



# **National Surveys of Parents and Children**

**Parents, Children and the Television Ratings  
System:**

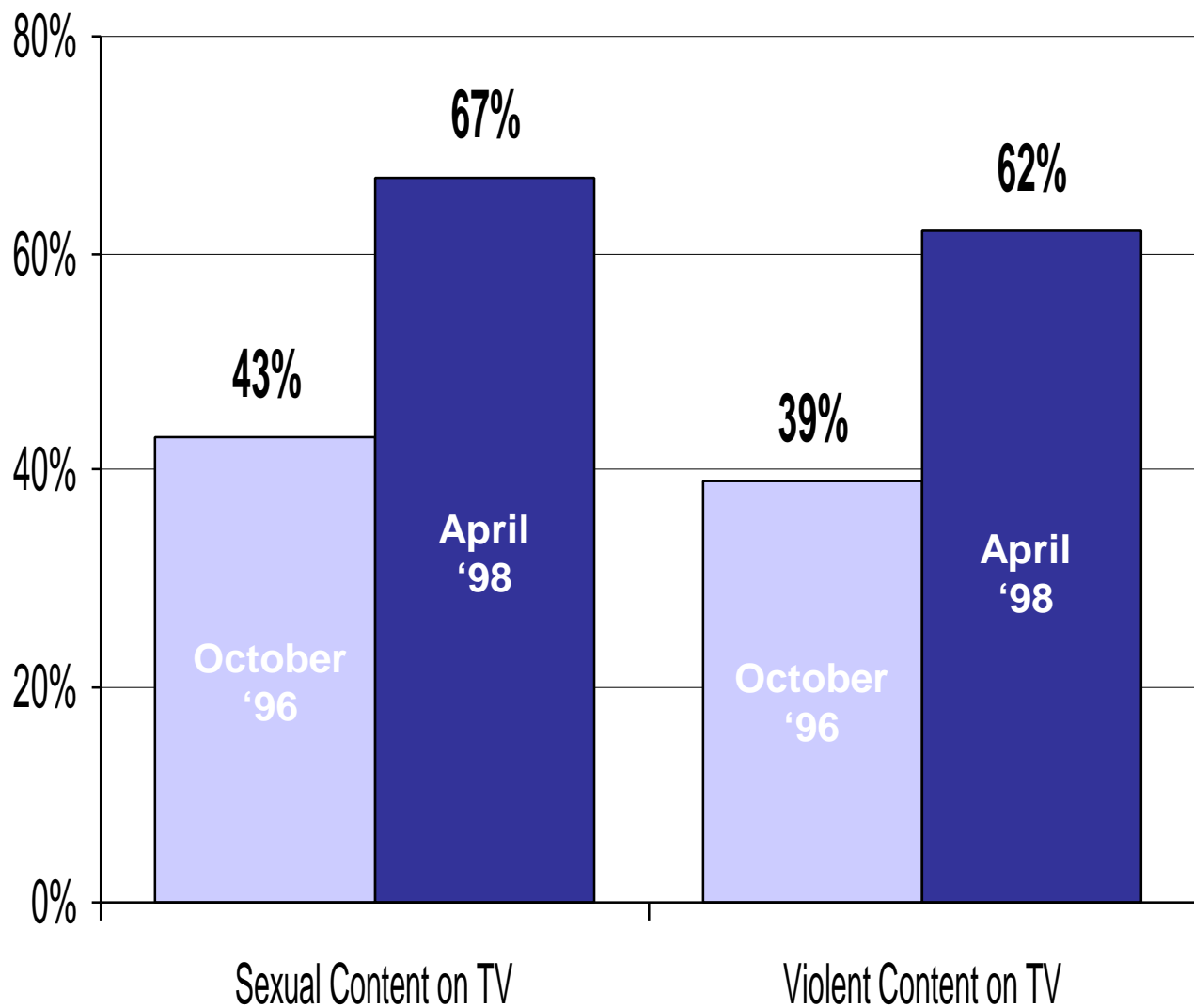
**Two Kaiser Family Foundation Surveys**

Chart Pack

Chart 2

## Parental Concern About TV Content

Percent of **parents of 2-17 year olds** today, as compared to 1 1/2 years ago, who say they are concerned “a great deal” that their children are being exposed to too much...

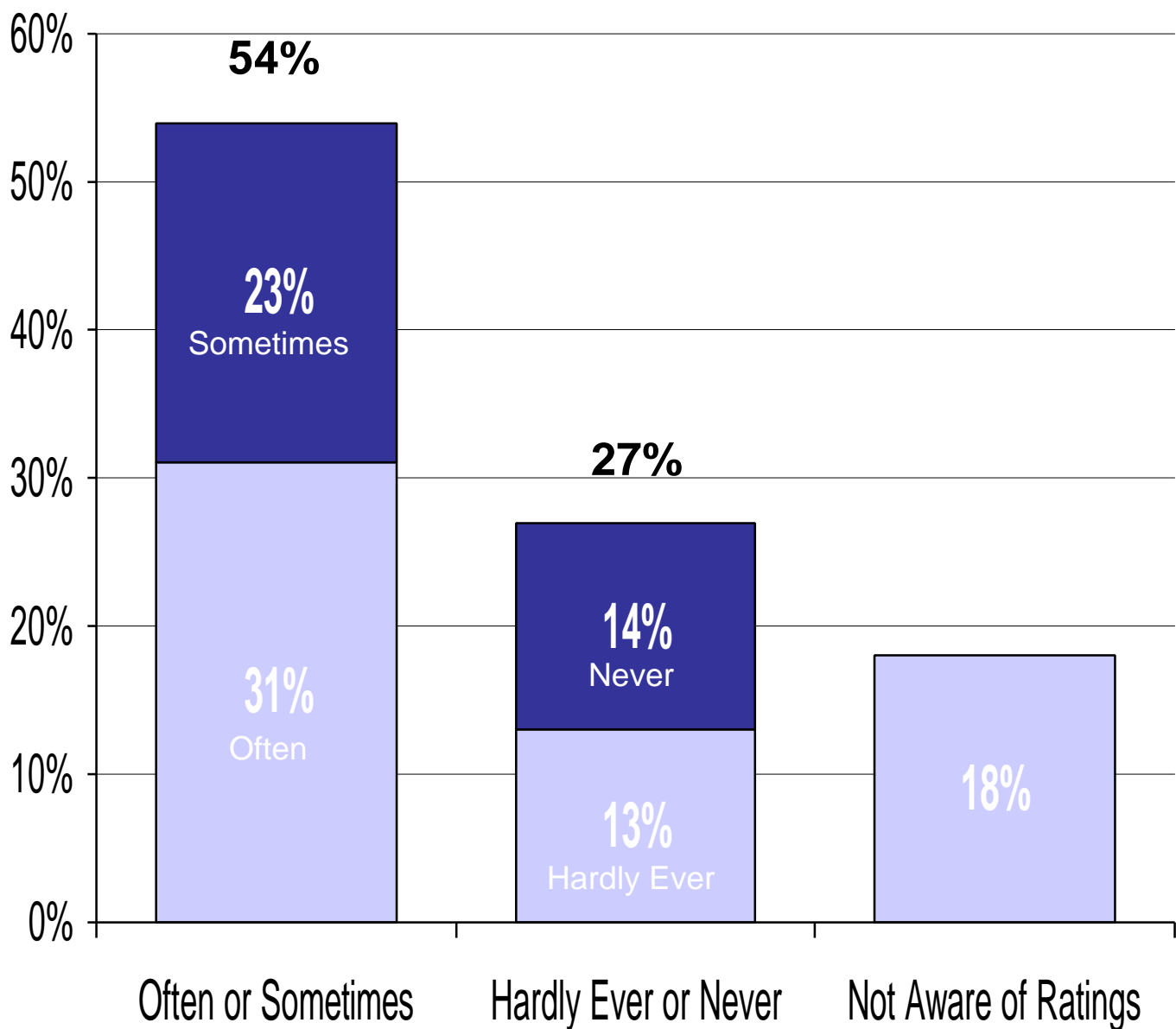


Sources: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys, May 1998; A Kaiser Family Foundation and Children Now National Survey: Parents Speak Up About Television Today, December 1996

Chart 3

# Parents' Use of the TV Ratings System

Percent of **parents of 2-17 year olds** who use the TV ratings system to help make decisions about what shows their children watch...



\*Don't know/Refused responses not

shown.

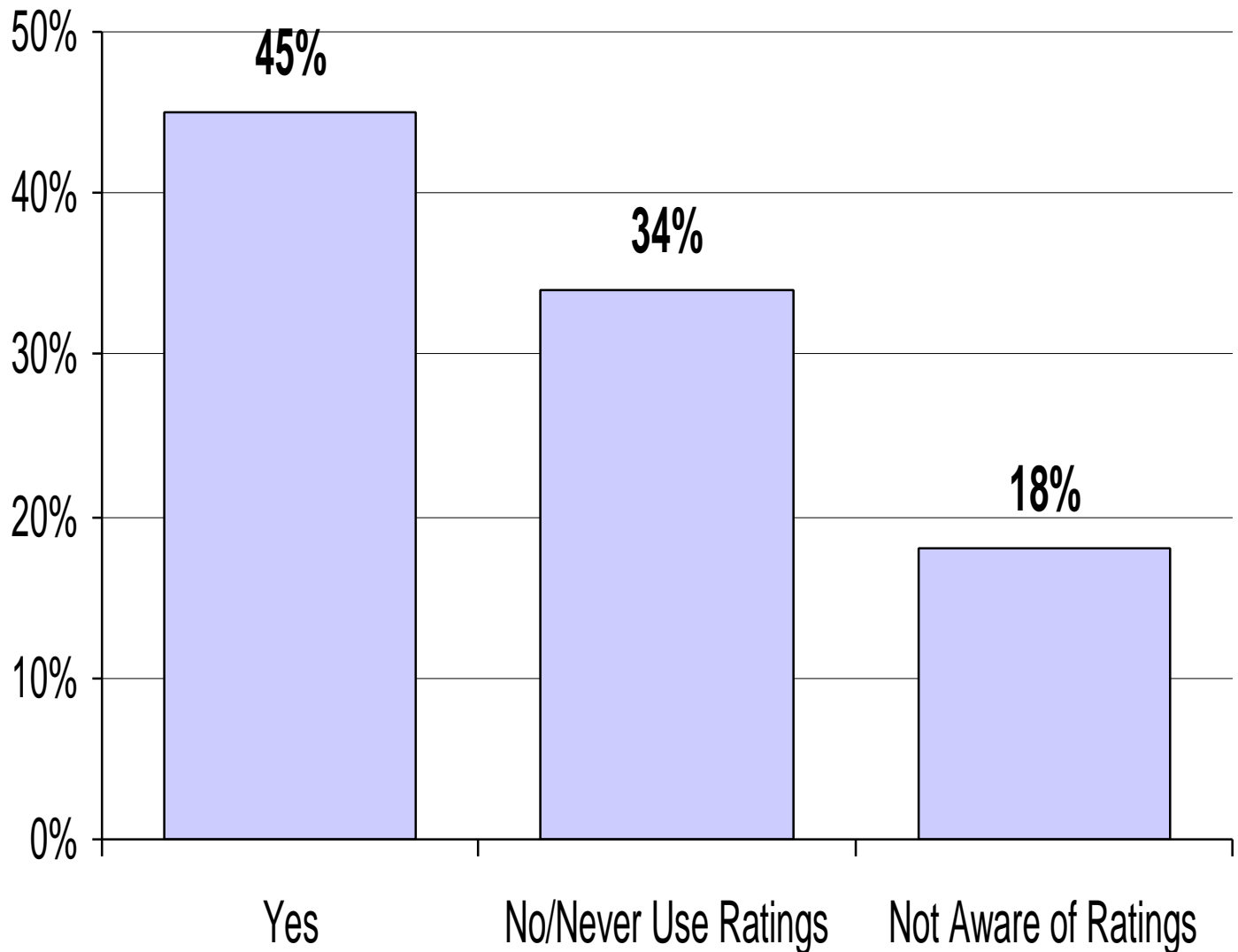
Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys

Chart 4

# TV Ratings' Impact on What Kids Watch

What parents say...

