

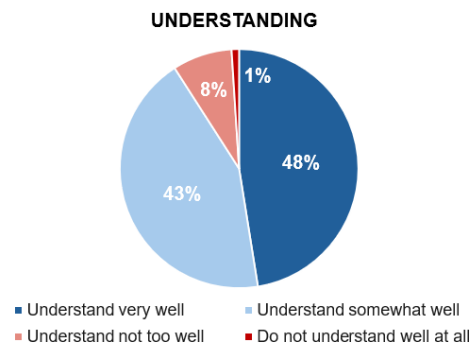
Key Findings from 2024 TV Ratings Research among Parents

Hart Research conducted a national online survey among 1,062 parents of children age two to 17 from September 3 to September 11, 2024. The survey is a follow-up to online surveys conducted in August 2022, 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: Parents view the TV ratings system more positively than in any previous survey (83% favorable), and they report the highest level of usage (83% use TV ratings often or sometimes). Additionally, 90% of parents consider the TV ratings system helpful, and parents are nearly unanimous in reporting satisfaction with the accuracy of the TV ratings system (96%).

Parents continue to report high levels of awareness and understanding of the TV ratings system.

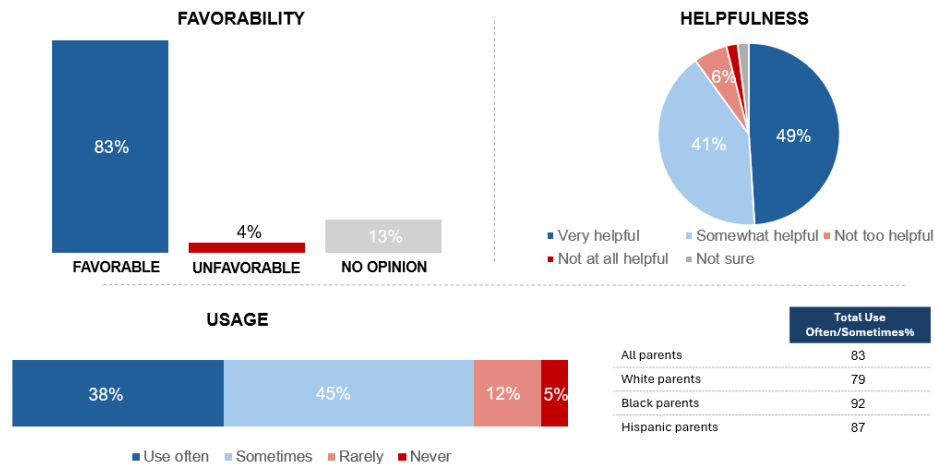
- Nine in ten parents (91%) are aware that broadcast and cable networks provide parental ratings for television programs. Nearly as many (88%) are aware that these ratings appear on the screen at the start of shows.
- Fully 91% of parents say they understand the parental ratings for television programs, with 48% saying they understand them very well and 43% saying somewhat well.



More than eight in 10 parents hold a favorable opinion of parental ratings – the highest level measured. Importantly, most parents use parental ratings and find them helpful for deciding what content they allow their children to watch.

- Today, 83% of parents have a favorable opinion of the parental ratings for television – a 5-point increase since 2022 and the highest favorable rating we measured since first surveying parents about their impressions of the TV Ratings system in 2011.
- Fully 83% of parents say they use the parental ratings sometimes or often – a 4-point increase since 2022 (79%) and also the highest level measured.
 - Black parents (92%) and Hispanic parents (87%) indicate slightly higher usage than white parents (79%).
 - Parents with children 6-to 10-years-old are most likely to use them (88%) with children ages 11-12 only slightly behind (86%). Even most parents of teens age 16 to 17 year use them (76%).

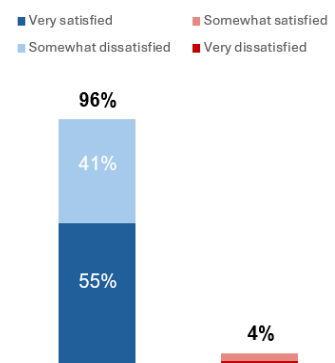
- Nine in 10 parents (90%) find parental ratings helpful in deciding whether their children can watch a particular show (which is the same level measured in 2022). Parents who often or sometimes use TV ratings for deciding whether their children can watch a particular show found them even more helpful (96%) with more than half saying very helpful (56%).



