



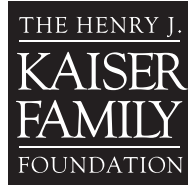
PARENTS, CHILDREN &  
**MEDIA**

A KAISER FAMILY FOUNDATION SURVEY

JUNE 2007



video games | internet | profiles | education | parents | children  
sex | violence | v-chip | TV MA | ratings | warning | music |  
v-chip | parents | children | IM | buddy list | social networking | sex | regul  
profiles | education | video games | internet | violence | v-chip | TV MA



# **PARENTS, CHILDREN & MEDIA**

**A KAISER FAMILY FOUNDATION SURVEY**

**JUNE 2007**

**Victoria Rideout, M.A.**

**Kaiser Family Foundation**

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## INTRODUCTION

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Over the past few years, media use among children and teens has become more prevalent than ever. With the launch of the iPod, the explosion in instant messaging, the birth of mobile video and YouTube, and the advent of social networking sites like MySpace, young people are rarely out of contact, or out of reach of the media.

Meanwhile, policymakers continue to be concerned about the impact of media on young people. The Federal Communications Commission is issuing record-breaking fines for indecency and inadequate educational content, and sent Congress a major report recommending regulation of media violence. The Parents Television Council reports that violence and gruesome content on TV are on the rise; and many experts are expressing concern about TV and its possible links to obesity, attention deficit disorder, or sexual activity among young people. And in the summer of 2006 the television industry launched a large promotional campaign to educate parents about the TV ratings and the V-Chip.

In the context of all this activity and attention, the Kaiser Family Foundation is issuing this report to explore how parents view the role of media in their children's lives—what they see that's positive and negative about media, and how they monitor their children's use of media, from television to video games to the Internet.

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**“We have control over what they watch at our house. But when they go to their friend's house you don't know what they're watching.”**

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This is the fifth in a series of parent surveys conducted by the Kaiser Family Foundation, dating back to 1998. The report presented here notes interesting changes since that first survey, and since the most recent one, in the summer of 2004. This report also summarizes findings from a series of parent focus groups conducted around the country by the Foundation. Focus group findings are always presented separately from survey results.

Not surprisingly, most parents aren't very happy with the amount of sex or violence in the media today. Two-thirds say they are *very* concerned about the amount of inappropriate media content children in this country are exposed to, and many

believe media is a major contributor to young people's violent or sexual behaviors. In fact, a strong majority would support government regulations on the amount of such content during the early evening hours. And for nearly a quarter of parents, dealing with inappropriate content in the media is one of the top concerns they face as a parent.

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**“I worry about sex...They grow up and see all this stuff on TV and feel it is expected of them. That terrifies me.”**

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At the same time, the majority of parents see inappropriate media primarily as someone else's problem: only one in five (20%) say their *own* children are seeing “a lot” of inappropriate content. The proportion of parents who are “very” concerned about their own children's exposure to sex or violence on TV—while still high—has declined steadily over the past nine years. And while parents recognize media as a huge influence in their children's lives, most don't think the media is a bigger or more powerful influence than parents themselves.

In addition, most parents seem pretty satisfied with the oversight they're able to offer. Two-thirds (65%) say they “closely” monitor their children's media use, and only 18% say they feel they should monitor more closely than they do now. Although most parents don't use the V-Chip or understand the TV ratings very well, they describe cobbling together a variety of tools available to them to help monitor their children's media use: downloading the “clean” versions of songs, checking where their kids have gone online, talking to clerks at the video game stores about whether a particular game's rating is appropriate, monitoring their kids' online profiles and IM buddies, and blocking TV channels through their cable company. A common complaint from parents, however, was the difficulty of monitoring what their children are exposed to *outside* their homes—watching TV, surfing the Internet, playing video games at a friend's house, or listening to someone else's iPod on the bus.

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**“They are constantly being lured by the media. There are times I give in. There is just too much out there I have to monitor.”**

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Whether parents really *are* doing a good job of monitoring their children's media use is not something we can know for sure, and there are mixed signals in the survey. On the one hand, parents' use of the TV ratings and V-Chip have stagnated, and most parents still don't understand the TV ratings system. On the other hand, use of music advisories has gone up, and more parents say they find all of these tools "very" useful. Even when it comes to monitoring children's use of the Internet, where we often assume parents are behind the curve, most say they know "a lot" about what their kids are doing online, including checking where their children go on the Internet, reviewing their postings, and monitoring their buddy lists.

In sum, most parents feel they are doing the best they can to keep a check on the role media are playing in their children's lives. They think the content of those media and the tools they have to monitor them are far from perfect, but on balance they feel like they're doing a pretty good job of protecting their own children—at least when they're at home.

## **METHODOLOGY**

The results presented here are based on a national random digit dial telephone survey of 1,008 parents of children ages 2–17, along with a series of six focus groups held with parents across the country. All quantitative findings are based on the results of the national survey; focus group findings are always presented separately.

The survey was designed and analyzed by staff at the Kaiser Family Foundation, in collaboration with Princeton Survey Research Associates International (PSRAI); fieldwork was conducted by PSRAI. The survey was conducted from October 2–27, 2006. The margin of error from sampling is plus or minus 4 percentage points. Trend data are from surveys conducted by the Foundation in August 2004 and in April 1998.

Focus groups were held in Irvine, California; Dallas, Texas; and Chicago, Illinois. Two groups were held in each city: one with mothers of children ages 9–11, and one with mothers of children ages 12–14. Participants were recruited for the groups by independent research firms, and the conversations were moderated by Foundation staff. Additional focus groups were held in Washington, D.C. for the purpose of making a videotape of parent comments.

**INAPPROPRIATE CONTENT IN THE MEDIA:**

**In general, the majority of parents say they are very concerned about the amount of sex and violence in the media, and many believe such content has a real impact on young people’s behaviors. Two-thirds say they would support government policies to restrict such content on TV.**

Two-thirds of parents say they are “very” concerned that children in this country are being exposed to too much inappropriate content in the media, and a substantial proportion think sex (55%) and violence (43%) in the media contribute “a lot” to young people’s behavior. A plurality of parents continues to cite TV as the medium that concerns them the most (32%), but the proportion who name the Internet has increased over the past two years (from 16% to 21%). Two-thirds (66%) of parents say they favor government regulations to limit the amount of sex and violence on TV during the early evening hours, a proportion that is virtually unchanged from 2004.

Chart 2

How much, if at all, do you think exposure to violence in the media contributes to violent behavior in children?

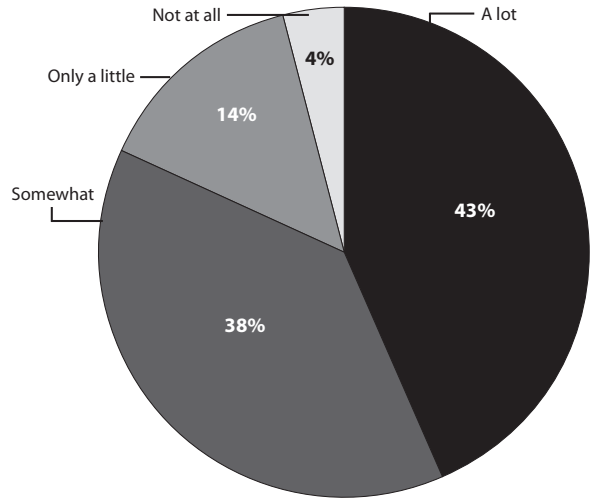


Chart 1

Percent of parents who say they are most concerned about inappropriate content in:

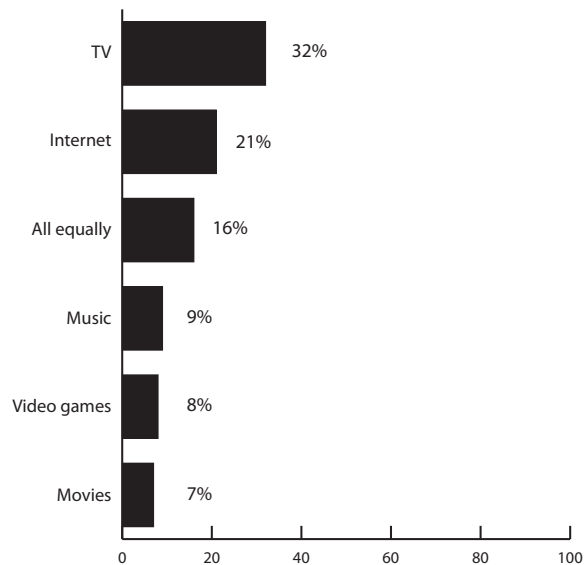
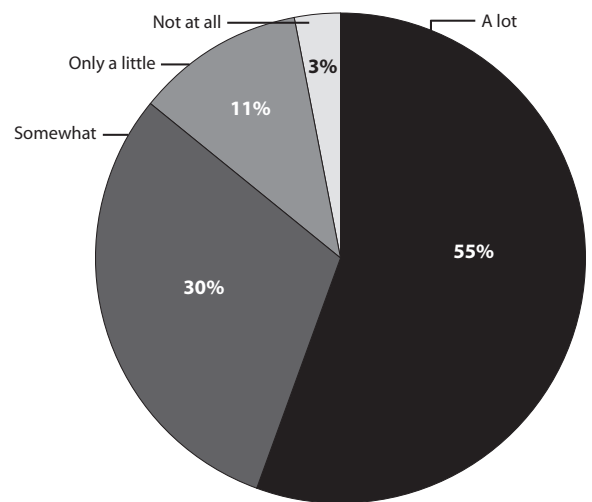
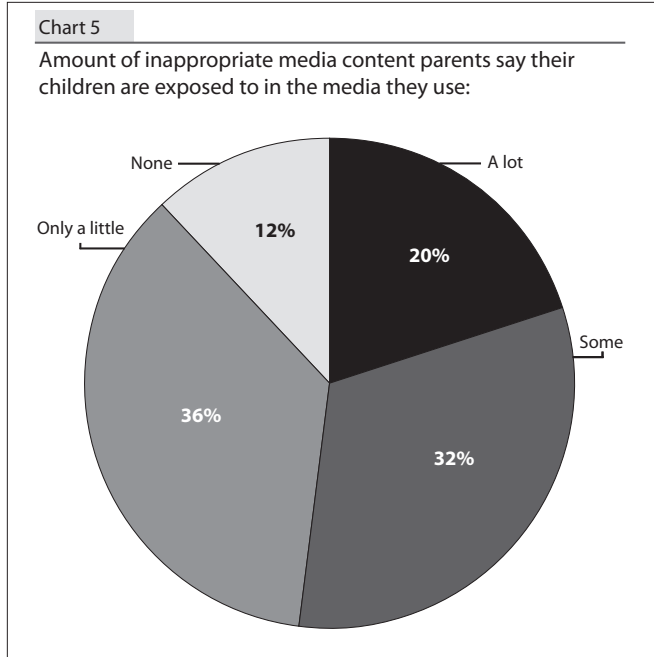
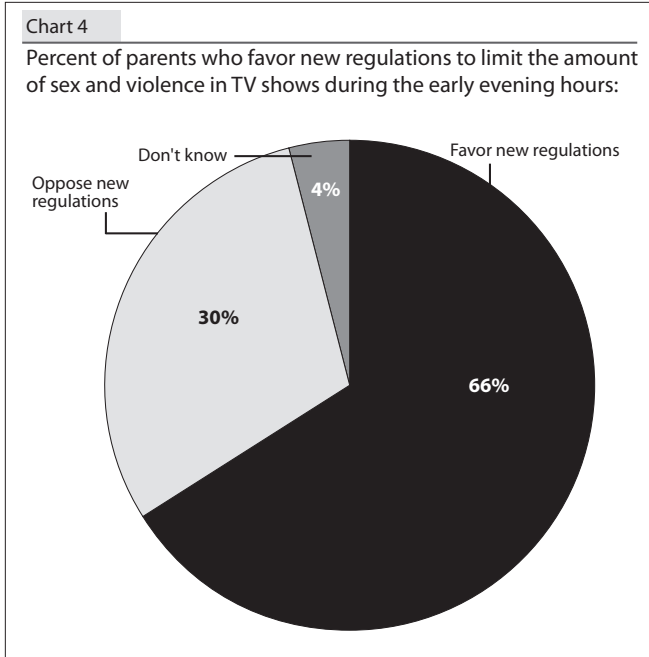


