



New Study: More American Families View TV Parental Guidelines Favorably
Parents' Usage and Appreciation of Ratings System Reaches Highest Level Measured

FOR IMMEDIATE RELEASE
July 14, 2016

Contact: Missi Tessier
(202) 879-9375

Washington, DC - A recent survey on the TV ratings system revealed that the ratings are viewed favorably by nearly four out of five parents, or 79 percent of participants.

The study showed that more than nine in 10 parents are aware of the parental ratings for television programs, which are displayed by broadcast and cable networks. Additionally, some 96 percent of parents polled said they are satisfied with the accuracy of the parental ratings for shows on television, with 59 percent saying they are very satisfied. The study, conducted on behalf of the TV Parental Guidelines Monitoring Board, found that 77 percent of parents use the ratings system, an increase from similar studies conducted in 2014 and 2011.

According to the Monitoring Board, the results of the study - increased favorability and consistently high awareness of the TV Parental Guidelines - indicate parents have continued to depend on the TV ratings system in determining the suitability of the shows their children watch.

Hart Research Associates conducted the nationwide online survey in June 2016, among 1,007 parents of children ages two to 17. This survey is the latest in a continuing effort to measure parents' awareness and usage of the TV Parental Guidelines.

The television industry developed the TV Parental Guidelines system nearly two decades ago to provide parents the information they need to help supervise television viewing in their homes.

Among the top-line findings in the survey:

- Parents' awareness of the TV ratings system remains very high and most feel they understand the ratings system.
- Nearly four in five 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 three in four parents use the TV ratings system, and more parents report using it more often today than they did in 2011 and 2014.
- Usage of TV ratings varies slightly 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

- 96 percent of parents report that they are satisfied with the accuracy of parental ratings for TV shows on broadcast and cable television, including 59 percent who are very satisfied. Just 4 percent are dissatisfied.
- Most parents (65 percent) do not recall seeing any show in the past three months that they think had an inaccurate rating. Even among the 35 percent who recall seeing a show they think should have had a different rating, 76 percent view the ratings system favorably and 91 percent are satisfied with the accuracy of the ratings for TV shows in general.
- 36 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.

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.