

Here Are The Results of SurveyUSA Mkt Research Study #20182

Geography Surveyed: USA 50 States

Data Collected: 01/04/2013 - 01/05/2013

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Sponsor: Common Sense Media / Center for American Progress

Parents With Children at Home Weigh-In -- Here's What Contributes to Violence in the United States:

Common Sense Media and the Center for American Progress commissioned SurveyUSA to conduct a nationwide survey of parents who have a child under age 18 living at home. 1,050 parents were interviewed 01/04/13 and 01/05/13.

Results:

- * 89% of parents nationwide say violence in today's video games is a problem.
- * 75% of parents say shielding children from violence is difficult.

All parents were shown video of an advertisement for the video game "Hitman: Absolution." 84% say the advertisement is inappropriate to show on TV at a time when children are watching.

Parents were also shown a video of an advertisement for the movie "Gangster Squad." 63% of parents say the advertisement is inappropriate to show on TV at a time when children are watching.

- * 93% of parents nationwide say lack of supervision for children contributes to violence.
- * 92% of parents nationwide say bullying contributes to violence.
- * 86% of parents nationwide say crime in day-to-day life contributes.
- * 77% of parents nationwide say violence in TV and movies contributes.
- * 75% of parents nationwide say easy access to guns contributes.
- * 75% of parents nationwide say violence in video games contributes.
- * 64% say violent toys contribute.

Respondents for this survey randomly chosen by United Sample. Parents needed to be able to view video on a computer, tablet or smartphone to be eligible to participate.

1

Asked of 1050 parents of children 0-18

Margin of Sampling Error for this question = $\pm 1.7\%$

[For each of the following items, please tell us whether or not it contributes to violence in the United States: Bullying.](#)

92% Does

5% Does Not
3% Not Sure

2 Asked of **1050 parents of children 0-18**
Margin of Sampling Error for this question = $\pm 2.7\%$

[Easy access to guns.](#)

75% Does
18% Does Not
7% Not Sure

3 Asked of **1050 parents of children 0-18**
Margin of Sampling Error for this question = $\pm 2.6\%$

[Violence in TV and movies.](#)

77% Does
15% Does Not
9% Not Sure

4 Asked of **1050 parents of children 0-18**
Margin of Sampling Error for this question = $\pm 2.7\%$

[Violence in video games.](#)

75% Does
17% Does Not
8% Not Sure

5 Asked of **1050 parents of children 0-18**
Margin of Sampling Error for this question = $\pm 2.1\%$

[Crime in day to day life.](#)

86% Does
8% Does Not
6% Not Sure

6 Asked of **1050 parents of children 0-18**
Margin of Sampling Error for this question = $\pm 3\%$

[Violent toys.](#)

64% Does
24% Does Not

12% Not Sure

7

Asked of 1050 parents of children 0-18

Margin of Sampling Error for this question = $\pm 1.6\%$

[Lack of supervision for children.](#)

93% Does
4% Does Not
2% Not Sure

8

Asked of 1050 parents of children 0-18

Margin of Sampling Error for this question = $\pm 3.1\%$

[On a scale of 1-10, where 10 means you completely agree, and 1 means you completely disagree, how strongly do you agree or disagree with this statement: "Addressing violence in the United States will require taking action on violence in the media and keeping weapons away from our kids."](#)

8.3

Average

2% 1
2% 2
2% 3
2% 4
5% 5
6% 6
10% 7
12% 8
13% 9
47% 10

9

Asked of 1050 parents of children 0-18

Margin of Sampling Error for this question = $\pm 3.1\%$

[Is the violence in today's video games a major problem? A minor problem? Or not a problem at all?](#)

45% Major Problem
44% Minor Problem
8% Not a Problem
2% Not Sure

10

Asked of 1050 parents of children 0-18

Margin of Sampling Error for this question = $\pm 3\%$

[How closely do you monitor the movies, video games, and music your children see and hear for violent content? Very closely? Somewhat closely? Not very closely? Or not at all closely?](#)

60% Very
34% Somewhat
4% Not Very
2% Not At All
0% Not Sure

11 Asked of **1027 who monitor**
Margin of Sampling Error for this question = $\pm 2.7\%$

[Is shielding your children from violence difficult? Or easy?](#)

75% Difficult
21% Easy
4% Not Sure

12 Asked of **808 who monitor and do not find shielding to be easy**
Margin of Sampling Error for this question = $\pm 2.3\%$