Percent of **parents of 2-17 year olds** who say they have ever stopped one of their children from watching a TV show because of its rating...



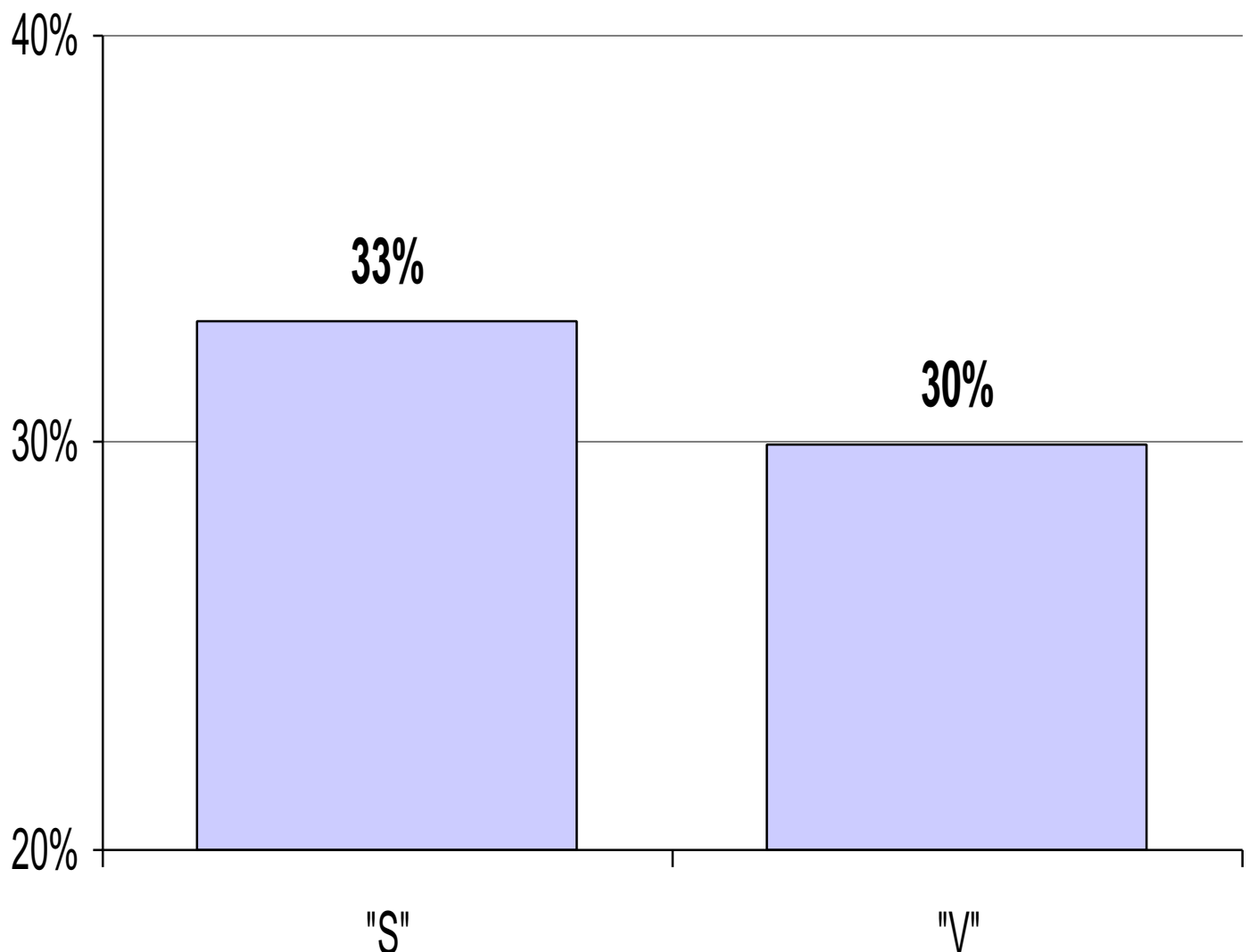
\*Don't know/Refused/"Stopped for other reason" responses not shown.

Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys

Chart 5

# Ratings Most Likely to Cause a Parent to Stop a Child from Watching a Show

Percent of **parents of 2-17 year olds** who say the rating "S" or "V" has caused them to stop one of their children from watching a TV show...

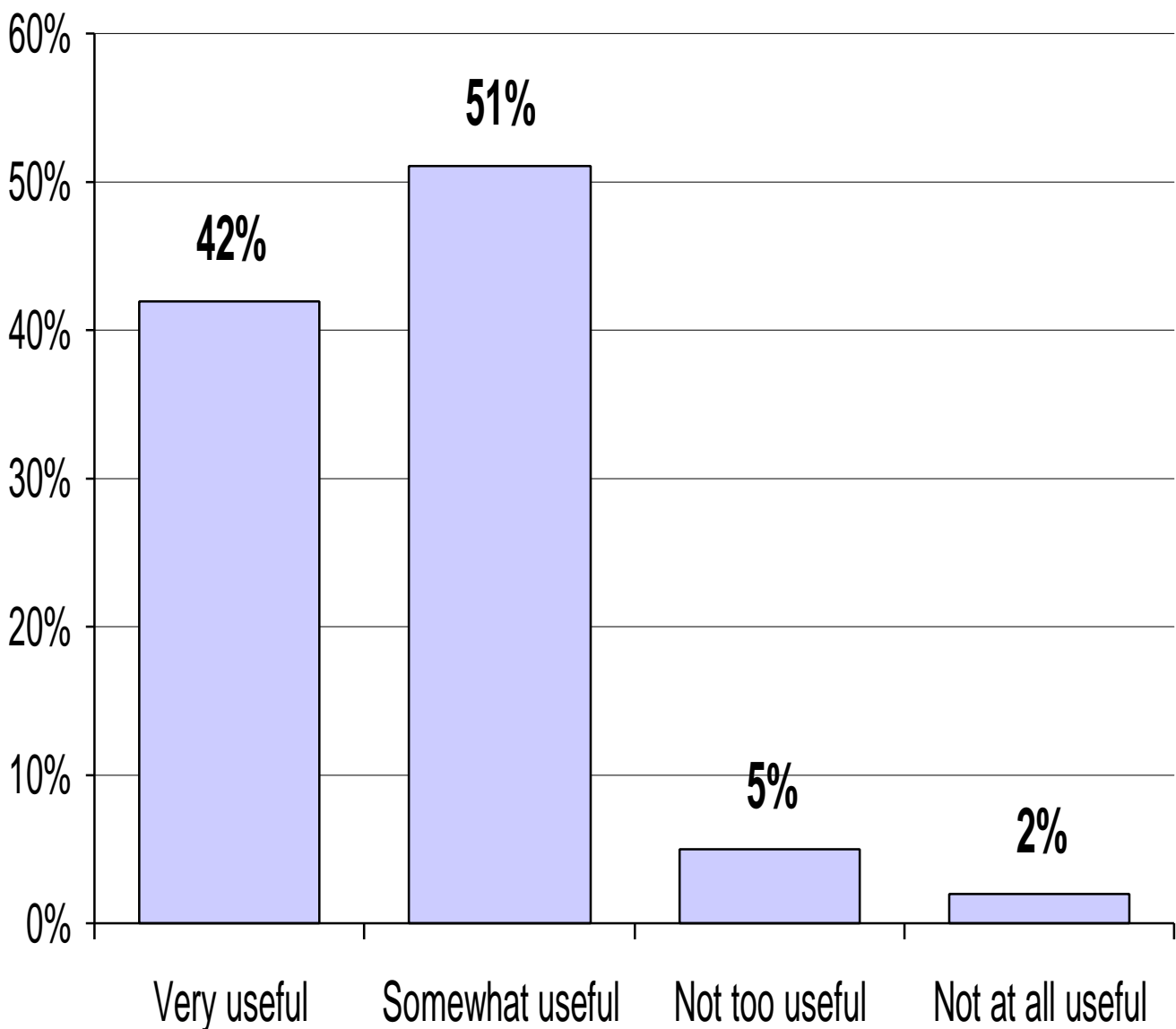


Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys

Chart 6

## Usefulness of the TV Ratings

Of **parents of 2-17 year olds** who have ever used the TV ratings, the percent who say they have been useful in helping guide their family's choices...

