

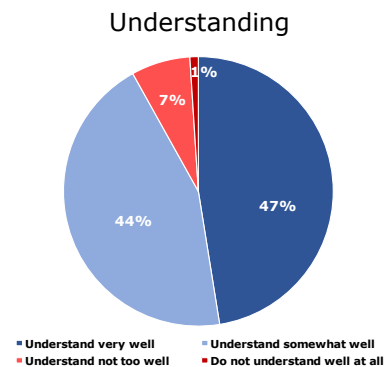
Key Findings from 2022 TV Ratings Research among Parents

From August 17 to 25, 2022, Hart Research Associates conducted a national online survey among 1,052 parents of children age two to 17. The survey is a follow-up to online surveys conducted in August-September 2020, August 2018, 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: As in previous years, parents report using the TV ratings system and feeling positively about it. Nine in 10 (90%) parents find it helpful, more than three in four (78%) parents have a favorable opinion of the rating system, and slightly more (79%) report using it often or sometimes. Nearly all parents (95%) express satisfaction with ratings' accuracy for TV shows overall.

Parents' awareness and understanding of the TV rating system remains high.

- Fully 92% of parents are aware that broadcast and cable networks provide parental ratings for television programs.
 - Nearly as many (86%) parents are aware that these ratings appear on the screen at the start of shows.
- More than 9 in 10 parents (92%) say they understand the parental ratings for television. This includes nearly half of parents (47%) saying they understand these ratings very well and 44% saying they understand them somewhat well.
 - Understanding of TV ratings has remained steady since 2020 and 2018, when 90% of parents in both years reported understanding these ratings very or somewhat well.

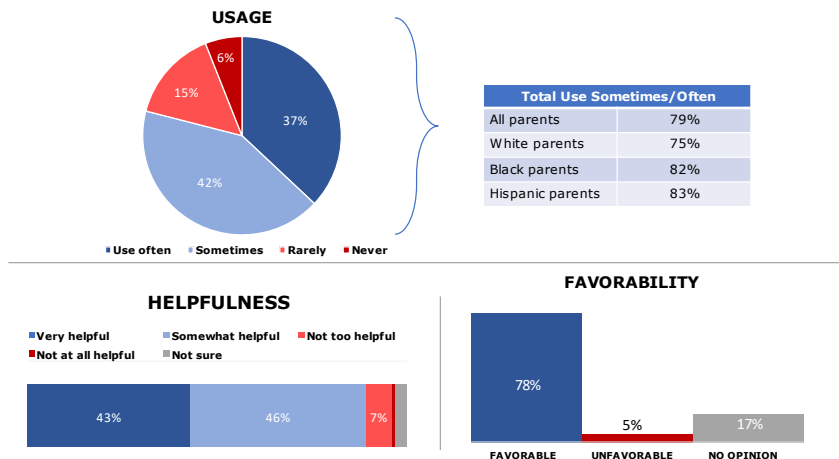


Nearly eight in 10 parents hold a favorable opinion of the TV ratings system. Most parents also continue to find TV ratings useful and use them often.

- Fully 78% of parents hold a favorable view of the parental ratings for TV programs—a level on par with 2020 (80%) and 2018 (76%).
 - Specific aspects of the TV ratings system about which parents feel particularly favorable include guidance based on child's age (74% say those

ratings give them a more favorable opinion or the TV ratings system) and the inclusion of content ratings (71% also say this makes them more favorable towards the ratings overall).

- Fully nine in 10 parents (90%) find the parental ratings helpful in deciding whether their children can watch a particular show, similar to 2020 findings (89%).
- Most parents (79%) report using parental ratings sometimes or often when deciding whether their child can watch a particular TV show.
 - Parents of elementary school age children are the most likely to use them (84% for 6- to 10-year-olds and 11- to 12-year-olds).
 - Black parents (82%) and Hispanic parents (83%) indicate slightly higher usage levels than white parents do (75%).



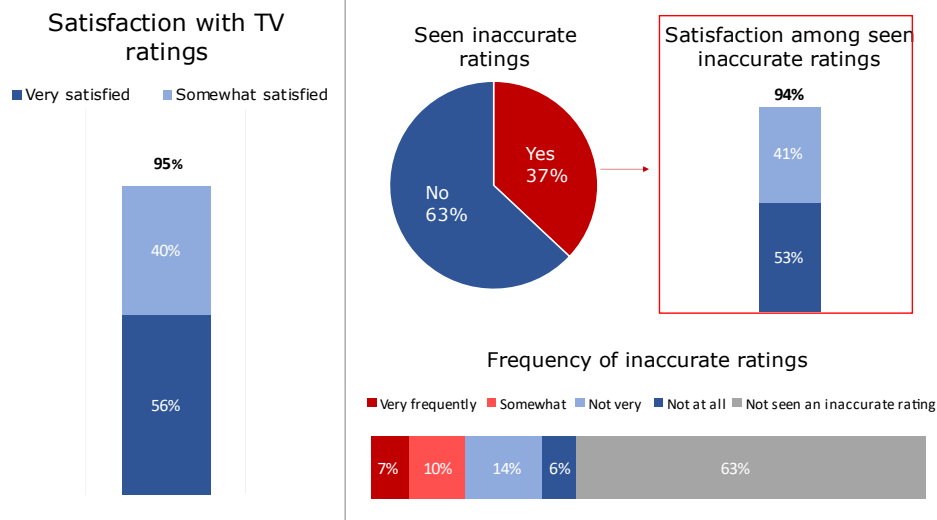
The vast majority of parents say they are satisfied with the accuracy of ratings for TV shows overall.

