

TV Watch Survey of Parents Topline

June 2007



Hart Research

TV Watch
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N = 1,000 parents

Margin of Error:

1. First, because this is a survey of parents, are you the parent or guardian of a child 18 years old or younger?

TOTAL	
100%	YES
0%	NO

2. How old are the children currently living in your household?

TOTAL	
34%	0-5
37%	6-10
28%	11-13
38%	14-18

3. How many minutes or hours of television does/do your child/ children watch on a typical day? A guess is fine.

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
7%	7%	8%	6%	5%	30 MINUTES
6%	7%	8%	4%	2%	31-59 MINUTES
20%	22%	22%	15%	21%	60 MINUTES/AN HOUR
9%	9%	8%	13%	8%	90 MINUTES
33%	31%	30%	36%	37%	TWO HOURS
14%	13%	15%	16%	14%	THREE HOURS
6%	5%	6%	7%	7%	FOUR HOURS
5%	6%	4%	5%	6%	FIVE HOURS OR MORE

GAUGING CONCERN

4. Which concerns you more ... the content your child may see on the computer ... or ... the content your child may see on television?

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
45%	63%	52%	36%	27%	TELEVISION
28%	15%	21%	32%	43%	COMPUTER
23%	18%	25%	28%	26%	BOTH EQUALLY
3%	4%	3%	4%	4%	NEITHER
-	-	-	-	1%	DON'T KNOW/REFUSED

5. How many shows a week do you personally watch that you wouldn't let your kids watch?

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
45%	29%	35%	46%	65%	NONE
30%	34%	36%	34%	21%	1-2
17%	27%	20%	14%	7%	3-5
5%	9%	7%	2%	2%	MORE THAN 5
3%	2%	2%	4%	5%	DON'T KNOW/REFUSED

6. Now I'm going to read you three statements. After I read them, I want you to tell me which one comes closest to how you control what your child watches on television. I really need an honest answer. The first statement is...

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
73%	87%	87%	71%	53%	I MONITOR WHAT THEY WATCH
18%	6%	6%	16%	35%	I DON'T MONITOR BECAUSE I TRUST MY CHILD TO MAKE PROPER CHOICES
8%	5%	7%	11%	10%	I DO NOT HAVE THE TIME TO MONITOR EVERYTHING MY CHILDREN ARE WATCHING
25%	11%	13%	27%	45%	I DON'T MONITOR (NET)
2%	2%	-	2%	2%	DON'T KNOW/REFUSED

7. **(IF ANSWERED "I MONITOR" TO Q. 6** How do you monitor the programs your child watches? Please choose all that apply...

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
57%	60%	61%	55%	53%	SIT WITH MY CHILDREN AS THEY WATCH TV
51%	45%	53%	58%	60%	CHECK IN WITH MY CHILDREN AS THEY WATCH TV
31%	32%	35%	31%	33%	LIMIT MY CHILDREN'S VIEWING TIME
25%	32%	27%	26%	19%	USE DVD OR DVR
15%	13%	18%	22%	15%	USE PARENTAL RATINGS
15%	9%	18%	21%	20%	USE PARENTAL CONTROLS OR OTHER BLOCKING TECHNOLOGY
4%	7%	4%	2%	4%	OTHER
-	-	-	-	1%	DON'T KNOW/REFUSED

8. Have you ever changed the channel during a television show because you saw something you did not believe was appropriate for your child to watch?

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
84%	83%	91%	90%	81%	YES
15%	16%	9%	10%	18%	NO
-	1%	-	-	1%	DON'T KNOW/REFUSED

9. What is the single most important reason why you would change the channel during a show your child was watching?

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
42%	31%	38%	54%	52%	SEXUAL SITUATIONS/ THEMES/ JOKES /INNUENDOS
24%	30%	27%	17%	19%	VIOLENCE
18%	20%	22%	17%	13%	LANGUAGE/ PROFANITY
5%	7%	3%	3%	6%	JUST DIDN'T LIKE THE SHOW
1%	2%	-	-	1%	DISRESPECT OF RELIGION
5%	5%	5%	5%	4%	OTHER
5%	5%	5%	4%	6%	DON'T KNOW/REFUSED

THE V-CHIP

10. Were you aware before today that all new televisions 13" or larger contain something called a V-Chip that allows parents to block television programming they don't want their children to watch based on the TV rating system?