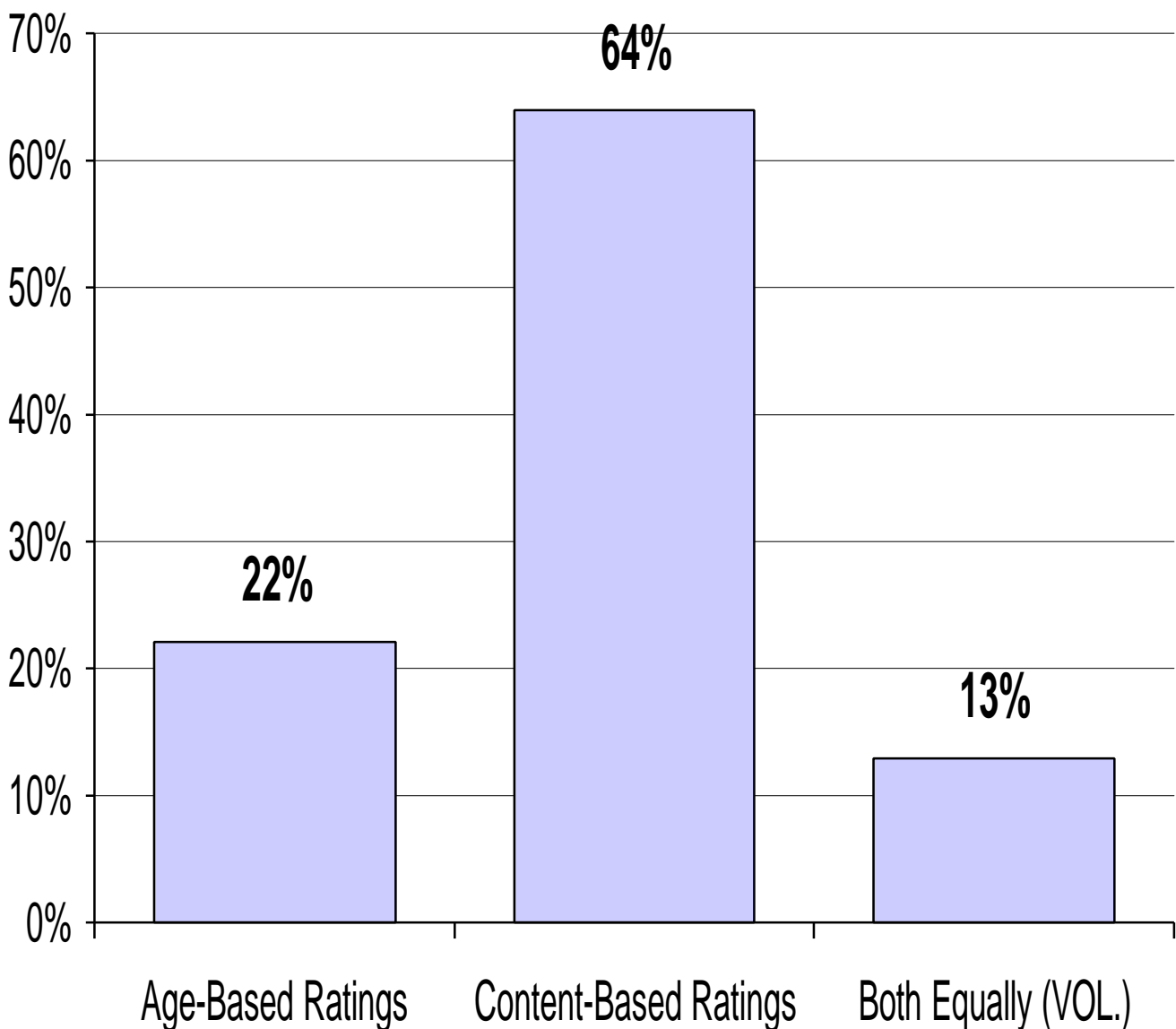


Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys

Chart 7

## Usefulness of the TV Ratings

Of **parents of 2-17 year olds** who use the TV ratings, which part of the rating is most useful to them...



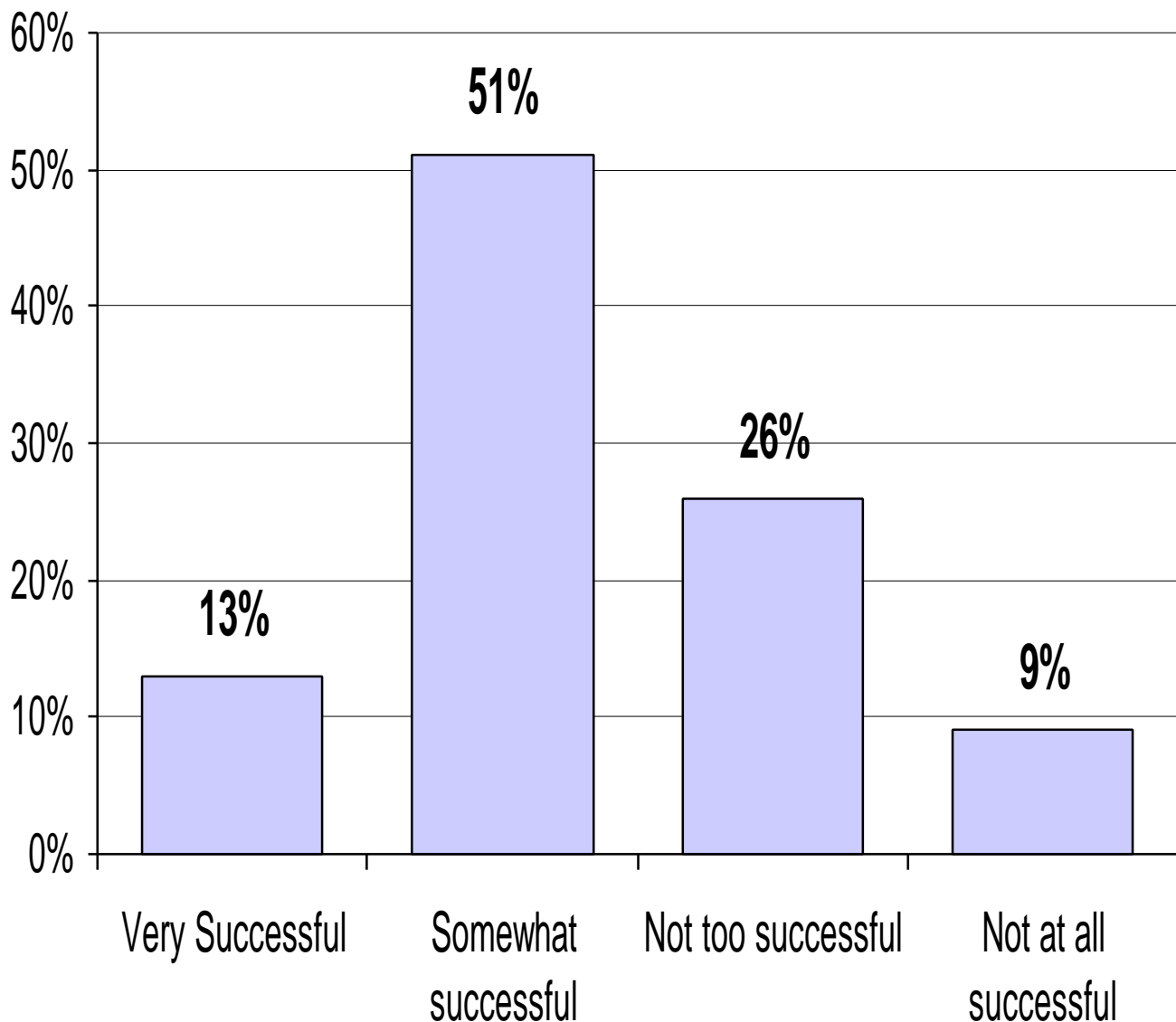
\*Don't know/Refused responses not shown.

Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys

Chart 8

## Effectiveness of the TV Ratings

Of **parents of 2-17 year olds** who use the ratings, the percent who say how successful the TV ratings system has been in keeping children from being exposed to inappropriate material...



\*Don't know/Refused responses not shown.

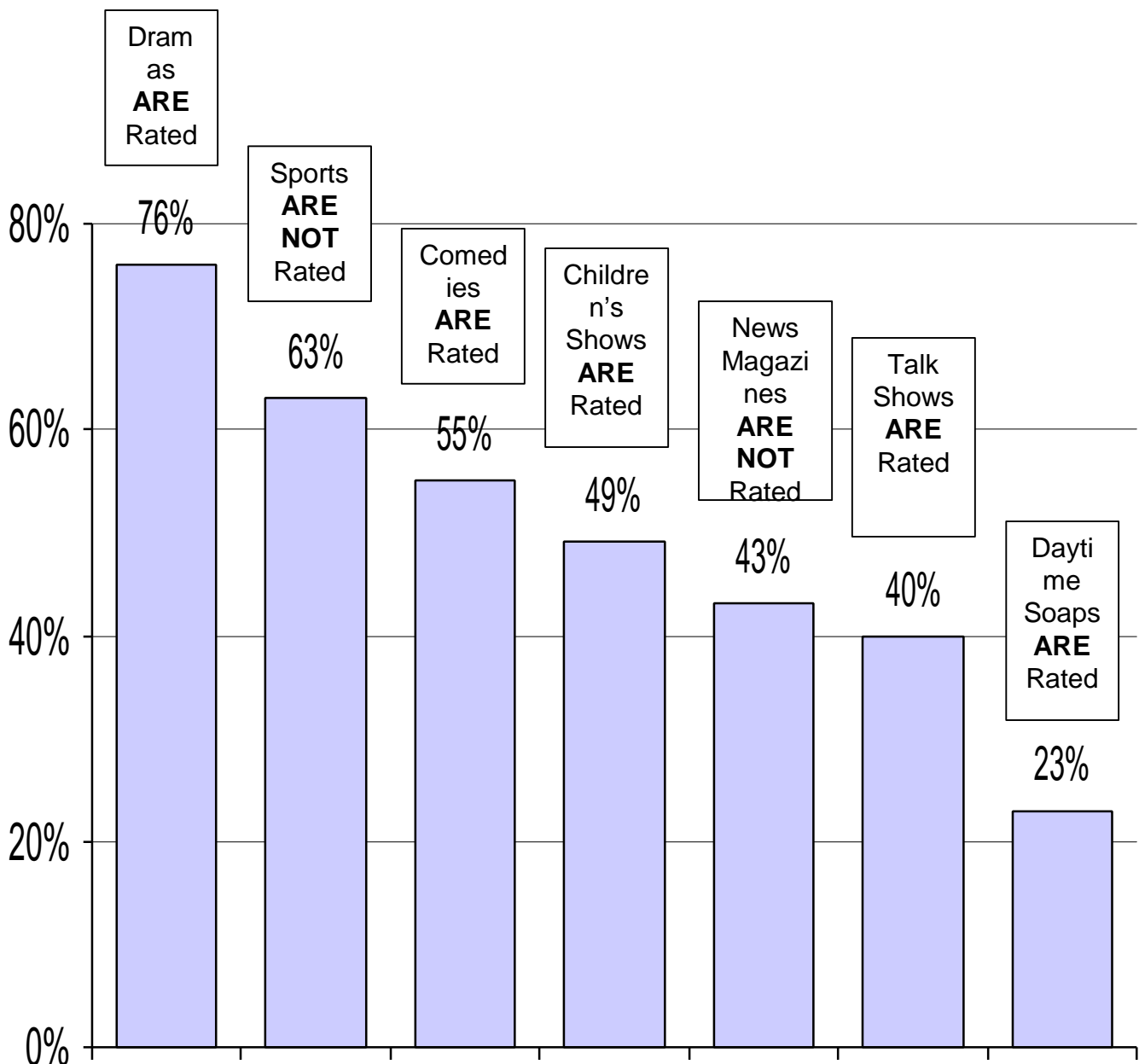
Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys



Chart 9

# Parents' Understanding of Which Shows are Rated

Of parents of 2-17 year olds who are aware of the ratings, the percent who know that...