[For each of the following items, please tell us whether or not it makes shielding your children from violence difficult: Bullying.](#)

88% Makes Shielding Difficult
8% Does Not
4% Not Sure

13 Asked of **808 who monitor and do not find shielding to be easy**
Margin of Sampling Error for this question = $\pm 3.5\%$

[Easy access to guns.](#)

57% Makes Shielding Difficult
38% Does Not
5% Not Sure

14 Asked of **808 who monitor and do not find shielding to be easy**
Margin of Sampling Error for this question = $\pm 2.5\%$

[Violence in TV and movies.](#)

85% Makes Shielding Difficult
13% Does Not

2% Not Sure

15 Asked of 808 who monitor and do not find shielding to be easy
Margin of Sampling Error for this question = $\pm 3.2\%$

[Violence in video games.](#)

72% Makes Shielding Difficult
26% Does Not
2% Not Sure

16 Asked of 808 who monitor and do not find shielding to be easy
Margin of Sampling Error for this question = $\pm 2.7\%$

[Crime in day to day life.](#)

83% Makes Shielding Difficult
14% Does Not
4% Not Sure

17 Asked of 808 who monitor and do not find shielding to be easy
Margin of Sampling Error for this question = $\pm 3.5\%$

[Violent toys.](#)

54% Makes Shielding Difficult
41% Does Not
5% Not Sure

18 Asked of 808 who monitor and do not find shielding to be easy
Margin of Sampling Error for this question = $\pm 3.4\%$

[Lack of supervision for children.](#)

65% Makes Shielding Difficult
30% Does Not
5% Not Sure

19 Asked of 1050 parents of children 0-18
Margin of Sampling Error for this question = $\pm 2.3\%$

[The video game in this advertisement, Hitman: Absolution, is rated for mature audiences only. Do you think this advertisement is appropriate or inappropriate to air when children are watching TV?](#)

10% Appropriate

84% Not Appropriate
6% Not Sure

20 Asked of 1050 parents of children 0-18
Margin of Sampling Error for this question = $\pm 3\%$

[The movie in this advertisement, Gangster Squad, is rated R. Do you think this advertisement is appropriate or inappropriate to air when children are watching TV?](#)

27% Appropriate
63% Not Appropriate
10% Not Sure

21 Asked of 1050 parents of children 0-18
Margin of Sampling Error for this question = $\pm 2\%$

[The policies of both the TV networks and the alcohol industry prevent advertising for alcoholic beverages from airing during programs viewed by large numbers of children. Should similar policies also apply to advertising for violent video games and violent movies when children are watching?](#)

88% Yes
8% No
4% Not Sure

22 Asked of 1050 parents of children 0-18
Margin of Sampling Error for this question = $\pm 3.1\%$

[Is your opinion of each of the following ... Very favorable? Somewhat favorable ? Neither favorable nor unfavorable ? Somewhat unfavorable ? Or very unfavorable? : The major broadcast TV networks.](#)

27% Very Favorable
36% Somewhat Favorable
20% Neither Favorable Nor Unfavorable
10% Somewhat Unfavorable
6% Very Unfavorable
0% Not Sure

23 Asked of 1050 parents of children 0-18
Margin of Sampling Error for this question = $\pm 3.1\%$

[The NFL.](#)

39% Very Favorable
29% Somewhat Favorable

19% Neither Favorable Nor Unfavorable
9% Somewhat Unfavorable
4% Very Unfavorable
1% Not Sure

24 Asked of 1050 parents of children 0-18
Margin of Sampling Error for this question = $\pm 3.1\%$

[The NBA.](#)

31% Very Favorable
26% Somewhat Favorable
24% Neither Favorable Nor Unfavorable
11% Somewhat Unfavorable
6% Very Unfavorable
1% Not Sure

25 Asked of 1050 parents of children 0-18
Margin of Sampling Error for this question = $\pm 3.1\%$

[The NBA and NFL have television deals with TV networks, and have the ability to allow or not allow ads they think are appropriate for their audiences. If the leagues called on its television partners to temporarily stop airing ads for violent movies and video games during televised sporting events when kids are watching, what would be your opinion of each of the following? The major broadcast TV networks.](#)

54% Very Favorable
23% Somewhat Favorable
14% Neither Favorable Nor Unfavorable
5% Somewhat Unfavorable
4% Very Unfavorable
0% Not Sure

26 Asked of 1050 parents of children 0-18
Margin of Sampling Error for this question = $\pm 3.1\%$

[The NFL.](#)

