



New Study Finds American Families Continue to Rely on TV Parental Guidelines
Parents' Awareness, Usage, and Impressions of Ratings System Reaches All-time High

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Washington, DC - New findings from a recent survey conducted on the TV Parental Guidelines reveal that parents are aware of and using the TV Parental Guidelines Ratings System more than ever before. According to the study conducted on behalf of the TV Parental Guidelines Monitoring Board, almost 95 percent of parents say they are aware of the TV ratings system, while 72 percent of parents say they use the TV ratings system to manage their family TV viewing, up from a similar study conducted in 2011. Additionally, 84 percent of parents find the TV ratings system helpful.

According to the Monitoring Board, this increased visibility, usage and favorability of the TV ratings demonstrates that the TV ratings system remains an invaluable resource for millions of families across the nation in helping parents supervise the TV programming their kids consume.

Hart Research Associates administered the national online survey among 1,017 parents of children ages 2 to 17, conducted May 7-15, 2014. This effort was a follow-up to a similar survey conducted in November 2011 and represents the television industry's commitment to measuring American parents' awareness and usage of TV ratings, as well as attitudes toward the ratings.

Nearly two decades ago, the television industry developed the TV Parental Guidelines system as part of its commitment to providing parents and caregivers the tools and information they need to make informed decisions about television viewing in their own homes.

The following are among the top-line findings in the survey:

- Parents' awareness of the TV ratings system remains very high and they feel that they understand the ratings system, with the percentage of those saying they understand it very well increasing over ten points since 2011.
- Three in four parents view the TV ratings system favorably, and they appreciate that it helps them make decisions about the suitability of TV shows for their children.
- More than seven in 10 parents use the TV ratings system, and more parents report using it often today than they did in 2011.
- Usage of TV ratings varies by age of children and race/ethnicity. Hispanics and African American parents, as well as those with children under age 13, are among those who use the ratings the most.

The logo features a stylized television set with a blue screen and an orange frame. The letters "TV" are written in white on the screen. To the right of the television icon, the words "Parental Guidelines" are written in a bold, blue, sans-serif font.

TV Parental Guidelines

- Most parents find the TV ratings system helpful, including two in five who say it is *very* helpful in deciding whether or not their children can watch a particular show.
- Nearly two in three parents believe TV ratings are accurate, while only 15 percent think that they are frequently inaccurate.
- Thirty eight percent of parents say they have used pay TV parental controls or a V-chip. And among parents who have used these parental controls, 99 percent say they have been useful.

The survey also revealed that parents say their children are increasingly viewing TV content on alternative devices such as tablets, computers and smartphones. In fact, nearly seven in ten parents say their children view TV content on at least one alternative device, with 35 percent saying their children watch on three or more devices. Additionally, nearly half of parents say their children have watched TV content streamed from the Internet onto a television.

About the TV Parental Guidelines

The TV Parental Guidelines were created in 1996 to help parents monitor and control what their children watch on the increasing number of TV channels available in American homes each day. Designed by leading organizations of the TV industry to give parents more information about the age-appropriateness and content of TV programs, the Guidelines, modeled after the familiar movie ratings, are easily recognizable and easy to use. They apply to most television programs, including those geared towards young children. The TV Parental Guidelines Monitoring Board is responsible for overseeing the TV Parental Guidelines and for ensuring uniformity and consistency in the application of the Guidelines. The Board is comprised of 24 members from the broadcast and cable television industries, as well as the program production and public interest communities. The Board of Directors consists of the chief executive officers of the Motion Picture Association of America (MPAA), the National Cable & Telecommunications Association (NCTA), and the National Association of Broadcasters (NAB). For more information, please visit www.tvguidelines.org.