

Zogby Analytics Online Survey of Parents Aged 21-55 with Child Under 18 at Home
6/5/26 - 6/9/26 MOE +/- 3.1 Percentage Points

9101. Are you a parent or guardian of a child under 18 who is living at home?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1007	100.0	100.0	100.0

Age group D

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-34	262	26.0	26.0	26.0
	35-44	453	45.0	45.0	71.0
	45-55	292	29.0	29.0	100.0
	Total	1007	100.0	100.0	

Q9101A. How many children under 18 years of age do you have living at home?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	444	44.1	44.1	44.1
	2	392	38.9	38.9	83.0
	3	123	12.2	12.2	95.2
	4 or more	48	4.8	4.8	100.0
	Total	1007	100.0	100.0	

Subsets have a larger margin of error than the whole data set. As a rule we do not rely on the validity of very small subsets of the data, especially sets smaller than 50-75 respondents. At that size subset we can make generalizations, but in these cases the data is more qualitative than quantitative

Zogby Analytics Online Survey of Parents Aged 21-55 with Child Under 18 at Home
6/5/26 - 6/9/26 MOE +/- 3.1 Percentage Points

9101B1. What is the age of your child/oldest child?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	7	.6	.6	.6
	1	36	3.6	3.6	4.2
	2	36	3.6	3.6	7.8
	3	33	3.3	3.3	11.1
	4	36	3.6	3.6	14.7
	5	42	4.2	4.2	18.8
	6	65	6.5	6.5	25.3
	7	42	4.2	4.2	29.5
	8	58	5.8	5.8	35.3
	9	46	4.6	4.6	39.9
	10	53	5.3	5.3	45.2
	11	45	4.4	4.4	49.6
	12	60	5.9	5.9	55.5
	13	68	6.7	6.7	62.2
	14	53	5.3	5.3	67.6
	15	76	7.6	7.6	75.1
	16	96	9.5	9.5	84.6
	17	155	15.4	15.4	100.0
	Total	1007	100.0	100.0	

Subsets have a larger margin of error than the whole data set. As a rule we do not rely on the validity of very small subsets of the data, especially sets smaller than 50-75 respondents. At that size subset we can make generalizations, but in these cases the data is more qualitative than quantitative

Zogby Analytics Online Survey of Parents Aged 21-55 with Child Under 18 at Home
6/5/26 - 6/9/26 MOE +/- 3.1 Percentage Points

9101B2. What is the age of your second child?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	11	1.1	2.0	2.0
	1	44	4.4	7.9	9.9
	2	29	2.9	5.1	15.0
	3	28	2.8	5.0	20.0
	4	42	4.2	7.5	27.6
	5	31	3.0	5.5	33.0
	6	45	4.4	7.9	40.9
	7	42	4.2	7.5	48.4
	8	36	3.5	6.3	54.7
	9	43	4.2	7.6	62.3
	10	41	4.1	7.3	69.6
	11	24	2.4	4.3	73.8
	12	34	3.4	6.1	80.0
	13	31	3.1	5.5	85.5
	14	44	4.4	7.9	93.4
	15	23	2.2	4.0	97.4
	16	15	1.5	2.6	100.0
	Total	563	55.9	100.0	
Missing	System	444	44.1		
Total		1007	100.0		

Subsets have a larger margin of error than the whole data set. As a rule we do not rely on the validity of very small subsets of the data, especially sets smaller than 50-75 respondents. At that size subset we can make generalizations, but in these cases the data is more qualitative than quantitative

Zogby Analytics Online Survey of Parents Aged 21-55 with Child Under 18 at Home
6/5/26 - 6/9/26 MOE +/- 3.1 Percentage Points

9101B3. What is the age of your third child?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	9	.9	5.1	5.1
	1	23	2.3	13.4	18.5
	2	19	1.9	11.1	29.6
	3	6	.6	3.7	33.3
	4	10	1.0	5.9	39.3
	5	9	.9	5.4	44.7
	6	15	1.5	8.9	53.6
	7	13	1.3	7.9	61.4
	8	9	.9	5.5	66.9
	9	10	1.0	6.1	73.0
	10	16	1.6	9.5	82.5
	11	8	.8	5.0	87.4
	12	11	1.1	6.7	94.1
	13	2	.2	1.4	95.5
	14	1	.1	.7	96.2
	15	2	.2	1.4	97.6
	16	4	.4	2.4	100.0
	Total	171	17.0	100.0	
Missing	System	836	83.0		
Total		1007	100.0		

Subsets have a larger margin of error than the whole data set. As a rule we do not rely on the validity of very small subsets of the data, especially sets smaller than 50-75 respondents. At that size subset we can make generalizations, but in these cases the data is more qualitative than quantitative

Zogby Analytics Online Survey of Parents Aged 21-55 with Child Under 18 at Home
6/5/26 - 6/9/26 MOE +/- 3.1 Percentage Points

9101B4. What is the age of your youngest child?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	7	.7	14.0	14.0
	1	1	.1	2.5	16.6
	1	5	.5	9.8	26.3
	2	5	.5	10.6	37.0
	3	2	.2	4.9	41.8
	4	9	.9	18.2	60.1
	5	4	.4	9.1	69.2
	6	4	.4	7.8	77.0
	7	5	.5	10.3	87.3
	8	3	.3	6.0	93.3
	9	0	.0	.6	94.0
	10	2	.2	3.9	97.9
	12	1	.1	2.1	100.0
	Total		48	4.8	100.0
Missing	System	959	95.2		
Total		1007	100.0		

