

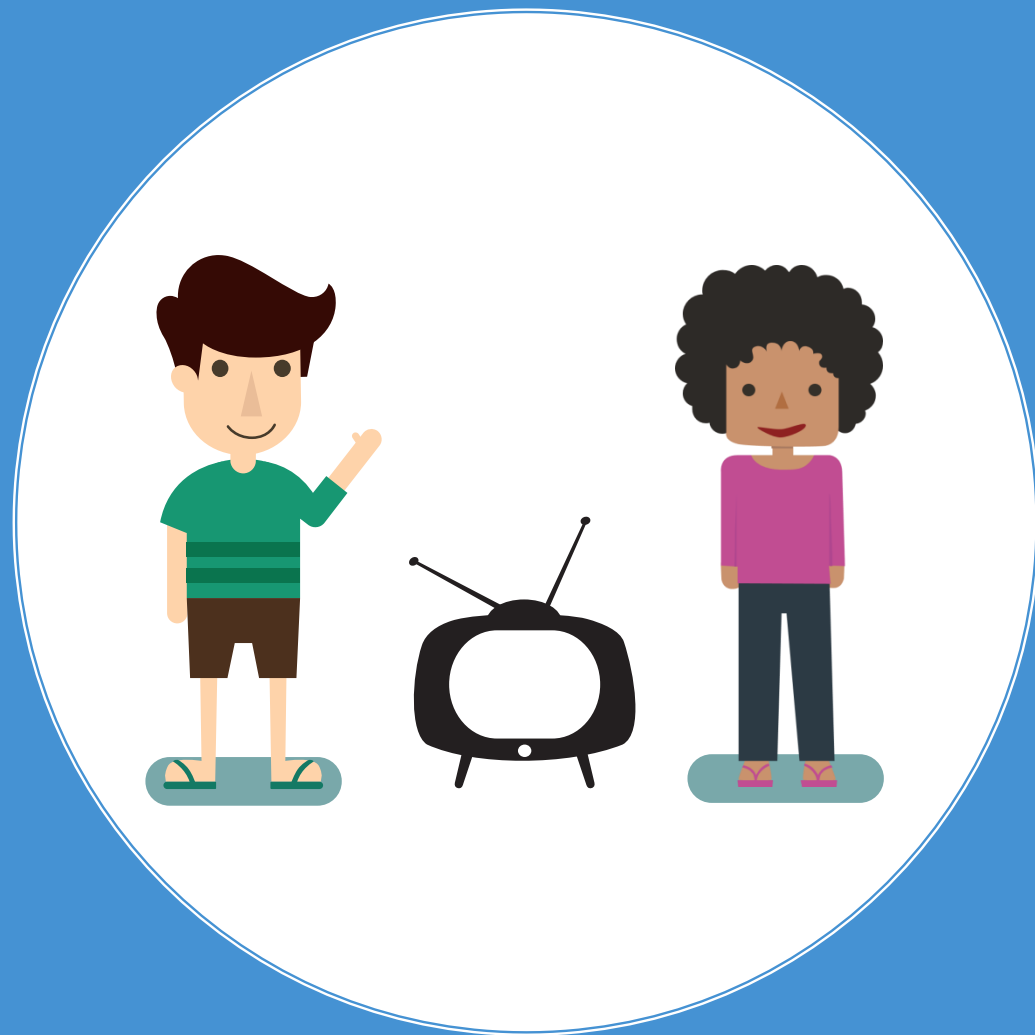
---

# Children's Media Use Study

How our children engage  
with media today

---

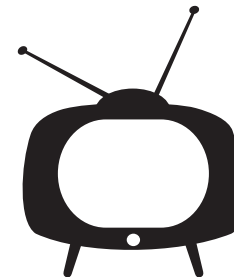
2015



# Contents

<b>Introduction</b>	<b>3</b>
<b>Summary of Key Findings</b>	<b>10</b>
<b>Main Findings</b>	
Devices Available & Used	18
Media Consumption Each Day (& all internet activities)	22
Media Profiles	36
Daily Reach of Channels, Sites & Stations	41
Sources of New Music & Online Content	55
Content Preferences - TV & Radio	60
Pre-schoolers' Media Use & Content Preferences	77
Use of Classifications & Knowledge of the 8.30pm Watershed	84
Challenging Content Seen by 9-14 year olds	91
Actions Taken by 9-14 year olds	98
Parents' Concerns	106
Parents' Rules	113
<b>Appendix</b>	<b>123</b>

# Introduction



# The 2014 context

- ▶ Our lives are now awash with media. Consequently our children are exposed to, or can potentially access more content, from a wider range of media, on an ever-expanding range of devices.
- ▶ But what media are New Zealand children consuming in 2014? How are they accessing it, and how often?
- ▶ What content do they love and seek out, and what might they be missing?
- ▶ What do parents allow and not allow, and what content do they want for their children?
- ▶ How often are children exposed to challenging content? Do they recognise it as 'not for them', and what do they do in response?
- ▶ What are parents doing to try to minimise this exposure?
- ▶ The 2014 Children's Media Use Study aims to answer these questions.

# The 2014 media context

**The need to update our understanding of New Zealand children's media behaviour is made more important by the ongoing rapid changes in the media landscape. There is now significantly more choice available to children in terms of content, platform (broadcast or online), source (NZ vs. international), and devices to use. This research sought to identify the changes, if any, to children's and parents' media behaviour, attitudes and preferences.**

## **Environmental changes include:**

- ▶ The launch and growth of personal video recorders (PVR) including MySky, which is now in over 25% of homes.
- ▶ The launch and growth of smartphones and tablets, including the latter's growing use at school.
- ▶ The evolution and growth of NZ broadcaster on demand sites (TVNZ, TV3/FOUR, and SKY) which now carry the majority of on air programming including local and international children's content.
- ▶ The launch of other on demand services such as Quickflix, Lightbox, NEON, and Netflix.
- ▶ The launch and evolution of Kidzone as a pre-school programming block on TVNZ 6, and its later evolution to a dedicated pre-school pay TV channel available only on the SKY TV platform.
- ▶ The growth in access to broadband internet (now 77% of adults according to the 2014 NZ On Air Audience study).
- ▶ The launch and growth of smart TVs (now 21% of adults according to the 2014 NZ On Air Audience study).
- ▶ The evolution of social media (from MySpace and Bebo in 2007 to Facebook, Instagram and Twitter in 2014).
- ▶ The evolution of other online media such as YouTube, Spotify and iHeartRadio, and wider access to overseas content from unauthorised and unauthorised platforms.

## Objectives of the study

### **NZ On Air and the Broadcasting Standards Authority (BSA) jointly commissioned the 2014 Children's Media Use Study in order to meet their obligations to this audience and the wider New Zealand public:**

- ▶ NZ On Air supports NZ content on TV, radio and digital platforms to provide audiences with improved content diversity. This includes content for pre-school, primary and secondary school children. To serve target audiences effectively requires a detailed understanding of media consumption, behaviour and content preferences.
- ▶ The BSA supports fairness and freedom in broadcasting by providing an impartial complaints process, undertaking and publishing effective research, and issuing advice to stakeholders including broadcasters and Government. This remit requires a detailed understanding of audience behaviours and attitudes to content, including school children and their parents/caregivers. To this end the BSA has previously commissioned extensive children's media research in 2001 and 2007.
- ▶ The questionnaire for this study is available from the NZ On Air and BSA websites  
<http://bsa.govt.nz/>  
<http://www.nzonair.govt.nz/>

**Colmar Brunton were commissioned to undertake this important research study in 2014.**

**This report details the findings of the study and delivers to the needs of both NZ On Air and the BSA.**

## Objectives of the study cont'd

### The broad objectives of the 2014 Children's Media Use study were to:

- ▶ Measure and profile children's media use (e.g. reach, time spent) across all relevant media including TV, radio and online
- ▶ Measure and profile how children source content (e.g. music, online), and are accessing audio-visual media (e.g. devices and platforms used)
- ▶ Measure behaviour and attitudes of parents/caregivers in relation to their children's media consumption
- ▶ Measure children's and parents/caregivers' attitudes to the suitability of content on key media
- ▶ Measure children's reaction to challenging content, and parent/caregivers' actions to reduce exposure to challenging content
- ▶ Measure knowledge and use of safeguards such as the 8.30pm watershed (the time after which programmes with adult content may be broadcast) and the programme classification system
- ▶ Track changes in attitudes and behaviours in relation to challenging content since the 2007 BSA study.

# Research method

- ▶ **Scoping meeting conducted with NZ On Air and BSA to finalise objectives and identify specific topics for investigation**
  - Questionnaires developed in close consultation with NZ On Air and BSA
  - Questionnaires pilot tested in six homes with parents/caregivers and children aged 6-14.
- ▶ **Fieldwork conducted using door to door interviewing between November 1st and December 14th 2014**
- ▶ **Nationwide survey including rural areas using a proportionally representative sample of Statistics NZ Area Units**
  - Population size within Area Units determined by the number of 6-14 year olds living in each Area Unit as at the 2013 Census
- ▶ **Total sample of N=708 households interviewed**
  - Maximum margin for error of  $\pm 3.7\%$
  - Final response rate of 71% (based on eligible population of households with children aged 6-14)
- ▶ **Respondents defined as children aged 6-14 and their “primary caregiver”**
  - Two interviews were conducted comprising one child and one parent/caregiver in each home
  - If more than one child lived in a home, the eligible respondent was selected based on the child that had the last birthday
  - **Pre-schoolers:** At the end of the Parent questionnaire, respondents were asked about the number of children aged under 14 living in the home. If a child aged between 2-5 years was living in the home the parent was asked six questions about one pre-school child. If there was more than one, the parent was asked about the one with the next birthday. The results of these questions are included in a separate section of the report.
- ▶ **Sample stratified by region and area type as per the 2013 Census, with specific Area Units randomly selected within a nine cell matrix. Quota in place to ensure no more than 50% of interviews were conducted in SKY homes.**
- ▶ **Final sample was pre-weighted by household size, and post-weighted by age, gender, and ethnicity to match the 2013 Census. The sample was also post-weighted by day of the week to ensure questions relating to “yesterday” were representative across the week.**

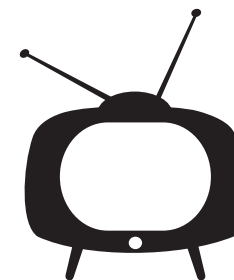


## Safeguards and ethical considerations

**Research among children carries unique sensitivities and ethical concerns, and consideration was given to participant safety and the reassurance of parents/caregivers. These measures included:**

- ▶ Subject matter, question wording and response options were carefully designed and pilot tested to ensure appropriateness and accuracy of interpretation across all age groups.
- ▶ Interview length with children was limited to 15 minutes to acknowledge their more limited attention span.
- ▶ Door to door interviewing was used to reassure parents/caregivers of the authenticity of the survey and interviewer, and to conduct the interview in an environment in which the child was comfortable.
- ▶ All interviews were conducted by experienced female interviewers.
- ▶ Consent for the interview was first gained from the parent/caregiver. Caregivers were interviewed first and then given the option to be present during the child's interview.
- ▶ Consent of the 6-14 year old was gained at the start of the child's interview.

# Summary of Key Findings



## Key findings - media use

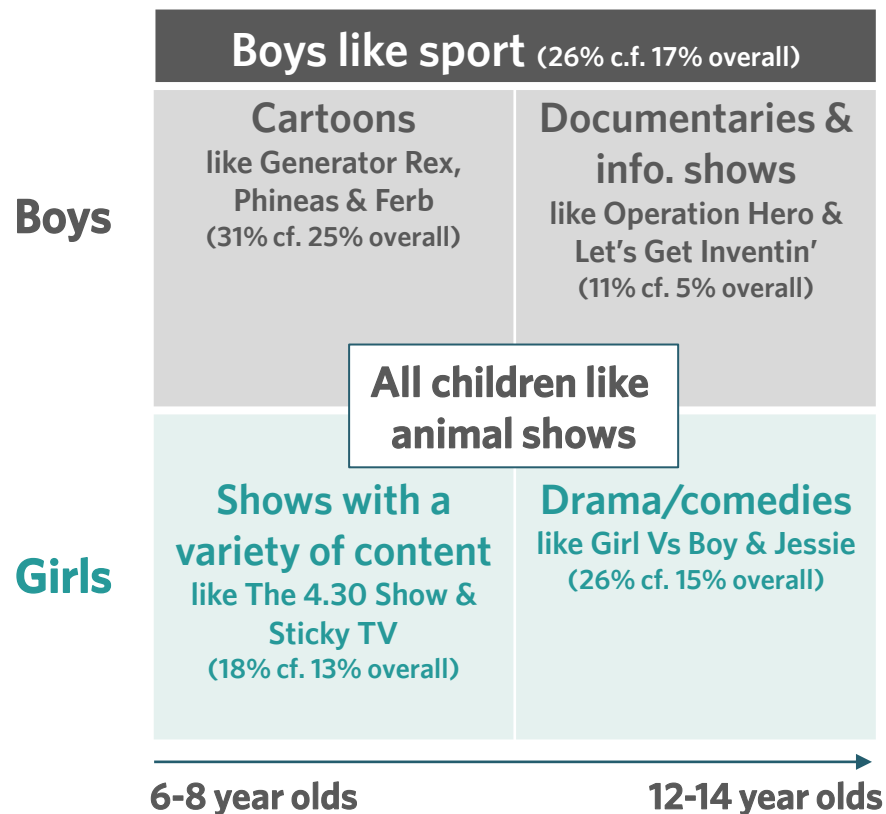
- ▶ **TV is a constant presence, reaching nine out of ten 6-14 year olds each day, and they also give it the most time of any media.**
  - Internet reaches two-thirds of 6-14 year olds each day, though nearly all (90%) use it at least sometimes.
- ▶ **Widespread incidence means that traditional media via traditional screens continues to be the main means by which the most children consume media (i.e. TV on a TV screen, internet on a PC/laptop, radio on stereo/radio).**
- ▶ **Tablets and smartphones have quickly become part of many children's daily lives, and are now significant devices for using the internet and listening to music.**
- ▶ **YouTube is extremely popular among both children and parents:**
  - Equals the daily reach of TV2 (32%) as the two most popular sources of any media each day. Exceeds the reach of TV2 among 12-14's - especially among boys (52% daily reach)
  - Most popular source of new music and online content (after friends and family), and the most popular online activity (equally popular as games)
  - Children's and parents' favourite website for children (and for pre-schoolers).
- ▶ **After TV2 and YouTube, the main free-to-air TV channels and SKY TV children's channels are most popular.**
  - Viewing of TV2 increases from the age of nine, especially among girls.

## Key findings - media use cont'd

- ▶ On demand sites (NZ and international) are rarely used by 6-14 year olds on a daily basis.
- ▶ Radio reaches one in three children each day, and The Edge continues to be the most popular radio station, especially among 12-14 year olds.
- ▶ Age is the biggest differentiator of media behaviour and usage evolves and grows as children get older. There is a key 'tipping point' at 11 when YouTube and Facebook use increases significantly.
- ▶ Generally, boys are bigger consumers of the internet, YouTube, cartoons on TV, and gaming, than girls. Girls are bigger consumers of music and radio, and older girls (12-14) are bigger consumers of TV2.
- ▶ There are ethnic group differences in media access and use. Māori and Pacific children, for example, are less likely than average to watch YouTube and play games online, and they are less likely than Asian children to use a tablet. Māori children are also less likely than Pakeha children to use a PC or laptop.
- ▶ There are also significant differences in media behaviour between children in the three main metropolitan centres (e.g. more YouTube and less TV2), compared to those in provincial cities and towns/rural areas (more TV and radio).
- ▶ Parents are the key online content decision-makers for most children until the age of eight when a majority (59%) are finding content for themselves.

## Key findings - content preferences

- ▶ TV is most popular not just because nearly all homes have a TV, but because it offers convenient and loved entertainment:
  - Most children (62%) have a favourite show
  - TV makes 6-8 year olds laugh, especially the cartoons
  - It gives 12-14's "something to do"
  - Many (41%) also learn from the TV.
  
- ▶ The key ingredients of a favourite TV show are making children laugh, music, prizes, and being shown how to make things.
  
- ▶ Cartoons are children's favourite type of show overall, but there is a genre that has relatively more appeal to each age/gender subgroup (as shown in this diagram).



## Key findings – content preferences cont'd

- ▶ **Parents' preferences for children's TV shows differ a little to children's preferences. Overall, children most prefer cartoons, while parents have a stronger preference for other types of TV content for their children including sports and shows with animals.**
- ▶ **Children's favourite TV shows vary widely between younger and older children, and boys and girls. It would be difficult to find a show that is loved by all 6-14 year olds.**
  - Of all shows, Sticky TV is closest and is in the top ten of most children.
  - The 4.30 Show is in the top ten of 9-14 year olds, but not 6-8 year olds.
- ▶ **What Now, The 4.30 Show and Sticky TV continue to be watched and loved by large numbers of children.**
  - Children with access to technology that widens their choice (i.e. tablets, smartphones, SKY TV, Apple TV).
- ▶ **Parents also like their children to watch these shows – especially What Now, Sticky TV, and Let's Get Inventin'.**
- ▶ **There is strong support among parents for their children to watch NZ-made content that reflects them and their world.**
  - However, few parents currently think online is becoming the best place to find that content.