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
69%	69%	73%	70%	68%	YES
30%	31%	27%	30%	31%	NO
1%	1%	-	-	2%	DON'T KNOW/REFUSED

11. Were you aware before today that households that have cable or satellite service have controls that allow parents to lock-out channels they don't want their children to watch?

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
90%	90%	88%	90%	91%	YES
10%	10%	12%	11%	8%	NO
1%	1%	-	-	1%	DON'T KNOW/REFUSED

12. Do you currently or have you ever used either the V-Chip or other parental blocking controls to limit programming inappropriate for your children from being available on your television?

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
67%	75%	65%	57%	62%	NO
25%	20%	27%	33%	26%	YES, CURRENTLY
8%	5%	8%	9%	10%	YES, IN THE PAST
1%	-	-	1%	1%	DON'T KNOW/REFUSED

13. How satisfied are you with the effectiveness of the v-chip or other blocking tools in limiting television programming you find inappropriate for your children available in your home?

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
83%	86%	87%	78%	81%	SATISFIED
43%	37%	48%	38%	44%	VERY SATISFIED
40%	48%	39%	40%	37%	SOMEWHAT SATISFIED
8%	2%	9%	12%	9%	DISSATISFIED
5%	1%	6%	8%	5%	SOMEWHAT DISSATISFIED
3%	1%	3%	4%	4%	VERY DISSATISFIED
9%	12%	4%	10%	11%	DON'T KNOW/REFUSED

14. The Federal Communications Commission recently issued a report questioning the ability of parents to utilize those tools. Do you ... with the following statement?

“The V-chip and TV ratings system are effective at protecting children from violent content and satellite and cable operator-provided parental controls are available on a sufficient number of satellite and cable-connected television sets to be considered an effective solution at this time.”

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
63%	67%	63%	58%	61%	AGREE
21%	19%	18%	19%	23%	STRONGLY AGREE
42%	48%	45%	40%	39%	SOMEWHAT AGREE
27%	24%	26%	31%	29%	DISAGREE
16%	17%	16%	16%	16%	SOMEWHAT DISAGREE
11%	7%	10%	15%	14%	STRONGLY DISAGREE
10%	8%	11%	11%	9%	DON'T KNOW/REFUSED

TELEVISION CONTENT

Now I'm going to read you a list of things that have happened recently involving television. After each one, I want you to tell me if you think it is a positive sign things are moving in the right direction or a negative sign that things are heading down the wrong track.

15. On Veteran's Day, some local television stations refused to air the unedited version of the movie "Saving Private Ryan" because they feared being fined by the Government for showing a movie with strong language and depictions of war.

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
39%	42%	44%	41%	32%	POSITIVE SIGN, IN RIGHT DIRECTION
44%	40%	41%	44%	51%	NEGATIVE SIGN, ON WRONG TRACK
10%	11%	11%	9%	10%	NEITHER A POSITIVE NOR NEGATIVE SIGN
7%	7%	5%	7%	7%	DON'T KNOW/REFUSED

16. The FCC imposed a \$15,000 fine on a PBS educational station for airing the Martin Scorsese-produced documentary series "The Blues" with original interviews that contained profanity.

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
42%	46%	46%	42%	39%	POSITIVE SIGN, IN RIGHT DIRECTION
41%	38%	39%	40%	44%	NEGATIVE SIGN, ON WRONG TRACK
8%	8%	8%	8%	7%	NEITHER A POSITIVE NOR NEGATIVE SIGN
9%	8%	8%	9%	9%	DON'T KNOW/REFUSED

17. On the 5th anniversary of 9/11, some local television stations refused to air the unedited version of the documentary "9/11" because they feared being fined by the government for showing a movie with strong language.