Chart 3

How much, if at all, do you think exposure to sexual content in the media contributes to children becoming involved in sexual situations before they're ready?

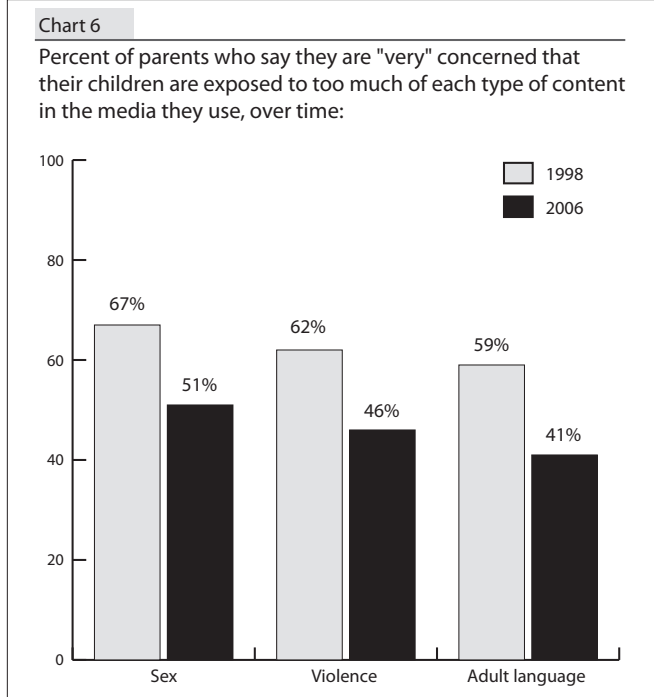




**But despite their overall concern, most parents don't think their own children are exposed to a lot of inappropriate content in the media they use. And the proportion who say they are "very" concerned about their children's exposure to sex, violence and adult language in the media, while still high, has gone down consistently over the past nine years.**

Only one in five parents (20%) say their own children are exposed to "a lot" of inappropriate content in the media they use (another 32% say "some"). And while many parents say they are "very" concerned about that exposure, the level of concern has gone down over the past nine years. About half (51%) of parents say they are "very" concerned that their children are being exposed to too much sexual content in the media they use; 46% say the same about violent content and 41% about adult language. While these numbers are still fairly high, the decline from previous years has been noticeable and steady.

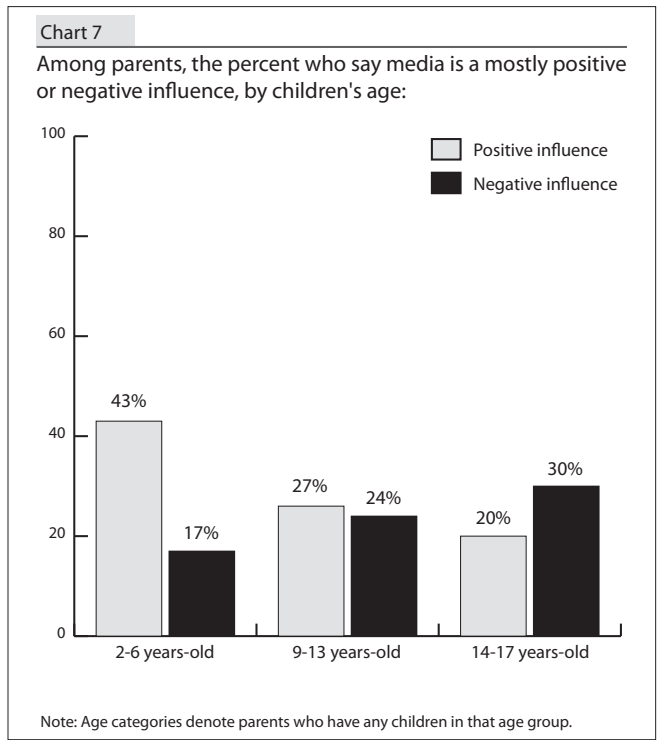
**For many parents, concern about media starts to grow as their children get older.** For example, among parents with young children (ages 2–6), 43% say media is a mostly positive influence, with 17% saying mostly negative. But among parents of tweens (9–13 years old), opinions shift to more of a split decision (26% positive v. 24% negative). And among parents of teens, the balance has moved into the negative column (20% positive v. 30% negative among parents of 14–17-year-olds). Similarly, parents of teens are much more likely to say their children are exposed to a lot of inappropriate content (30%) than parents who don't have teens (14%).



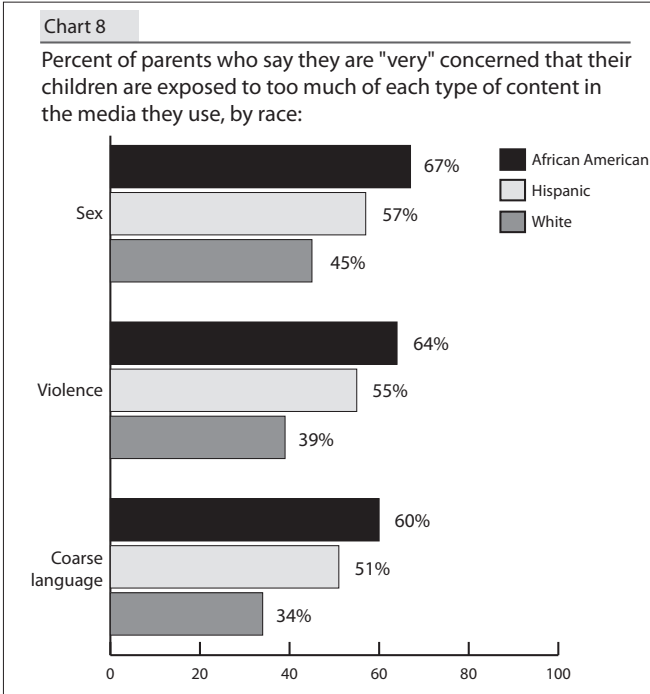
**For some parents, media is a top concern when it comes to their own kids.** About a quarter of parents (23%) say that inappropriate content in the media is one of their top concerns as a parent, while another 51% say it is a "big" concern, but not one of their top concerns. One in four (25%) say it's either not a big concern or not a concern at all. African American and Hispanic parents are much more concerned that their children are being exposed to too much sex, violence and adult language in the media they use than White parents are.

**Focus group findings on inappropriate content in the media:**

In focus groups with parents of “tweens” and young teens ages 9–14, participants were quick to list sex, violence and adult language as among the possible negative effects of television on children—with sex at the top of the list. Parents feel like there’s always something inappropriate “slipped in.” As one said, “Even the kids’ show that you think would be okay can have some sex in it. Why? It really isn’t needed. They might not do much but it is still insinuated.” Another mom echoed her concerns: “It does aggravate me that there always seems to be some type of innuendo that just doesn’t need to be there. They feel like they always have to put in that humor.” Another said, “It is almost like they will start off kind of mild and they must not get high enough ratings or something and they will start getting dirtier and nastier.” One Southern California mother exclaimed, “This whole idea of the pimp as the cool guy—how did that get started?”



These parents did feel that the sexual content kids see in the media has an impact on them. As one mom said, “Some of my daughter’s friends have been in situations that they weren’t prepared to handle because they were emulating what they saw on TV. They thought that is how they were supposed to be.” Another said, “It is just so normal for everyone to sleep with everyone on TV.” But one Mom said the Disney channel was an exception: “On the Disney Channel all the girls wait. All the boys’ methods are foiled. If someone does make a mistake there are consequences and there is a lesson at the end of the show.”