## Key findings - use of classifications and knowledge of the 8.30pm watershed

- ▶ TV programme classifications and warnings are widely used by children and parents to identify unsuitable TV content. The next most widely used method is actually viewing the content, e.g. children identifying bad language, violence or boring content.
- ▶ Children's knowledge of the 8.30pm watershed (the time after which programmes with adult content may be broadcast) has declined to 16% from 22% in 2007, although a larger and unchanged proportion of parents (43%) know it is at 8.30pm.
- ▶ While few children and a minority of parents know about the 8.30pm watershed, nearly all children have stopped watching TV by 8.30pm, including 96% of 6-8 year olds. The 12-14 year old age group watch TV for longer but just 16% of this group are watching after 8.30pm.
  - Saturday night is the exception with more children watching beyond 8.30pm, but even on Saturdays the majority have turned off by 8.30pm, including 80% of 12-14 year olds.

## Key findings – children’s exposure to challenging media content

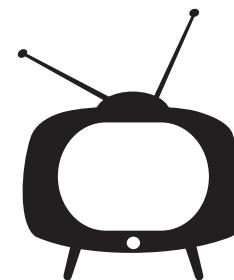
- ▶ **Exposure to challenging content continues to be most commonly cited with regard to TV content (reported by two-thirds of children), which is perhaps expected given the higher incidence and longer history of TV use.**
  - Online is second most common (one in two mention), with radio significantly below that (four in ten exposed).
- ▶ **Levels of exposure to challenging content on TV are generally unchanged since 2007, with the exception of a reported increase in violence.**
- ▶ **However, the incidence and range of challenging content that children have been exposed to online has grown significantly since 2007, consistent with the increase in use of online media.**
- ▶ **Very few children do nothing when exposed to challenging content, although doing nothing is a little more common when listening to the radio (13% do nothing).**
- ▶ **The most common actions are to turn the TV/browser/radio off, or to change channel/site/station.**
- ▶ **Consistent with the increase in exposure online, children are now significantly more active when exposed to challenging content online than in 2007, whereas there has been no change in their actions following exposure to challenging TV content.**



## Key findings – parents’ concerns about children’s exposure to challenging content

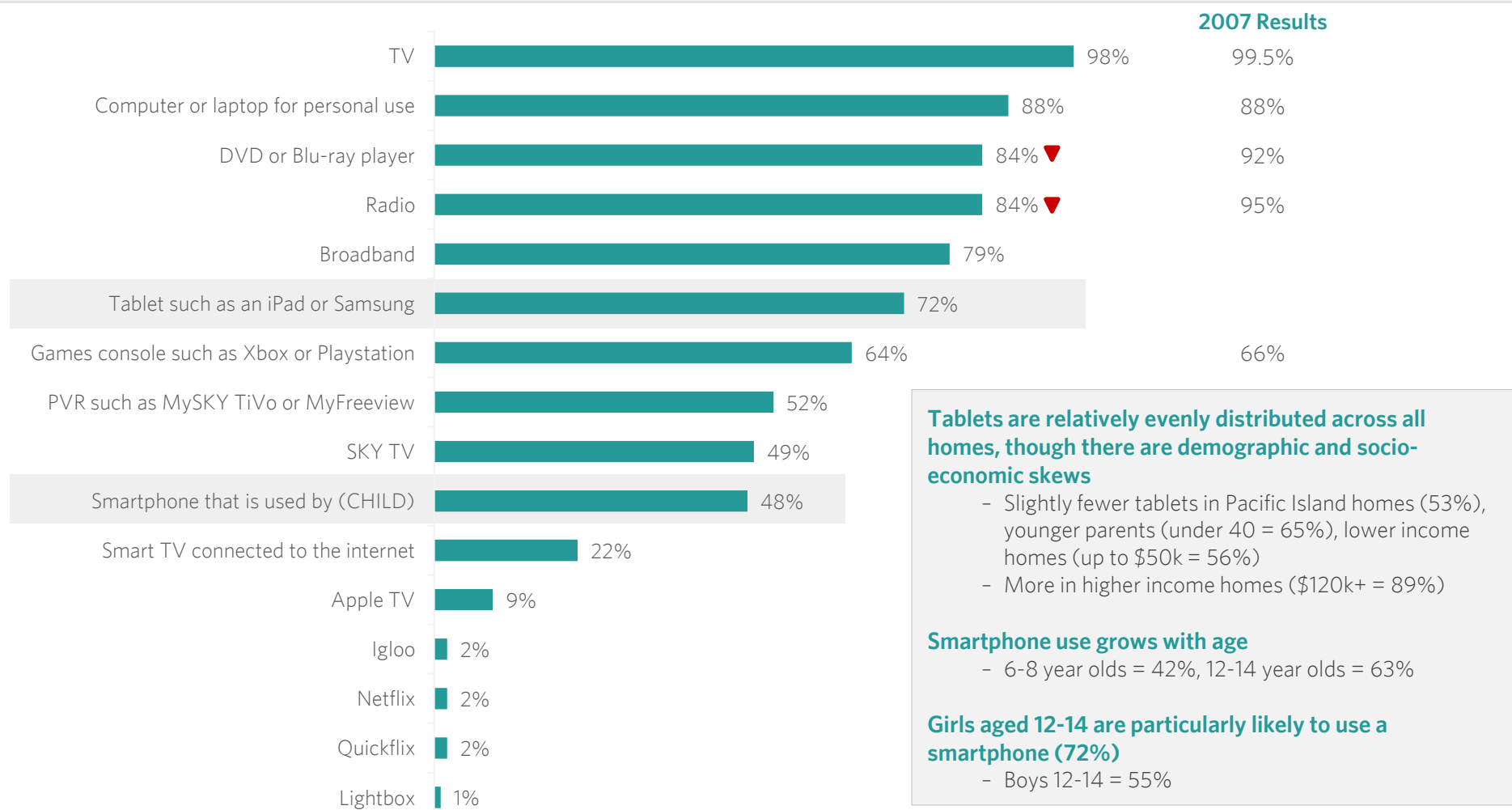
- ▶ **While more children are exposed to challenging content on TV than online, parents have similarly high levels of concern regarding these two forms of media.**
- ▶ **The relatively higher level of concern about online content is likely to be in part driven by:**
  - More children use the internet by themselves (73%) than watch TV by themselves (27%) so parents have less visibility of what their children are exposed to online.
  - Nearly all 6-14 year olds (85%) find content online mostly or completely by themselves so few parents have control over what their children are exposed to online.
    - Just one in three parents have software on devices to prevent access to certain sites.
  - Online overall is a less regulated media.
- ▶ **Parents’ main concerns are similar on both TV and online:**
  - Violence (especially on TV)
  - Sexual material (especially online)
  - Adult programmes/sites
  - Bad language on TV
- ▶ **Not surprisingly then, the incidence of parents imposing rules on TV viewing matches the incidence of rules for internet use.**
- ▶ **However there has been a significant increase in both the incidence and range of rules parents apply to both TV and online since 2007.**
- ▶ **Concerns and therefore rules about children’s radio listening are significantly less common, and there has been only a minor increase in the rules applied to radio listening since 2007.**

# Devices Available & Used



# Devices available in the home

Access to traditional media is widespread with some device usage increasing and others in decline. Availability of tablets and smartphones have clearly grown - nearly three-quarters of 6-14 year olds live in a home with at least one tablet, and one in two 6-14 year olds use a smartphone.



# Which devices put homes on the leading edge?

## Homes with a smartphone used by the child are also more likely to have:

- ▶ Games console, DVD/Blu-ray player, SKY TV, PVR, Apple TV

## Homes with a tablet are also more likely to have:

- ▶ PC/laptop, PVR, broadband, SmartTV connected to internet

**But it is not a clear divide - for instance tablet homes are no more likely to have a smartphone for their child.**

## The devices that indicate early adopters or 'tech savvy' homes are PVRs, Smart TV connected to the internet, and Apple TV:

- ▶ PVR homes are more likely to have access to every other device measured (except the on demand sites like Lightbox, Quickflix, Netflix).
- ▶ Smart TV homes are more likely to have every other device measured except SKY TV and the on demand sites like Lightbox, Quickflix, Netflix.
- ▶ Apple TV homes are significantly more likely to have access to every other device including Quickflix and Netflix.

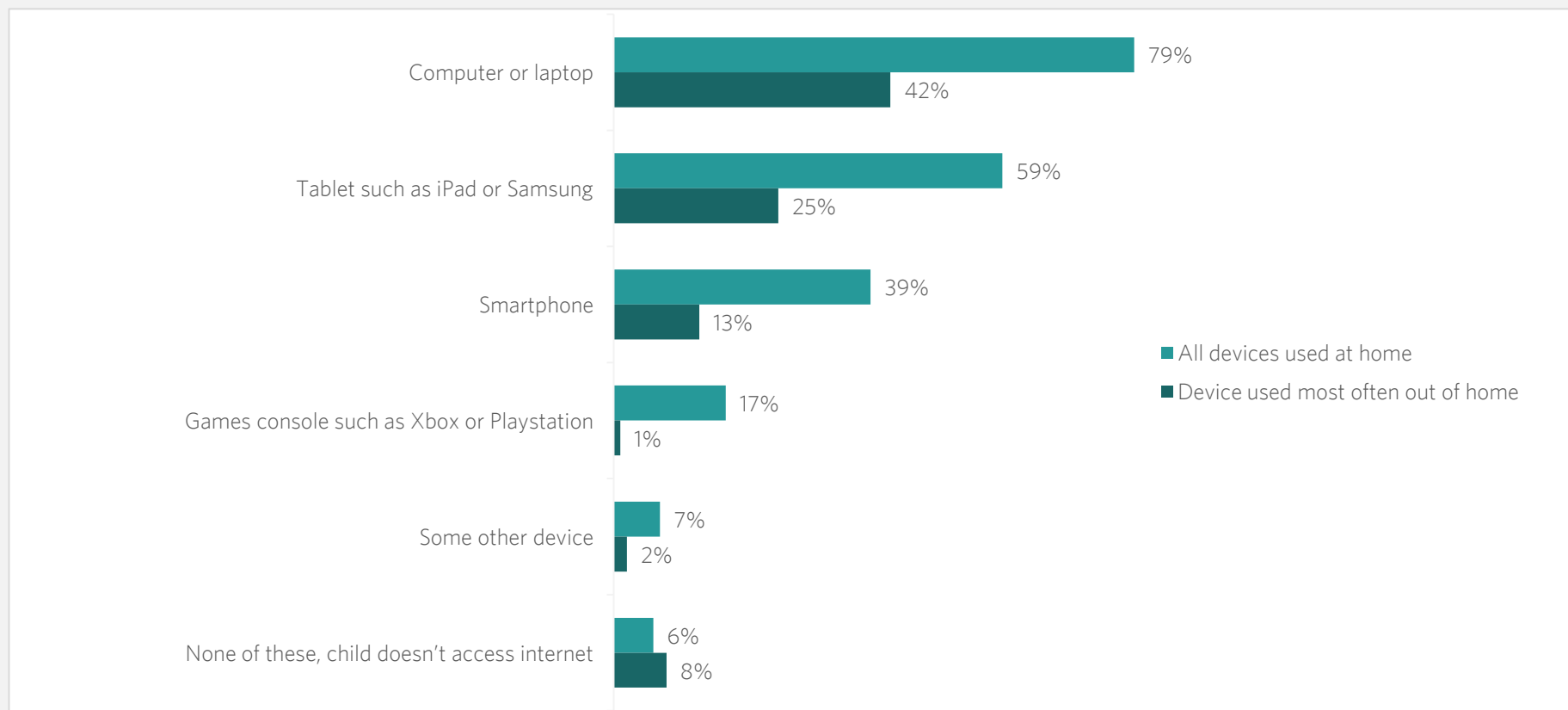
**However even these devices have limited influence on children's overall media consumption.**

## The exception is Apple TV (only in 9% of homes). Children in homes with Apple TV are more likely to:

- ▶ Use the internet each day - especially on PC (43% cf. 25%) or tablet (46% cf. 22%)
- ▶ Watch TV on a tablet each day (15% c.f. 7%), and watch less TV2 and Cartoon Channel each day.
- ▶ Use YouTube (59% cf. 35%), Spotify (7% cf. 2%), Instagram (20% cf. 8%) each day.
- ▶ Less likely to watch What Now, Sticky TV, The 4.30 Show.

## Devices used by 6-14 year olds to access internet at home / out of home

Computers and laptops are still the most widely used devices in and out of home, and tablets have grown to be the second most commonly used device.



# What drives use of each device to access the internet at home?

## Differences in PC and laptop use can be observed across region, ethnicity and socio-economic factors. PC/laptop use is higher among:

- ▶ Aucklanders (85%) and children living in any of the three metropolitan cities (84%), compared to provincial cities (71%)
- ▶ Pakeha children (84%) compared to Māori (65%)
- ▶ Children in homes with high household income (\$80k+ = 90%).

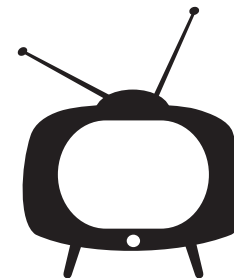
## Tablet use is higher among:

- ▶ Asian (71%) compared to Māori (50%) and Pacific Island (39%)
- ▶ Children in homes with high household income (\$120k+ = 79%).

## Smartphone use is higher among:

- ▶ Older children, 12-14 year olds (55%) compared to 6-8 year olds (30%)
- ▶ Especially 12-14 year old girls (65%)
- ▶ Younger parents (aged under 30 = 51%)
- ▶ Māori (51%).

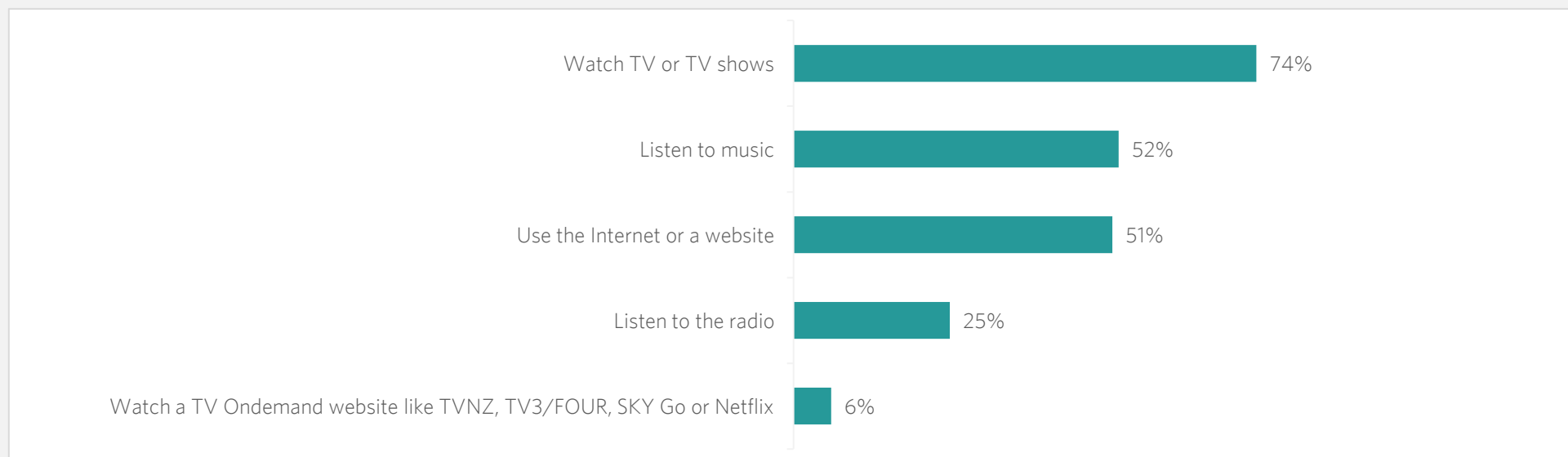
# Media Consumption Each Day (& all internet activities)



## Daily reach of media - at home

Three-quarters of 6-14 year olds watch TV at home each day, and one in two listen to music or use the internet at home. Radio reaches one in four children each day.

On demand sites are currently used by few 6-14 year olds each day, and four in ten never use these sites.