922. Are you male or female?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	453	45.0	45.0	45.0
	Female	554	55.0	55.0	100.0
	Total	1007	100.0	100.0	

1. Do you think the current television and streaming ratings system is too controlled by the entertainment industry, or does it fairly represent the views of parents and the public?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Too controlled by the entertainment industry	412	40.9	40.9	40.9
	Fairly represents parents and the public	317	31.5	31.5	72.4
	Neither / mixed	228	22.6	22.6	95.0
	Not sure	50	5.0	5.0	100.0
	Total	1007	100.0	100.0	

Subsets have a larger margin of error than the whole data set. As a rule we do not rely on the validity of very small subsets of the data, especially sets smaller than 50-75 respondents. At that size subset we can make generalizations, but in these cases the data is more qualitative than quantitative

Zogby Analytics Online Survey of Parents Aged 21-55 with Child Under 18 at Home
6/5/26 - 6/9/26 MOE +/- 3.1 Percentage Points

2. How important is it for children's programs to include content labels to advise parents of the presence of content they might want to avoid -- such as violence, sexual content, or other sensitive themes like LGBTQ messaging or characters -so parents can make informed choices?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very important	651	64.6	64.6	64.6
	Somewhat important	226	22.5	22.5	87.1
	Not too important	63	6.2	6.2	93.3
	Not important at all	54	5.3	5.3	98.7
	Not sure	14	1.3	1.3	100.0
	Total	1007	100.0	100.0	

3. Would you support or oppose reforming the ratings oversight system to include more independent experts, parent groups, and child-advocacy organizations?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly support	419	41.6	41.6	41.6
	Somewhat support	382	37.9	37.9	79.5
	Somewhat oppose	78	7.8	7.8	87.3
	Strongly oppose	27	2.7	2.7	89.9
	Not sure	101	10.1	10.1	100.0
	Total	1007	100.0	100.0	

Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	East	181	18.0	18.0	18.0
	South	332	33.0	33.0	51.0
	Centr GrLks	262	26.0	26.0	77.0
	West	232	23.0	23.0	100.0
	Total	1007	100.0	100.0	

Subsets have a larger margin of error than the whole data set. As a rule we do not rely on the validity of very small subsets of the data, especially sets smaller than 50-75 respondents. At that size subset we can make generalizations, but in these cases the data is more qualitative than quantitative

Zogby Analytics Online Survey of Parents Aged 21-55 with Child Under 18 at Home
6/5/26 - 6/9/26 MOE +/- 3.1 Percentage Points

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No College Degree	604	60.0	60.0	60.0
	College Degree+	403	40.0	40.0	100.0
	Total	1007	100.0	100.0	

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	White	544	54.0	54.0	54.0
	Hisp	232	23.0	23.0	77.0
	AfrAmer	111	11.0	11.0	88.0
	Asian	81	8.0	8.0	96.0
	Other	40	4.0	4.0	100.0
	Total	1007	100.0	100.0	

90500. Thinking about the area you live, in your opinion, which of the following best describes the area?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Urban	263	26.1	26.1	26.1
	Suburb	541	53.8	53.8	79.9
	Rural	203	20.1	20.1	100.0
	Total	1007	100.0	100.0	

914. Which of the following best describes your marital status?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	636	63.2	63.2	63.2
	Single, never married	189	18.8	18.8	82.0
	Divorced/separated/widowed	104	10.3	10.3	92.2
	Civil union or domestic partnership	78	7.8	7.8	100.0
	Total	1007	100.0	100.0	

Subsets have a larger margin of error than the whole data set. As a rule we do not rely on the validity of very small subsets of the data, especially sets smaller than 50-75 respondents. At that size subset we can make generalizations, but in these cases the data is more qualitative than quantitative

Zogby Analytics Online Survey of Parents Aged 21-55 with Child Under 18 at Home
6/5/26 - 6/9/26 MOE +/- 3.1 Percentage Points

921. Which of the following best represents your household income last year before taxes?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than \$25,000	58	5.8	5.8	5.8
	\$25,001 - 35,000	52	5.2	5.2	11.0
	\$35,001 - 50,000	60	6.0	6.0	17.0
	\$50,001 - 75,000	151	15.0	15.1	32.1
	\$75,001 - 100,000	109	10.9	10.9	43.0
	\$100,001 - 150,000	357	35.4	35.6	78.6
	Greater than \$150,000	214	21.3	21.4	100.0
	Total	1002	99.5	100.0	
Missing	0	5	.5		
Total		1007	100.0		

712. What is your current employment status?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Working full time	741	73.6	73.6	73.6
	Working part time	91	9.0	9.0	82.6
	Temporarily unemployed and looking for work	35	3.5	3.5	86.1
	Temporarily unemployed and not looking for work	7	.7	.7	86.8
	Student	11	1.1	1.1	87.9
	Stay at home parent/spouse	119	11.8	11.8	99.7
	Retired	3	.3	.3	100.0
	Total	1007	100.0	100.0	

711. Currently, do you own a home or do you live in a rental unit?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Own a home	691	68.6	68.6	68.6
	Live in rental unit	296	29.4	29.4	98.0
	Neither	21	2.0	2.0	100.0
	Total	1007	100.0	100.0	

Subsets have a larger margin of error than the whole data set. As a rule we do not rely on the validity of very small subsets of the data, especially sets smaller than 50-75 respondents. At that size subset we can make generalizations, but in these cases the data is more qualitative than quantitative