- Upon reviewing a summary of the six TV ratings categories and five content descriptors used in the TV ratings, fully 95% of parents said they are satisfied with the accuracy of parental ratings for TV shows on broadcast and cable television, including 56% who are very satisfied (up from 51% in 2020). Only 5% are dissatisfied.
- The majority of parents feel it is important to know about each of the types of content indicated in the content labels when determining what their children can watch. Nearly all (95%) parents feel it is important to know about sexual situations (including 80% who find it very important), 88% say it is important to know about violence (60% very important), 87% feel it is important to know about suggestive dialogue (48% very important), 84% indicate it is important to know about coarse or crude language (52% very important), and 78% feel it is important to know about fantasy violence (40% very important).
 - Most parents are also satisfied with the accuracy of specific content labels for programs on broadcast and cable television. Approximately

eight in ten parents are satisfied with each: violence label (85% satisfied, 10% dissatisfied), coarse or crude language label (81% satisfied, 12% dissatisfied), sexual situations label (81% satisfied, 13% dissatisfied), suggestive dialogue label (79% satisfied, 12% dissatisfied), and fantasy violence label (78% satisfied, 12% dissatisfied).

- When specifically asked whether they recall seeing any show they felt was rated inaccurately, 63% of parents cannot recall any show they thought had an inaccurate rating, up slightly from 61% in 2020. While 37% of parents say they have seen a show they thought had an inaccurate rating, only 17% of all parents say this has happened frequently.
 - Even parents who recall seeing inaccurate ratings remain favorable toward the parental ratings system (82%) and satisfied with its accuracy (94%).

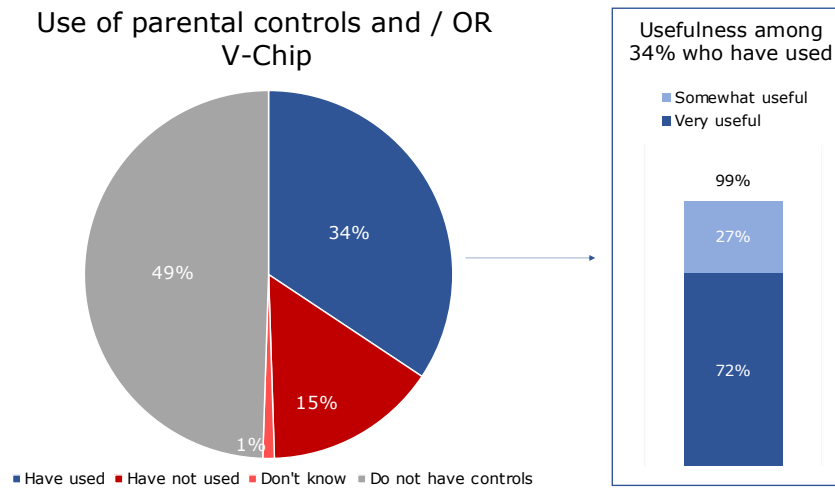
Usage of parental controls or a V-Chip has held steady at just over one in three parents, and nearly all parents who have used these controls have found them useful.



- Just over one third of parents (34%) report having used parental controls from their cable/satellite system and/or V-Chip to block shows or channels, similar to the level reported in 2020 (36%).
 - Virtually all parents (99%) who have used parental controls say they are useful, including 72% who find them very useful and 27% who find them somewhat useful.
- Parents who have parental controls and/or a V-Chip but do not use them say the main reasons are because an adult is usually nearby when their children watch TV (45%), and they trust their children to make their own decisions (36%).

Parents indicate that their children continue to access TV shows from a range of services, and their use of other types of parental controls has steadily increased since 2018.

- Digital streaming services remain the most common way children watch TV shows, with fully 86% of parents reporting their children using streaming services to watch TV shows in the past two weeks.
 - Nearly six in 10 (58%) parents say their children watched live shows through a broadcast, cable, or satellite TV connection, 46% say their children streamed through a LIVE streaming service, and 43% say their children streamed through a cable television subscription.



- The number of parents who report their children watching TV shows through cable TV on demand or on DVR has dropped from 48% in 2020 to 42% today.
- Fifty-six percent 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). This up from 52% in 2020 and 44% in 2018.