

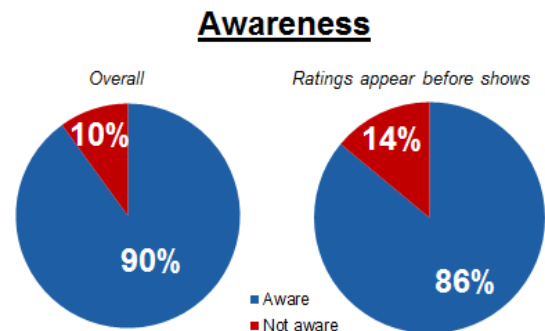
Key Findings from 2018 TV Ratings Research Among Parents

From August 9 to 16, 2018, Hart Research Associates conducted a national online survey among 1,018 parents of children age two to 17 in households with at least one television. The survey is a follow-up to online surveys conducted in June 2016, May 2014, and November 2011, and is part of the TV Parental Guidelines Monitoring Board's ongoing tracking of American parents' awareness of TV ratings, reported usage of TV ratings, and feelings toward TV ratings.

Overview: Parents continue to report high levels of usage of and positive sentiment toward the TV ratings system. Nearly nine in 10 parents (88%) find it helpful. Three in four parents report using the system often or sometimes, and a similar proportion have a favorable opinion of it (76%). Parents continue to express near unanimous satisfaction with the accuracy of ratings for TV shows overall (94% satisfied).

Awareness of the TV ratings system remains high, and most parents continue to say they understand TV ratings.

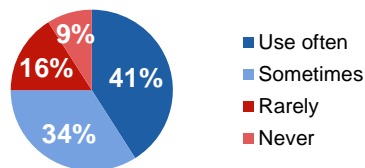
- Fully 90% of parents are aware that broadcast and cable networks provide parental ratings for TV programs—only a slight drop since 2016 (94%). Nearly as many (86%) are aware that these ratings appear on screen at the start of the program (89% in 2016).
 - Drops in awareness of parental TV ratings are small, but where they do exist, they are greatest among Millennial parents, parents with children age two to five, and African Americans.
- Nine in 10 (90%) parents say they understand the parental ratings for TV programs, including 48% who say they understand parental ratings very well. This has held steady over the past two years: in 2016, 91% said they understood them, including 47% who said they understood them very well.
- When it comes to more specific elements of the TV ratings system, parents remain most aware of ratings that provide guidance based on a child's age (91% in both 2018 and 2016) and the use of letters that provide information about program content like suggestive or crude language, sexual situations, or violence (83% in 2018 and 84% in 2016).



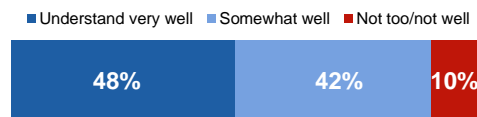
The majority of parents have a favorable opinion of the TV ratings system. Nearly nine in 10 find the parental ratings for TV helpful, and their usage of the ratings system remains high.

- Three in four (76%) parents view the parental ratings for TV programs favorably—a slight drop from 2016 (79%) but the same as 2014 (76%). Most parents (88%—the same as in 2016) continue to find the TV ratings system helpful. Half (50%) find parental TV ratings very helpful, similar to 49% in 2016 and up from 41% in 2014.
 - Specific aspects of the TV ratings system that add to parents’ favorable opinion of it include program ratings using letters that provide information about program content (69% say content ratings give them a more favorable opinion of the TV ratings system) and guidance based on the child’s age (66% say this makes them more favorable).
- Most parents (75%) report using the parental ratings sometimes or often when deciding whether their child can watch a particular TV show, similar to 2016 (77%). A notable 41% say they often use parental ratings, while only a quarter (25%) say they rarely or never use them.
 - Parents of older teens age 16 to 17 (63% often or sometimes) report lower usage of the TV ratings system than parents of 13- to 15-year-olds (70%), 11- to 12-year-olds (78%), and those with younger children (80%). African Americans (84%) and Hispanics (85%) report higher levels of use than whites (70%).

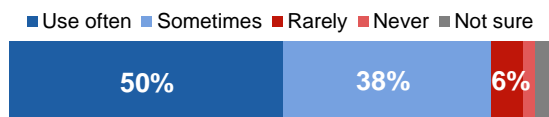
Usage



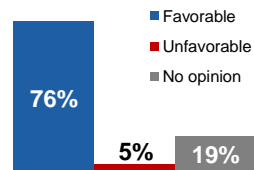
Understanding



Helpfulness



Favorability

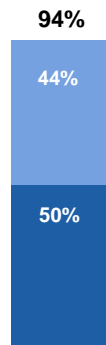


Parents continue to express near-unanimous satisfaction with the accuracy of ratings for TV shows overall, and only one in three recalls seeing a show in the past three months that they felt was rated inaccurately.