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
36%	41%	38%	36%	31%	POSITIVE SIGN, IN RIGHT DIRECTION
48%	43%	47%	43%	53%	NEGATIVE SIGN, ON WRONG TRACK
10%	11%	9%	14%	9%	NEITHER A POSITIVE NOR NEGATIVE SIGN
6%	6%	6%	7%	8%	DON'T KNOW/REFUSED

18. Now I'm going to read you two statements. After I read them both, I want you to tell me which one comes closest to your point of view regarding kids and television. The first statement is...

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
86%	91%	88%	81%	85%	MORE PARENTAL INVOLVEMENT IS THE BEST WAY TO KEEP KIDS FROM SEEING WHAT THEY SHOULDN'T SEE
11%	8%	9%	15%	12%	THE GOVERNMENT SHOULD INCREASE CONTROL OF NETWORK TELEVISION PROGRAMMING
2%	1%	1%	3%	2%	NEITHER
1%	1%	2%	-	2%	DON'T KNOW/REFUSED

REGULATION

19. Which concerns you more ...?

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
51%	52%	54%	53%	49%	OFFENSIVE CONTENT ON TV
42%	42%	39%	39%	44%	EXCESSIVE GOVERNMENT CONTROL OVER TV BROADCASTS
7%	6%	7%	8%	7%	DON'T KNOW/REFUSED

20. Who do you think would do a better job of protecting children from violent and offensive content on television?

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
87%	89%	86%	84%	86%	PARENTS
8%	7%	8%	9%	9%	THE GOVERNMENT
5%	3%	6%	7%	6%	DON'T KNOW/REFUSED

PERSONAL RESPONSIBILITY

There are various household rules parents can employ to limit or control the television viewing habits of children. I am going to read you a few examples. After each one, please tell me if the statement applies specifically to your family.

21. TV's are not allowed in our children's bedrooms

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
57%	63%	68%	55%	48%	YES
43%	36%	32%	44%	50%	NO
1%	-	1%	1%	2%	DON'T KNOW/REFUSED

22. Specific time limits are placed on the amount of TV our children can watch

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
67%	74%	72%	65%	58%	YES
32%	24%	27%	34%	41%	NO
1%	1%	1%	1%	1%	DON'T KNOW/REFUSED

23. TV is not allowed until homework has been completed

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
73%	63%	83%	83%	75%	YES
22%	24%	16%	17%	23%	NO
5%	13%	1%	-	2%	DON'T KNOW/REFUSED

24. TV viewing is only allowed in rooms where we can easily see and hear what is being watched.

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
75%	84%	84%	71%	62%	YES
24%	16%	15%	29%	36%	NO
1%	1%	1%	1%	1%	DON'T KNOW/REFUSED

25. Television viewing is only allowed during certain hours of the day.

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
62%	72%	70%	63%	47%	YES
38%	27%	30%	37%	53%	NO
-	1%	-	-	-	DON'T KNOW/REFUSED

26. When controversial programs are viewed, we regularly discuss the sensitive topics the children may be confronting.

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
77%	66%	84%	83%	83%	YES
19%	26%	14%	16%	15%	NO
4%	8%	2%	1%	3%	DON'T KNOW/REFUSED

AGREE/DISAGREE

And do you with the following statements?

27. The current parental controls and rating systems have failed. It's time for the government to step in and do more.

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
35%	39%	39%	32%	32%	AGREE
11%	10%	14%	12%	12%	STRONGLY AGREE
24%	29%	25%	20%	21%	SOMEWHAT AGREE
60%	55%	57%	63%	64%	DISAGREE
26%	24%	25%	29%	26%	SOMEWHAT DISAGREE
34%	30%	31%	34%	38%	STRONGLY DISAGREE
5%	6%	5%	6%	4%	DON'T KNOW/REFUSED

28. If you don't like what's on television, exercise your right to change the channel or even block the programming, but Washington shouldn't deny everyone the right to watch what they want to see.