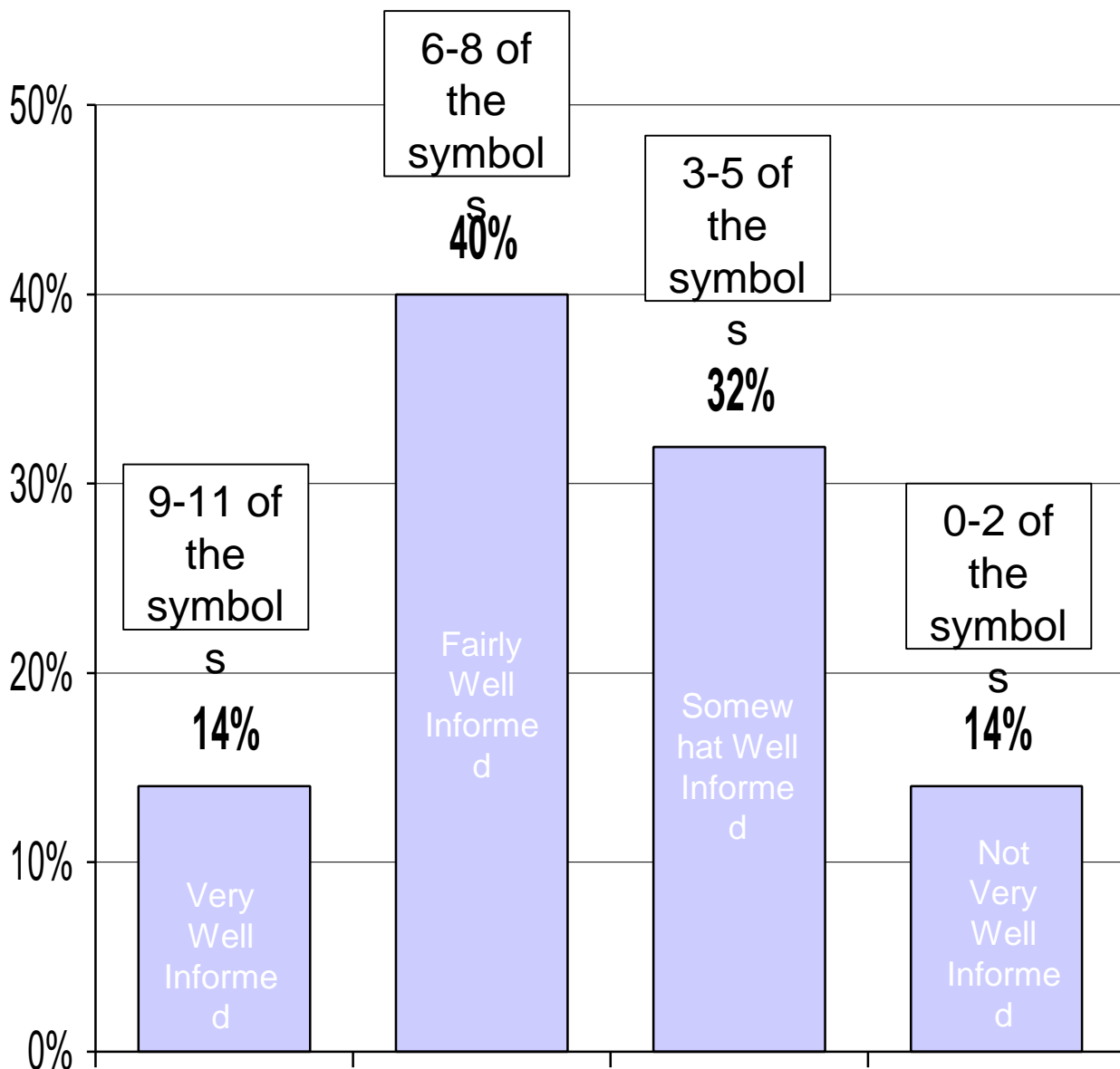


Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys

Chart 10

## Parents' Understanding of the Ratings Symbols

Of **parents of 2-17 year olds** who are aware of the TV ratings system, the percent who can accurately define...

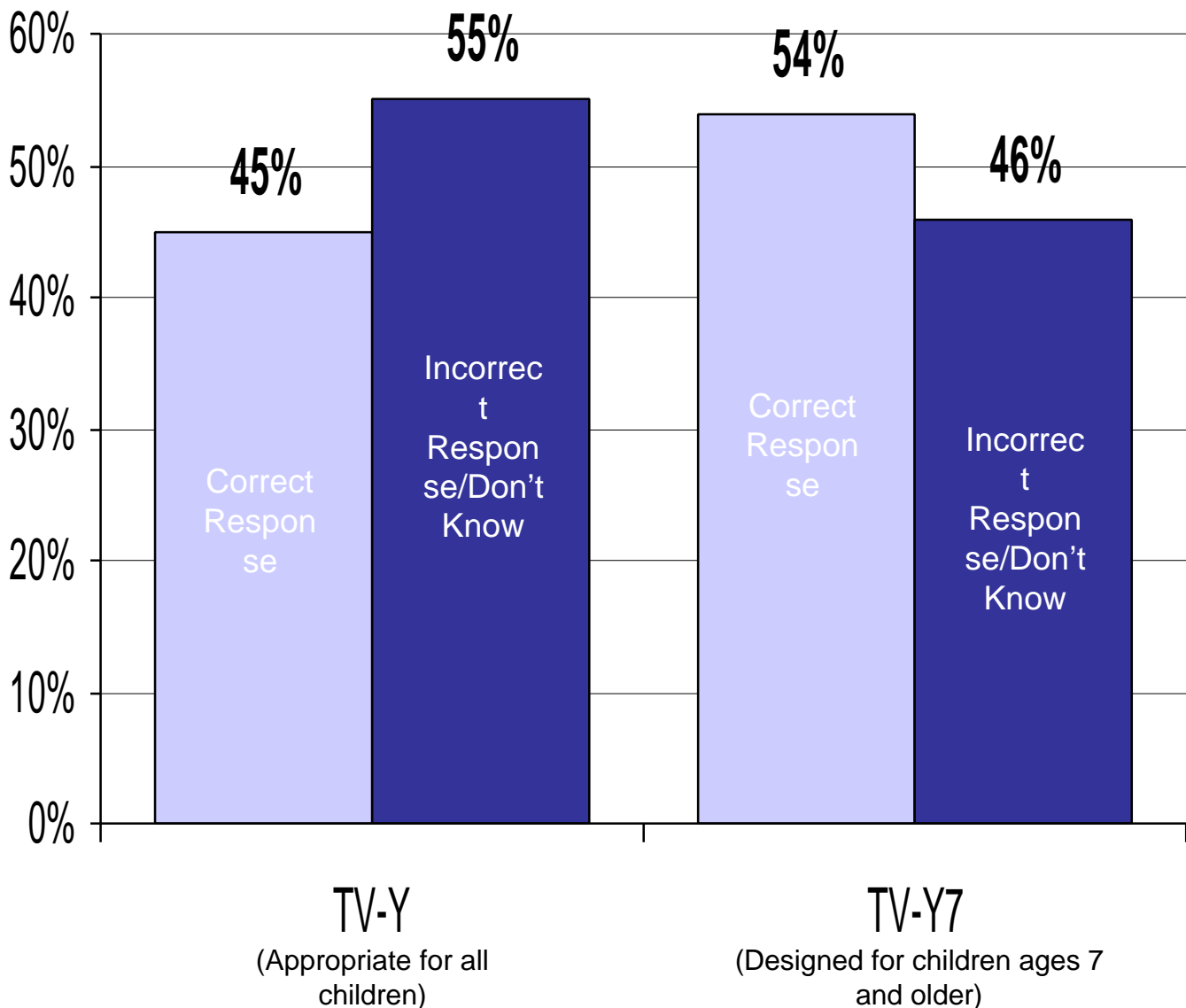


Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys

Chart 11

# Parents' Understanding of the Ratings for Children's Shows

Of parents with children under 10 years old who are aware of the ratings, the percent who can define the ratings symbols for children's programs...

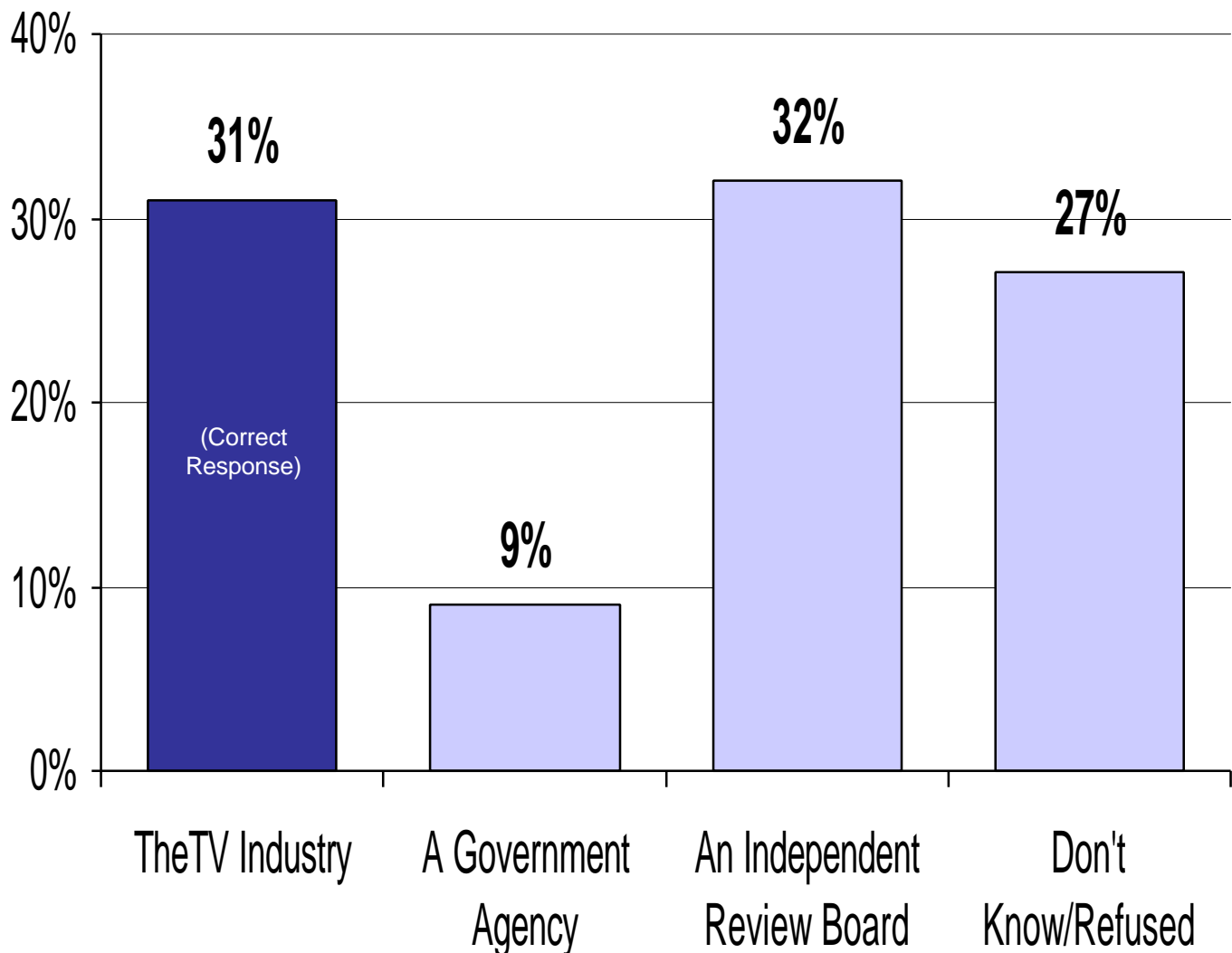


Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys

Chart 12

## Parents' Understanding of Who Rates TV Shows

Of **parents of 2-17 year olds** who are aware of the ratings, the percent who think ... is responsible for rating TV shows.