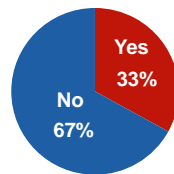
- When presented with a summary of the six TV ratings categories and five content descriptors used to rate TV programs, fully 94% of parents said they are satisfied with the accuracy of parental ratings for TV shows on broadcast and cable television, including 50% who are very satisfied. Only 6% feel dissatisfied.
- Two-thirds (67%) of parents say they have not seen any show on TV in the past two or three months with a rating that they thought was clearly inaccurate, similar to 65% in 2016. Although 33% have seen a show with an inaccurate rating, only 14% of all parents say this has happened frequently.
 - More than seven in 10 (72%) parents who recall seeing inaccurate ratings still feel favorable toward the parental ratings system, and 89% are still somewhat or very satisfied with its accuracy.

Satisfaction with TV ratings

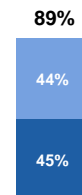
■ Somewhat satisfied
■ Very satisfied



Seen inaccurate rating



Satisfaction among seen inaccurate rating



Frequency of inaccurate ratings

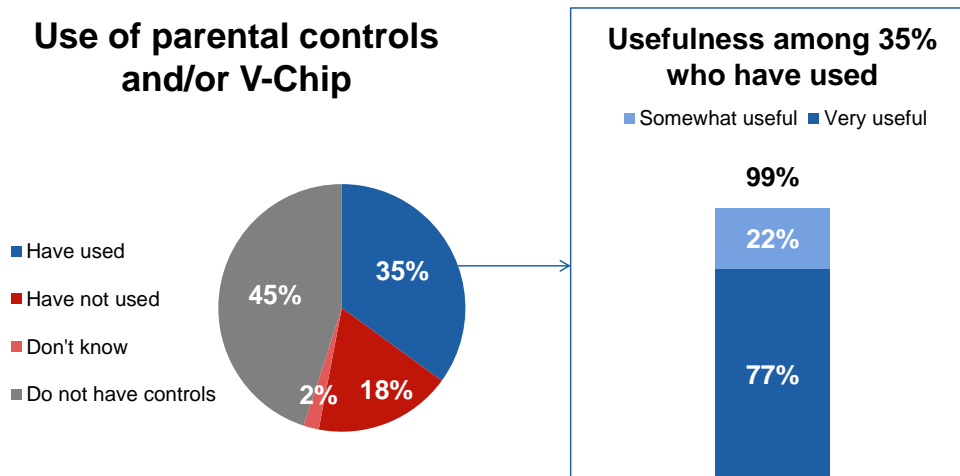
■ Very frequent ■ Somewhat ■ Not very ■ Not at all ■ Not seen inaccurate ratings



Usage of parental controls or a V-Chip has held steady at just over one in three parents, and virtually all parents who have used these controls have found them useful.

- Of the 35% of parents (36% in 2016) who have used parental controls from their cable/satellite system and/or V-Chip to block shows or channels, virtually all have found them to be very (77%) or somewhat (22%) useful.
 - Parents who use parental controls rely on TV ratings more than parents overall. Nearly nine in 10 (88%) of those who use V-Chip or cable/satellite

- parental controls often or sometimes use parental TV ratings (compared with 75% of parents overall), and 97% who use these controls find the ratings helpful (88% overall).
- When asked why they have never used parental controls or V-Chip, parents who have them but do not use them most commonly volunteer that an adult is usually nearby when their children watch TV (49%), they have house rules about what their children can watch (45%), or they trust their children to make their own decisions (42%).
 - Forty-four percent (44%) of parents have used types of parental controls beyond those offered through their cable/satellite system or V-Chip (such as controls available through mobile devices, apps, their cellular provider, or streaming services).
 - 10% have only used parental controls from cable or satellite companies or the V-chip, 19% have used only other types of parental controls, and 25% have used both.



Children’s streaming of TV programming on a variety of devices continues to rise.

- Fully 83% of parents report that their children have streamed TV programming from the Internet to a TV or on an alternative device (smartphone, tablet, computer, gaming console, etc.); only 17% say their children have not streamed any programming.
 - Viewing of TV content streamed from the Internet to a TV has increased from 47% in 2014 to 63% in 2016 to 69% in 2018.

- Besides streaming to a television, the majority of parents (79%) report that their child has recently watched TV shows on at least one alternative device, including a smartphone, tablet, video game console, laptop or desktop computer, or other handheld electronic device.
- More than half (57%) of parents report that their child has used a smartphone to watch TV programming in the past two or three weeks, a notable increase since 2016 (42%) and 2014 (37%). Usage of tablet devices like an iPad has increased slightly to 52% (from 49% in 2016 and 38% in 2014).