### Proportion of children who do not engage with each media at all\*:

- Music - 5%
- Internet - 7%
- Radio - 20%
- On demand sites - 40%

### And each day 16% of 6-14 year olds engage in stacking:

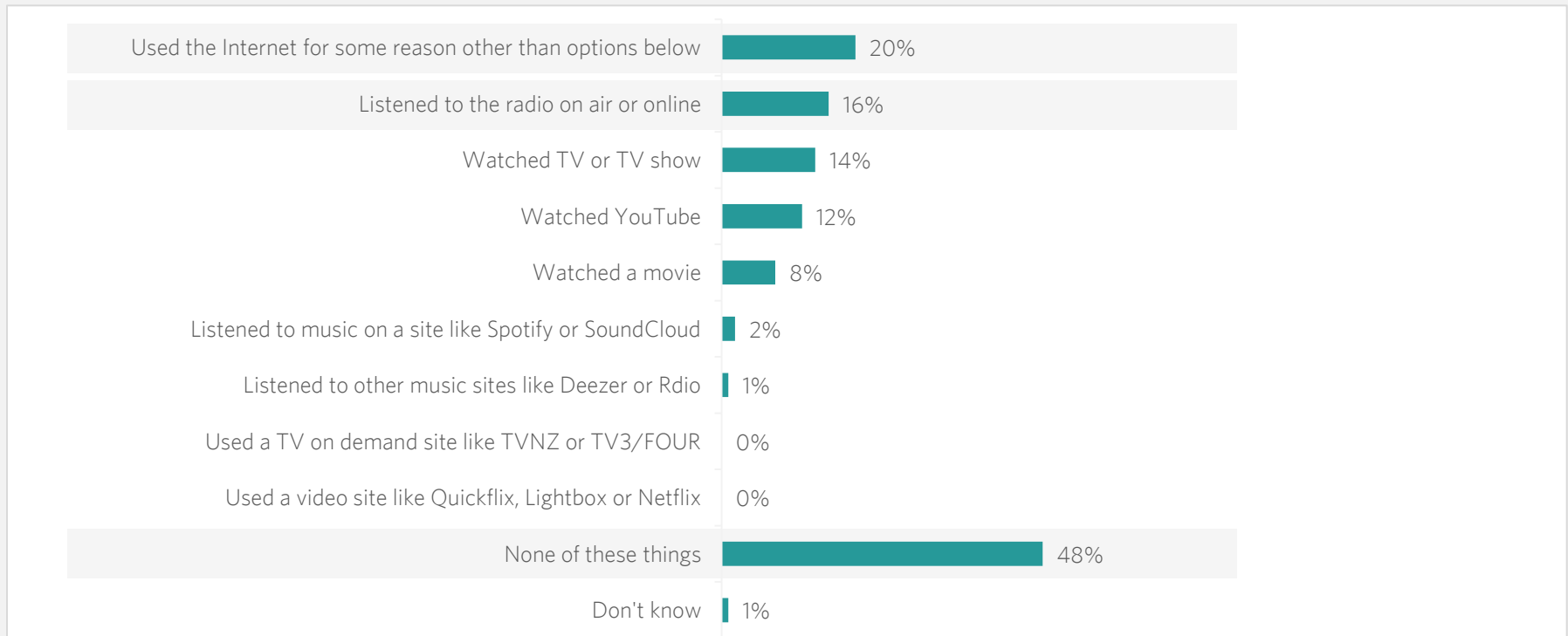
- Using the internet or going to a website to look at something that was related to a TV show you watch



## Daily reach of activities – out of home

The majority of children’s media use occurs within the home, with significantly lower reach of all media out of home. Nearly one in two engage with none of these media out of home each day.

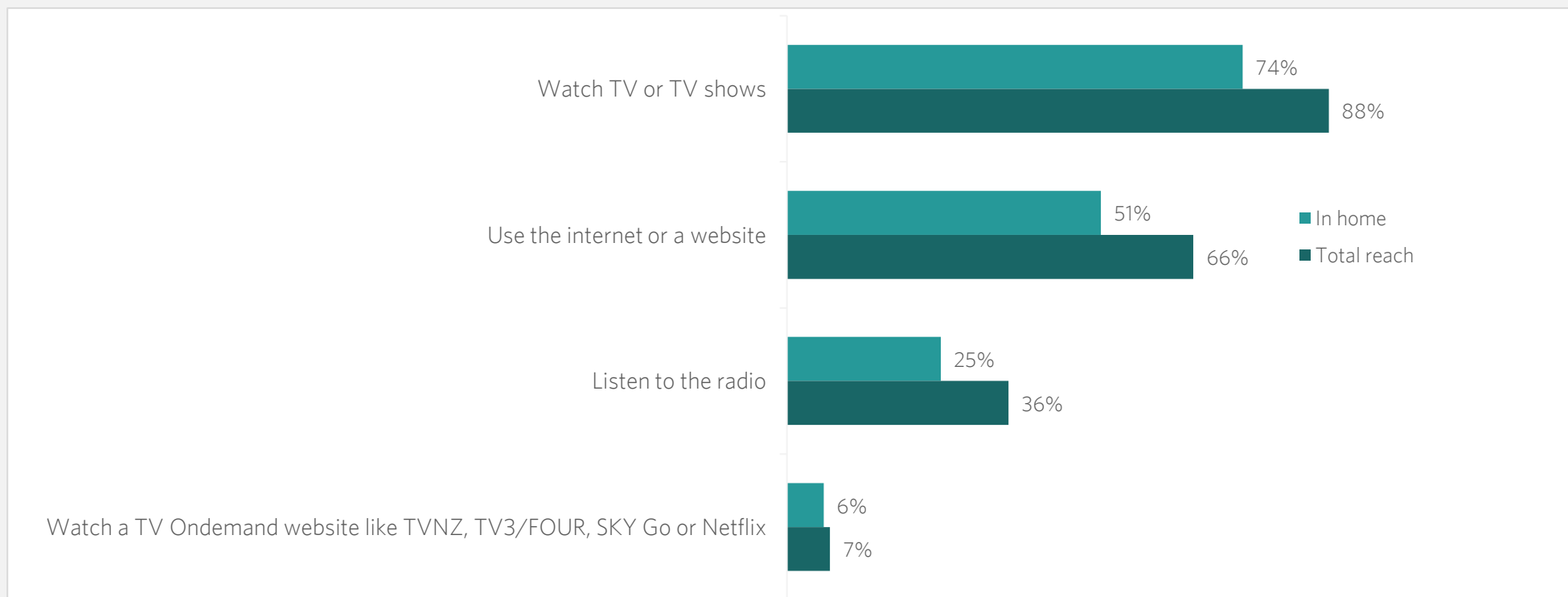
Internet and radio are the most common media consumed out of home, and this behaviour adds significantly to the total daily reach of radio and the internet.



# Total daily reach of media - in and out of home

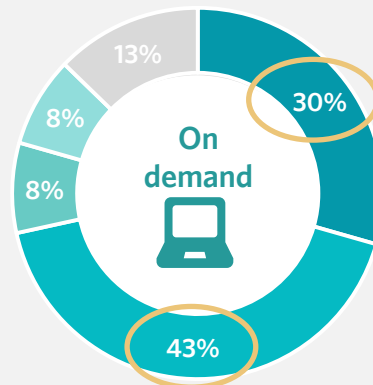
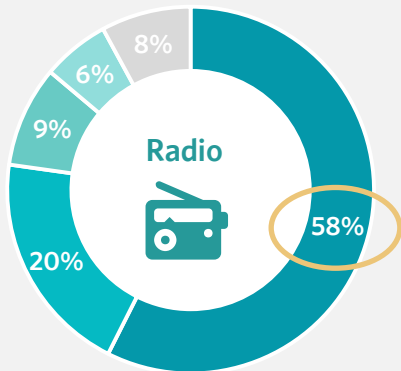
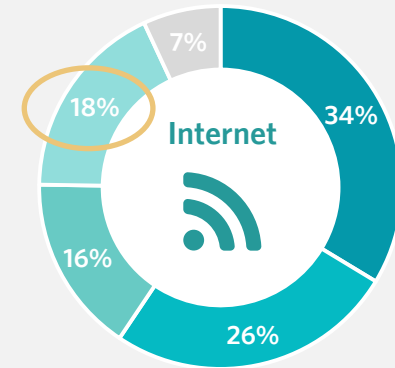
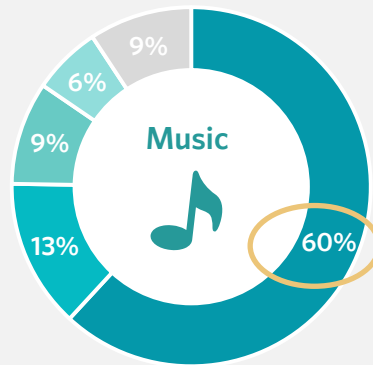
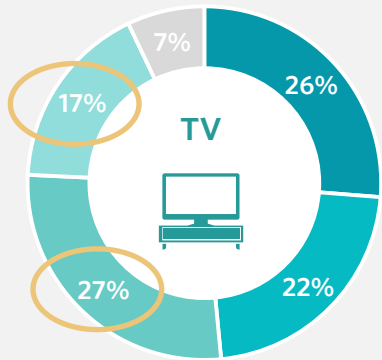
In total, nearly nine in ten 6-14 year olds (88%) watch TV each day.

Two-thirds use the internet (66%), and one third (36%) listen to the radio each day.



# Daily time spent with each media - at home

Children spend the longest time each day with TV (44% one hour+), followed by the internet (34% one hour+). Music (60% up to 30 mins) and radio (58% up to 30 mins) are used for the least time. On demand sites have fewer users, and three-quarters of these users (73%) watch for up to one hour.



- Up to 30 minutes
- 31 mins-1 hour
- 1-2 hours
- 2+ hours
- Too young to answer

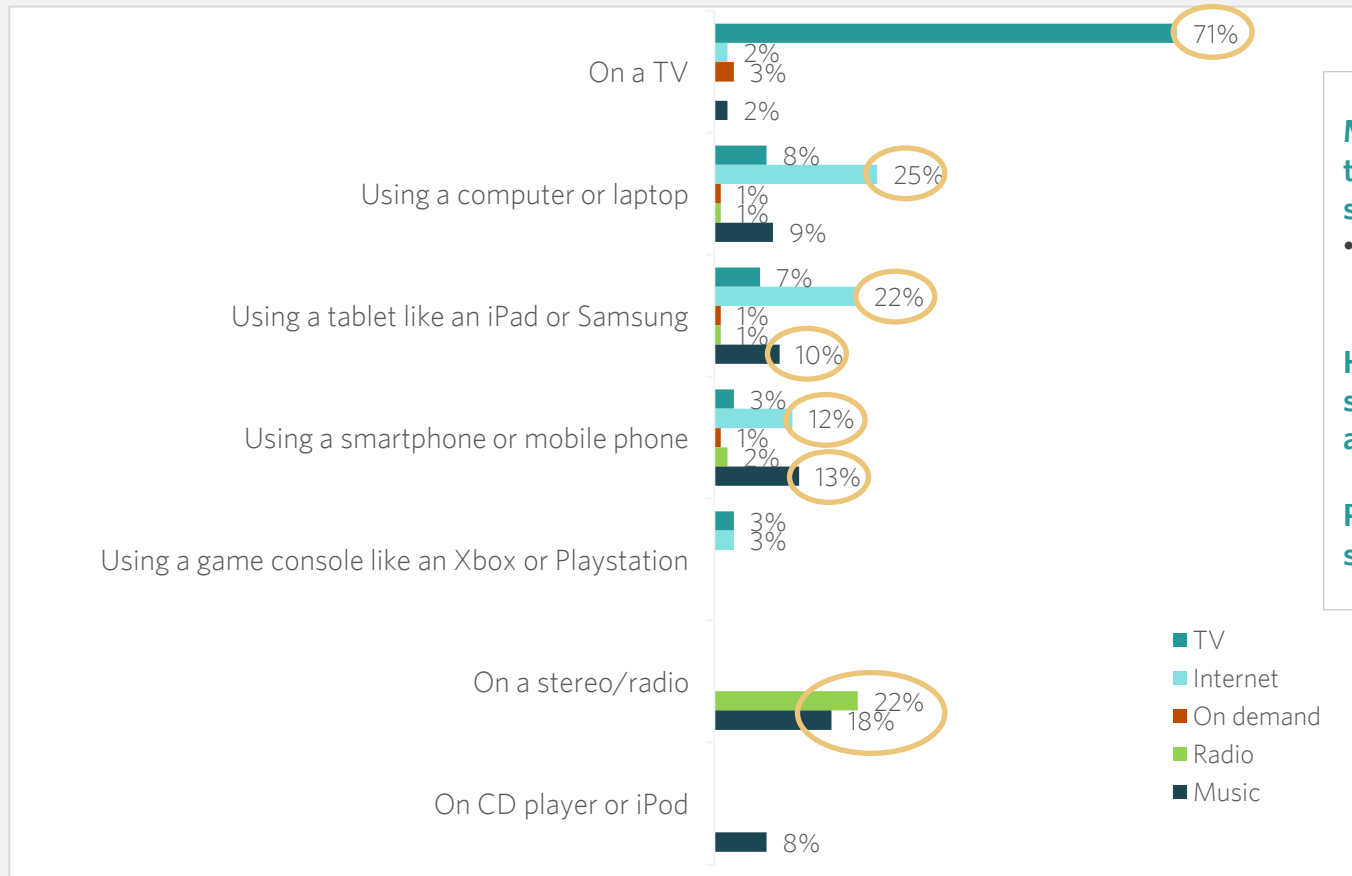
# Devices used to consume media each day - in home

The best way to reach children remains via TV on a TV screen (71% daily reach).

Internet via PC/laptop (25%) or tablet (22%) are second and third most effective.

One in five consume radio content from a radio (22%).

Music is consumed on the widest range of devices, indicating a more rapid shift to online.



**Most children's media use is still of traditional media on more established screens**

- i.e. TV on a TV screen, radio on a radio, internet on a PC/laptop

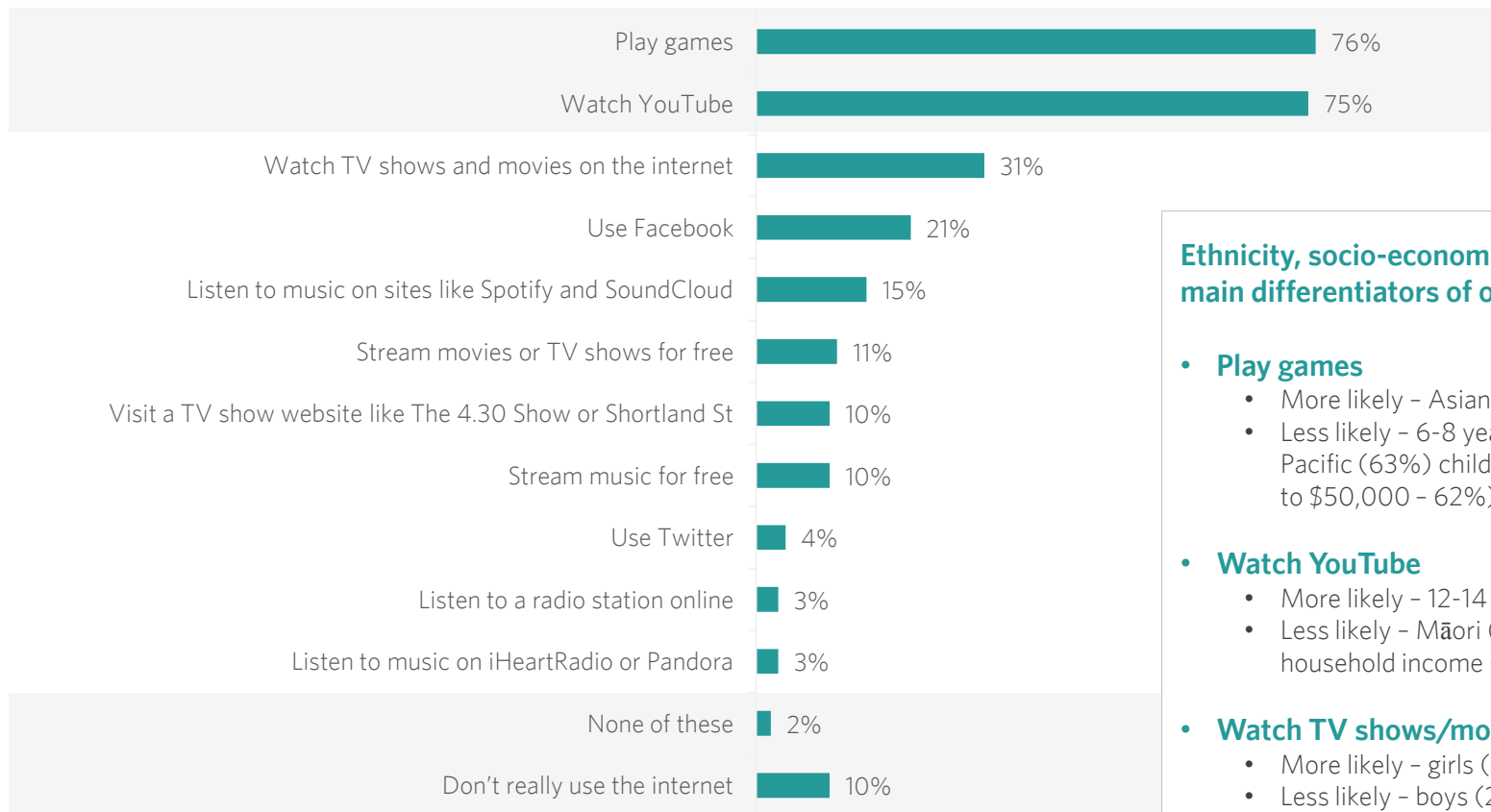
**However tablets and smartphones have started changing the way children access the internet and listen to music.**

**Profiles of which children use each screen is similar to overall media use.**

# Incidence of internet activities – at home

Nine in ten children use the internet at home.

Games and YouTube are easily the most popular – three-quarters of children are involved in each of these activities.