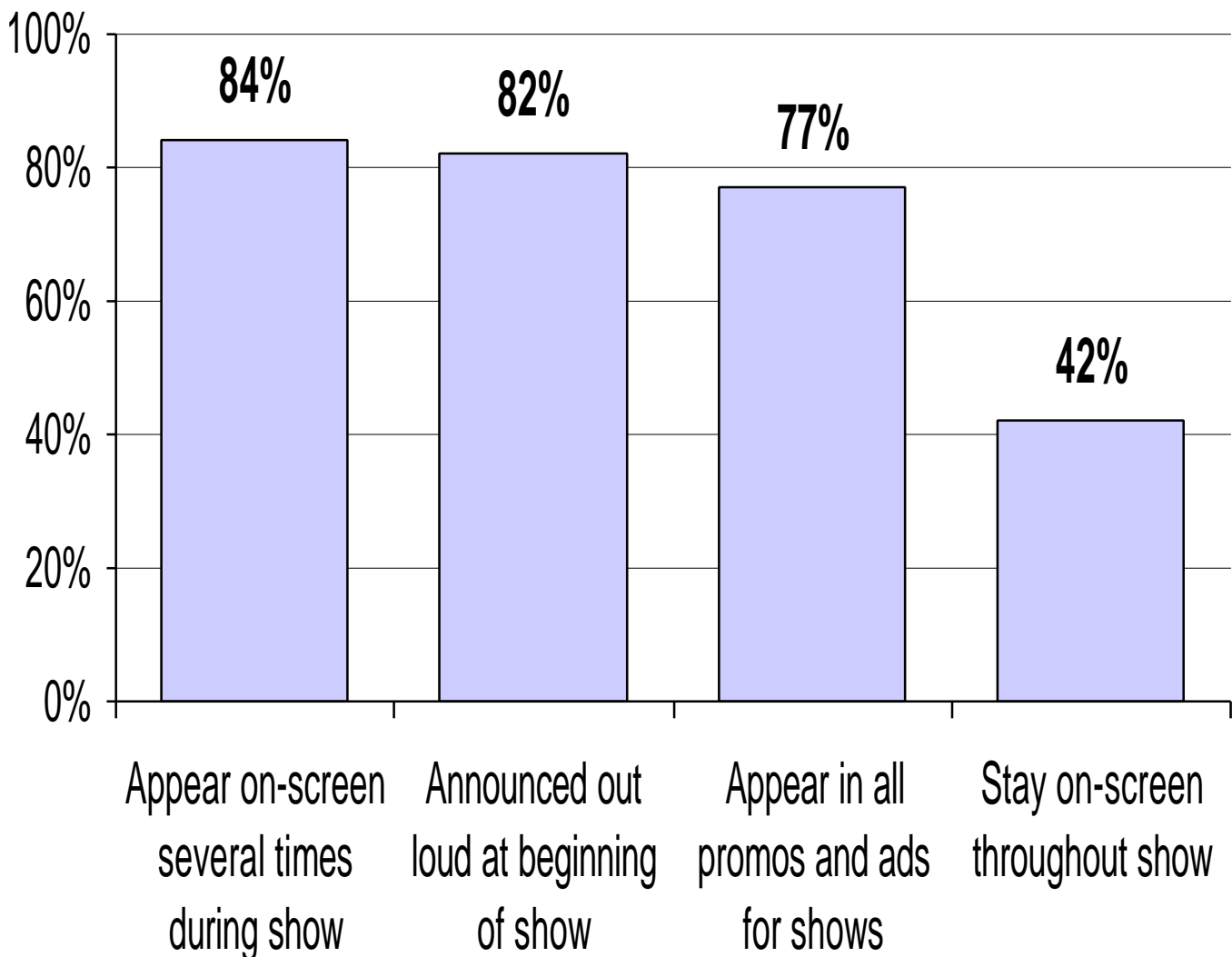
\* "Other" responses not shown.

Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys

Chart 13

# Changes Parents Want in the TV Ratings

Of **parents of 2-17 year olds** who use the system, the percent who say they would like to see the rating symbol...

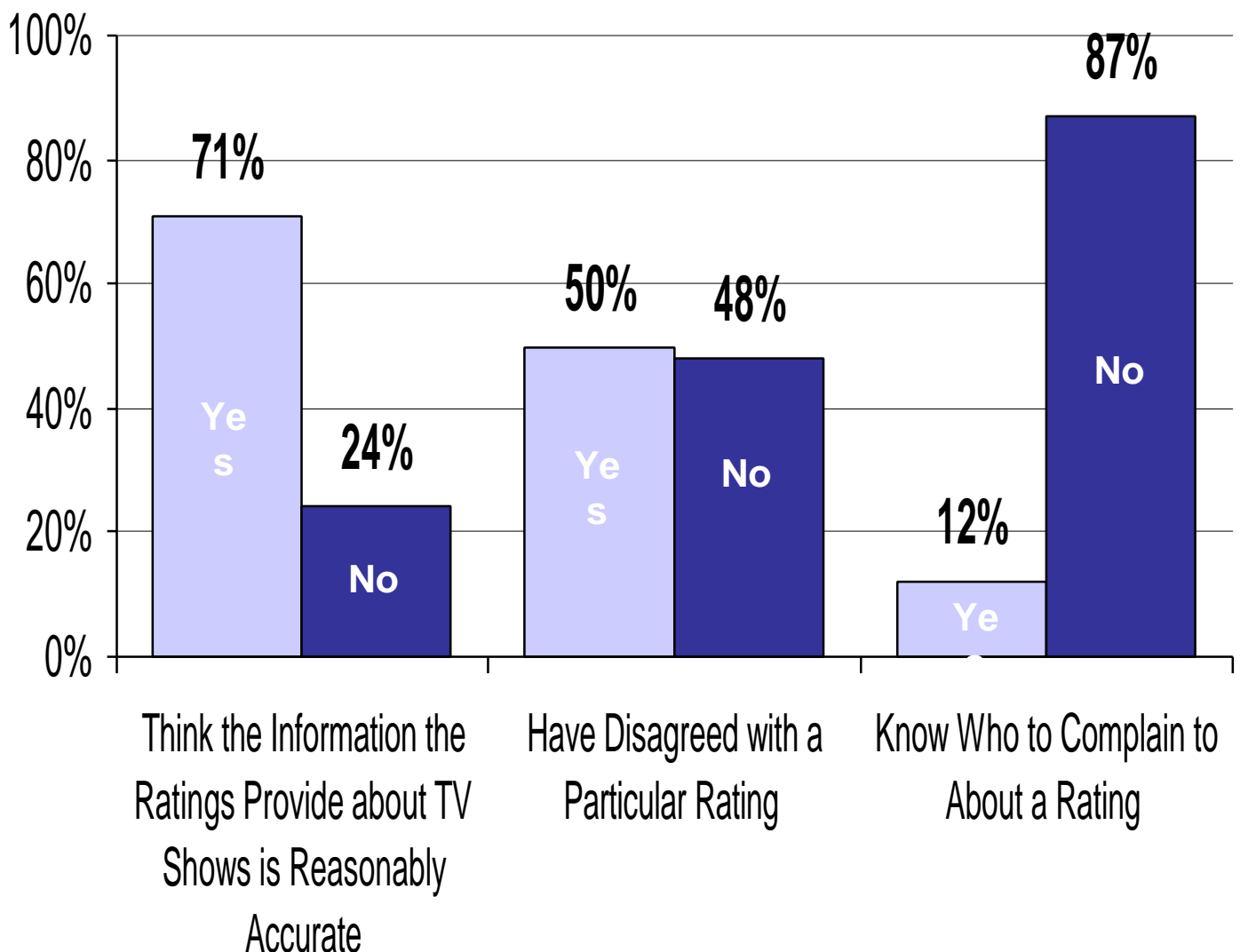


Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys

Chart 14

## Perceived Accuracy of TV Ratings

Of **parents of 2-17 year olds** who use the ratings, the percent who...



\*Don't know/Refused responses not

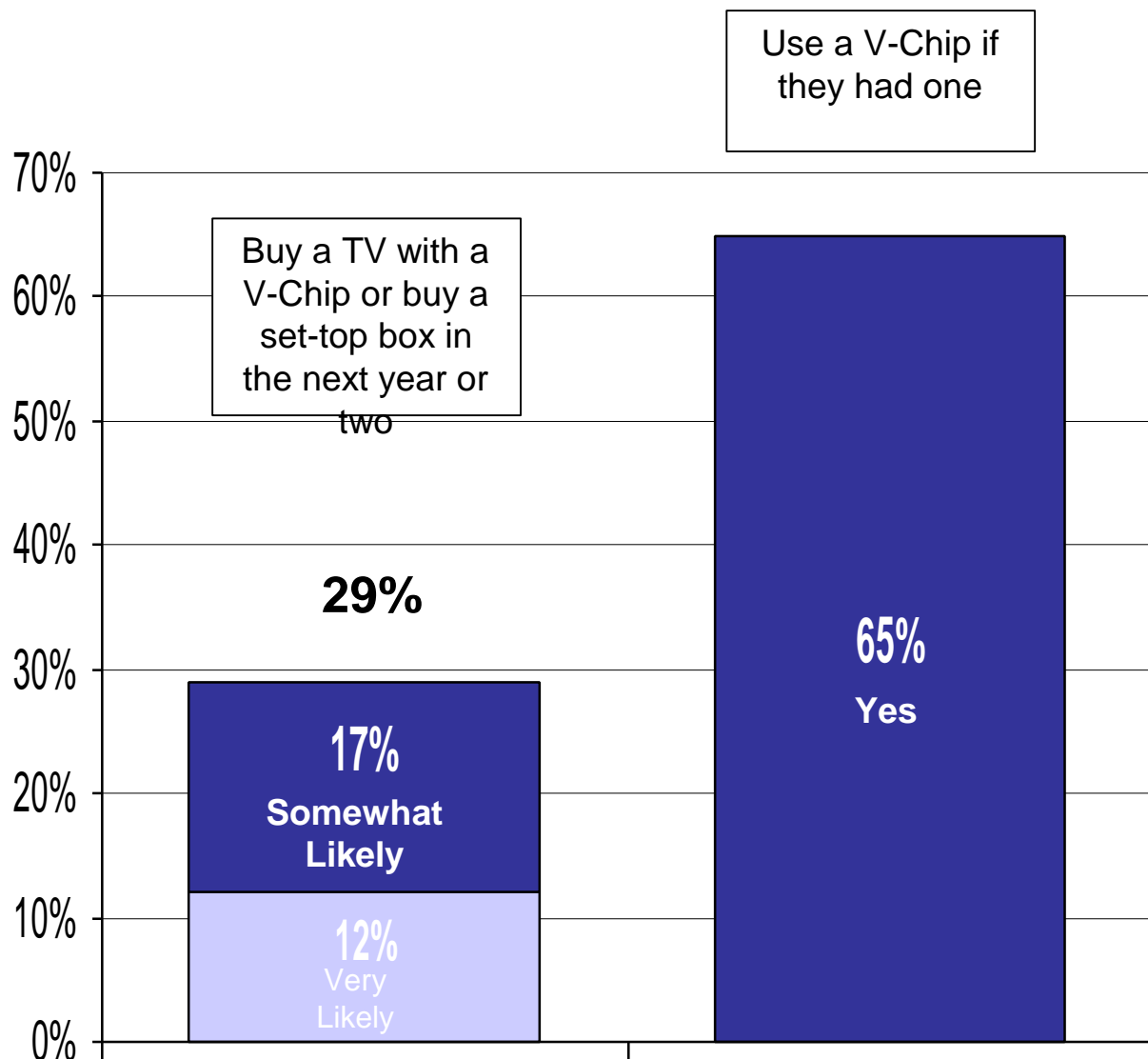
shown.

Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys

Chart 15

## Parents' Plans for the V-Chip

Percent of parents of 2-17 year olds who would...



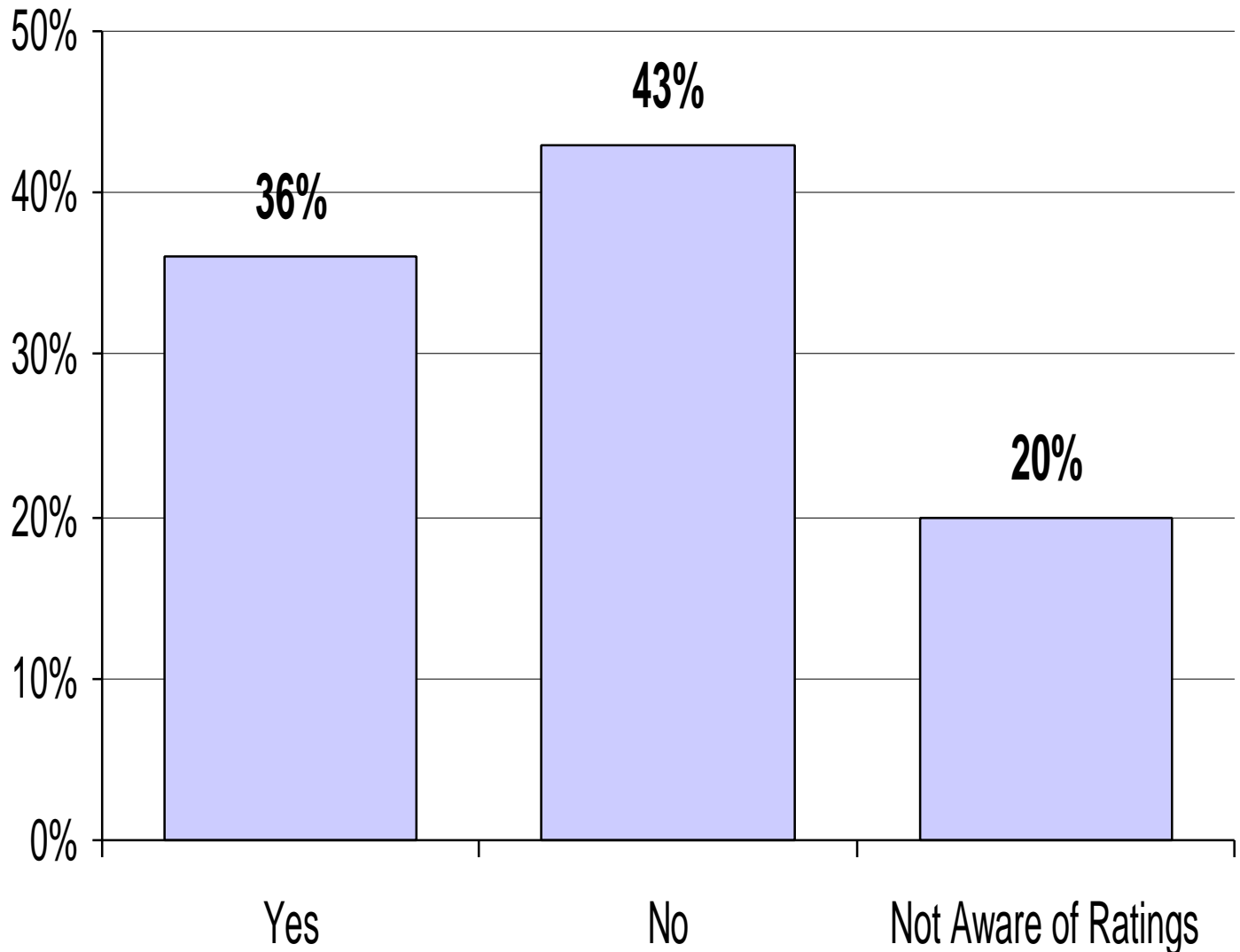
Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys

Chart 16

# TV Ratings' Impact on What Kids Watch

What children say...

Percent of **children ages 10-17** who say a parent has ever stopped them from watching a TV show because of its rating...



\*Don't know/Refused responses not

shown.

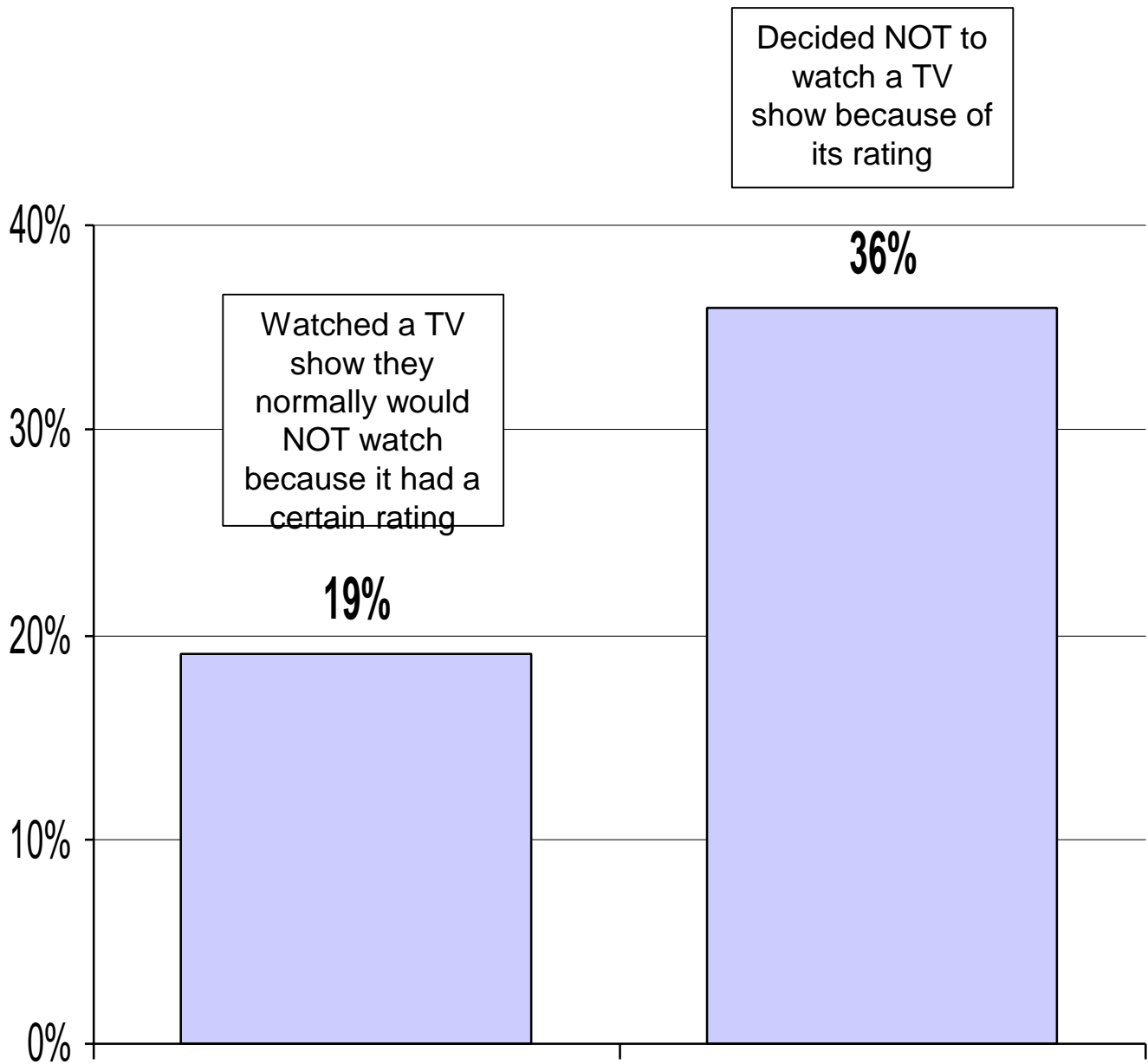
Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys



Chart 17

# Children's Use of the TV Ratings

Percent of **children 10-17 years old** who have ever...