Some parents feel their children can handle more “grown up” content than other kids. It is not uncommon for parents of fairly young children to allow their kids to watch shows that are likely to have a substantial amount of violent or sexual content. Parents of 9–11-year-olds mentioned as among their children’s favorite shows such grown-up fare as *Grey’s Anatomy*, *Desperate Housewives*, *Prison Break*, and *CSI* along with more traditional tween fare such as shows on Disney, Nickelodeon, and the Discovery Channel. One ten-year-old boy’s mother said, “He wants to watch *Grey’s Anatomy*.... He begs me to let him watch *Desperate Housewives*. He’s pretty mature for his age.” Another mom commented, “I think my daughter is selective. She knows what she wants. I don’t think it really affects her in a negative way.”

The situation was similar with video games. One parent listed her 9–11-year-old’s favorite games as “Grand Theft Auto, Monsters, Inc., and Rugrats.” Several mothers of children this age listed Grand Theft Auto as among their children’s favorites. One said, “If it’s something fun that we can do together it really doesn’t matter what the rating is.” Another said “You can skip that stuff [sex and prostitution]. That’s what my son does.”

One issue that came up a lot in focus groups is the notion of “sensitive” content on TV instigating conversations between parents and their children—but parents were divided on whether that was a good thing or not. Some parents see media as a way of sparking conversations with their kids about things like domestic violence or sexual abuse. For example, one mother from



Irvine said “Even when you see something negative on any show it opens up the communication to discuss those things that would normally be uncomfortable...It’s a gateway to discuss those things with your children.”

But other parents mentioned that they didn’t appreciate having to deal with awkward questions from their kids just because something inappropriate had popped up in a TV show, promo or ad. As one mom said, “I think we’re forced to talk about it (sex) before we really want to because it is already out there in the media.”

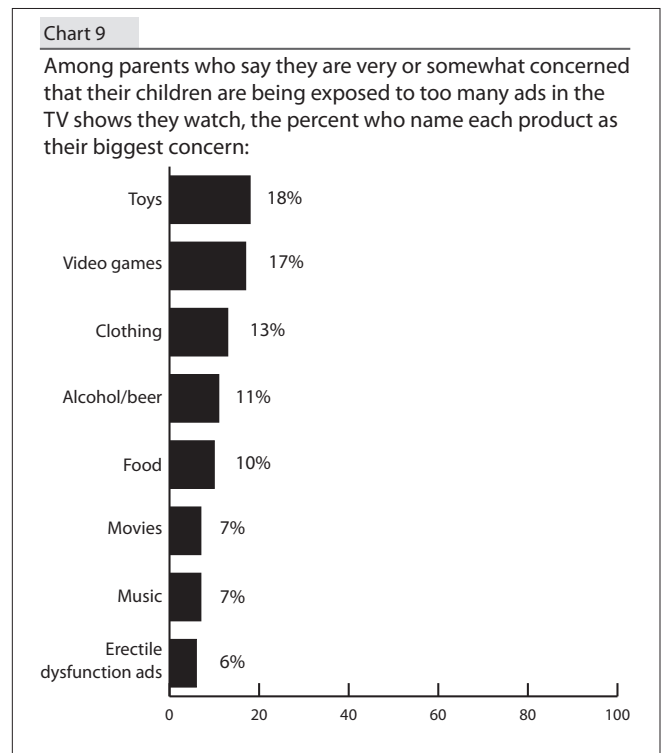
Other topics that came up in focus groups as areas where parents have concerns about TV include depictions of parents—many say parents seem dumb and kids are encouraged to be sassy—bad values, and how girls are portrayed. With regard to portrayals of parents, one mother commented, “My daughter gets really sassy when she is watching these shows...I think when I’m limiting the TV more, the sassiness is lessened.” Speaking about values, one mother in Irvine said, “I think a lot of morals have gone down the drain. They keep seeing things on TV and they think it’s normal.” With regard to how girls are portrayed, some mothers worried that their sons would develop inappropriate expectations. One Midwestern mom, referring to a Victoria’s Secret commercial, said, “My son—I don’t want him seeing women that way. I don’t want him to have that picture of a woman as he is going through life.”

Another issue that arose in focus groups concerning portrayals of girls is the style of clothes depicted. For mothers of tween daughters, this is a big concern—they don’t appreciate having their nine-year-old daughters wanting to show their bellies. “I will see my daughter pulling her shirt up and looking at herself in the mirror,” one mother said. “I see the way she looks at herself. That bothers me. She is too young for that, she’s only nine.” Another mother from Dallas said, “My girls will watch those music videos. They look at it and think that’s the way girls should be. You walk around with hardly any clothes on and shake your rump in front of the cameras. I tell them that they have to change the channel.” Another mom said, “My five-year-old...goes in her room and comes out with short skirts and boots. She has her purse. I ask her why she’s dressed like that. She’ll say that’s what they do on TV.”

**ADVERTISING, OBESITY, & ATTENTION DEFICIT DISORDER:**

**Parents have mixed opinions about some of the debates about media that have been in the news, such as whether TV contributes to attention deficit disorder, or whether there are links between television and childhood obesity.** The majority of parents (66%) believe it is true that kids who watch a lot of TV are more likely to be overweight; but only 26% say it’s true that kids who watch a lot of TV are more likely to have attention deficit disorder.

**Some parents are as concerned about advertising as they are about sexual or violent content in programming.** One in three (34%) say they are “very” concerned that their children are exposed to too many ads in the TV programming they watch, with another 35% saying they’re “somewhat” concerned. Nearly one in three say they’re “not too” (18%) or “not at all” (11%) concerned. Among those who *are* concerned, ads for toys top the list, with ads for media products such as video games, movies and music also a top priority. Two topics that have received a lot of attention are further down the list of parents’ concerns: just 10% named food advertising as the issue that concerns them most, while 6% said the same about ads for erectile dysfunction drugs.



**Focus group findings on advertising and other topics:** In focus groups of parents of tweens and young teens, advertising was frequently mentioned as among the negatives of TV. In fact, many parents were at least as concerned about TV advertising as they were about the *content* of the shows. Their concern about advertising seemed to be based more on the content of the ads than on the fact that the ads were encouraging their children to buy things. As one mother said, “They totally catch me off guard. You think you are watching a show and all of a sudden some 800-number pops up with girls in bikinis. You think you’re safe and all of a sudden it’s—*whoa*. I think you can monitor what they’re watching on TV but you have no idea what commercials are going to come on.”

**EDUCATIONAL MEDIA:**

**Parents tend to have a positive view of media’s impact on children’s cognitive and educational development and most are at least somewhat satisfied with the educational shows available to them on TV.** A majority of parents (59%) say it’s true that kids who watch educational TV have better verbal skills, while 48% say baby videos have a positive effect on early childhood development (17% say that’s not true, while 35% say they’re not sure). Parents of younger children (ages 2–6) are even more likely to agree about the benefits of baby videos—56% say they positively affect development.

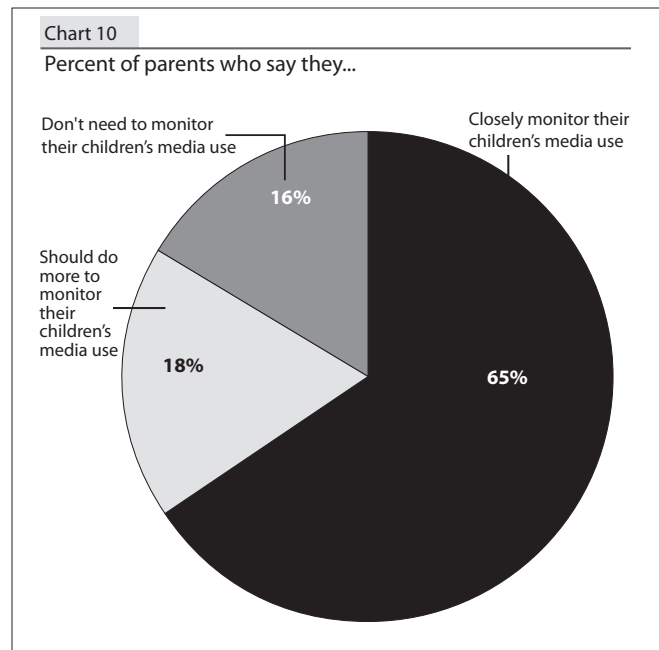
The majority of parents with children ages 2–13 are at least somewhat satisfied with the number and quality of educational shows available for their children (16% are “very” satisfied, 50% “somewhat”), compared to 30% who say they’re “not too” (21%) or “not at all” (9%) satisfied. On the other hand, few parents think TV makes a big difference in helping children start school ready to learn (17% say it helps “a lot”) or learn how to get along with others (11% say it helps a lot). But parents’ views of educational TV and its impact on kids have improved slightly over the past several years: the percent who say TV helps kids start school ready to learn “a lot” has gone from 11% to 17% since 2004, and the percent who say they are “very” satisfied with educational TV has gone from 12% to 16% over the same period.

**Focus group findings on educational media:** Parents of tweens and young teens are more focused on media as something relaxing or entertaining for their kids than as something explicitly educational. However, many parents point to shows specifically designed for tweens that offer positive role models and social lessons. There was a general sense that TV shows with young characters are good because they give kids something they can “relate to,” and help them realize that they’re not alone

in the things they’re going through. One mother of a 9–11-year-old said “My daughter was very sensitive as a small child. I think some of the humor on TV has made her realize that it is okay for people to laugh.” Another mom said, “I can’t remember what [show] it was, but a kid was having a difficult time with divorce. My daughter out of the blue talked to me about a friend of hers whose parents were getting a divorce. That opened up a whole conversation.”

**MEDIA MONITORING AND INFLUENCE:**

**Most parents are confident that they already do enough to monitor their children’s media use.** Two-thirds (65%) say they “closely monitor” their children’s media use. Only 18% say they feel they should do more than they do now (16% say it’s not necessary for them to closely monitor their children’s media use). Among those parents who say they should do more, the main reasons given for *not* doing more are that it’s just too difficult because the media are everywhere (36%), they’re just too busy (19%), or there are too many other things to fight with their kids about (13%).