57% Very Favorable
22% Somewhat Favorable
12% Neither Favorable Nor Unfavorable
5% Somewhat Unfavorable
3% Very Unfavorable
0% Not Sure

27 Asked of 1050 parents of children 0-18

Margin of Sampling Error for this question = $\pm 3.1\%$

[The NBA.](#)

55%	Very Favorable
23%	Somewhat Favorable
14%	Neither Favorable Nor Unfavorable
5%	Somewhat Unfavorable
3%	Very Unfavorable
0%	Not Sure

28

Asked of 1050 parents of children 0-18

Margin of Sampling Error for this question = $\pm 3.1\%$

[On a scale of 1-10, where 10 means you completely agree, and 1 means you completely disagree, how strongly do you agree or disagree with these statements: "There is a culture of violence in the United States that needs to be curtailed and the media industry has the power to help change that by not exposing young audiences to violent advertising."](#)

8.4

Average

1%	1
1%	2
3%	3
2%	4
5%	5
5%	6
9%	7
12%	8
16%	9
46%	10

29

Asked of 1050 parents of children 0-18

Margin of Sampling Error for this question = $\pm 3.1\%$

["There is a culture of violence in the United States that needs to be curtailed and the gun industry has the power to help address this violence and should be part of the solution."](#)

7.9

Average

4%	1
3%	2
3%	3
2%	4

6%	5
6%	6
10%	7
10%	8
13%	9
42%	10

30 Asked of **1050 parents of children 0-18**
 Margin of Sampling Error for this question = $\pm 2.9\%$

[Does the current system of movie and video game ratings allow parents to make informed decisions about violent content?](#)

68%	Yes
23%	No
9%	Not Sure

31 Asked of **1050 parents of children 0-18**
 Margin of Sampling Error for this question = $\pm 1.8\%$

[Do you agree or disagree: Theaters should only show previews for movies that have the same or lower rating than the movie that is being shown. \(In other words, only PG or G movies could be previewed when watching a PG movie.\)](#)

91%	Agree
6%	Disagree
3%	Not Sure

32 Asked of **1050 parents of children 0-18**
 Margin of Sampling Error for this question = $\pm 2\%$

[Do you agree or disagree: Networks should only show ads for television shows that have the same or lower rating as the television programming on at the time. \(Programming like sports, for example, is rated "E" for everyone and should only air "E" ads.\)](#)

88%	Agree
7%	Disagree
4%	Not Sure

[x Complete Interactive Crosstabs](#)
[i Statement of Methodology](#)
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Full Statement of Methodology:

The following statement conforms to the principles of disclosure of the National Council on Public Polls:

How this poll was conducted: This SurveyUSA poll was conducted by telephone in the voice of a professional announcer. Respondent households were selected at random, using Random Digit Dialed (RDD) sample provided by Survey Sampling, of Fairfield CT, unless otherwise indicated on the individual poll report. All respondents heard the questions asked identically. Within the report, you will find: the geography that was surveyed; the date(s) interviews were conducted and the news organization(s) that paid for the research. The number of respondents who answered each question and the margin of sampling error for each question are provided. Where necessary, responses were weighted according to age, gender, ethnic origin, geographical area and number of adults and number of voice telephone lines in the household, so that the sample would reflect the actual demographic proportions in the population, using most recent U.S.Census estimates. In theory, with the stated sample size, one can say with 95% certainty that the results would not vary by more than the stated margin of sampling error, in one direction or the other, had the entire universe of respondents been interviewed with complete accuracy. There are other possible sources of error in all surveys that may be more serious than theoretical calculations of sampling error. These include refusals to be interviewed, question wording and question order, weighting by demographic control data and the manner in which respondents are filtered (such as, determining who is a likely voter). It is difficult to quantify the errors that may result from these factors. Fieldwork for this survey was done by SurveyUSA of Clifton, NJ.

Definitions

For those survey results which include data crosstabbed by "generation" the definitions are:

Generation	Birth Years
Gen Y	1979 to present
Gen X	1966 to 1978
Jones	1954 to 1965
Boomers	1942 to 1953
Mature	1941 and before

For those survey results which include a "Region" crosstab, the regions are defined [here](#).

For full interactive crosstabs for this poll, visit

<http://www.surveyusa.com/client/PollReport.aspx?g=9e87346b-230d-481d-9e15-d48169d1de0f&c=216>.