## Ethnicity, socio-economic level, and age are the main differentiators of online activities.

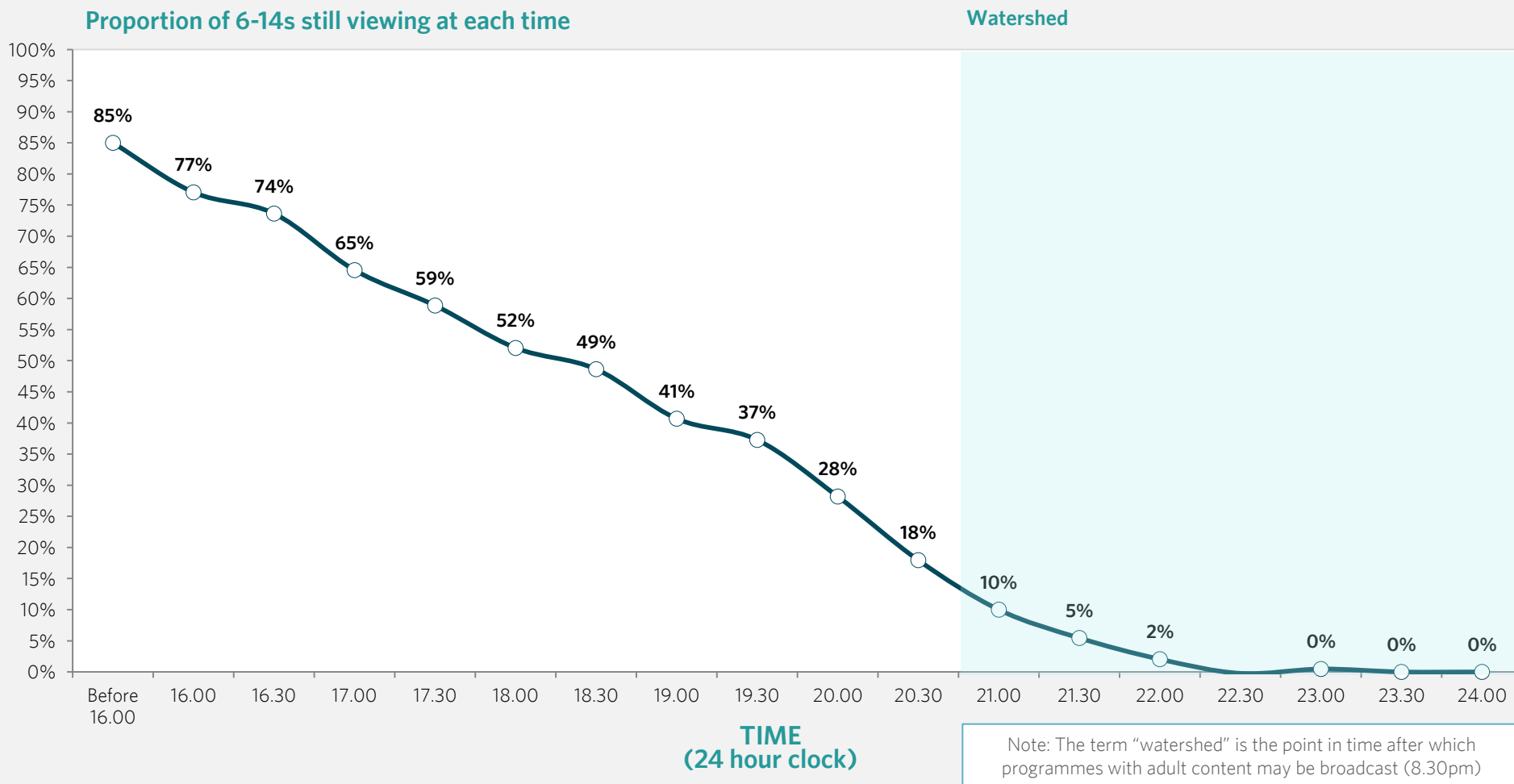
- **Play games**
  - More likely – Asian (88%)
  - Less likely – 6-8 year olds (69%), Māori (68%), Pacific (63%) children, low household income (up to \$50,000 – 62%)
- **Watch YouTube**
  - More likely – 12-14 year olds (83%)
  - Less likely – Māori (67%), Pacific (61%), low household income (up to \$50,000 – 61%)
- **Watch TV shows/movies**
  - More likely – girls (38%), esp. girls 12-14 (49%)
  - Less likely – boys (24%), Pacific (19%)

# At what time do children stop watching TV?

TV viewing falls steadily after 4.30pm, and accelerates slightly from 8pm.

One in ten 6-14 year old viewers are still watching after 8.30pm

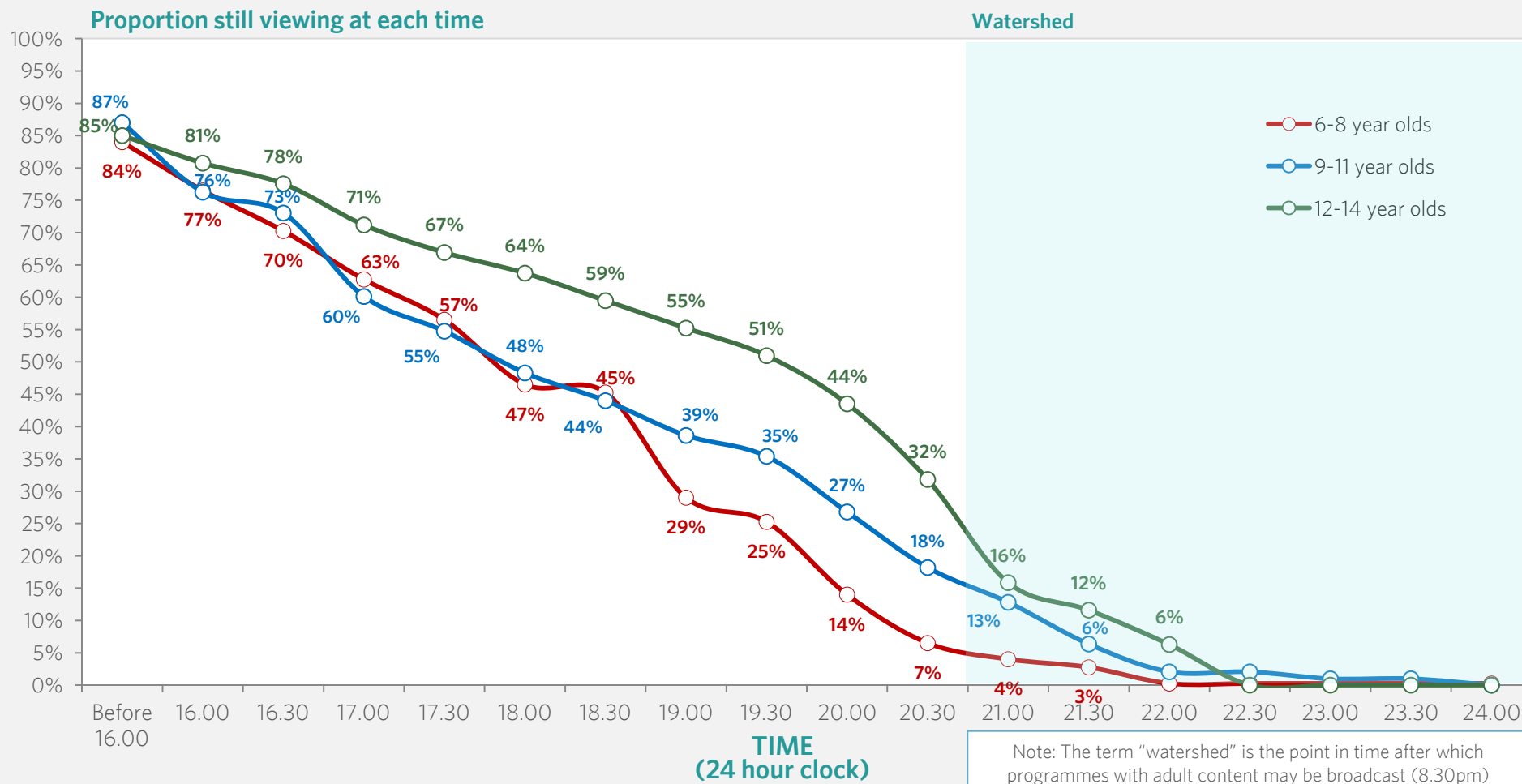
Note that comparisons to 2007 are compromised by the 2007 question asking about media use at different times of the day, and the question about time stopped watching only asked of those who used each media "after dinner".



# At what time do different aged children stop watching TV?

As might be expected, 12-14 year olds continue watching TV longer than younger children.

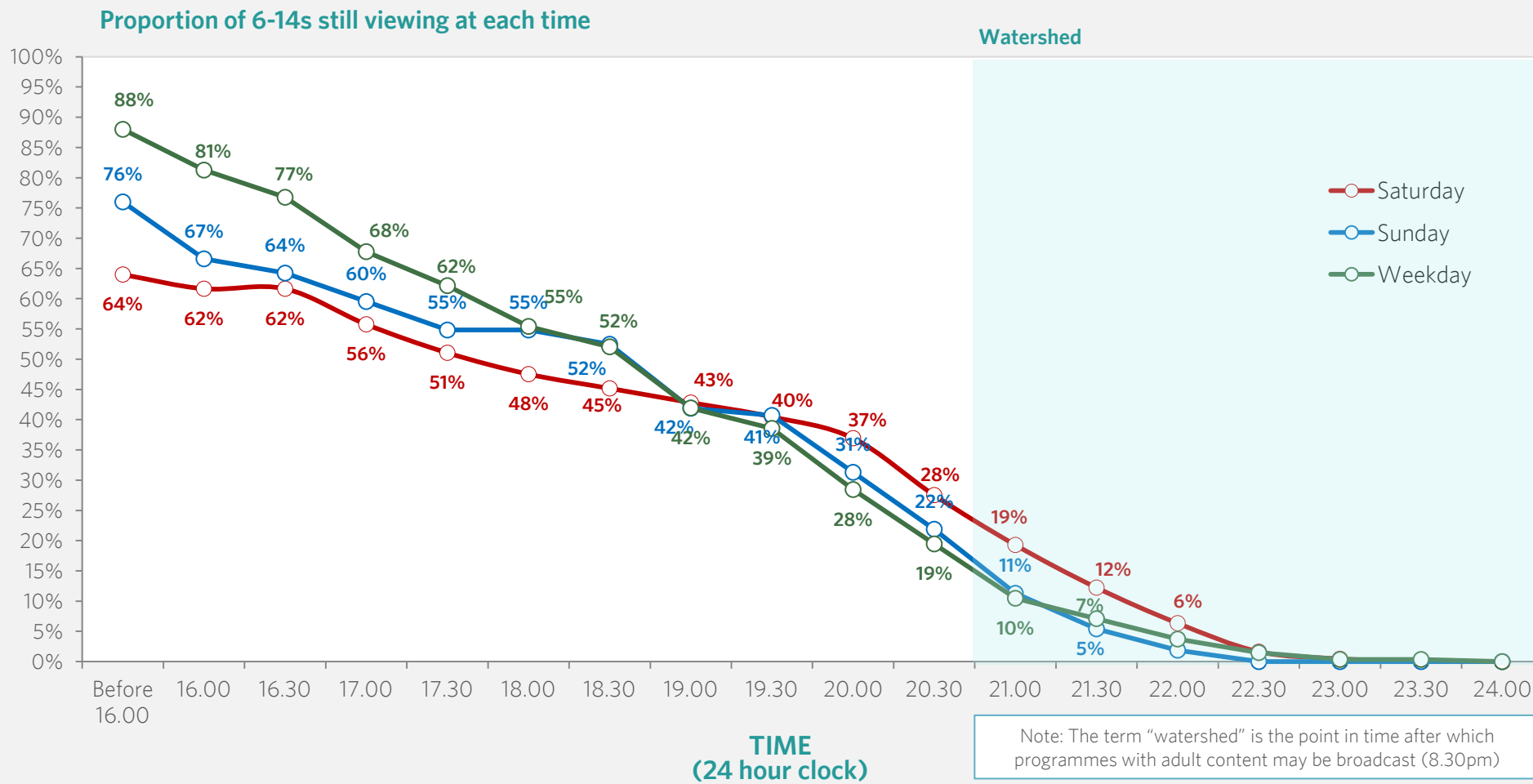
Many 6-8 year olds stop watching at 7pm, and by 9pm very few (4%) are still watching.



# At what time do children stop watching TV on different days of the week?

Children watch TV later on Saturday nights, with one in five watching beyond 8.30pm.

However Friday nights show no difference to other weeknights.

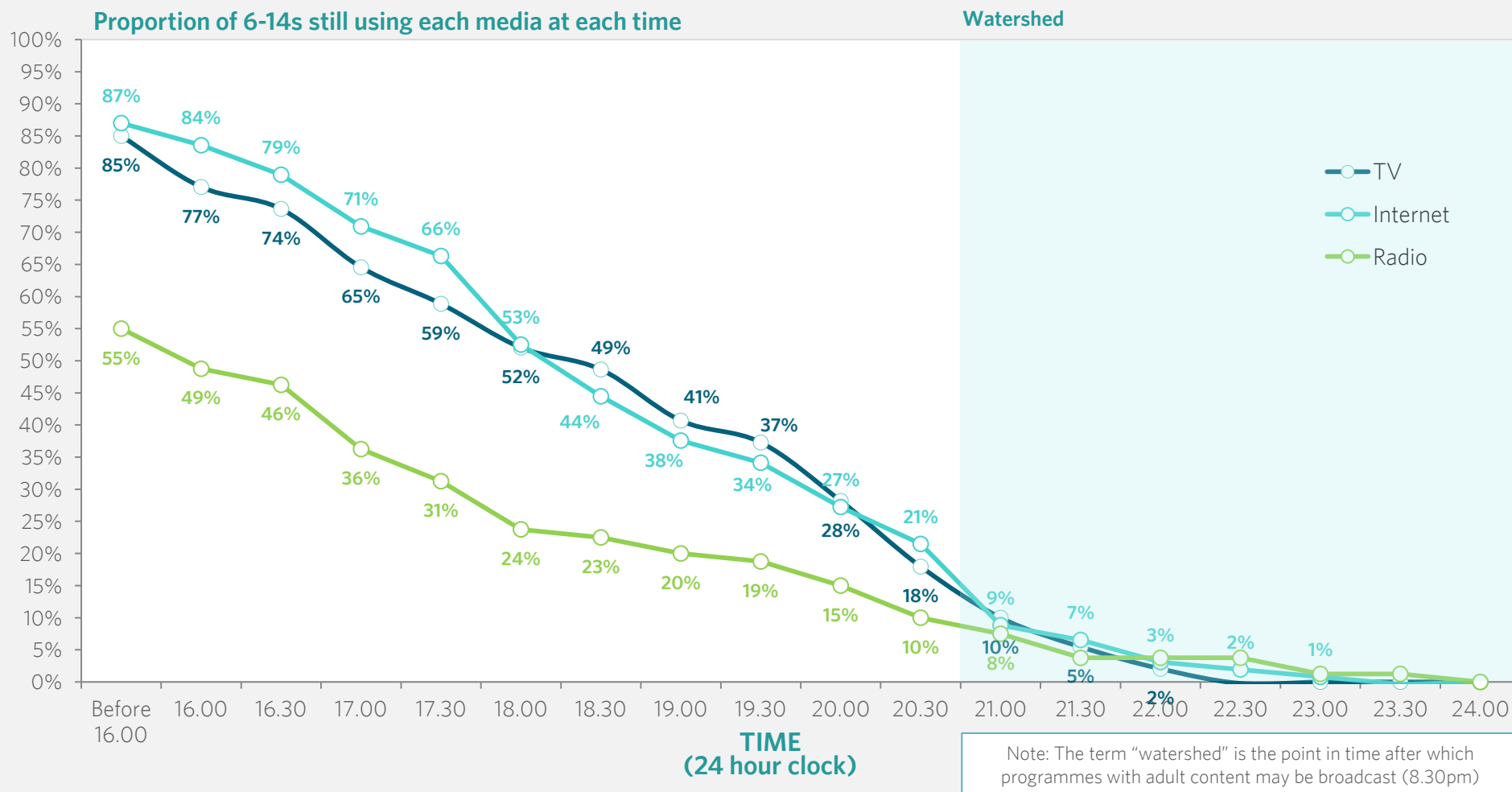




# At what time do children stop using each media?

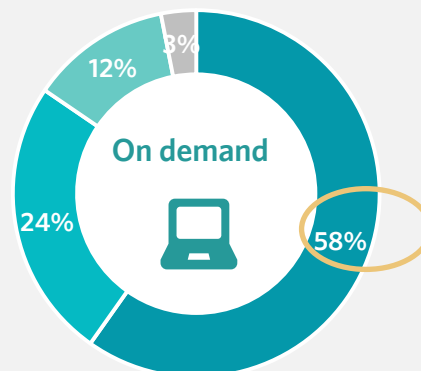
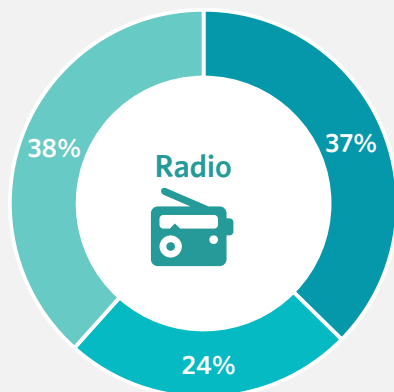
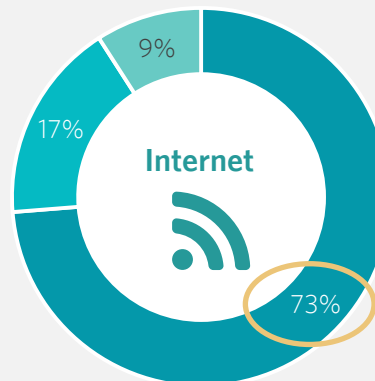
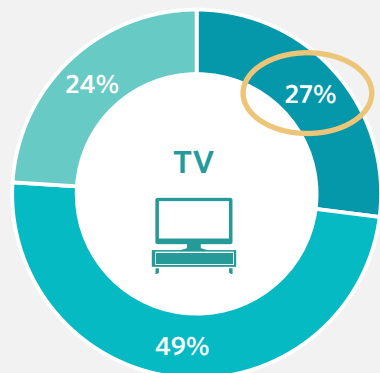
Internet use continues at slightly higher levels than TV until 6pm, and then drops at the same rate.