**The vast majority of parents think they have a lot more influence over their kids than the media does.** While eight in ten parents say they have “a lot” of influence on their kids, only 23% say the same about the media. And when asked to pick the biggest influence on their kids, few parents name the media. Only 14% list it as one of the top two influences in their children’s lives (3% say the biggest influence, 11% say the second-biggest). The vast majority say they as parents are the biggest influence in their children’s lives (71% say biggest, 13% say second-biggest).

### Focus group findings on media monitoring and influence:

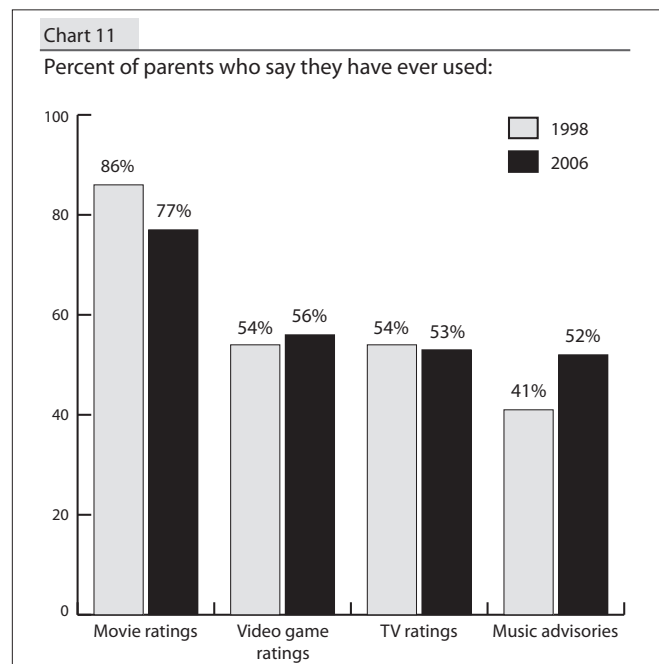
In focus groups, parents of children ages 9–14 discussed a variety of strategies for monitoring their kids' media use, from setting rules about when kids can use media and what channels they can watch, to keeping the TV and/or computer in a public space in the home, to using parental controls and monitoring software. Some parents said they took away cable or premium channels or high-speed internet access to restrict what their kids have access to.

Overall, most parents who participated in the focus groups said they felt like they're doing enough to monitor their kids' use of media. As one mom said, "If you include everything, there is always more I can do." Another noted, "We can't cover it all as parents. It has to be about what we teach them and not as much about what they are seeing." One mother from Chicago described the situation in her home this way: "There is a trust factor—I haven't had a reason to need to do more. I might be naive. I don't know." Among those who felt they should perhaps be doing more, when asked what was holding them back, one mother summed it up when she said "I pick my battles I guess."

Focus group participants agreed that media was a big influence on their kids, and a central part of their lives. While most parents said they felt that their children's peers were the biggest influence on them (outside of parents and teachers), some said media was more powerful. For example, one mom from Chicago described her 11-year-old son's attraction to rap music: "There is something really alluring to an 11-year-old boy with rap. Talk about sex and language! It's all in rap...Do I think Snoop Dog has a better chance of telling my kids to stay off drugs? Yes. We are a church-going family. I instill every positive thing that I possibly can with high morals and values and love and support. I consider my husband and I to be really good parents but I think as I go through this stage with my 11-year-old, I feel the media has much more pull than I do." Summing up the influence of media on her kids, another mom said, "I think it has contributed to making kids much more mature than I was at their age. Here is childhood—let's speed through it to get to be an adult. It's just pushed at them—they're assaulted with it."

### MEDIA RATINGS AND THE V-CHIP:

**Parents' use of the TV and video game ratings has stayed the same over the past several years, while use of music advisories has gone up and use of movie ratings has declined.** Half of parents say they've used the TV ratings, fairly consistent with prior years. About one in four parents (28%) say they "often" use the TV ratings to help make decisions about what their children can watch, also roughly consistent with findings in previous years. The proportion of parents who say they have used the movie ratings has gone down from 86% to 77% since 1998, while the proportion who have used the music ratings has increased from 41% to 52% over the same period.



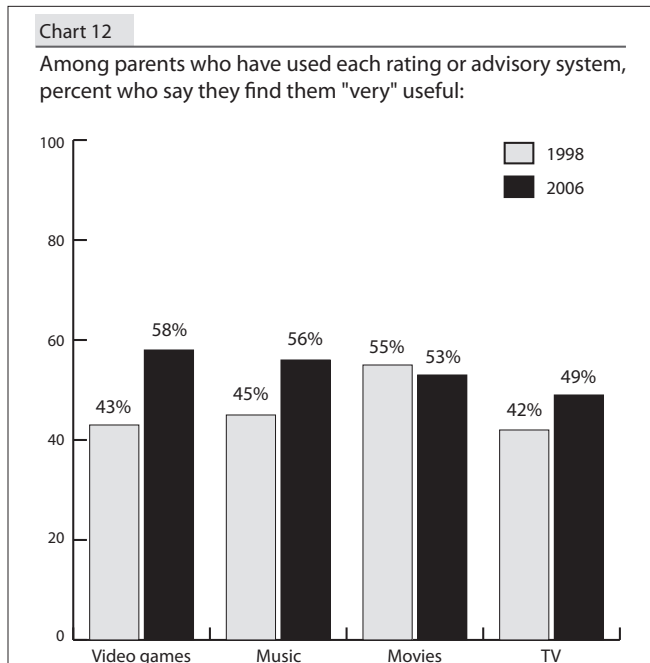
**Most parents don't understand the TV ratings system.** Most parents say they've heard of the TV ratings (81%) and the V-Chip (70%, up from 63% two years earlier). But even among those who say they've heard of the ratings, most don't understand what they mean.

For example, with regard to the ratings for young children's programs, only three in ten parents (30%) with children ages 2–6 can name any of the ratings used for children's shows (including TV-G, or G, which means "general audience"; the children's show ratings are TV-Y or TV-Y7, which were mentioned by just 11% of parents of children in this age group). Only 11% know that the rating FV has anything to do with violence (it stands for "fantasy violence" in children's shows), while 9% say they think it means "family viewing." And only 11% know that the rating EI means educational or informational programming.

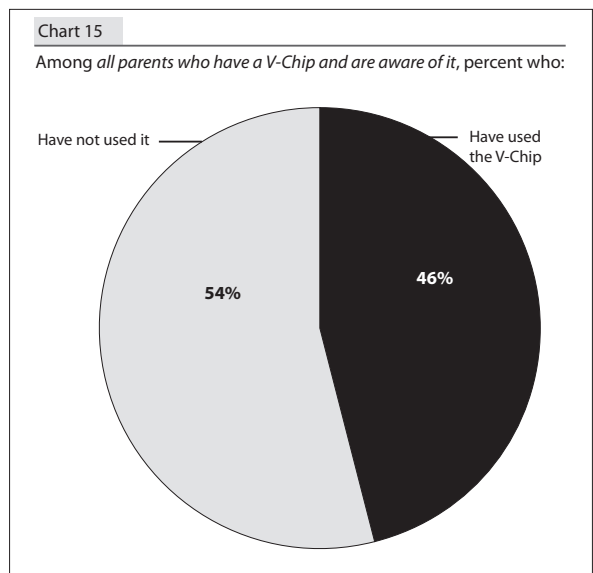
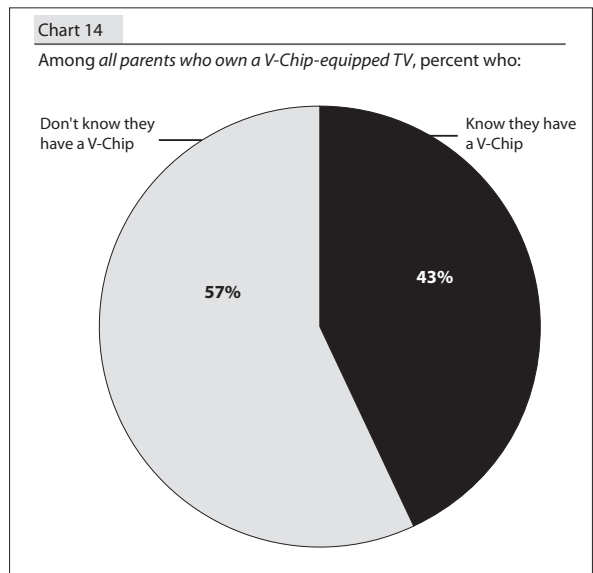
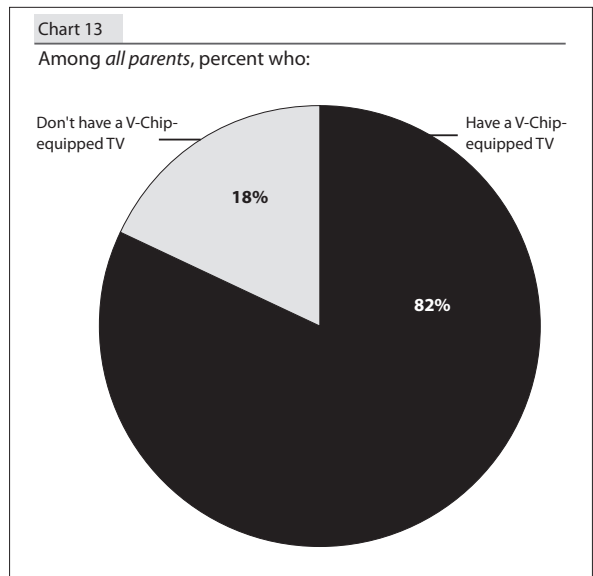
The ratings for older kids fare better. Among all parents who've heard of the ratings, six in ten (61%) know that TV-14 means the show may be inappropriate for children under age 14. Just over half of parents (54%) know that TV-MA means for mature audiences. Understanding of the rating TV-MA is the one place where there has been an improvement over the years; in 1998 just 41% knew what that rating meant.