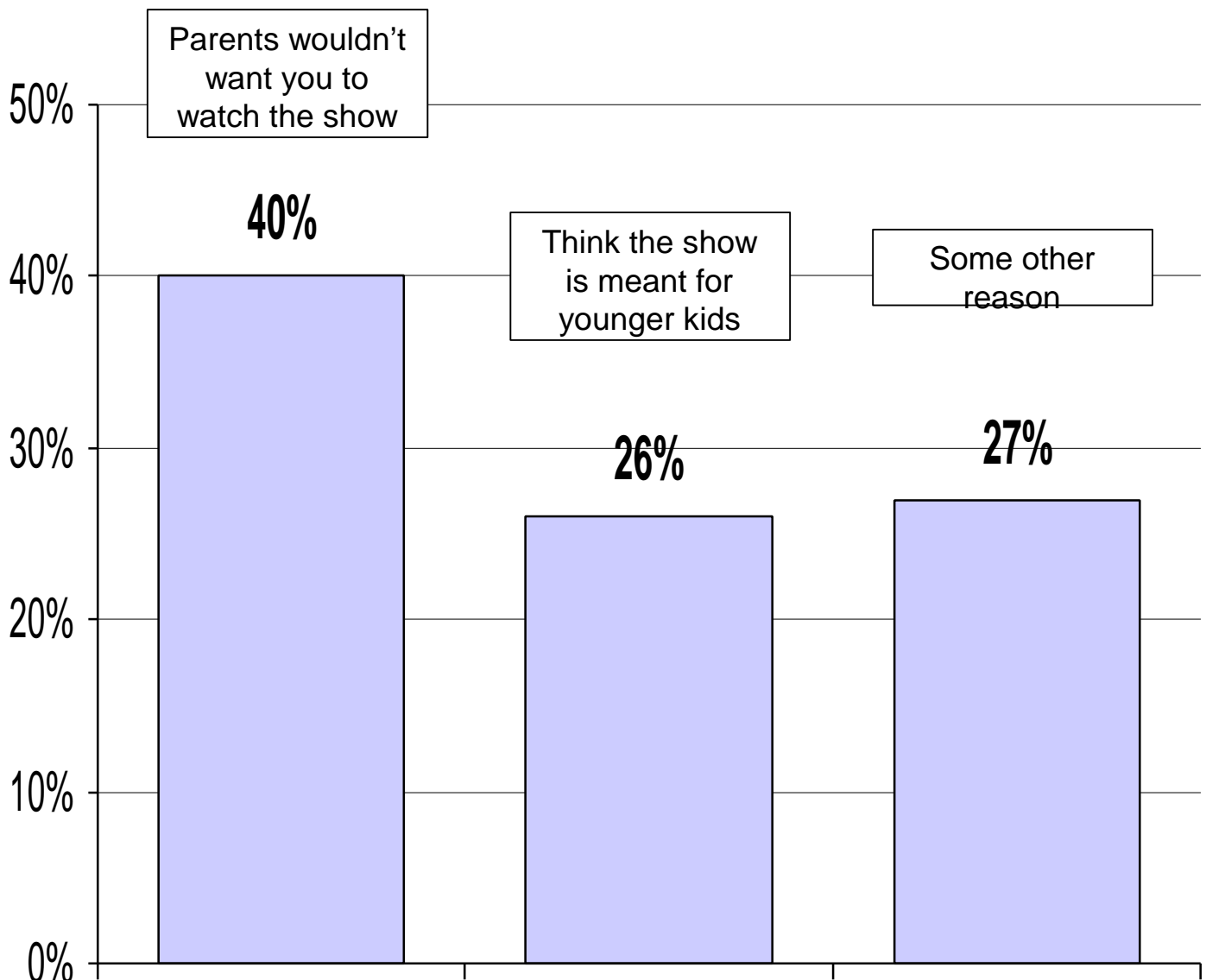


Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys

Chart 18

## Children's Use of the TV Ratings

Among **children 10-17 years old** who have ever decided not to watch a show, the reasons they have decided NOT to watch a show with a certain rating...



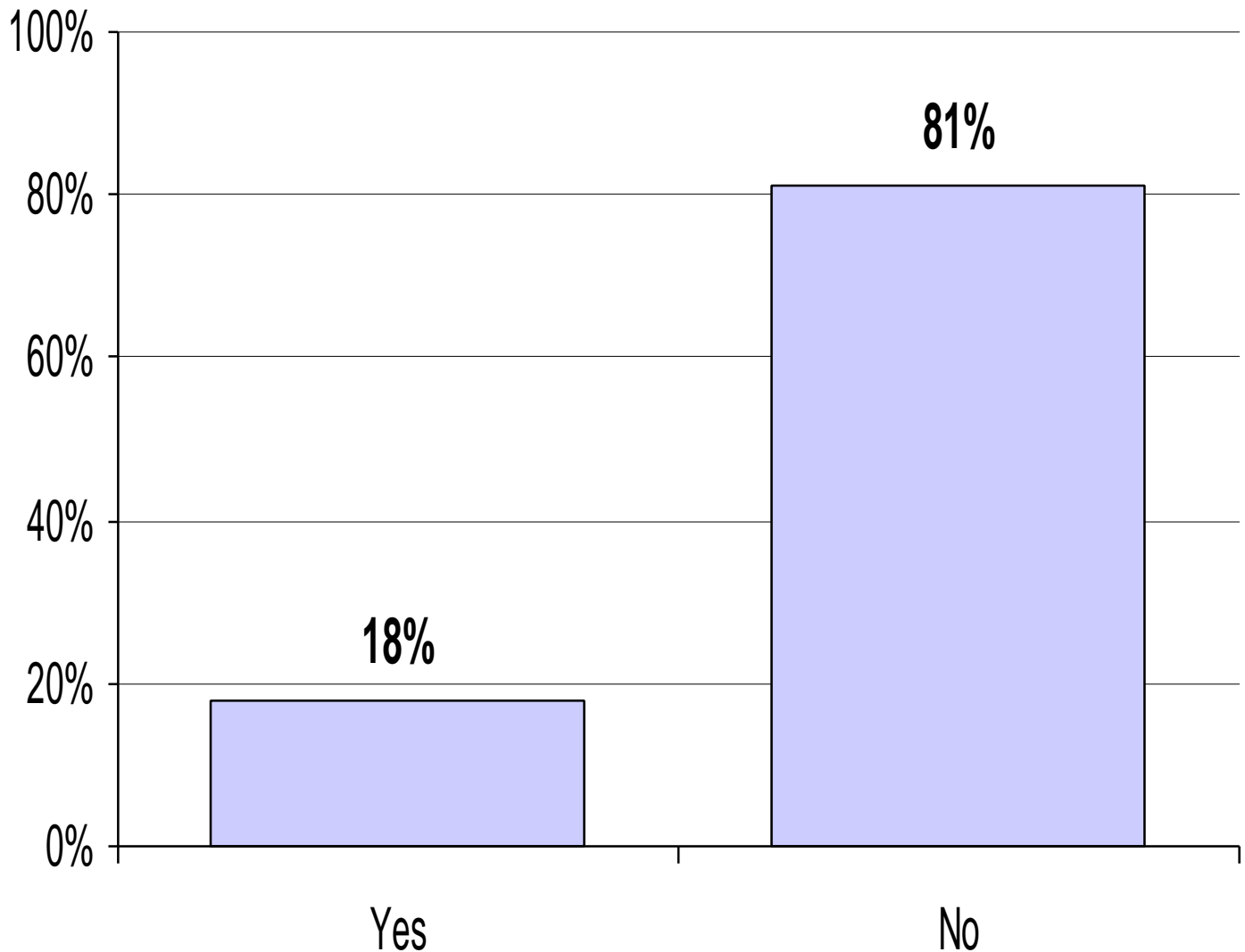
\*Don't know/Refused responses not shown.

Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys

Chart 19

## Parents' Perception of Ratings Backlash

Of **parents of 2-17 year olds** who use the ratings, the percent who have noticed their own children being attracted to TV shows with inappropriate material *because* of the ratings...



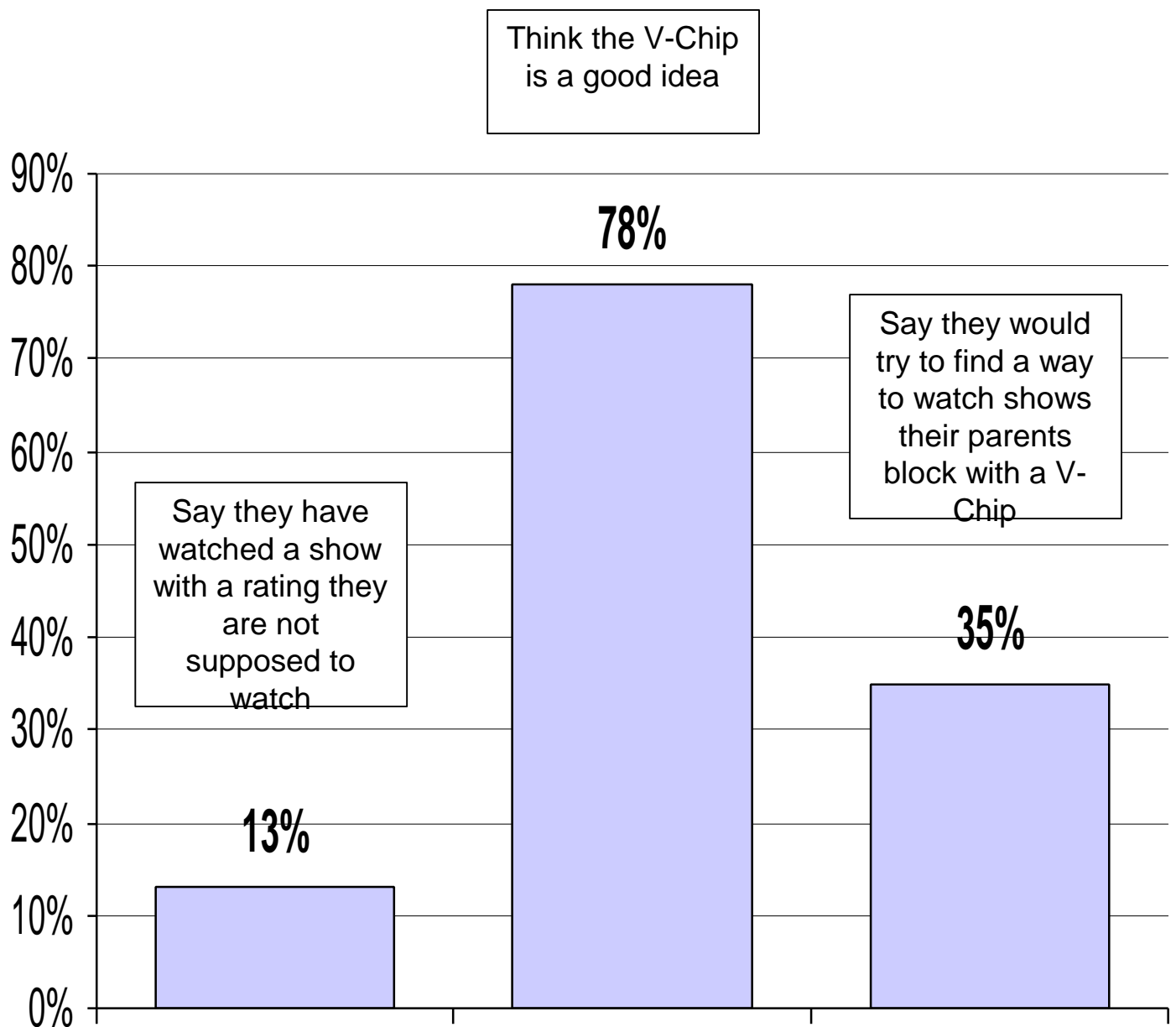
\*Don't know/Refused responses not shown.

Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys

Chart 20

# Children's Responses to the Ratings and the V-Chip

Percent of **children 10-17 years old** who...