Over half of radio listeners have stopped listening before 4.30pm.



## Who is with the child while they use each media?

TV is a more social media as a minority of children (27%) watch TV by themselves. Conversely the majority (73%) use the internet by themselves, including On demand sites (58%). Radio is more evenly divided.



■ By yourself ■ With other children ■ With a grown up ■ Don't know

## Summary of media and device use

Tablets (now in 72% of homes) and smartphones used by children (48%) have quickly become part of the daily media lives of many children.

However TV remains the most widely consumed media, reaching nearly nine in ten 6-14 year olds each day (in and out of home). Of all media, the longest time is spent with TV, with 44% of viewers watching for an hour or more each day.

The internet is the second most popular choice, reaching two-thirds (66%) of 6-14 year olds each day, with one in three users (34%) doing so for an hour or more.

Radio reaches one in three 6-14 year olds (36%) each day, but many listeners only tune in for a short time (58% for up to 30 minutes).

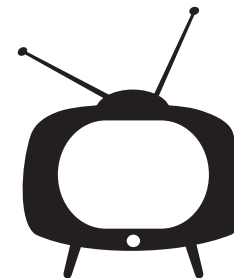
On demand sites, whether NZ or international, are less widely used by children - only 6% do so each day, and 40% do not ever use these sites.

Most media is still consumed by children on traditional devices - i.e. TV on a TV screen (71% daily reach), internet on a PC/laptop (25% daily reach), radio on a stereo/radio (22% daily reach).

- ▶ Use of tablets and smartphones to access the internet or listen to music currently have smaller but likely growing audiences.

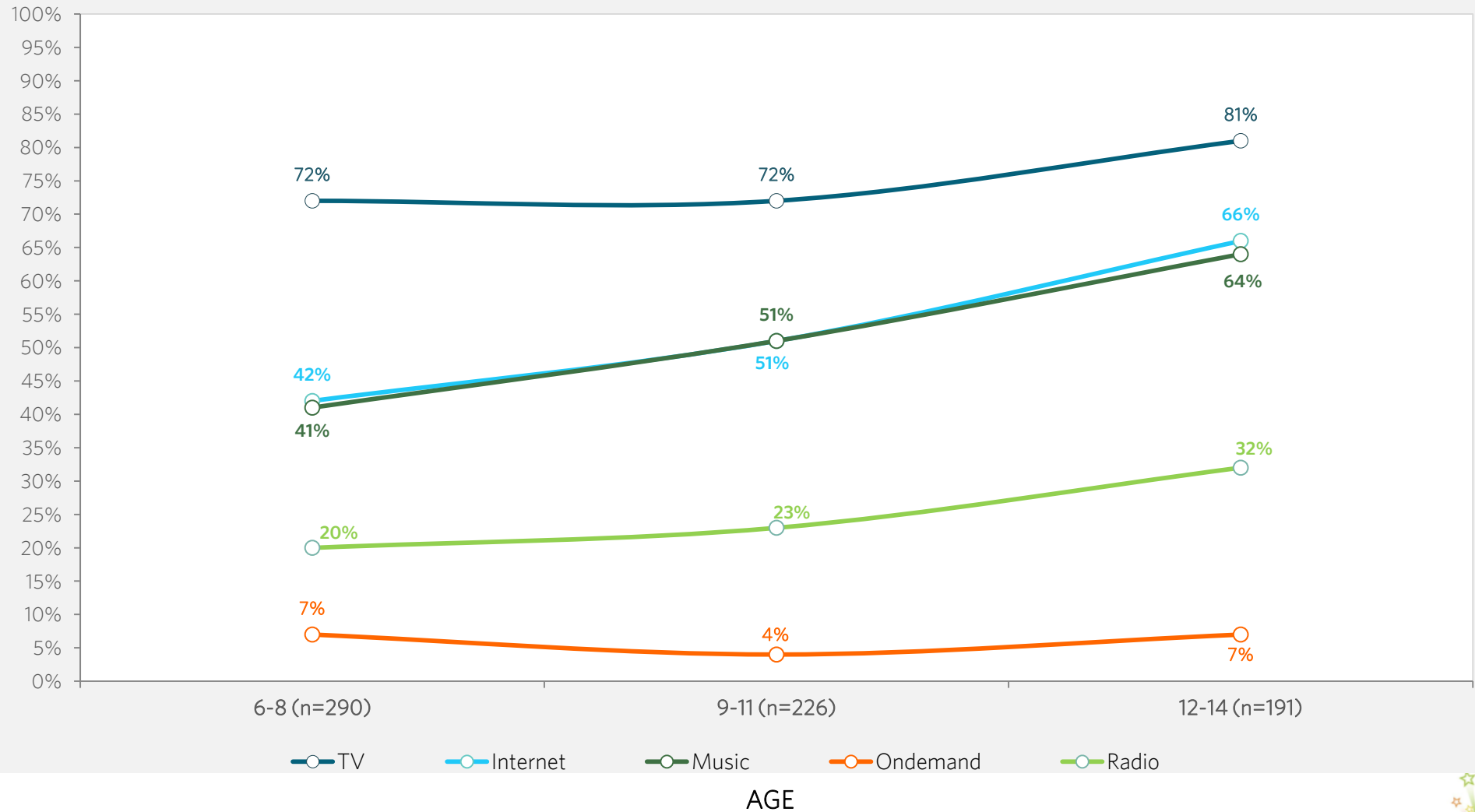
Nearly all children aged 6-14 use the internet at least sometimes (90%), and the most common activities by a significant margin are games (76%) and YouTube (75%).

# Media Profiles



# Daily in-home reach by age of child - overall media

Use of all media increases steadily as children get older (especially internet and music).



# What are the key differences in daily media consumption?

Age is the most important differentiator.

## Age

- ▶ 12-14 year olds are more likely to consume all types of media compared to 6-8 year olds, with 9-11 year olds typically between these two groups.

## Gender

- ▶ Boys aged 12-14 are more likely to use the internet and YouTube than 12-14 year old girls.
- ▶ Girls aged 12-14 are more likely to listen to the radio and to music than 12-14 year old boys- in fact all the 12-14 year old girls we interviewed listened to music at least sometimes.

## Socio-economic level

- ▶ Children in high household income homes are less likely to watch TV and more likely to use the internet.

## Region






- ▶ Children in the South Island are more likely to watch TV and listen to the radio.
- ▶ Children in towns/rural areas also more likely to listen to the radio.

## Tech savvy

- ▶ Children with a smartphone, or access to broadband, a smart TV, or Apple TV are more likely to use the internet and YouTube.

Note that while these trends are all statistically significant, they do not change the relative reach of each media. i.e. - TV is the most popular, followed by the internet and music, radio and on demand among the vast majority of children. There are no significant trends identifying children more/less likely to use on demand - it is low among all.

# The details

Media	Lower daily reach	Higher daily reach
 <p><b>TV</b> (74% overall daily reach)</p>	<p>Parents aged 50+ (65%) High household income (\$120,000+ = 62%)</p>	<p>12-14 year olds (81%) South Island (82%)</p>
 <p><b>Internet</b> (52% overall daily reach)</p>	<p>6-8 year olds (42%) Especially girls aged 6-8 years (41%)</p> <p>Māori (42%) Pacific Island (32%)</p> <p>Parents aged under 40 Lower household income (up to \$50,000 = 39%)</p>	<p>12-14 year olds (66%) Especially boys aged 12-14 years (68%)</p> <p>Parents aged 40 or more High household income (\$80,000+)</p>
 <p><b>Music</b> (51% overall daily reach)</p>	<p>Parents aged under 40 Lower household income (up to \$50,000 = 39%)</p> <p>6-8 year olds (41%) Especially boys aged 6-8 years (37%)</p>	<p>Smartphone for child (60%) Broadband in home (60%) Smart TV connected to internet (61%) Apple TV (76%)</p> <p>12-14 year olds (64%) Especially girls aged 12-14 years (73%)</p>
 <p><b>Radio</b> (24% overall daily reach)</p>	<p>No significant differences</p>	<p>12-14 year olds (32%) Especially girls aged 12-14 years (39%)</p>
 <p><b>On demand sites</b> (6% overall daily reach)</p>	<p>No significant differences</p>	<p>South Island (32%) Towns/rural areas (33%)</p> <p>No significant differences</p>

# Profiles of which children use which devices for each media



## Media and screen

**TV on TV screen**  
(71% overall daily reach)



**Internet on a PC/laptop**  
(25% daily reach)



**Radio on stereo/radio**  
(22% daily reach)



**Internet on a tablet**  
(22% daily reach)



**Music on stereo/radio**  
(18% daily reach)



**Music on smartphone**  
(13% daily reach)



**Internet on smartphone**  
(12% daily reach)



**Music on tablet**  
(10% daily reach)

## Lower daily reach

High household income (\$120,000+ = 58%)

6-8 year olds (19%)  
Especially girls aged 6-8 years (15%)  
Provincial cities (15%)  
Pacific Island (15%)  
Parents aged under 30 (12%)

No significant differences

Māori (16%)  
Pacific Island (9%)

Asian (9%)  
High household income (\$120,000+ = 9%)

6-8 year olds (4%)  
Pakeha (9%)

6-8 year olds (4%)

Pacific Island (3%)

## Higher daily reach

12-14 year olds (78%)  
Especially boys (81%)  
Towns/rural areas (80%)  
Pacific Island (80%)

12-14 year olds (36%)  
Have Apple TV (43%)  
High household income (\$120,000+ = 32%)

12-14 year olds (29%)  
Especially girls aged 12-14 years (35%)  
Towns/rural areas (31%)

Boys aged 9-11 (33%)  
Parents aged 40 or more (27%)  
High household income (\$120,000+ = 37%)

Parents aged under 30 (29%)  
Towns/rural areas (29%)

12-14 year olds (23%)  
Especially girls aged 12-14 years (51%)  
Māori (20%)  
Pacific Island (22%)

12-14 year olds (25%)

12-14 year olds (15%)  
Especially boys aged 12-14 years (18%)  
High household income (\$120,000+ = 16%)

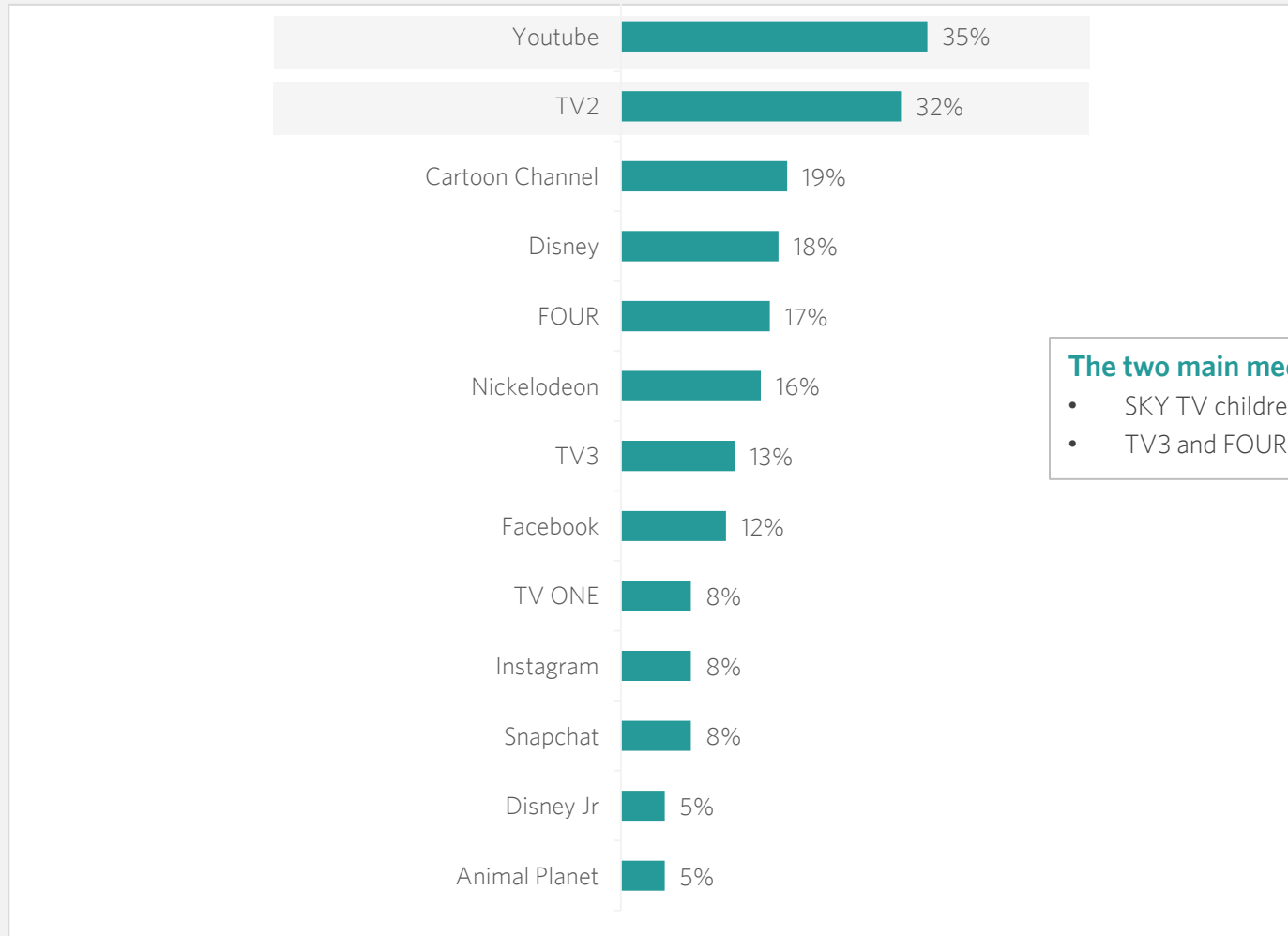


# Daily Reach of Channels, Sites & Stations



# Daily reach of TV channels/websites/social media/apps - in home

YouTube is as popular among children as the biggest TV channel (TV2) - both reach one in three 6-14 year olds each day.