Fewer parents understand the content descriptors than the age-based ratings categories. Half (51%) know that "V" stands for violence, 36% know that "S" designates a show with sexual content, and just 2% know that "D" indicates suggestive dialogue.

**The vast majority of parents who have used any of the media ratings find them useful.** At least half of parents who have used them say they find the video game, music, movie and TV ratings or advisories "very" useful. The proportion of parents who say they find these tools "very" useful has gone up over the past eight years for each of the media except movies, where it has remained essentially the same. The TV ratings have consistently come in last in usefulness compared to the other ratings systems.



**Most parents now have a V-Chip, although many still don't know it.** Eight out of ten parents (82%) say they have purchased a new TV since January 2000, when the requirement that all TVs over 13" be equipped with a V-Chip went into effect; these homes can therefore be presumed to have a V-Chip-equipped TV. However, more than half of those parents (57%) aren't aware that they have a V-Chip.



**Only about one in six parents say they've ever used the V-Chip, but those who have tried it find it very useful.** Among all parents, 16% say they have ever used the V-Chip (just under half of those who have a V-Chip and are aware of it). Nearly three out of four parents (71%) who have tried the V-Chip say they find it "very" useful, a higher proportion than for any of the media ratings or advisory systems. This is up from 64% in 2004. The main reason many parents *haven't* used the V-Chip is because an adult is usually nearby when their children watch TV (50%), their children would find ways around it (20%), or they trust their kids to make their own decisions (14%).

Many parents (44%) say they have other parental controls on their TV (through their cable or satellite company) that allow them to block certain channels (these controls simply turn a particular network on or off; they don't allow the user to block based on a show's rating). One in four parents (25%) say they've used these other types of parental controls.

**Focus group findings on media ratings and the V-Chip:** In focus groups of parents of tweens and young teens, awareness of the TV ratings ranged from parents who said things like "I didn't even know it existed," to those who said they go online to check a show's rating if they miss it on-screen. Others explained why they don't need the TV ratings: "I know what she is watching all the time. She has the volume turned up all the way so you can't help but hear what she's watching."

Many parents said they find the media ratings helpful, including one mom who said, "We totally honor the theater rating system. I think there is a reason why movies are PG-13. None of my kids went to a PG-13 until they were 13." With video games, several parents mentioned relying on advice from store personnel rather than the ratings. As one mother described, "I occasionally let him get teen or mature, but I'll ask the person working there about it first." Many parents mentioned making use of the edited versions of songs: "They have radio edit versions that you can download, so I always check it to make sure they have the radio edited song."

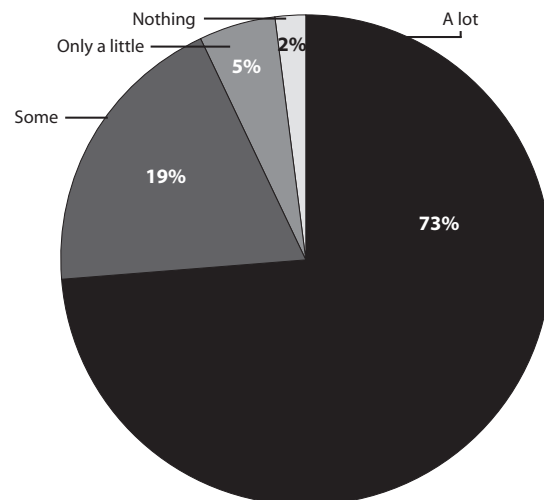
A couple of parents in the groups explained why they don't use the V-Chip, even though they have one. One said, "I don't use it because then I have to take it off when I want to watch," while another said "I have it but I don't use it. They watch Disney or Nickelodeon—they aren't flipping around."

## THE INTERNET:

**Most parents say they monitor their children's Internet activities, and are confident that they know what their children are doing online.** Nearly three out of four parents (73%) say they know "a lot" about what their kids are doing online (among all parents with children nine or older who use the Internet at home). Most parents say they check their children's IM "buddy lists," look to see what websites they've been to after they go online, and review what their children have posted online—in sum, they seem to be taking advantage of the tools available to them to monitor what their children are doing online.

Chart 16

Overall, how much do you think you know about what your child is doing online, such as who they're communicating with, what websites they're visiting, and what, if anything, they've posted?



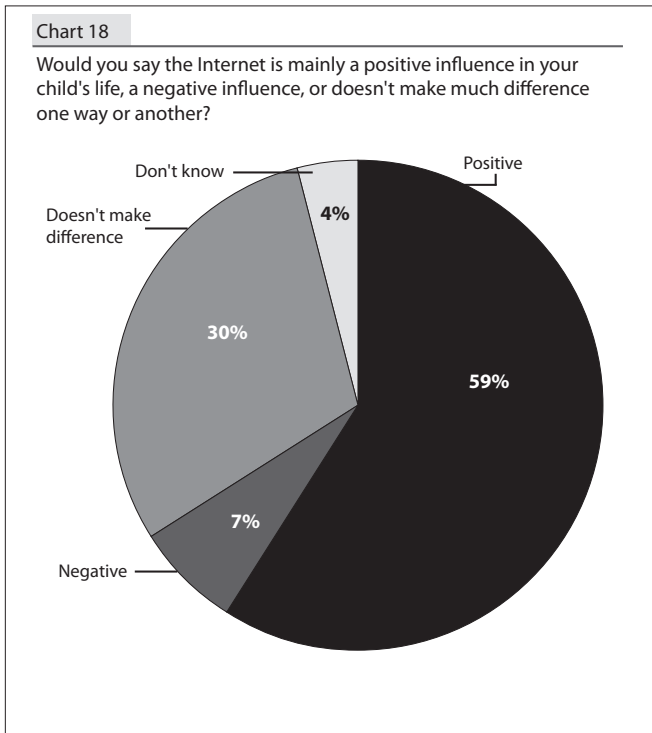
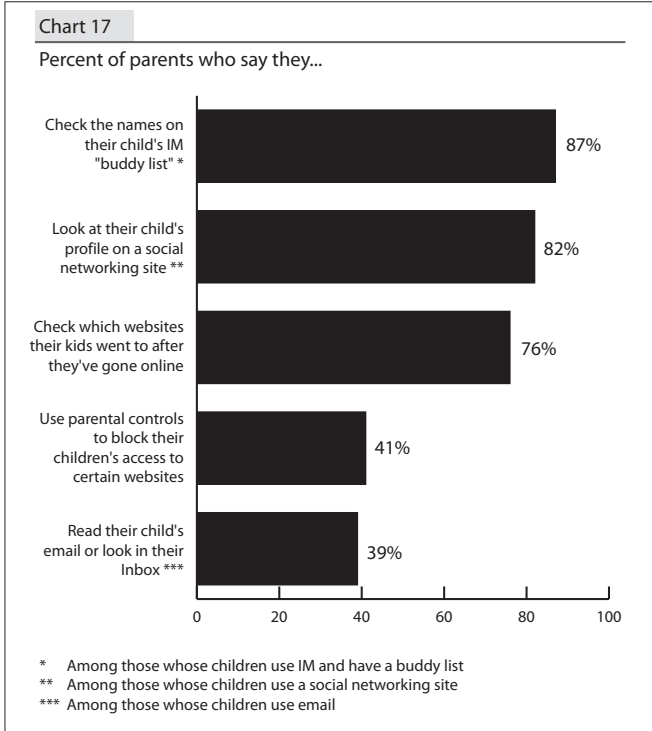
**Despite all the publicity around the dangers of the Internet and the perils of social networking sites, parents overwhelmingly see the Internet as more of a positive than a negative force in their children's lives.** Fifty-nine percent of parents see the Internet as mainly a positive influence, compared to just 7% who say it's mainly negative.

**Focus group findings on the Internet:** There is a general sense among parents of tweens and young teens that the Internet is good for their kids, primarily because it helps them with their homework. As one mother said, "I think computers are a fantastic learning tool. It teaches them a lot—they are going to be using it because our world is so into technology now. It's for their future. I think that's a great thing. As far as the negative stuff, what are you going to do?"

Parents were cautious because of things they'd heard about social networking sites, and about potential predators online, but most felt they had a handle on the situation. Some parents also mentioned that their kids have heard "bad things" and are "scared" of social networking sites, so they stay away on their own. Others said their kids have made their profiles "private," so only their friends can see them or write to them online. As one mom said, "Hers is restricted so it is friends only. Unless you have given a person permission they can't get in. That is a very nice safeguard to have."

Parents use a variety of techniques to monitor their kids' Internet activities. Several said their children couldn't get online without one of their parents entering a password for them. Another said "We definitely have an open door rule. You don't go in a room and close the door if you are going to be on the Internet. We have one computer in the guest room and one in the family room. They are out in the open in case something happens or they need help."

While most focus group participants were confident they knew what their kids were doing online, there were exceptions. As one mom said, "I have no idea what he is doing on the Internet. I put all the parental controls on it. It's supposed to tell you what websites he's going to but I have never seen anything, so obviously it isn't working." Another said, "This is how you can lose control." One mother said, "With the TV you can sit and watch with them. Video games you can be next to them. The Internet is the only place where you are lost."





## **SURVEY TOPLINES**

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**Topline Results**  
**Parents, Children & Media Survey**

Princeton Survey Research Associates International (PSRAI) for the Kaiser Family Foundation

N=1,008 parents of children aged 2-17

Margin of error from sampling: Plus or minus 4 percentage points

Dates of Interviewing: October 2-27, 2006

Notes: An asterisk (\*) indicates a value less than 1%. Because percentages are rounded they may not total 100%.

**Trend Information:**

- August 2004 trends from the Kaiser Parents, Media and Public Policy Survey conducted July 12-August 3, 2004 of 1001 parents of children age 2-17.
- June 2001 trends from the Kaiser Parents and the V-Chip Survey III conducted May 7-June 6, 2001 of 800 parents of children age 2-17.
- March 2000 trends from Kaiser TV Ratings Survey Omnibus conducted March 8-14, 2000 of 577 parents of children age 2-17.
- April 1999 trends from Kaiser TV Ratings Survey II conducted April 6-26, 1999 of 1001 parents of children age 2-17.
- September 1998 trends from Kaiser TV Ratings Update Survey conducted September 3-8, 1998 of 547 parents of children age 2-17.
- April 1998 trends from Kaiser TV Ratings Survey I conducted April 2-26, 1998 of 1358 parents of children age 2-17.