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
86%	88%	84%	84%	86%	AGREE
57%	61%	54%	51%	57%	STRONGLY AGREE
29%	27%	31%	33%	29%	SOMEWHAT AGREE
13%	11%	14%	14%	12%	DISAGREE
9%	7%	10%	9%	8%	SOMEWHAT DISAGREE
4%	4%	4%	5%	4%	STRONGLY DISAGREE
2%	1%	2%	1%	2%	DON'T KNOW/REFUSED

29. Washington should make sure that we have the information and tools we need to make educated decisions about the content we watch. But Washington should not make content decisions for us.

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
87%	86%	84%	87%	88%	AGREE
53%	52%	52%	49%	53%	STRONGLY AGREE
34%	34%	33%	38%	35%	SOMEWHAT AGREE
11%	12%	13%	11%	12%	DISAGREE
7%	9%	9%	7%	7%	SOMEWHAT DISAGREE
4%	3%	4%	4%	5%	STRONGLY DISAGREE
2%	2%	3%	1%	1%	DON'T KNOW/REFUSED

30. As a matter of personal *freedom*, parents should have the right to decide what their kids should or should not be watching on television rather than leave it to special interest groups or the government to decide for them.

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
89%	90%	88%	87%	90%	AGREE
66%	65%	63%	65%	65%	STRONGLY AGREE
24%	26%	25%	23%	25%	SOMEWHAT AGREE
9%	7%	11%	9%	8%	DISAGREE
5%	4%	4%	4%	5%	SOMEWHAT DISAGREE
4%	3%	6%	5%	3%	STRONGLY DISAGREE
2%	3%	1%	3%	2%	DON'T KNOW/REFUSED

31. It is not the role of officials in Washington to dictate television content in America.

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
79%	79%	77%	80%	79%	AGREE
47%	46%	45%	46%	47%	STRONGLY AGREE
32%	33%	33%	34%	32%	SOMEWHAT AGREE
19%	18%	20%	18%	19%	DISAGREE
13%	13%	13%	12%	13%	SOMEWHAT DISAGREE
6%	5%	8%	5%	6%	STRONGLY DISAGREE
3%	3%	2%	2%	2%	DON'T KNOW/REFUSED

32. Government involvement in curbing the amount of violence on television is okay in theory, but at the end of the day, the best way to prevent a child from seeing content deemed inappropriate is a parent in the home ... *not* a politician in Washington.

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
92%	91%	94%	91%	93%	AGREE
77%	76%	78%	71%	76%	STRONGLY AGREE
16%	15%	16%	20%	18%	SOMEWHAT AGREE
5%	7%	5%	5%	6%	DISAGREE
3%	5%	3%	3%	2%	SOMEWHAT DISAGREE
2%	1%	1%	3%	3%	STRONGLY DISAGREE
2%	2%	1%	3%	2%	DON'T KNOW/REFUSED

GOVERNMENT LEGISLATION

33. Knowing that every entertainment show is reviewed and assigned a rating and most homes have the technology to block programming based on those ratings, what is your attitude toward additional government regulation of the content on broadcast television? Does it make you feel that additional government regulation is...?

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
29%	31%	30%	31%	27%	JUST AS NECESSARY AS BEFORE
26%	28%	32%	28%	20%	A LITTLE LESS NECESSARY
22%	15%	20%	23%	29%	COMPLETELY UNNECESSARY
19%	21%	15%	16%	20%	MUCH LESS NECESSARY
4%	5%	3%	3%	4%	DON'T KNOW/REFUSED

34. Congress is thinking about passing a law increasing regulation of violence on television that could change some of the most popular shows on television like 24, CSI and ER. Would you... the new law?

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
26%	26%	32%	23%	25%	FAVOR
11%	10%	14%	12%	11%	STRONGLY FAVOR
15%	16%	18%	11%	13%	SOMEWHAT FAVOR
55%	53%	51%	57%	56%	OPPOSE
19%	16%	18%	20%	23%	SOMEWHAT OPPOSE
36%	38%	34%	37%	33%	STRONGLY OPPOSE
16%	18%	12%	16%	15%	HAVE MIXED FEELINGS
4%	3%	5%	4%	5%	DON'T KNOW/REFUSED