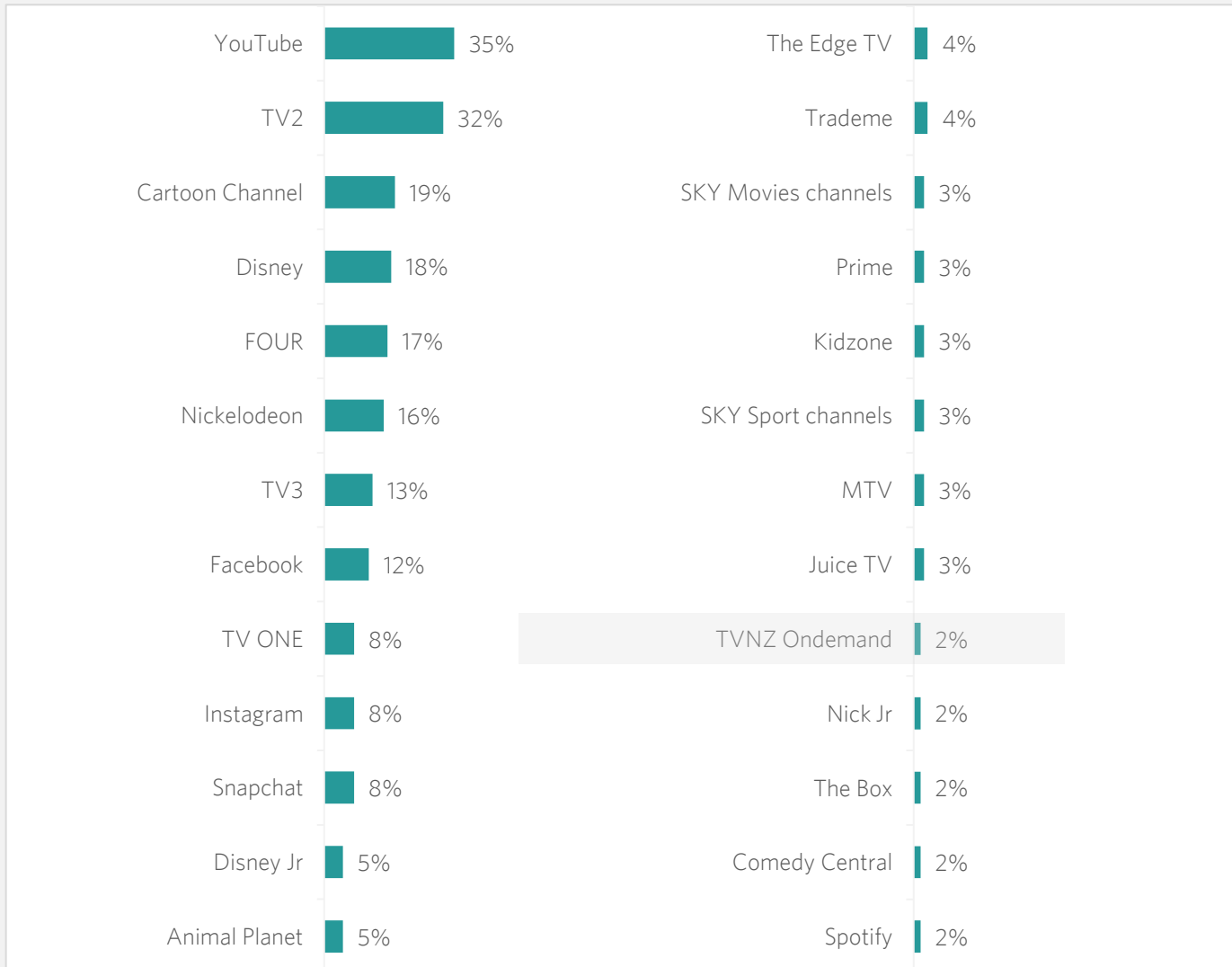


**The two main media sources are followed by:**

- SKY TV children's channels
- TV3 and FOUR

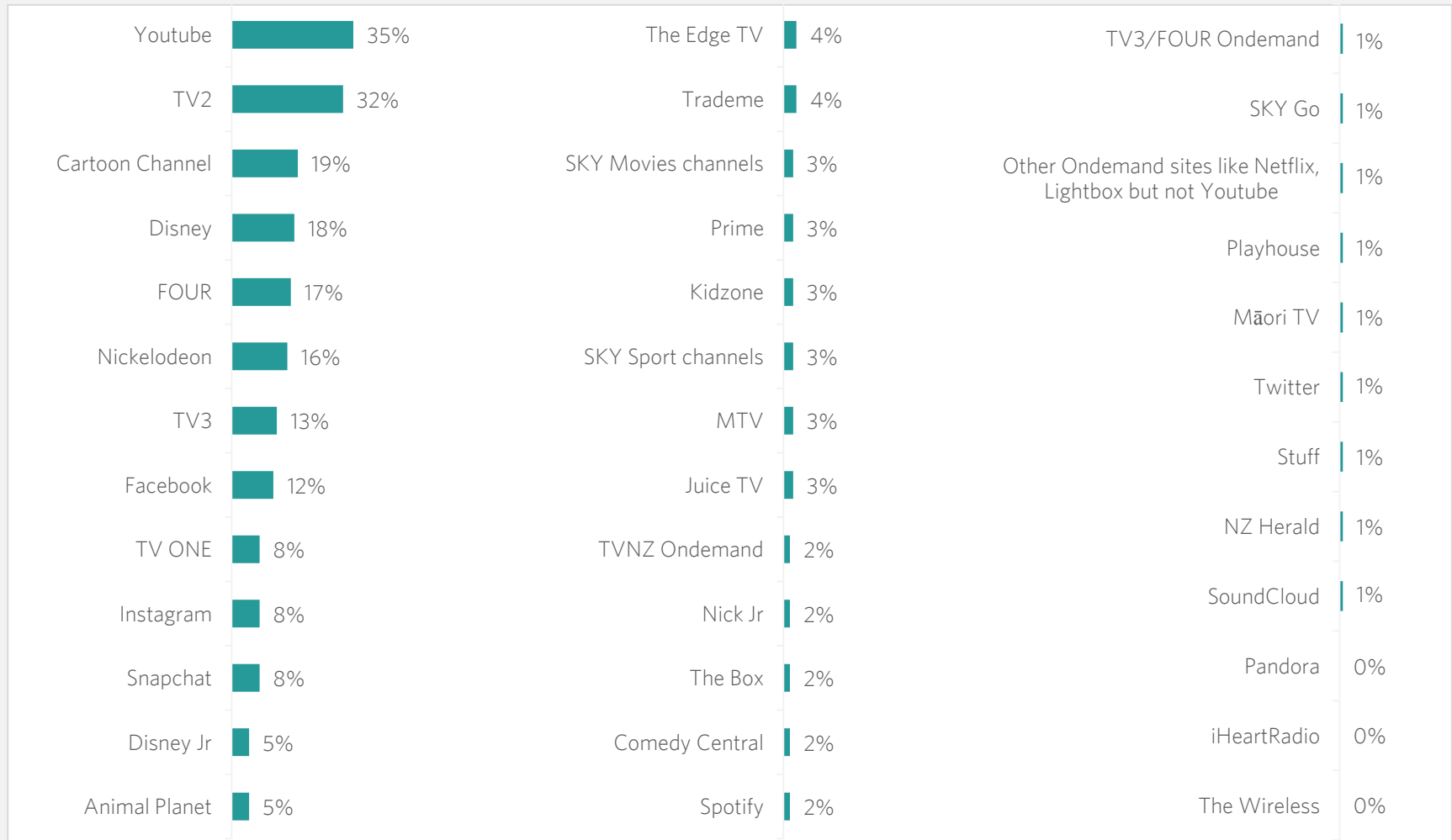
# Daily reach of TV channels/websites/social media/apps – in home cont'd

TVNZ Ondemand is the biggest on demand site but only reaches 2% of children each day.



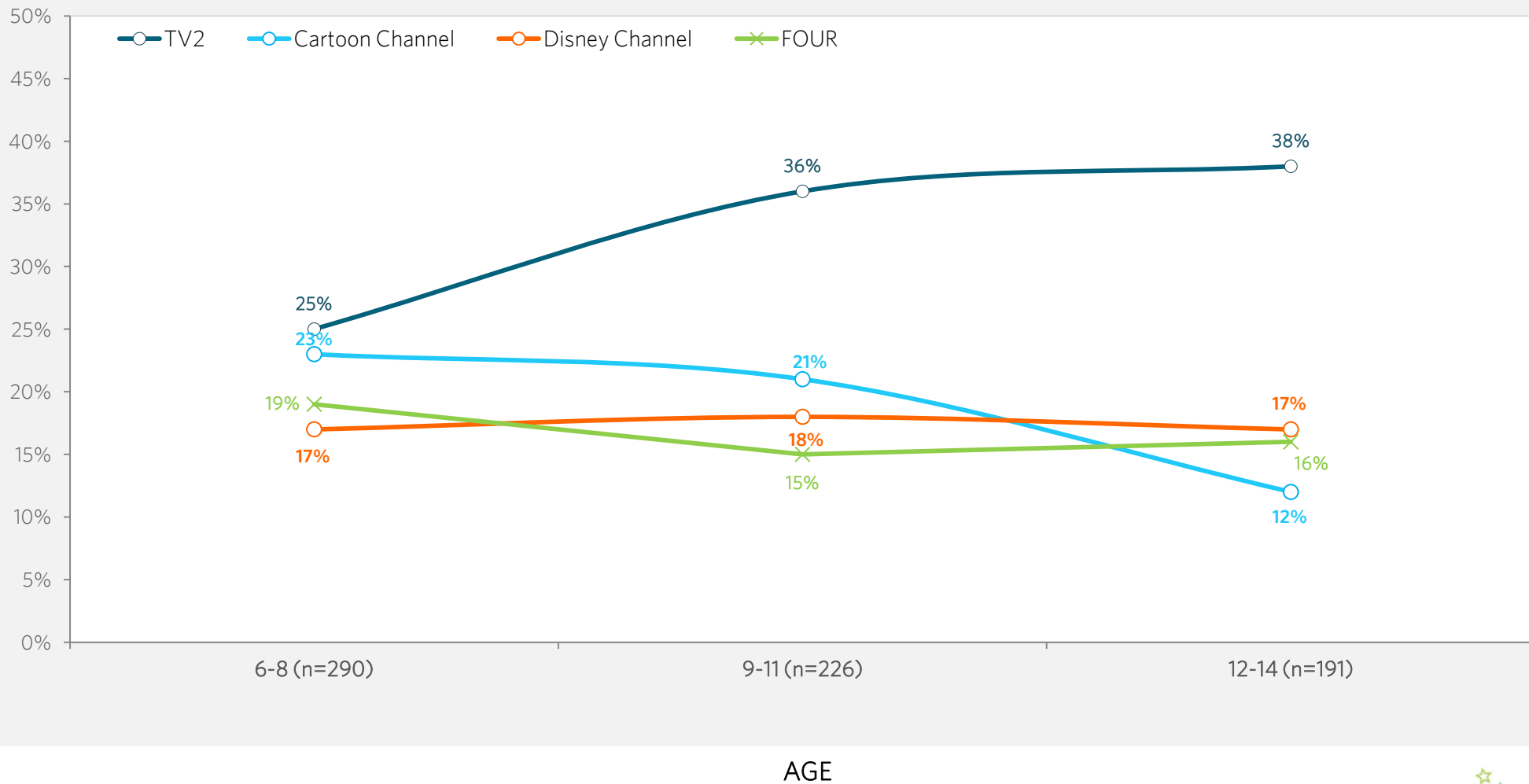
# Daily reach of TV channels/websites/social media/apps – in home cont'd

There's a very long tail of smaller channels and sites reflecting the choice available to children today.



# Daily in-home reach by age of child - most popular TV channels

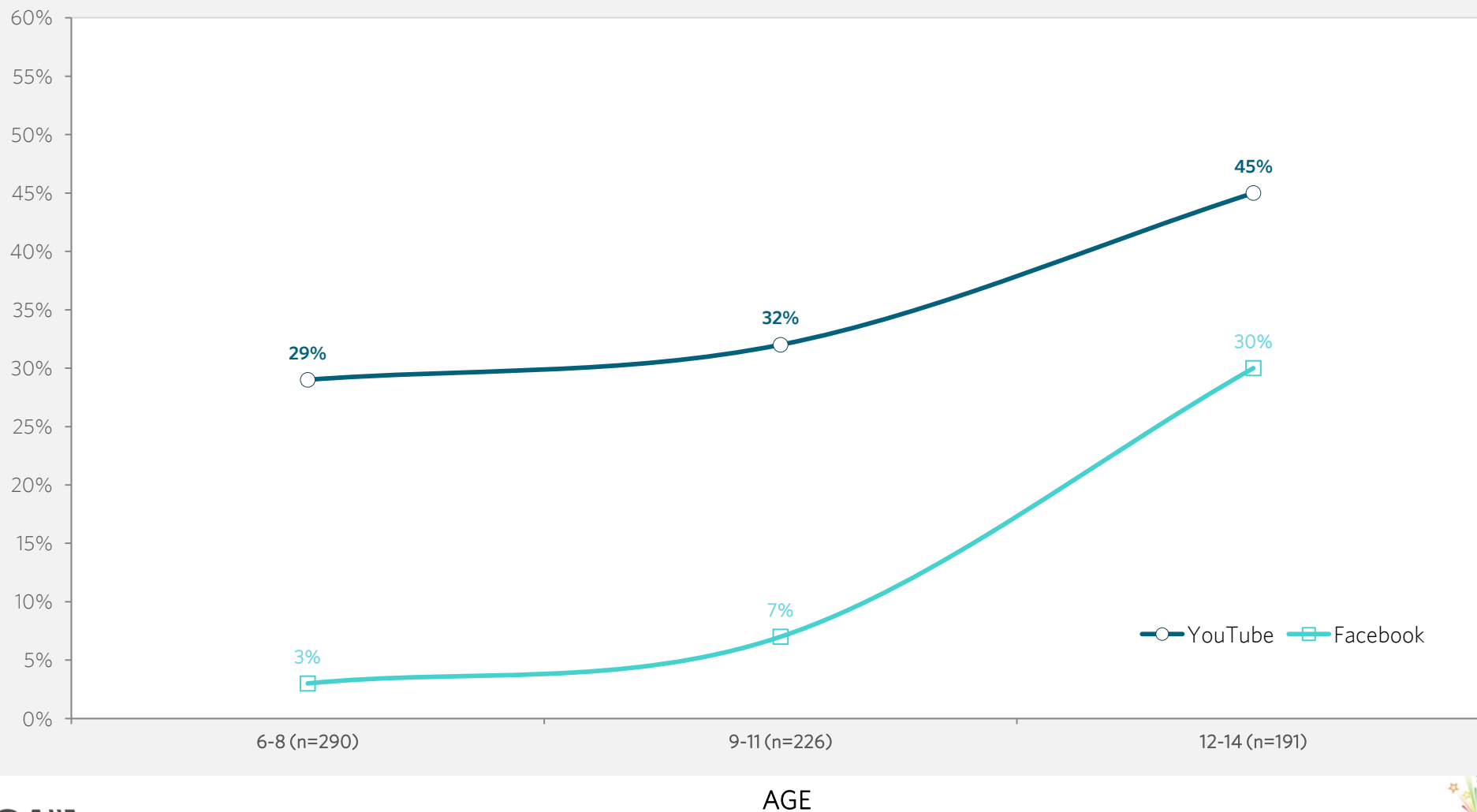
Viewing of TV2 increases among 9-11 year olds, while viewing of the Cartoon Channel declines among 12-14 year olds



# Daily in-home reach by age of child - most popular websites/social media/apps

YouTube and Facebook use is significantly higher among 12-14 year olds.

At age 14, more than half use YouTube (55%) or Facebook (57%) each day.



# What are the key differences in the choice of TV channels/websites/social media/apps?

Age, then gender are most important, plus differences between metropolitan cities and towns/rural areas.



## Age

- ▶ 12-14 year olds are more likely to use almost all the main channels and sites than 6-8 year olds.
- ▶ Exception is the Cartoon Channel which is most popular among 6-8 year olds (especially boys).



## Gender

- ▶ Boys aged 12-14 are more likely to use YouTube than 12-14 year old girls.
- ▶ Girls aged 12-14 are more likely to watch TV2, Disney Channel and TVNZ On Demand.
- ▶ Facebook users are evenly divided between boys and girls.



## Region type

- ▶ Auckland children are more likely to use YouTube compared to those in provincial cities.
- ▶ Children in towns/rural areas are more likely to watch TV channels like TV2, FOUR, and Cartoon Channel, while children in metropolitan cities are less likely to watch TV2.



## Socio-economic level

- ▶ Children in lower income homes are more likely to watch free-to-air channels like TV2 and FOUR.



## Access to different technology

- ▶ Children with a smartphone are more likely to use YouTube and Facebook.
- ▶ As might be expected, children with SKY TV in the home have lower viewing levels of free-to-air TV channels like TV2 and FOUR, and higher viewing of Cartoon and Disney Channel.

# The details



## Channels/sites

YouTube  
(35% daily reach)

TV2  
(32% daily reach)

Cartoon Channel  
(19% daily reach)

Disney Channel  
(18% daily reach)

FOUR  
(17% daily reach)

TVNZ On demand  
(2% daily reach)

## Lower daily reach

Provincial cities (27%)  
Weekends (27%)

Metropolitan cities (28%)  
6-8 year olds (25%)  
Especially girls aged 6-8 years (23%)  
Have SKY TV (19%)  
Have Apple TV (17%)  
High household income (\$120k+ = 19%)

12-14 year olds (12%)  
Especially girls aged 12-14 years (8%)  
Asian (10%)

Boys (11%)  
Especially boys aged 12-14 years (5%)

Have SKY TV (4%)  
High household income (\$120k+ = 10%)

## Higher daily reach

Auckland (43%)  
12-14 year olds (45%)  
Especially boys aged 12-14 years (52%)  
Asian (47%)  
Smartphone for child (40%)  
Have Broadband (41%)  
Have Apple TV (59%)

Towns/rural areas (48%)  
12-14 year olds (37%)  
Especially girls aged 12-14 years (44%)  
Low household income (Up to \$50k = 40%)

Towns/rural areas (30%)  
Boys (24%)  
Especially boys aged 6-8 years (30%)  
Have SKY TV (34%)

Girls (24%)  
Especially girls aged 12-14 years (32%)  
Have SKY TV (33%)  
Have Apple TV (30%)

Towns/rural areas (24%)  
South Island (23%)  
Asian (31%)  
Low household income (Up to \$50k = 23%)