INTRODUCTION: Hello, my name is \_\_\_\_\_ and I'm calling for Princeton Survey Research. We're conducting a national opinion survey about some important issues facing families today, and would very much like to include your household. Here's my first question...

1. There are many different factors that may influence children's behavior. For each of the following, please tell me how much of an influence you think it has on YOUR child(ren). How about...? (INSERT. READ AND RANDOMIZE)

READ FOR FIRST ITEM, THEN AS NECESSARY: Would you say a lot of influence, some, only a little, or no influence at all?

	A lot	Some	Only a little	None at all	DK/Ref.
a. Their teachers	54	35	5	3	3
b. Their friends	42	34	16	7	1
c. You	83	11	3	2	*
d. The media	23	34	27	15	1

2. You said that... (INSERT ITEMS FROM Q1A-D THAT INFLUENCE A LOT) all have a lot of influence on your (child's/ children's) behavior. Which one would you say is the BIGGEST influence? (RECORD ANSWER THEN FOLLOW UP IF FIRST RESPONSE IS NOT ALL EQUALLY/DK/REF) And which is the next biggest influence?

Biggest Influence	
You	71
Their friends	11
Their teachers	5
The media	3
(VOL.) All equally	2
None a big influence	7
Don't know/Refused	1

Next Biggest Influence	
Their teachers	48
Their friends	28
You	13
The media	11
(VOL.) All equally	*
Don't know/Refused	0

3. In thinking about the media your (child/children) use(s) – including TV shows, movies, music, and video games – would you say those media are mainly a POSITIVE influence in their (life/lives), a NEGATIVE influence in their (life/lives), or not much of an influence one way or the other?

Positive influence	31
Negative influence	23
Not much of an influence one way or the other	37
(VOL.) It depends	8
Don't know/Refused	2

4. Now I have a few questions about the electronic items in your home. How many TVs do you have in your household?

	Current	2004
None	1	*
One	11	11
Two	27	26
Three	27	31
Four	19	18
Five or more	15	13
Don't know/Refused	1	*

5. As best you can recall, in what year did you MOST RECENTLY buy a new TV for your household? (READ IF NECESSARY)

	Current	2004
2006	16	NA
2005	20	NA
2004	16	15
2003	9	24
2002	7	15
2001	6	10
2000	7	9
Before 2000	13	22
Don't know/Refused	5	4
Do not have TV/DK	1	1

Total purchased new TV since 2000

	Current	2004
Yes	82	74
No	17	25
Don't know/Refused	1	1

6. Do you get cable or satellite TV, or not?

	Current	2004
Yes	83	81
No	16	18
Don't know/Refused	*	0
Don't have TV	1	1

7. Do you subscribe to HBO or any other premium channels?

	Current	2004
Yes	29	32
No	53	49
Don't know/Refused	*	1
Don't have TV	1	1
Don't get cable/satellite TV	16	18

8. Do you have any CONSOLE video game players like X-box or Playstation in your household? (Interviewers note: Gameboy and other hand-held game machines do not count.)

	Current	2004
Yes	64	63
No	35	36
Don't know/Refused	*	*
Don't have TV	1	1

9. Do you have Internet access in your home, or not?

	Current	2004
Yes	78	73
No	22	27
Don't know/Refused	*	0

10. Is there a TV in (your child's/any of your children's) bedroom(s)?

Yes	52
No	47
Don't know/Refused	1

11. Is there a computer connected to the Internet in (your child's/any of your children's) bedroom(s)?

Yes	13
No	65
Don't know/Refused	0
Don't have internet access at home	22

12. Now I have a few questions about YOUNG children and TV...

How much, if at all, do you think TV helps young children...? (INSERT—READ AND RANDOMIZE) (Do you think TV helps) a lot, somewhat, only a little, or not at all?

	A lot	Somewhat	Only a little	Not at all	DK/Ref.
a. Learn how to get along with others					
Current	11	31	34	21	3
2004	8	35	33	23	2
b. Start school ready to learn					
Current	17	35	33	12	3
2004	11	39	31	16	3

13. Thinking about the educational shows for children on TV these days, how satisfied are you with the number and quality of educational shows now available for your (child/children) to watch? Are you...? (READ)

*Based on parents with children aged 2-13*

	Current	2004
Very satisfied	16	12
Somewhat satisfied	50	51
Not too satisfied	21	19
Not at all satisfied	9	13
Don't know/Refused	5	5
	(n=802)	(n=809)

14. On another subject... Several years ago, the television industry started using a ratings system designed to help parents decide whether a TV show is appropriate for their family to watch. Some of the ratings used are TV-G, TV-PG and TV-14. Before this interview, had you ever heard of the TV ratings system, or not?

	Current	8/04	6/01	3/00	4/99	9/98	4/98
Yes, heard of	81	80	85	85	80	79	82
No, have not	19	20	14	14	19	20	18
Don't know/Refused	*	*	*	1	*	1	*

15. The TV ratings system is designed to work with a device called a "V-Chip" you can use to block shows with certain ratings from your television. Before this interview, had you ever heard of the V-Chip, or not?

	Current	8/04	6/01	3/00
Yes	70	63	64	61
No	29	36	35	39
Don't know/Refused	1	1	1	*

16. In addition to TV, other entertainment media like movies, video games, and music also have ratings systems or parental advisory labels. Please tell me if you have EVER used each of the following to help guide YOUR OWN family's choices. (First,) have you ever used...? (INSERT—READ AND RANDOMIZE)

	Yes	No	DK/Ref.
a. The ratings for TV shows			
Current	53	47	*
8/04	50	50	0
6/01	56	44	0
4/99	52	48	*
4/98	54	46	*
b. The ratings for movies			
Current	77	22	*
8/04	78	22	*
6/01	84	16	*
4/99	82	18	*
4/98	86	14	*
c. The parental advisories on music CDs and tapes			
Current	52	47	1
8/04	54	45	*
6/01	50	49	1
4/99	42	57	1
4/98	41	58	1
d. The parental advisories on video games <sup>†</sup>			
Current	56	44	1
8/04	52	47	1
6/01	59	39	1
4/99	53	46	1
4/98	54	46	*

<sup>†</sup>Trend wording read "The parental advisories on video and computer games."

17. Please tell me how USEFUL each of the following has been in helping to guide your family's choices...? What about...? READ FOR FIRST ITEM. THEN REPEAT AS NECESSARY: Have they been very useful, somewhat useful, not too useful, or not at all useful (in helping to guide your family's choices)?

*Based on parents who have ever used each type of ratings/advisories*

	Very useful	Somewhat useful	Not too useful	Not at all useful	DK/Ref.	
a. The ratings for TV shows						
Current	49	40	6	3	1	n=516
8/04	38	50	8	3	1	n=502
6/01	48	44	6	1	1	n=446
4/99	40	50	7	3	*	n=527
4/98	42	51	5	2	*	n=728
b. The ratings for movies						
Current	53	41	4	2	*	n=767
8/04	45	47	5	2	*	n=780
6/01	53	40	5	2	1	n=673
4/99	54	40	4	1	*	n=828
4/98	55	40	3	2	*	n=1111
c. The parental advisories on music CDs and tapes						
Current	56	34	5	2	2	n=512
8/04	48	40	7	3	2	n=550
6/01	52	38	6	3	1	n=408
4/99	51	37	7	4	1	n=437
4/98	45	42	7	4	2	n=538
d. The parental advisories on video games <sup>†</sup>						
Current	58	33	4	3	2	n=548
8/04	53	38	4	3	2	n=535
6/01	52	41	3	3	2	n=480
4/99	42	44	8	4	2	n=539
4/98	43	46	6	3	2	n=704

<sup>†</sup>Trend wording read "The parental advisories on video and computer games."



18. Now, thinking specifically about the TV ratings system... How frequently, if ever, do you use the TV ratings to help make decisions about what shows your children will watch...? (READ)

	Current	8/04	6/01	4/99	9/98	4/98
Often	28	24	28	22	25	31
Sometimes	20	21	25	22	15	23
Hardly ever	15	16	18	19	14	13
Never	17	18	13	17	26	14
Don't know/Refused	1	1	1	*	0	1
Not aware of ratings system	19	20	14	19	20	18

19. How concerned are you, if at all, that children in this country are being exposed to too much inappropriate content in entertainment media? Are you...? (READ)

	Current	8/04
Very concerned	65	63
Somewhat concerned	28	26
Not too concerned	5	6
Not at all concerned	3	4
Don't know/Refused	*	1

20. Which one of the following kinds of entertainment media concerns you the MOST? Is it inappropriate content in...?

	Current	8/04
TV	32	34
Movies	7	10
Music	9	7
Video games, OR	8	5
The Internet?	21	16
(VOL.) Other specific media	1	*
(VOL.) All about equal/All bad	16	20
(VOL.) Not seriously concerned about any	3	5
Don't know/Refused	1	2

21. Thinking more specifically about your OWN children, how much inappropriate content, if any, do you think they're being exposed to in the media THEY use? Would you say...? (READ)

A lot	20
Some	32
Only a little, or	36
None at all	12
Don't know/Refused	1

22. When you think about all the issues you face as a parent, would you say that inappropriate content in the media is one of your TOP concerns, a big concern but not one of your top concerns, not a big concern, or not a concern at all?

One of your top concerns	23
A big concern, but not one of the top	51
Not a big concern	18
Not a concern at all	7
Don't know/Refused	1

23. Every generation of parents has faced questions about the effects of certain media on their children, such as comic books and rock and roll in the past, and video games and song lyrics today. Do you think the media that children are exposed to these days is more harmful than media in the past, less harmful, or is it about the same?