DEMOGRAPHICS

35. When it comes to television, do you subscribe to cable or satellite?

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
56%	58%	52%	60%	57%	CABLE
30%	29%	36%	27%	29%	SATELLITE
2%	2%	1%	1%	1%	BOTH
11%	10%	11%	10%	10%	NEITHER
1%	-	1%	2%	2%	DON'T KNOW/REFUSED

36. Do you subscribe to any premium movie channels such as HBO or Showtime?

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
33%	34%	26%	31%	33%	YES
67%	65%	73%	68%	66%	NO
1%	1%	1%	1%	1%	DON'T KNOW/REFUSED

37. What is your age, please?

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
2%	5%	2%	-	1%	18-24
6%	14%	5%	2%	1%	25-29
9%	21%	10%	6%	1%	30-34
21%	30%	33%	16%	9%	35-39
25%	17%	35%	36%	27%	40-44
19%	5%	9%	25%	29%	45-49
11%	3%	5%	11%	20%	50-54
4%	2%	1%	1%	7%	55-59
1%	1%	1%	1%	-	60-64
2%	1%	-	1%	3%	65+
1%	1%	1%	-	2%	DON'T KNOW / REFUSED

38. What is your current marital status?

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
88%	91%	88%	86%	87%	MARRIED
5%	5%	5%	6%	5%	SINGLE
2%	1%	3%	2%	1%	SEPARATED
3%	2%	4%	4%	4%	DIVORCED
1%	1%	1%	2%	1%	WIDOWED
1%	-	1%	-	2%	DON'T KNOW / REFUSED

39. What best describes your formal level of education?

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
2%	2%	1%	2%	2%	SOME HIGH SCHOOL
13%	10%	11%	13%	16%	COMPLETED HIGH SCHOOL
26%	26%	24%	26%	27%	VOCATIONAL SCHOOL OR SOME COLLEGE
37%	38%	42%	39%	32%	4-YEAR COLLEGE GRADUATE
21%	24%	22%	18%	23%	A POST-GRADUATE DEGREE
1%	1%	1%	1%	2%	DON'T KNOW/REFUSED

40. For statistical purposes only, in which of the following categories does your total annual household income fall before taxes?

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
11%	11%	11%	7%	10%	UNDER \$30,000
33%	35%	32%	33%	33%	BETWEEN \$30,000 & \$69,000
56%	54%	57%	60%	56%	\$70,000 OR MORE

41. Do you consider yourself to be a ... in your political beliefs?

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
27%	34%	26%	26%	23%	DEMOCRAT
17%	20%	15%	20%	17%	STRONG DEMOCRAT
10%	14%	11%	7%	6%	WEAK DEMOCRAT
19%	14%	18%	17%	20%	INDEPENDENT
18%	18%	17%	23%	18%	WEAK REPUBLICAN
23%	22%	27%	21%	24%	STRONG REPUBLICAN
41%	39%	44%	44%	42%	REPUBLICAN
4%	2%	3%	3%	4%	SOMETHING ELSE
10%	10%	9%	9%	12%	DON'T KNOW / REFUSED

42. How often do you attend religious services?

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
54%	54%	60%	57%	53%	ONCE A WEEK PLUS
12%	13%	15%	15%	11%	MORE THAN ONCE A WEEK
42%	41%	45%	41%	42%	ONCE A WEEK
13%	13%	12%	13%	12%	ONCE A MONTH OR SO
12%	14%	9%	9%	12%	A FEW TIMES PER YEAR
10%	9%	10%	8%	12%	RARELY
9%	10%	8%	9%	9%	NEVER
3%	2%	2%	4%	3%	DON'T KNOW / REFUSED

43. Gender

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
45%	44%	45%	46%	47%	MALE
55%	56%	55%	54%	53%	FEMALE

44. Region

TOTAL	Kids 0-5	Kids 6-10	Kids 11-13	Kids 14-18	
26%	24%	27%	26%	28%	INDUSTRIAL MIDWEST
25%	26%	26%	21%	24%	SOUTH
22%	19%	19%	25%	23%	NORTHEAST
19%	21%	22%	21%	18%	WEST/MIDWEST
8%	11%	6%	8%	8%	PACIFIC