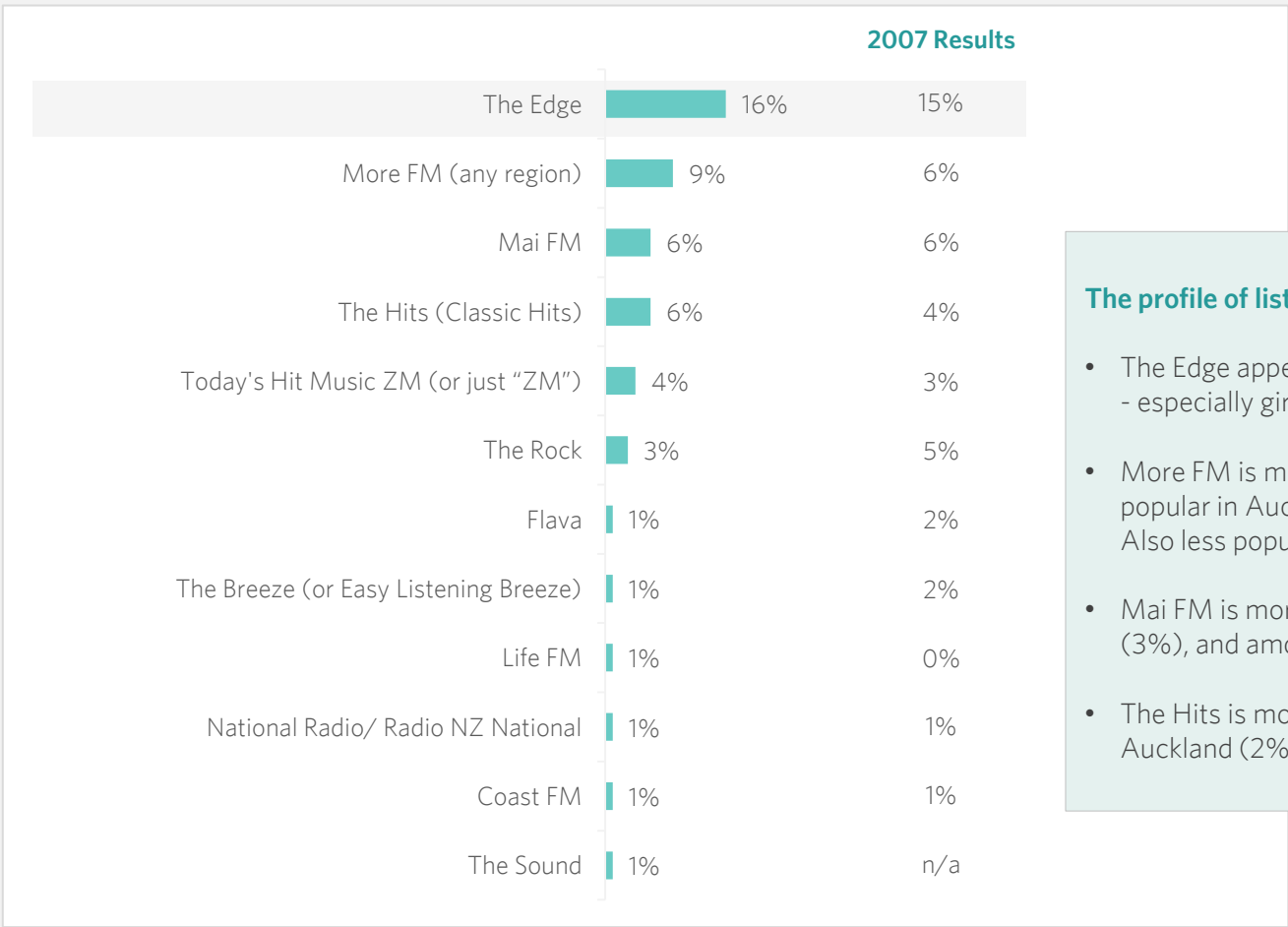
Girls aged 12-14 years (7%)



# Radio stations children say they “usually” listen to – in and out of home

The Edge continues to be the most popular station for children, followed by More FM.

Little change in popularity since 2007.



Note: this is not a measure of daily reach

### The profile of listeners differs by region, ethnicity and age:

- The Edge appeals more to 12-14s (27%) than 6-8 year olds (6%) - especially girls 12-14 (34%). Similar profile to music overall.
- More FM is more popular in the South Island (17%), and less popular in Auckland (4%) and the north of North Island (4%). Also less popular among Asian (0%) and Pacific Island (1%).
- Mai FM is more popular in Auckland (11%) than the rest of NZ (3%), and among Māori (11%) and Pacific Island (17%).
- The Hits is more popular outside Auckland (8%) than in Auckland (2%), and in towns/rural areas (12%).

# The details

## Radio station

## Lower reach

## Higher reach

**The Edge**  
(16% overall reach)

6-8 year olds (6%)

12-14 year olds (27%)  
Especially girls 12-14 years (34%)  
High household income (\$120k+ = 25%)

**More FM**  
(9% overall reach)

Auckland (4%)  
North North Island (4%)  
Girls aged 6-8 years (4%)  
Pacific Island (1%)  
Asian (0%)

Outside Auckland (12%)  
South Island (17%)

**Mai FM**  
(6% overall reach)

Outside Auckland (3%)  
South Island (2%)  
High household income (\$80k+)

Auckland (11%)  
Māori (11%)  
Pacific Island (17%)  
Younger parents (under 30 = 12%)  
Low household income (Up to \$50k = 12%)

**The Hits**  
(6% overall reach)

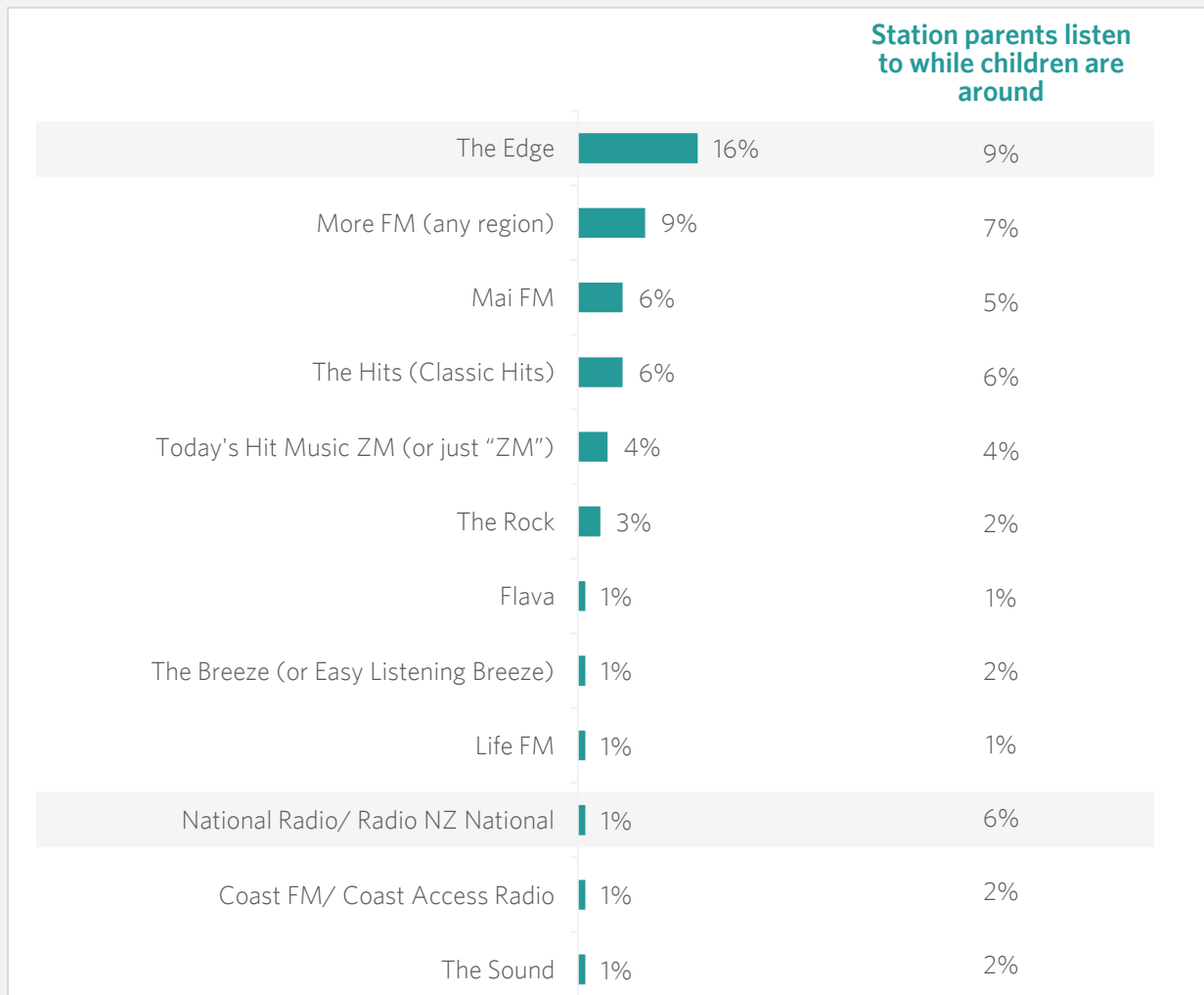
Auckland (2%)  
Low household income (up to \$50k = 2%)

Outside Auckland (8%)  
Rural areas/towns (12%)



## Active choice and passive exposure to radio

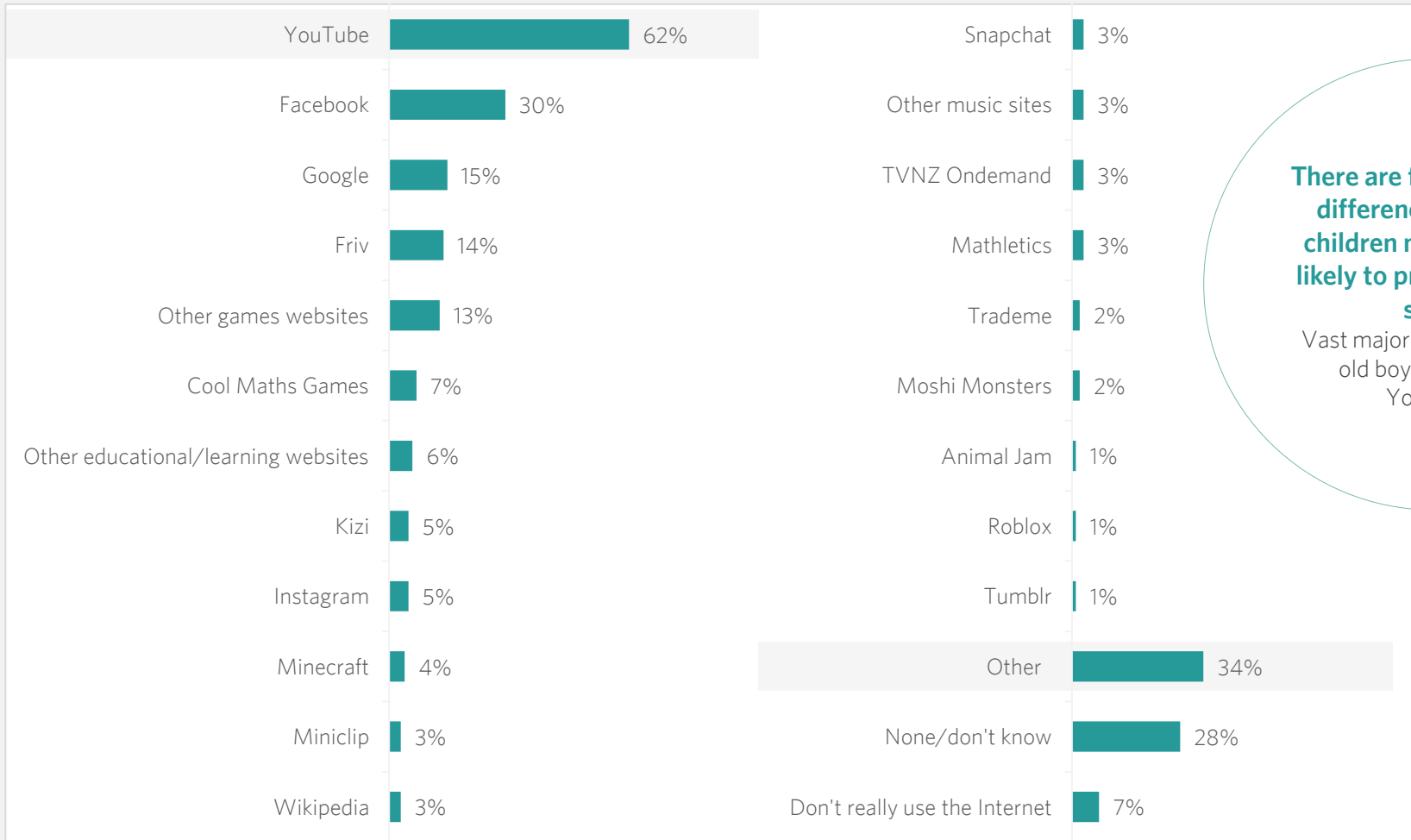
There is a close match between the stations children choose to listen to and what they are exposed to via their parents' listening habits. The exceptions are that some children are exposed to National Radio more than they realise, and children are more likely to choose The Edge.



**64%**  
of all parents  
listen to the radio  
while children are  
around.  
No change from  
2007.

# Children's favourite websites - 9-14 year olds (open-ended question)

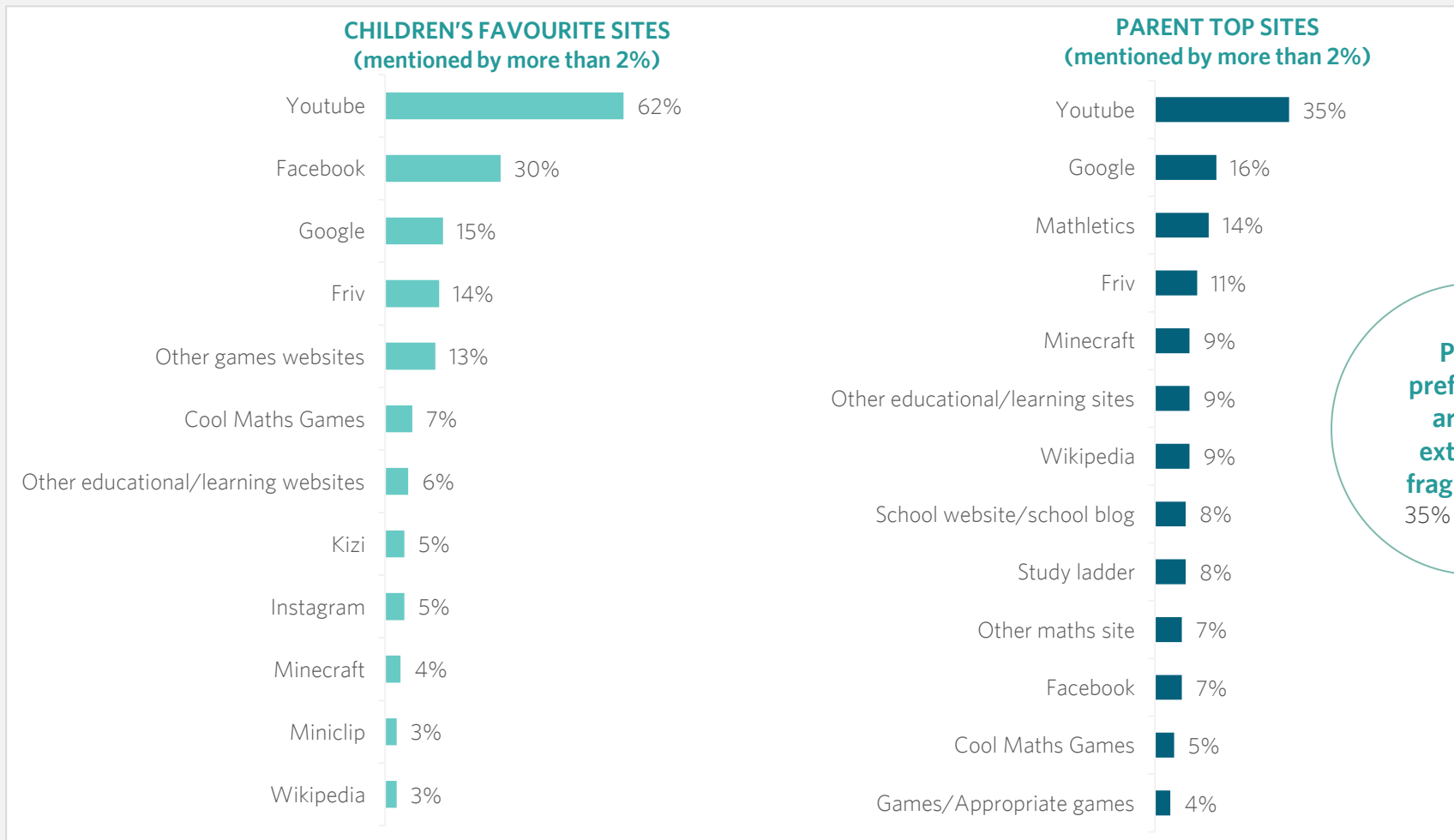
Children in the study were asked to name their three favourite websites. YouTube is most popular, followed by Facebook and a range of gaming sites of which Friv is most popular. Beyond these sites, children's preferences are extremely fragmented.



**There are few significant differences between children more and less likely to prefer different sites.**  
 Vast majority of 12-14 year old boys (81%) use YouTube.

# Parents: best websites for children (open-ended question)

There are some similarities in the top preferences of children and parents (YouTube, Google, Friv, math sites). However, parents are more likely to prefer educational sites such as Mathletics.



Parent preferences are also extremely fragmented: 35% in "other"



Source: Q10d (Child); Q5d (Parent)  
 BASE: All 9-14 year olds (n=417); Parents have computer, tablet, or games console in home or a smartphone used by child and child accesses Internet (n=624)



## Summary of media reach: TV channels, websites\* and radio stations

Online video platform YouTube and television channel TV2 are the most popular single sources of content, each reaching one in three 6-14 year olds each day.

These are followed by SKY TV children's channels (Cartoon Channel, Disney, Nickelodeon), FOUR, TV3, and then Facebook which reaches one in ten 6-14 year olds each day.

**Age is the key differentiator of which channels and sites children use.**

- ▶ Viewing of TV2 is higher amongst children aged nine and over, and YouTube and Facebook use increases at 11 years.
- ▶ Gender differences are evident in children's choice of channels and websites, as does whether children live in the largest cities or small towns and rural areas.