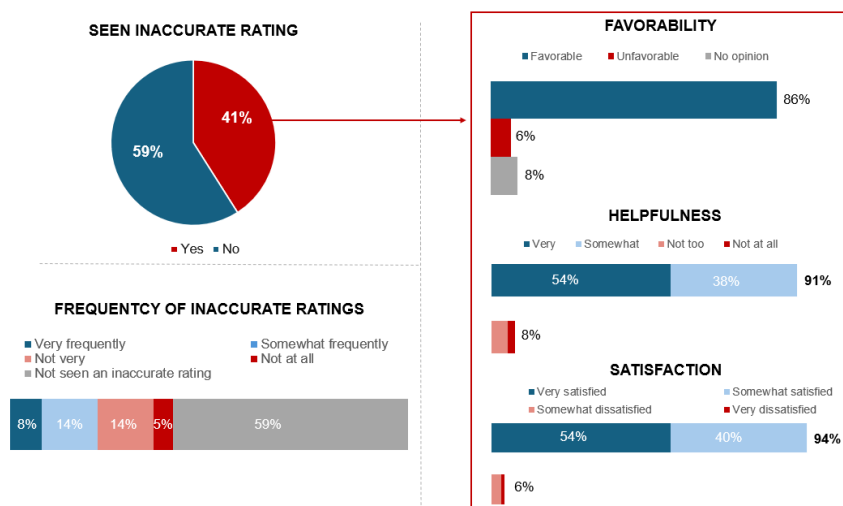
Nearly all parents express satisfaction with the accuracy ratings for TV shows overall, despite a minority who recall seeing a show in the past few months that they thought had an inaccurate rating.

- After reviewing a list of the six categories and five content descriptors that are used in TV Ratings system, nearly all parents – 96% – express satisfaction with the accuracy of the parental ratings for TV shows these days, including 55% who are very satisfied. This is on par with parents’ level of satisfaction in 2022, when 95% were satisfied (56% very satisfied).
- Nearly all parents indicate that content descriptors play an important role in their decisions about whether their children can watch a particular show, with at least eight in 10 parents rating each content label as very or somewhat important. They place the highest priority on content labels for sexual situations (95% important, 81% very important), but also assign high importance for other labels: violence (90% important, 63% very important), coarse or crude language (86% important, 55% very important), suggestive dialogue (85% important, 50% very important), and fantasy violence (80% important, 44% very important). Parents express high levels of satisfaction with the accuracy of each of the specific content labels: violence label (84% satisfied, 12% dissatisfied), coarse or crude language label (82% satisfied, 13% dissatisfied), sexual situations label (80% satisfied, 15% dissatisfied), fantasy violence label (80% satisfied, 11% dissatisfied), and suggestive dialogue label (79% satisfied, 13% dissatisfied).

SATISFACTION WITH TV RATINGS



- When parents are specifically asked whether they recall seeing any show in the past three months that they felt was rated inaccurately, a 59% majority cannot recall any show they thought had an inaccurate rating. Four in 10 (41%) do recall seeing a show they thought had an inaccurate rating, but just 22% of all parents say that has happened frequently.
- Notably, however, even parents who recall seeing a show they thought had an inaccurate rating are overwhelmingly positive about the parental ratings system: 86% have a favorable opinion of the TV ratings system, 91% find them helpful, and 94% are satisfied with the accuracy of TV ratings.

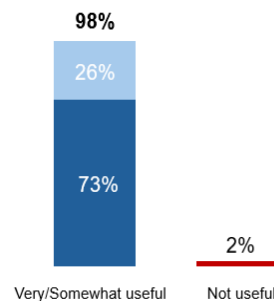


Two in five parents have used parental controls or a V-Chip, and they are nearly unanimous in finding them to be useful in blocking shows they do not want their children to watch.

Today, 40% of parents say they have used parental controls from their cable/satellite system and/or a V-Chip to block shows or channels, which is up from 34% in 2022 and 26% in 2020.

- Similarly to previous surveys, practically all parents (98%) who used parental controls and/or V-Chips say they are useful.
- Parents who have not used parental controls and/or a V-Chip cite three main reasons: an adult is usually present when their children watch TV (51%), they have house rules in place about what their children can watch on TV (37%), and they trust their children to make their own decisions (33%).

USEFULNESS AMONG PARENTS WHO USE PARENTAL CONTROLS AND/OR V-CHIPS



Parents rely on a variety of parental controls to manage their children’s television viewing across a diversity of platforms.

- Parents indicate that their children most commonly watch TV shows via digital streaming services: 87% say their children watched through a digital streaming service in the past two weeks (compared to 86% in 2022). Just over half (51%) say their children watched live shows through broadcast, cable, or satellite TV service – a drop from 58% in 2022. Nearly as many parents (48%) say their children streamed TV shows through a LIVE streaming service (up from 46% in 2022).
- Fully 59% of parents say they have used another type of parental control, such as those available through mobile devices, apps, cellular providers, or streaming services. This continues the steady increase from 44% in 2018 to 52% in 2020 to 57% in 2022 who say they used them, and it reflects the continued diversification in the platforms that children use to watch television content. Today, only 34% of parents say that they do not use *any* type of parental control to block certain shows or content that they do not want their children to watch.