24. Would you say that today's media is much more harmful or only somewhat more harmful than in the past?

More harmful	73
Much more	58
Somewhat more	15
Less harmful	3
About the same	23
Don't know/Refused	2

25. Parents have different concerns about the content of the media their children use. How concerned are YOU that your children are being exposed to too much... (INSERT-READ AND RANDOMIZE) in the media they use? READ FOR FIRST ITEM. THEN REPEAT AS NECESSARY: Are you very concerned, somewhat concerned, not too concerned, or not at all concerned?

	Very	Somewhat	Not too	Not at all	Doesn't apply (vol.)	DK/Ref.
<b>a. Violent content</b>						
Current	46	34	11	7	1	*
8/04	53	27	7	10	3	*
6/01	59	23	9	8	n/a	1
4/99	60	26	9	5	n/a	1
4/98	62	24	10	4	n/a	*
<b>b. Sexual content</b>						
Current	51	26	11	10	3	*
8/04	60	20	8	8	4	*
6/01	63	18	11	8	n/a	1
4/99	66	21	6	6	n/a	1
4/98	67	21	7	5	n/a	*
<b>c. Adult language</b>						
Current	41	36	13	8	1	*
8/04	49	26	10	11	4	*
6/01	58	21	13	8	n/a	1
4/99	59	25	9	7	n/a	*
4/98	59	26	10	5	n/a	*
<b>d. Advertising</b>						
Current	34	35	18	11	1	1

26. What is it about the advertising that concerns you the most? Is it...? (READ AND ROTATE ANSWER CATEGORIES 1-2)

*Based on parents who are "very" or "somewhat" concerned about advertising*

Inappropriate CONTENT in the ads, OR	47
That the advertising makes your child want to buy too many things	39
(VOL.) Other (specify)	13
Don't know/Refused	2

27. Thinking about the advertising that concerns you the most, what types of product or services are these ads for? (OPEN END – RECORD UP TO THREE RESPONSES)

*Based on parents who are “very” or “somewhat” concerned about advertising*

Gave response	83
Toys	18
Video games	17
Clothing	13
Alcohol/Beer	11
Food	10
Movies/Videos	7
Music/Music videos	7
Sex used to sell everything	7
Erectile dysfunction medicines	6
Fragrances/Beauty products/Toiletries	6
Drug/Health	4
Cigarettes/Tobacco	3
Electronics/Computers/Cell phones	3
Condoms	2
Lingerie	2
Cars	1
Other	14
Everything	3
No response	6
Don't know/Refused	11

28. How much, if at all, do you think exposure to VIOLENCE in the media contributes to violent behavior in children? Does it contribute...? (READ)

	Current	8/04	6/01
A lot	43	44	47
Somewhat	38	37	32
Only a little	14	14	14
Not at all	4	5	6
Don't know/Refused	2	1	2

29. How much, if at all, do you think exposure to SEXUAL CONTENT in the media contributes to children becoming involved in sexual situations before they're ready? Does it contribute...? (READ)

	Current	8/04	6/01
A lot	55	53	48
Somewhat	30	30	32
Only a little	11	12	12
Not at all	3	4	6
Don't know/Refused	2	2	3

30. How much, if at all, do you think exposure to sexual content in the media helps give children information they need to make healthier choices about sexual activity? Does it help...? (READ)

A lot	10
Somewhat	30
Only a little, OR	31
Not at all	27
Don't know/Refused	2

31. Thinking again about sex and violence on TV... Some people say there should be new regulations to limit the amount of sex and violence in TV shows during the early evening hours, when children are most likely to be watching. Others OPPOSE new regulations, saying the government shouldn't play such a role in determining the content of TV shows, and that parents should be responsible for monitoring what their children watch. Do you favor or oppose new limits on TV content?

	Current	8/04
Favor new limits	66	63
Oppose new limits	30	35
Don't know/Refused	4	2

READ: Now I have some questions about the TV ratings system and how it works. We don't expect you to know all the answers. If you're not sure of something, just say so and I'll go to the next question.

32. The TV ratings system uses different numbers and letters to provide information about a show. Do you happen to know ANY of the specific ratings now being used in rating CHILDREN'S SHOWS, such as Sesame Street and Saturday morning cartoons?

*Based on parents of children aged 2-6 years*

	Current	8/04	6/01	4/99 <sup>†</sup>	4/98 <sup>†</sup>
Yes, correct response (TV-Y, TV-Y7, FV, EI)	11	14	16	13	22
Yes, specific incorrect response "TV-G" or "G"	19	10	16	8	11
Yes, other incorrect response	4	*	1	5	4
No, don't know any	43	55	51	55	46
Refused	1	0	1	*	1
Not aware of ratings system	22	21	15	19	16
	(n=428)	(n=461)	(n=334)	(n=628)	(n=798)

<sup>†</sup>4/99 and 4/98 trend figures are based on parents of children aged 2 to 9.

33. The letters “FV” as in “Frank Victor” are used to provide information about the CONTENT of a children’s show. Can you tell me what the letters “FV” stand for?

*Based on parents of children aged 2-6 years*

	Current	8/04	6/01	4/99 <sup>†</sup>	4/98 <sup>†</sup>
Yes, correct response (fantasy violence/cartoon violence)	3	4	8	3	7
Yes, partially correct response (violence with no mention of fantasy or cartoon)	8	8	6	8	6
Yes, specific incorrect response “family viewing”	9	8	n/a	n/a	n/a
Yes, other incorrect response	2	*	2	10	5
No, don’t know	55	59	68	60	65
Refused	*	0	*	0	*
Not aware of ratings system	22	21	15	19	16
	(n=428)	(n=461)	(n=334)	(n=628)	(n=798)

<sup>†</sup>4/99 and 4/98 trend figures are based on parents of children aged 2 to 9.

34. The letters “EI” (READ “E-I”), as in “Edward Ivan,” also provide information about the content of a children’s show. Can you tell me what the letters “EI” stand for? (OPEN END – IF “YES” PROBE FOR SPECIFICS)

*Based on parents of children aged 2-6 years*

	Current	8/04
Yes, correct response (educational/informational children’s program)	11	5
Yes, specific incorrect response “everyone interactive”	2	1
Yes, other incorrect response	1	*
No, don’t know	64	73
Refused	1	0
Not aware of ratings system	22	21
	(n=428)	(n=461)

Now I have some questions about the TV ratings system and how it works. We don't expect you to know all the answers. If you're not sure of something, just say so and I'll go to the next question.

35. IF HAVE A CHILD AGED 2-6: Other ratings are used for shows NOT specifically designed for children. Some of the other ratings used are TV-14 and TV-MA. IF DO NOT HAVE CHILD AGED 2-6: The TV ratings system uses different numbers and letters to provide information about a show. Do you happen to know what the rating... means? (INSERT—READ AND RANDOMIZE. OPEN END – IF “YES” PROBE FOR SPECIFICS.)

	Current	8/04	6/01	4/99	4/98
a. TV-MA					
Yes, correct response (for mature audiences/adults/ not for children under 18)	54	54	47	38	41
Yes, incorrect response	1	*	*	1	*
No, don't know	25	26	38	42	40
Refused	*	0	*	0	1
Not aware of ratings system	19	20	14	19	18
b. TV-14					
Yes, correct response (directed to audiences aged 14 and older/inappropriate for children under age 14/may contain intense violence, sexual situations, or adult language)	61	56	62	60	63
Yes, specific incorrect response “directed to children UNDER age 14”	5	5	7	3	2
Yes, other incorrect response	2	1	1	1	2
No, don't know	14	18	15	17	15
Refused	0	0	*	0	*
Not aware of ratings system	19	20	14	19	18

36. Now I'm going to read you some different letters the TV ratings system uses to provide information about the CONTENT of a show and ask if you know what they stand for. Again, if you're not sure of an answer, just say so and I'll go to the next item. One of these letters is... (INSERT—READ AND ROTATE) Can you tell me what this letter stands for? (OPEN END – IF "YES" PROBE FOR SPECIFICS)

	Current	8/04	6/01	4/99	4/98
a. "D" as in "David"					
Yes, correct response (dialogue/suggestive dialogue/sexual dialogue)	2	4	5	2	2
Yes, specific incorrect response (drugs/drug use)	3	2	n/a	n/a	n/a
Yes, other incorrect response	2	1	1	5	4
No, don't know	74	73	79	73	76
Refused	*	*	*	0	*
Not aware of ratings system	19	20	14	19	18
b. "S" as in "Sam"					
Yes, correct response (sex/sexual content/sexual situations)	36	37	52	34	44
Yes, incorrect response	1	1	1	1	1
No, don't know	43	42	33	46	37
Refused	*	0	*	*	*
Not aware of ratings system	19	20	14	19	18
c. "V" as in "Victor"					
Yes, correct response (violence/violent content)	51	51	62	54	55
Yes, incorrect response	1	*	*	*	1
No, don't know	28	29	23	27	25
Refused	*	0	*	0	1
Not aware of ratings system	19	20	14	19	18



37. Now I have a few questions about the TVs in your home... As far as you know, do any of your televisions have a V-Chip that allows you to use parental controls to block shows with certain ratings?

	Current	8/04	6/01
Yes, have TV with a V-Chip	37	35	19
Bought TV since 1/00, but not aware it has a V-Chip	45	39	21
<i>Total with V-Chip-equipped TV</i>	82	74	40
Did not purchase a new TV since 1/00	18	26	60

*Based on parents with a V-Chip-equipped TV*

	Current
Aware they have a V-Chip	43
Not aware they have a V-Chip	57

38. Have you or another adult in your household ever programmed your V-Chip to block shows you don't want your children to watch?

