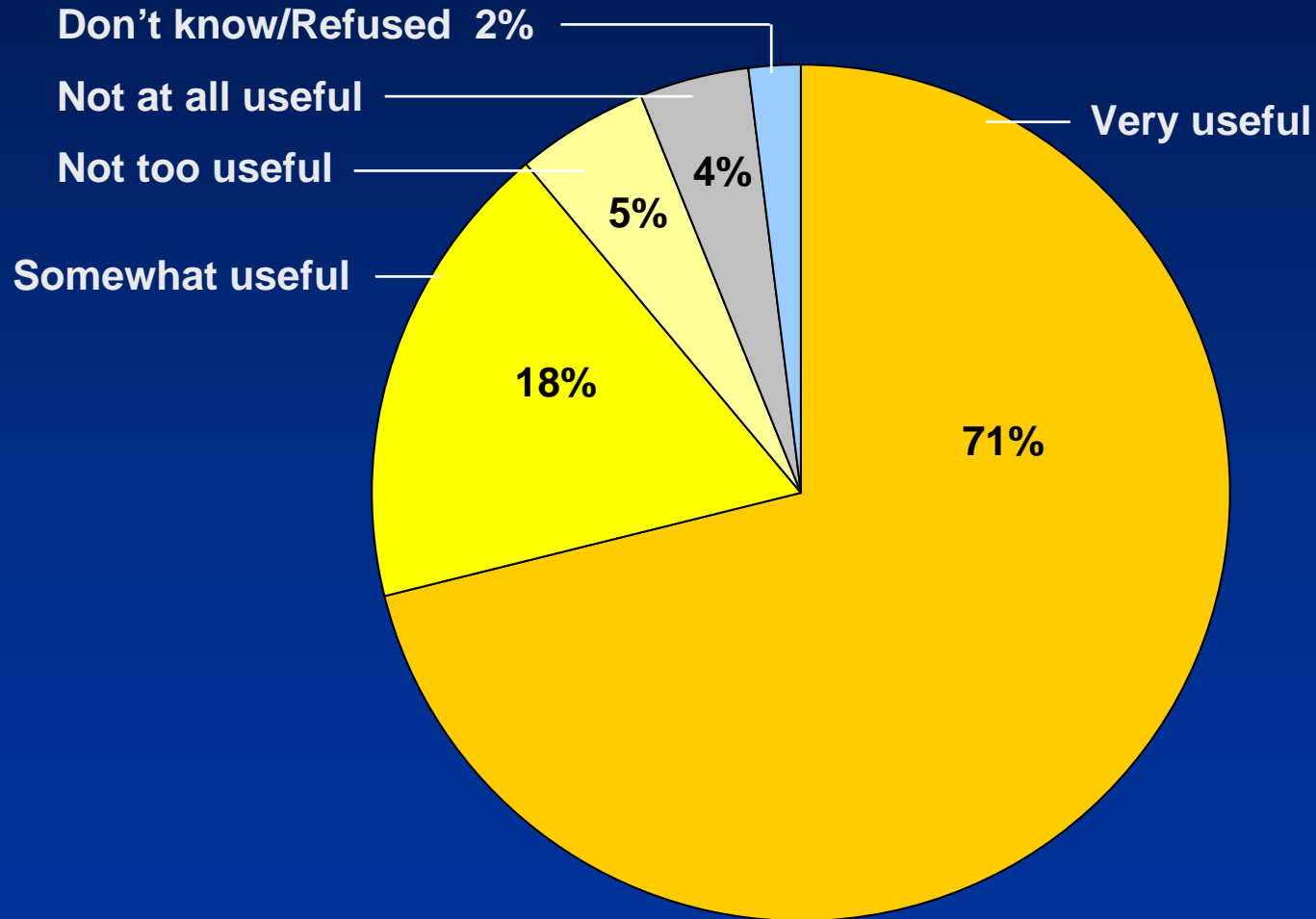
# Media Monitoring – V-Chip

Percent of parents who have used the V-Chip, over time:



# V-Chip

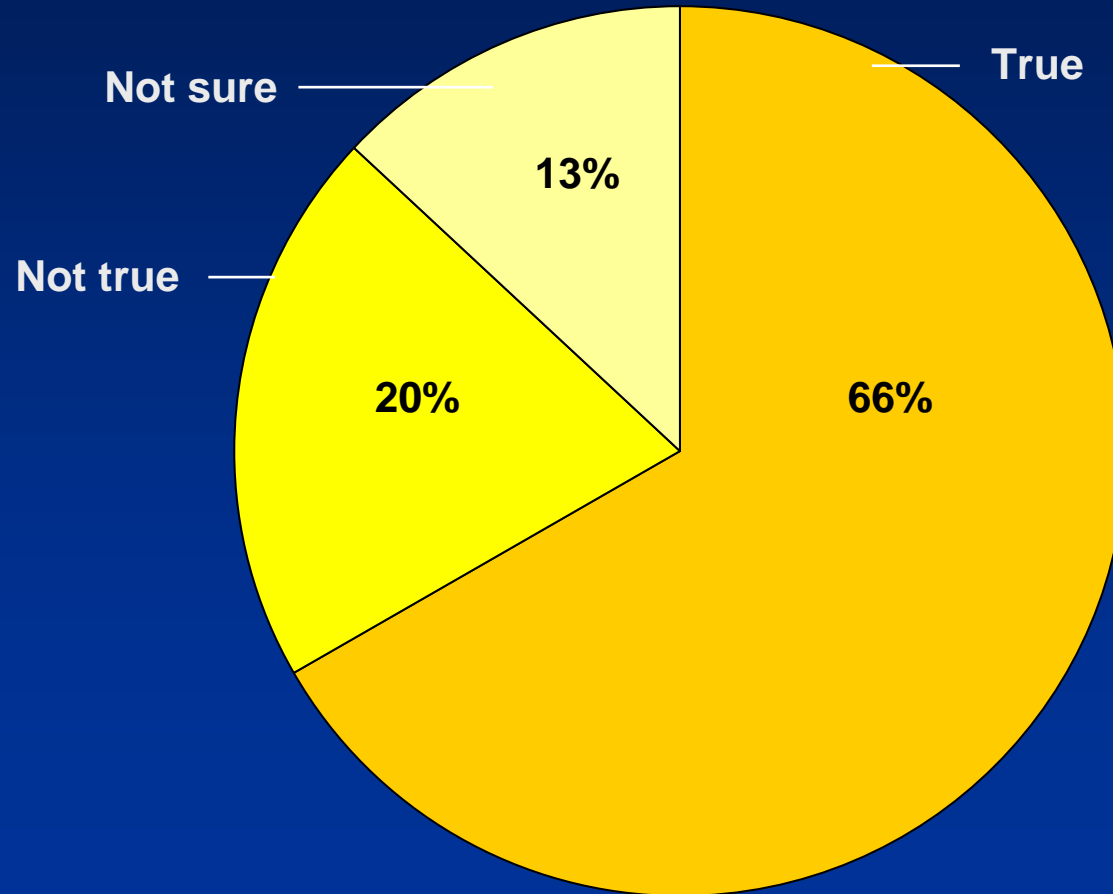
Among those who have used the V-Chip, percent who find it useful:



# Media Effects

Percent of parents who believe that kids who watch a lot of TV are more likely to be overweight:

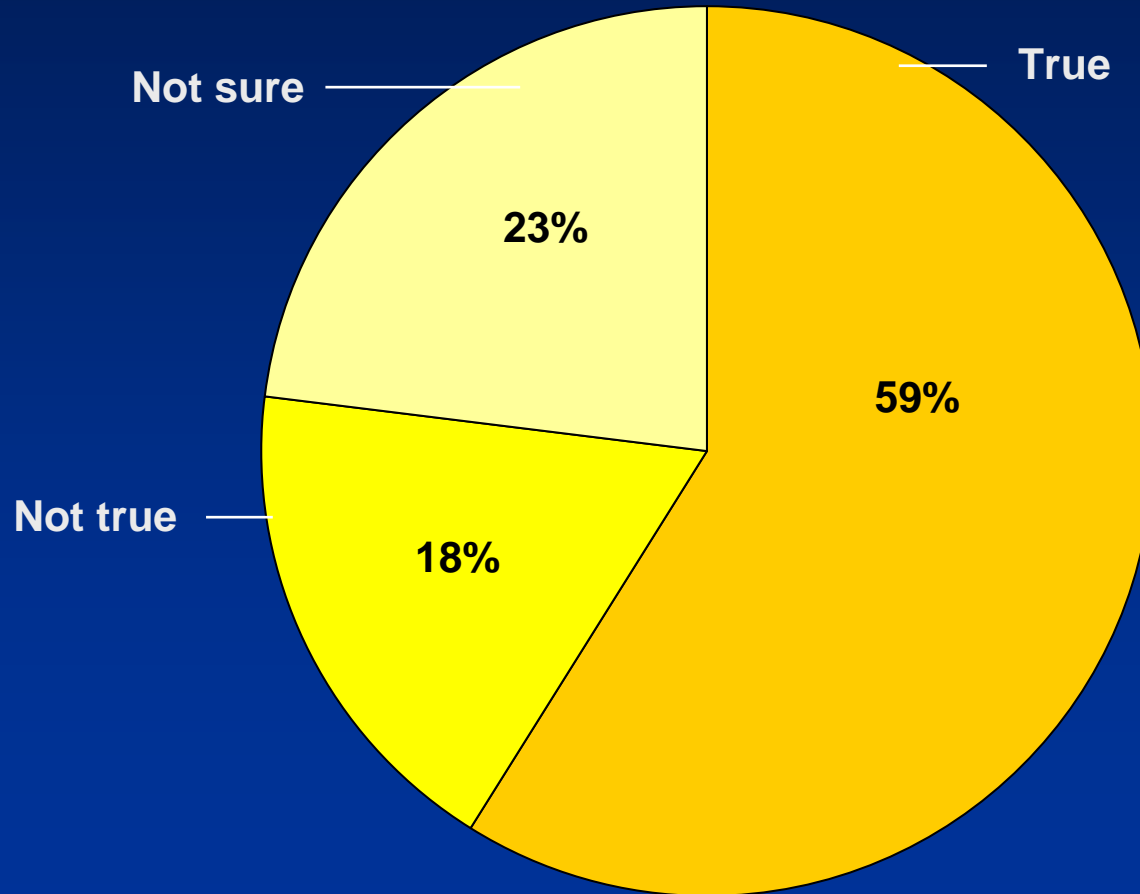
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# Media Effects

Percent of parents who believe that kids who watch a lot of educational TV have better verbal skills:

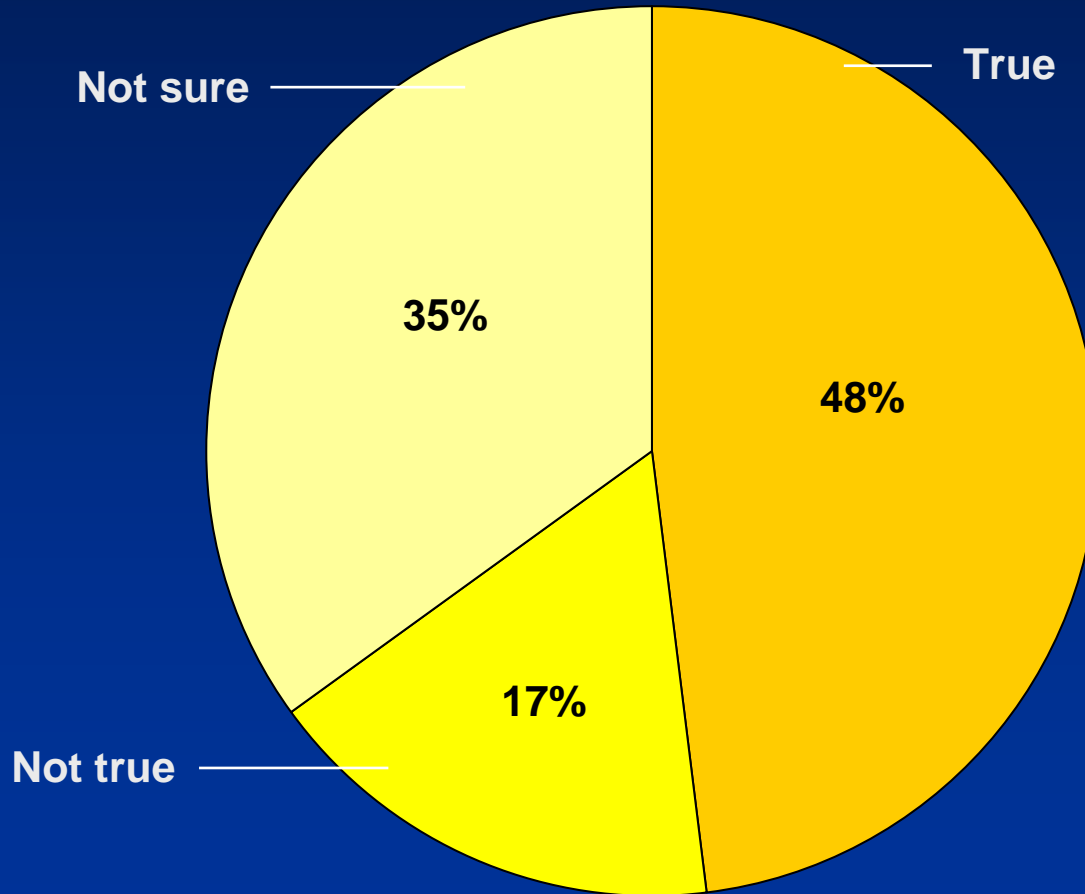
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# Media Effects