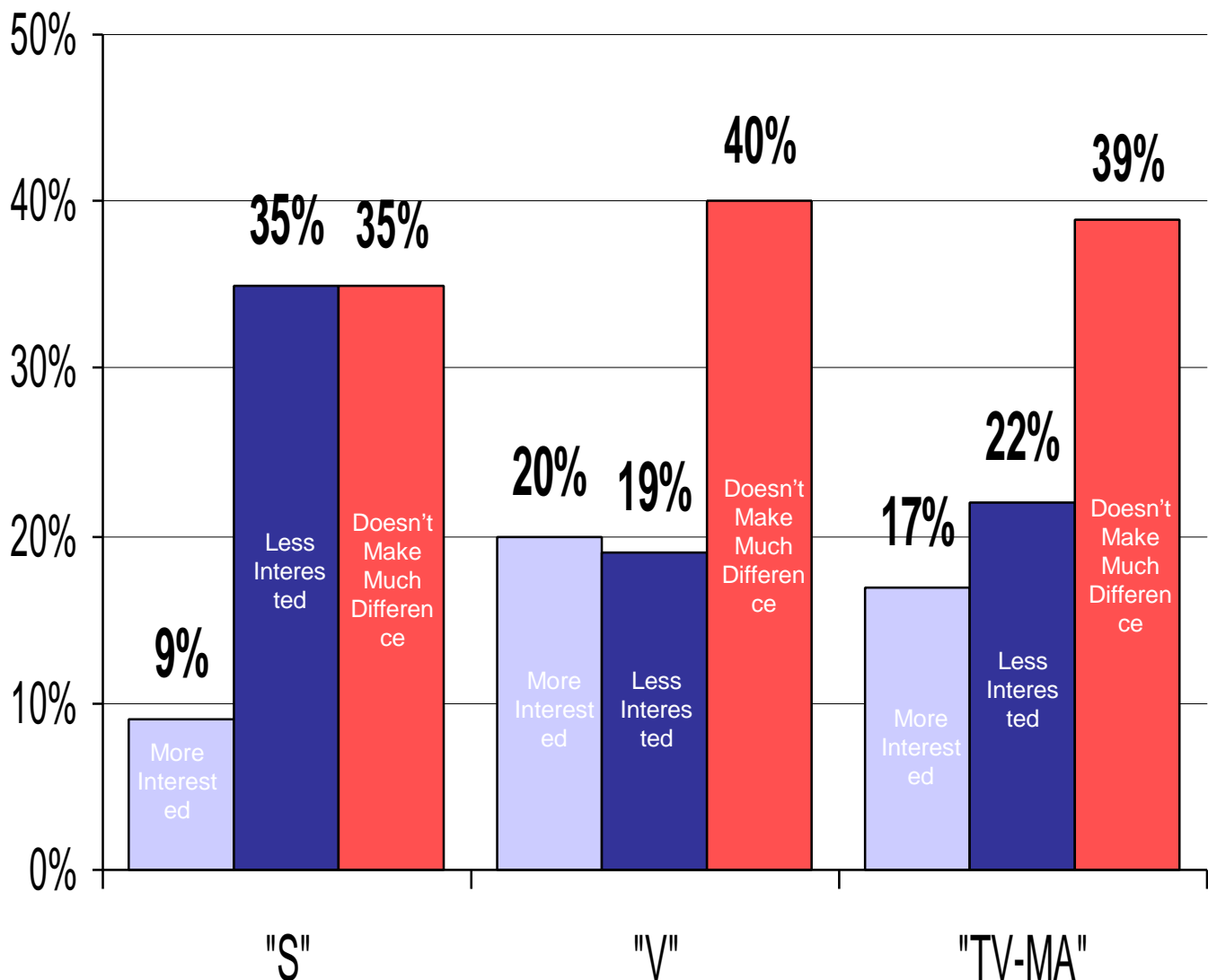


Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys

Chart 21

## Influence of Ratings on Children

Of **children ages 10-17**, the percent who become more or less interested in a show because of its rating...



\*Don't know/Refused/Not Aware of Ratings

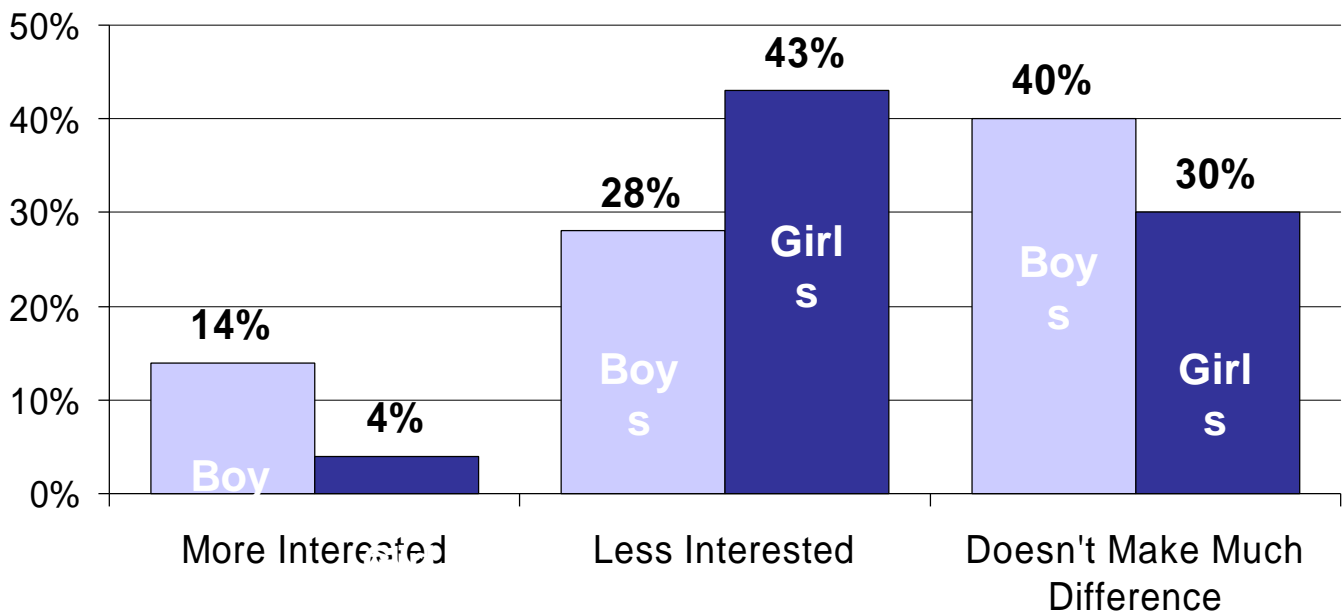
responses not shown

Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys

Chart 22

## Influence of Ratings on Children

Of **children ages 10-17**, gender differences in the percent who become more or less interested in a show that is rated “S”...



\*Don't know/Refused/Not Aware of Ratings

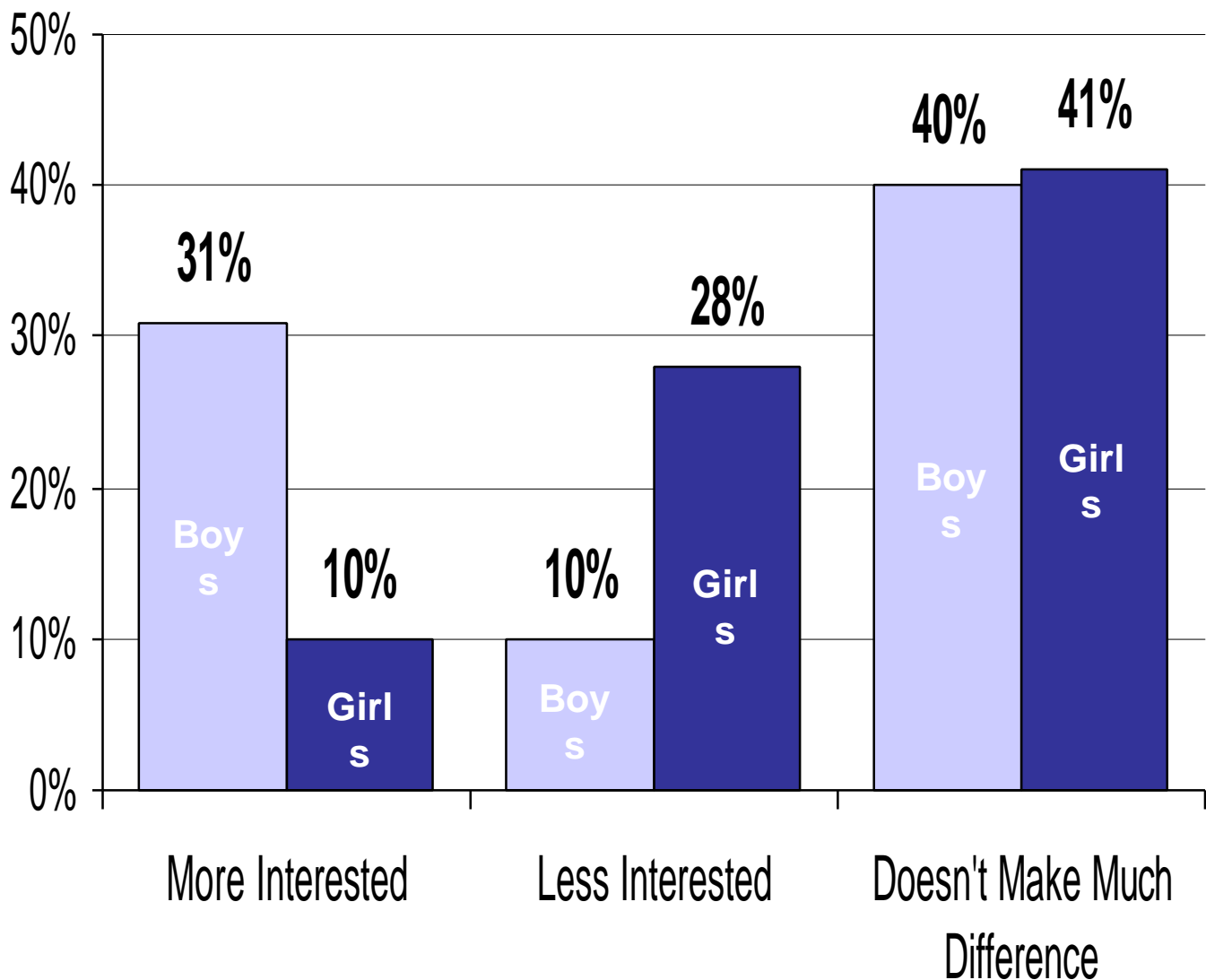
responses not shown

Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys

Chart 23

## Influence of Ratings on Children

Of **children ages 10-17**, gender differences in the percent who become more or less interested in a show that is rated “V”...



\*Don't know/Refused/Not Aware of Ratings

responses not shown

Source: Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys

---

## METHODOLOGY

The *Parents, Children and the Television Ratings System* chart pack reports on the results of two national, random sample surveys designed by the Kaiser Family Foundation and Princeton Survey Research Associates (PSRA), and conducted by PSRA by telephone between April 2-1998. 1,358 parents of children ages 2-17 and 446 children ages 10-17 were interviewed.

For the survey of parents, for results based on the total sample, one can say with 95 percent confidence that the error attributable to sampling and other random effects is plus or minus 3 percentage points. The sampling error for the sub-sample of those parents “aware of the ratings” based on question 1 in the topline, and for the sub-sample of parents who “use ratings for kids” based on question 25 in the topline (“often,” “sometimes” or “hardly ever”) is also plus or minus 3 percentage points. The sampling error for the sub-sample of parents of kids under 10 years old based on question 1 for the sub-sample of parents of kids under 10 years old who are “aware of the ratings” is plus or minus 4 percentage points.

For the survey of children, one can say with 95 percent confidence that the error attributable to sampling and other random effects is plus or minus 5 percentage points. The sampling error for the sub-sample of those children “aware of the ratings,” based on question 8 in the topline is plus or minus 6 percentage points. In addition to sampling error, question wording and practical difficulties in conducting telephone surveys can introduce error or bias into the findings of opinion polls.

To receive a free copy of the Summary and Toplines from *Parents, Children and the Television Ratings System: Two Kaiser Family Foundation Surveys*, call 1-800-656-4KFF, and ask for publication #398.

---