	Current	8/04	6/01
Yes, have used V-Chip	16	15	7
No, have not used V-Chip/Not sure	21	20	12
Not aware TV has V-Chip	45	39	21
Did not purchase a new TV since 1/00	18	26	60

*Based on parents who are aware they have a V-Chip*

	Current	8/04	6/01
Yes, have used V-Chip	46	42	36
No, have not used V-Chip	54	58	64
	(n=360)	(n=346)	

39. How USEFUL has the V-Chip been for you in blocking shows you don't want your children to watch? Has it been...? (READ)

*Based on parents who have ever used V-Chip*

	Current	8/04
Very useful	71	64
Somewhat useful	18	27
Not too useful	5	6
Not at all useful	4	3
Don't know/Refused	2	1
	(n=165)	(n=151)

40. Which of the following is the MAIN reason you've never programmed your V-chip...? (READ AND RANDOMIZE)

*Based on parents who have a V-chip, but have not used it*

	Current	8/04
An adult is usually nearby when your children watch TV	50	60
Your children would find ways around it	20	2
You trust your children to make their own decisions	14	20
It would block shows YOU want to watch	1	3
It seems too time-consuming to program	1	2
Don't know how to program it	*	4
Other reason (VOL.)	13	6
Don't know/Refused	1	3
	(n=215)	(n=243)

41. Do you have any other parental controls on your TV through your cable or satellite system that allow you to block certain shows or channels?

Yes	44
No	34
Don't know/Refused	5
Don't have cable/satellite TV	17

42. Have you ever used these parental controls on your TV?

Yes	25
No	19
Don't know/Refused	*
Don't have cable/satellite TV	17
Don't have parental controls	39

43. How often do you use these parental controls?

*Based on those who have parental controls (n=424)*

Often	33
Sometimes	12
Hardly ever	11
Never	43
Don't know/Refused	1

44. Thinking about your (child's/children's) use of the Internet at home ONLY... (Does your child/Do any of your children) ever go online at home to use the Internet?

*Based on parents with children 9 and older who have Internet access at home (n=548)*

Yes	89
No	10
Don't know/Refused	*

45. Would you say the Internet is mainly a POSITIVE influence in (your child's life/your children's lives), a NEGATIVE influence, or doesn't it make much difference one way or another?

*Based on parents with children 9 and older who use the Internet at home (n=491)*

Positive	59
Negative	7
Doesn't make much difference	30
Don't know/Refused	4

46. Overall, how much do you think you know about what (your child is/your children are) doing online, such as who they're communicating with, what web sites they're going to, and what, if anything, they've posted? Would you say you know...about what they're doing online?

*Based on parents with children 9 and older who use the Internet at home (n=491)*

A lot	73
Some	19
Only a little	5
Nothing at all	2
Don't know/Refused	*

47. After (your child/any of your children) has been on the Internet, do you ever check what web sites they went to, or not?

*Based on parents with children 9 and older who use the Internet at home (n=491)*

Yes, have done	76
No/Never do that	24
Don't know/Refused	*

48. How often do you check where they've been on the Internet?

*Based on parents with children 9 and older who use the Internet at home (n=491)*

Often	49
Sometimes	21
Hardly ever	6
Never	24
Don't know/Refused	1

49. Do you use any software or other parental controls that block your (child's/children's) access to certain websites or Internet content?

*Based on parents with children 9 and older who use the Internet at home (n=491)*

Yes	41
No	58
Don't know/Refused	2

50. (Does your child/Do any of your children) have an E-mail account or use e-mail?

*Based on parents with children 9 and older who use the Internet at home (n=491)*

Yes	64
No	35
Don't know/Refused	*

51. Do you ever read (your child's/any of your children's) E-mail or look in their Inbox?

*Based on parents with children 9 and older who use E-mail (n=320)*

Yes	61
No	39
Don't know/Refused	*

52. How often do you read their e-mail or look in their Inbox?

*Based on parents with children 9 and older who use E-mail (n=320)*

Often	24
Sometimes	29
Hardly ever	8
Never	39
Don't know/Refused	*

53. (Does your child/Do any of your children) use Instant Messaging, or not?

*Based on parents with children 9 and older who use the Internet at home (n=491)*

Yes	48
No	51
Don't know/Refused	1

54. (Does your child/Do any of your children) have a "buddy list" for their Instant Messaging, or not?

*Based on parents with children 9 and older who use the Internet at home (n=491)*

Yes	44
No	2
(VOL.) Don't know what this is	*
Don't know/Refused	2
Child doesn't/Children don't use Instant Messaging	51

55. Have you ever seen the list of names on (your child's/any of your children's) buddy list for Instant Messaging, or not?

*Based on parents with children 9 and older who have a 'buddy list' (n=207)*

Yes	87
No	13
Don't know/Refused	*

56. (Does your child/Do any of your children) use social networking sites like MySpace, Facebook, or Friendster, or not?

*Based on parents with children 9 and older who use the Internet at home (n=491)*

Yes	38
No	60
Don't know/Refused	2

57. Members of social networking sites put up a profile describing themselves and their hobbies. Have you ever looked at (your child's/any of your children's) profile on such a site?

*Based on parents with children 9 and older who use social networking sites (n=187)*

Yes	82
No	18
Don't know/Refused	0

58. Which of the following comes closest to your view about monitoring (your child's/children's) media use, such as watching TV, using the Internet, and playing video games? (READ)

You closely monitor their media use	65
You should do more to monitor their media use than you do now, or	18
It's not necessary for you to closely monitor their media use	16
(DO NOT READ) Don't know/Refused	1

59. Which comes closest to your view as to why you do NOT do more to monitor your children's media use? (READ AND RANDOMIZE ANSWER CATEGORIES)

*Based on parents who think they should do more to monitor their children's media use (n=194)*

It's too difficult because the media is everywhere	36
You are just too busy	19
There are too many other things to fight with them about	13
You think there are more important things to worry about as a parent	8
(VOL.) Other (specify)	18
(DO NOT READ) Don't know/Refused	7

60. Now I'm going to read you a list of some things people say about children's media use. For each one, please tell me if you think it is TRUE, NOT true, or you're not sure if it's true or not. (First/Next),... (INSERT—READ AND RANDOMIZE)

FOLLOW UP TO THOSE WHO THINK IT'S TRUE:

61. Is that based mainly on your OWN experiences and observations or on what you have heard in the news?

	True	Own experiences	Heard in news	Both equally	DK	Not True	Not sure	Refused
a. Kids who watch a lot of TV are more likely to have attention deficit disorder	<b>26</b>	16	8	2	*	<b>41</b>	<b>33</b>	*
b. Kids who watch a lot of TV are more likely to be overweight	<b>66</b>	36	19	8	2	<b>20</b>	<b>13</b>	*
c. Kids who watch educational TV have better verbal skills	<b>59</b>	52	5	2	1	<b>18</b>	<b>23</b>	*
d. Baby videos have a positive effect on early childhood development	<b>48</b>	41	5	1	*	<b>17</b>	<b>35</b>	*

DEMOGRAPHICS:

D1. Record Parent's Gender

Male (Father)	44
Female (Mother)	56

D2. I have just a few more questions so that we can describe the parents who took part in our survey... Are you NOW employed full-time, part-time, are you retired, or are you not employed for pay?

Full-time	63
Part-time	13
Retired	3
Not employed	15
(VOL.) Homemaker	3
(VOL.) Student	*
(VOL.) Disabled	2
Don't know/Refused	*

D3. Are you married, LIVING as married, divorced, separated, widowed, or have you never been married?

Married	76
Living as married	6
Divorced	7
Separated	2
Widowed	2
Never married/Single	7
Don't know	0
Refused	*

D4. Is your husband/wife or partner NOW employed full-time, part-time, retired, or not employed for pay?

*Based on parents who are married (n=768)*

Full-time	73
Part-time	9
Retired	2
Not employed	11
(VOL.) Homemaker	3
(VOL.) Student	0
(VOL.) Disabled	1
Don't know/Refused	*

D5. What is the LAST grade or class that you COMPLETED in school? (DO NOT READ)

None, or grade 1-8	4
High school incomplete (grades 9-11)	7
High school graduate (grade 12 or GED certificate)	31
Technical, trade or vocational school AFTER high school	3
Some college, no four-year degree (includes associate degree)	23
College graduate (B.S., B.A., or other four-year degree)	20
Post-graduate or professional schooling after college (e.g., toward a Master's degree or Ph.D; law or medical school)	11
Don't know	*
Refused	*

D6. What is the LAST grade or class that your spouse/partner COMPLETED in school? (DO NOT READ)

*Based on parents who are married (n=768)*

None, or grade 1-8	3
High school incomplete (grades 9-11)	5
High school graduate (grade 12 or GED certificate)	33
Technical, trade or vocational school AFTER high school	3
Some college, no four-year degree (includes associate degree)	20
College graduate (B.S., B.A., or other four-year degree)	21
Post-graduate or professional schooling after college (e.g., toward a Master's degree or Ph.D; law or medical school)	12
Don't know	1
Refused	*

D7. What is your age? (RECORD ACTUAL AGE)

18-29	17
30-39	35
40 -49	34
50 and older	13
Refused	1



D8. Last year, in 2005, what was your TOTAL household income from all sources, BEFORE taxes? Just stop me when I get to the right category. (READ)

Less than \$10,000	3
Between \$10,000 and \$20,000	9
Between \$20,000 and \$30,000	10
Between \$30,000 and \$50,000	17
Between \$50,000 and \$75,000	19
Between \$75,000 and \$100,000	14
\$100,000 or more	18
(DO NOT READ) Don't know	5
(DO NOT READ) Refused	5

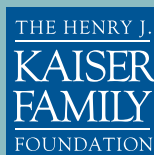
D9. Are you, yourself, of Hispanic or Latino background, such as Mexican, Puerto Rican, Cuban, or some other Latin American background?

Yes	16
No	84
Don't know/Refused	*

D10. What is your race? Are you white, black, Asian, or some other race? IF R SAYS HISPANIC OR LATINO ASK: Do you consider yourself a WHITE Hispanic/Latino or a BLACK Hispanic/Latino? IF R REFUSES TO CHOOSE BETWEEN WHITE OR BLACK HISPANIC, CODE AS OTHER.

White	78
Black/African-American	12
Asian	3
Other or mixed race (SPECIFY)	4
Don't know	1
Refused	1

END INTERVIEW: That completes the interview. Thank you very much for your time and cooperation.



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