Percent of parents who believe that baby videos have a positive effect on early childhood development:

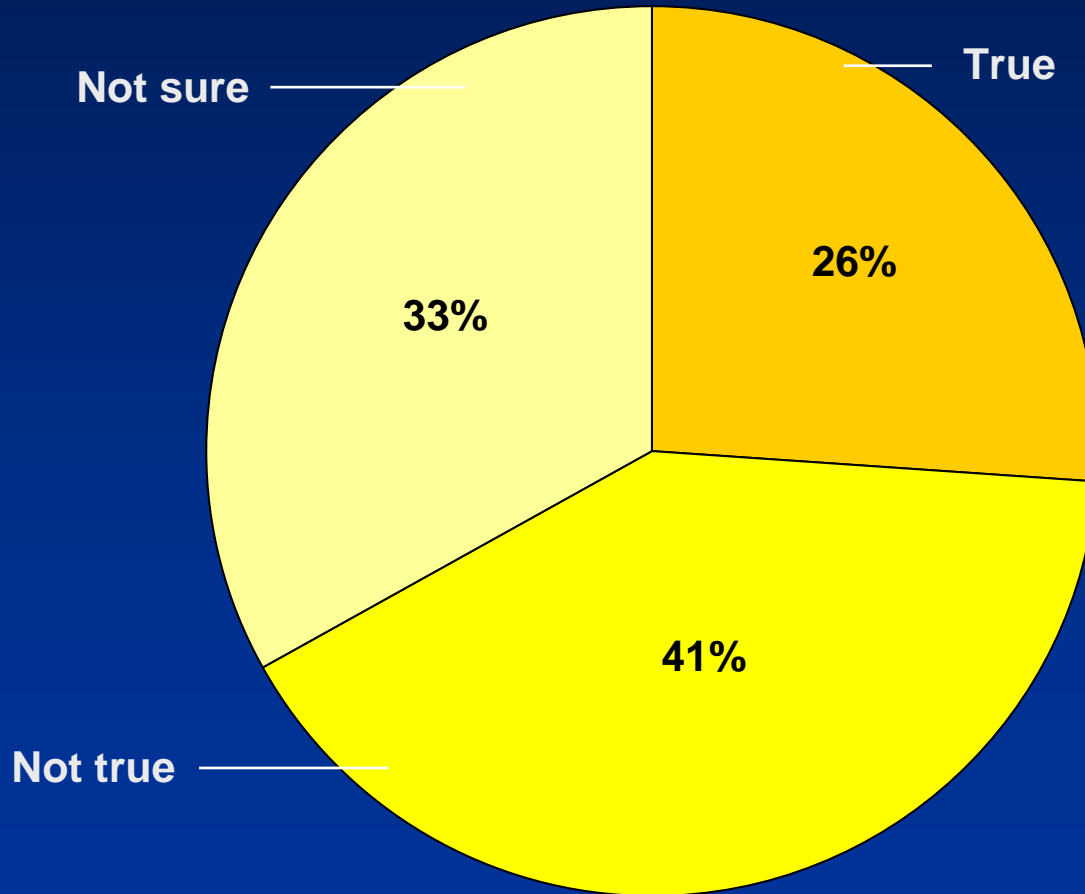
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# Media Effects

Percent of parents who believe that kids who watch a lot of TV are more likely to have attention deficit disorder:

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