**Access to different technology plays a minor role in terms of website\* use.**

- ▶ Daily use of YouTube, Facebook, Instagram and Snapchat is higher if children have a smartphone.
- ▶ Use of YouTube, Spotify and Instagram is higher if a home has Apple TV.

**The Edge is easily the most popular radio station, especially among 12-14 year old girls.**

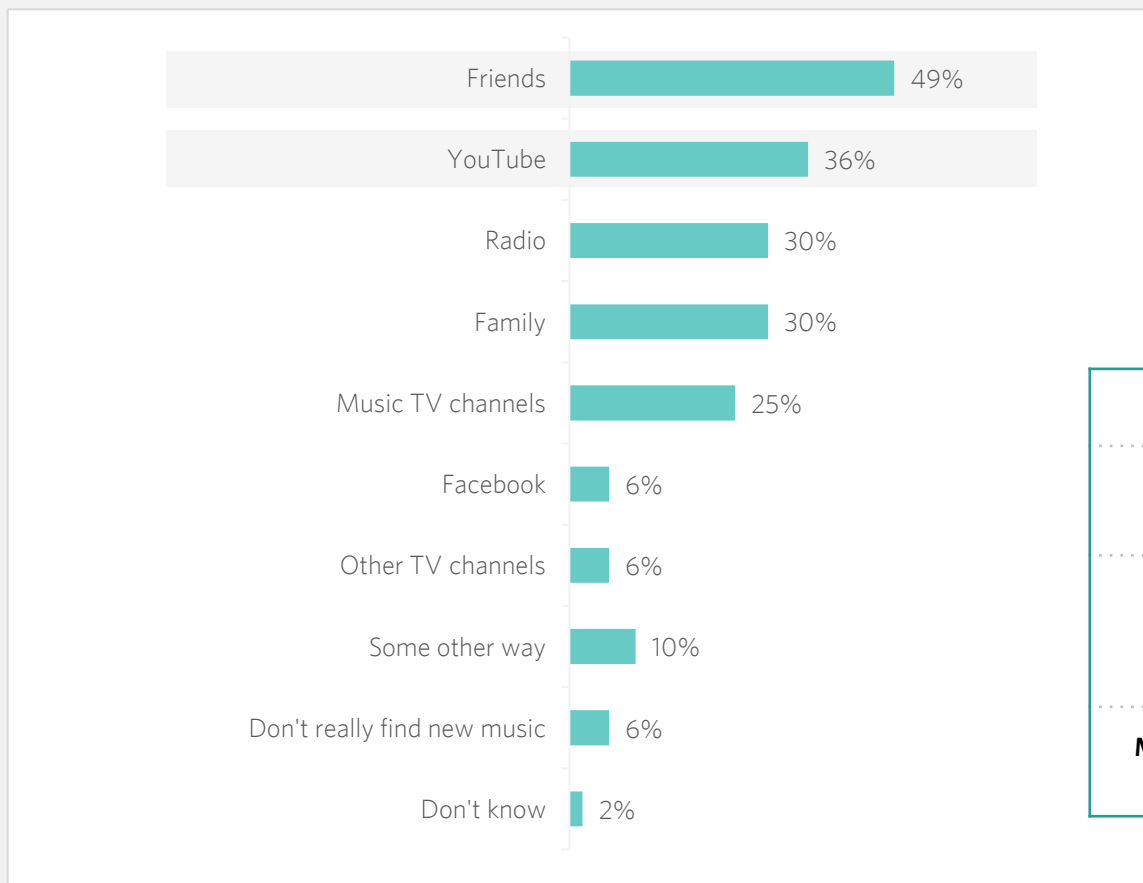
# Discovering Music & Online Content



# How children discover new music

YouTube is the most common way of discovering new music beyond word of mouth from friends and family.

Radio and TV music channels are also common, while Facebook is less widely used.



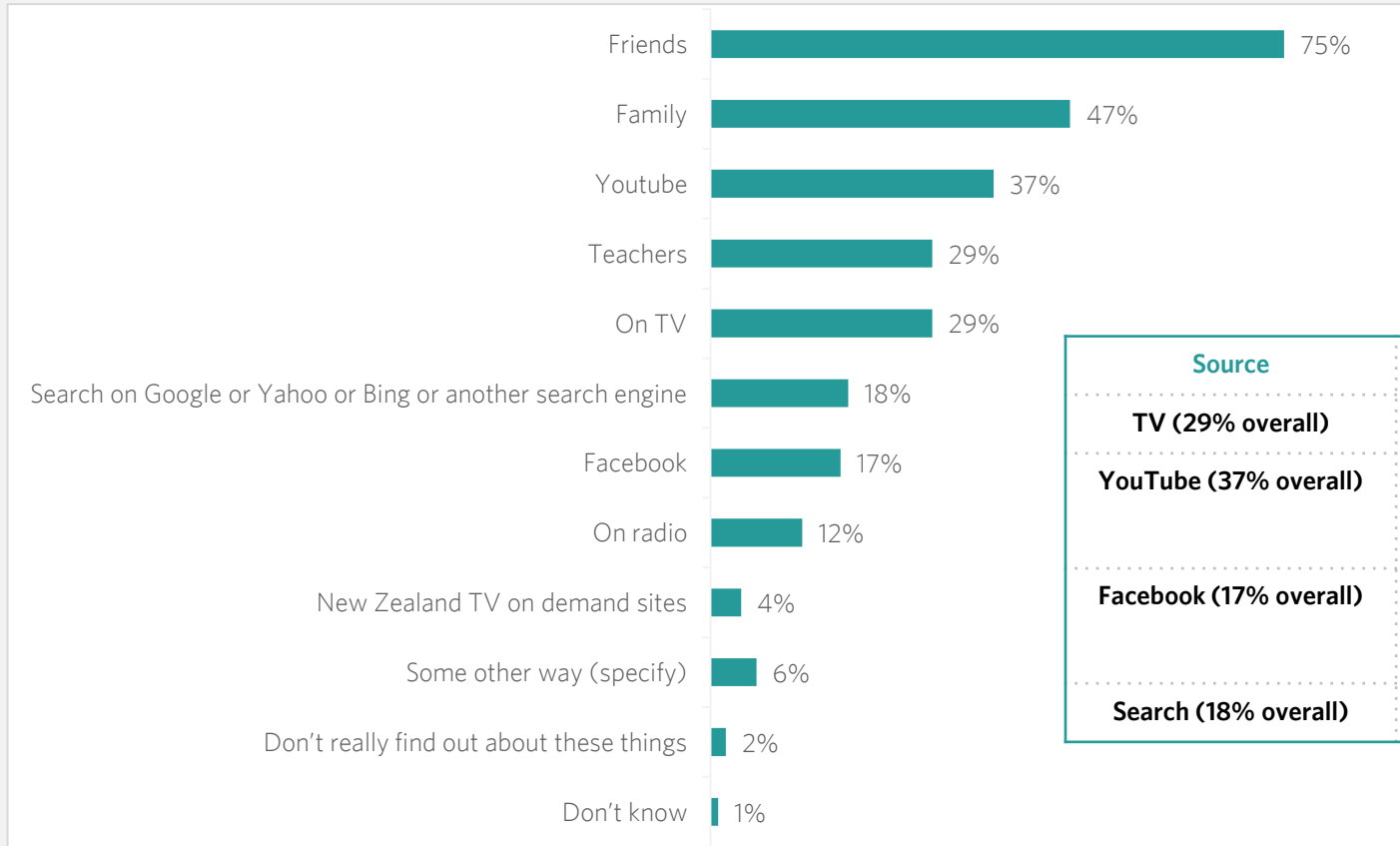
Source	Children most likely to use
<b>YouTube (37% overall)</b>	<b>Towns/rural areas (46%) South North Island (49%)</b>
<b>Radio (30% overall)</b>	<b>Towns/rural areas (41%) 12-14 year olds (38%) Pakeha (37%)</b>
<b>Music TV channels (26% overall)</b>	<b>Towns/rural areas (39%) 12-14 year olds (33%)</b>



# How do 9-14 year old children find out about online content?

It is through friends and family that children most commonly find online content. Teachers also play a key role.

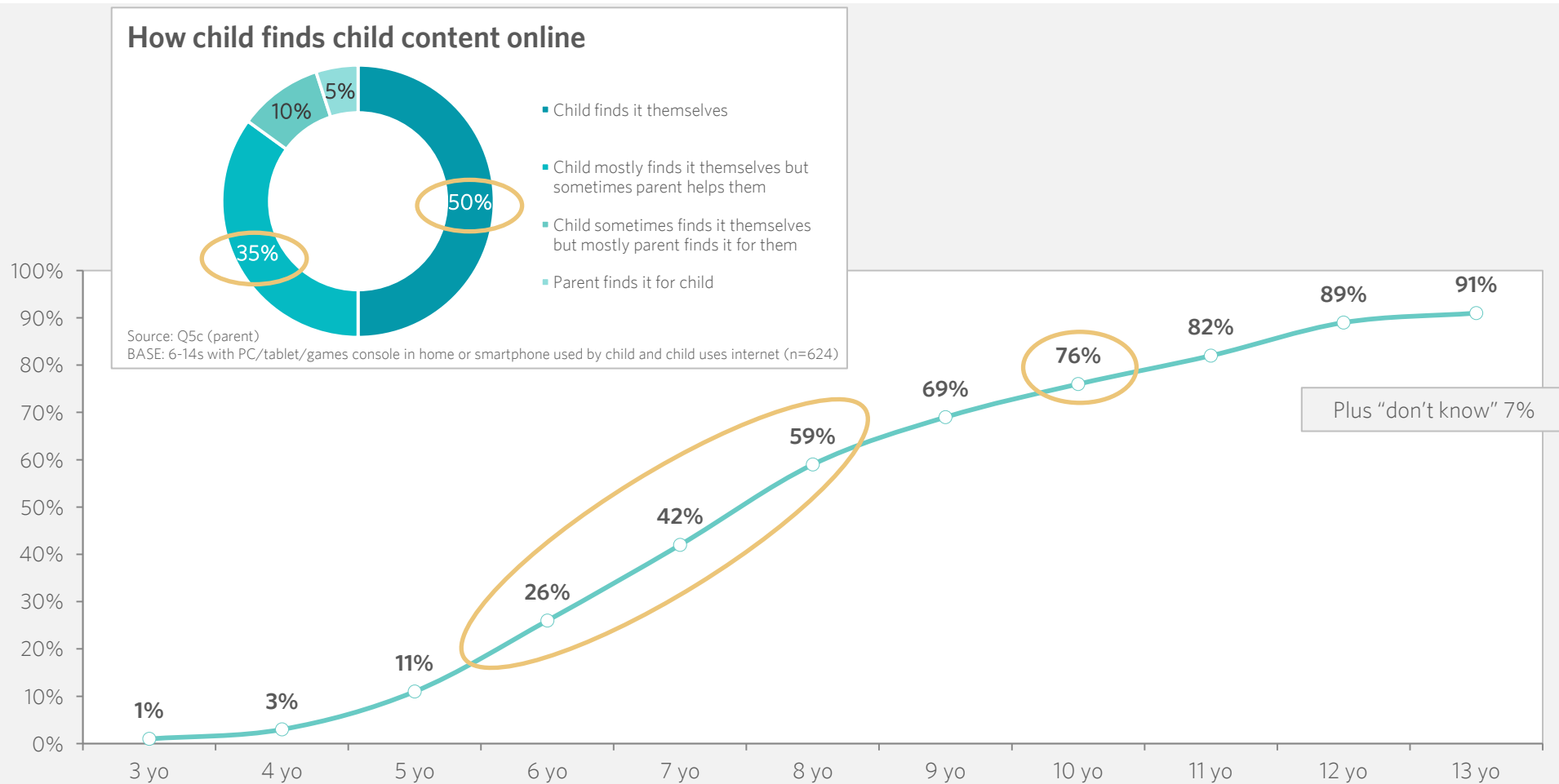
YouTube is the most popular place to find content online, particularly among 12-14 year olds, but friends remain the biggest source of referral even among older children.



Source	Children most likely to use
<b>TV (29% overall)</b>	<b>Towns/rural areas (42%)</b>
<b>YouTube (37% overall)</b>	<b>12-14 year olds (46%) Especially boys aged 12-14 years (60%)</b>
<b>Facebook (17% overall)</b>	<b>12-14 year olds (29%) Especially boys aged 12-14 years (35%)</b>
<b>Search (18% overall)</b>	<b>No significant differences</b>

# When do children start finding content online themselves?

Some parents allow their children to find content by themselves at the age of five (11%), and parent control decreases quickly among six, seven, and eight year olds. This explains why 85% of all 6-14 year olds mainly/totally find content themselves (inset). By age ten, three-quarters of children are/may be allowed to find content online themselves.



## Summary: how children discover new music and online content

**YouTube is the most popular way that children discover new music after word of mouth recommendation from friends, exceeding family, radio and TV music channels.**

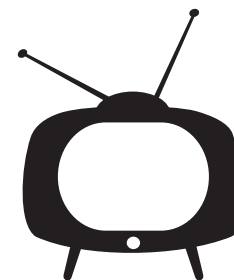
**Friends and family are the most common way to find out about online content even among older children.**

- ▶ YouTube is the most popular place to find online content.

**Some parents (11%) allow their children find content online themselves from the age of five. Permission to do so increases significantly each year after that, and by age eight, the majority of children (59%) are finding content online by themselves.**

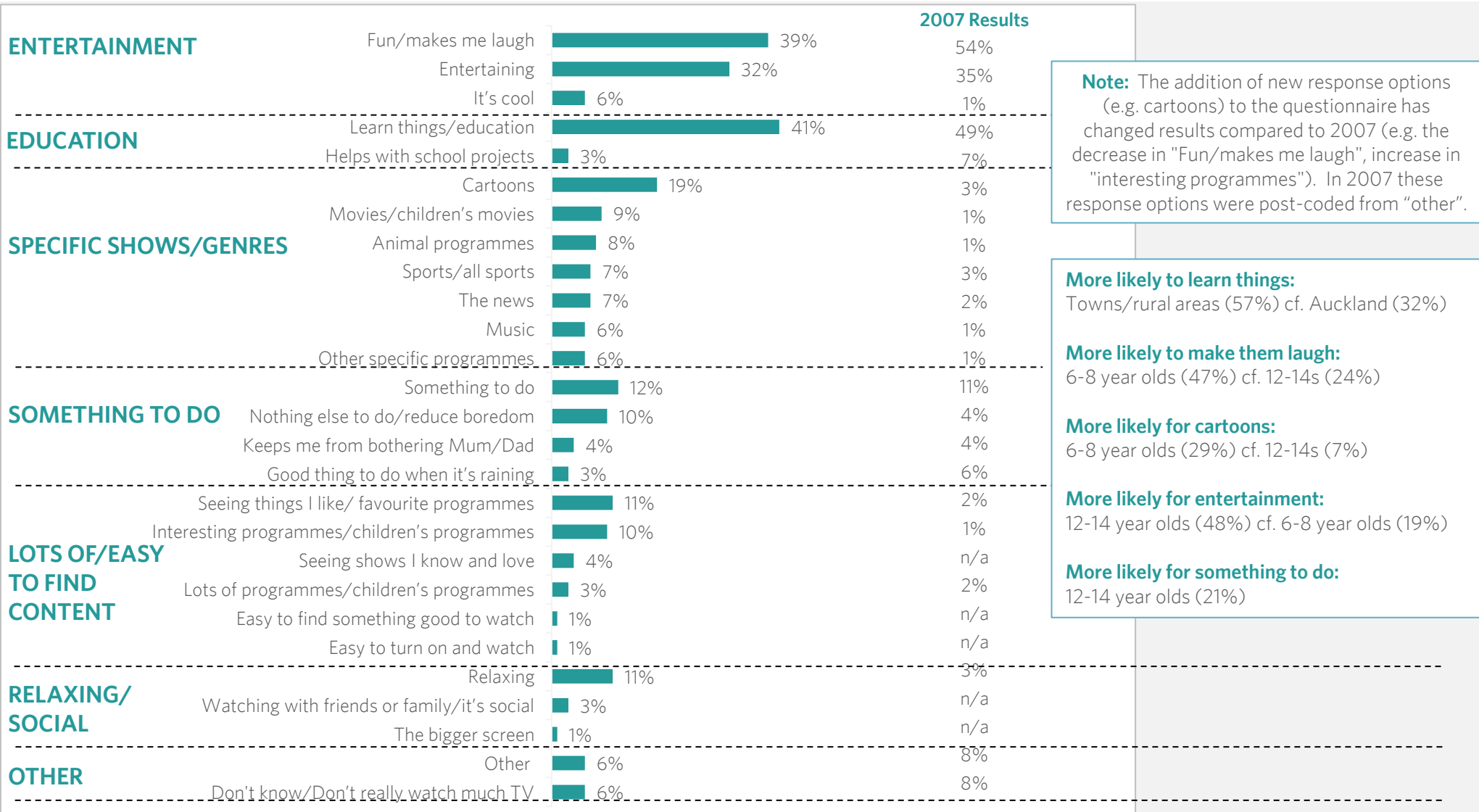
- ▶ Overall, 85% of all 6-14 year olds are finding online content completely or mostly by themselves.

# Content Preferences - TV & Radio



# Why do children like watching TV?

It's easy entertainment (i.e. their favourite shows, something to do) and they can learn.

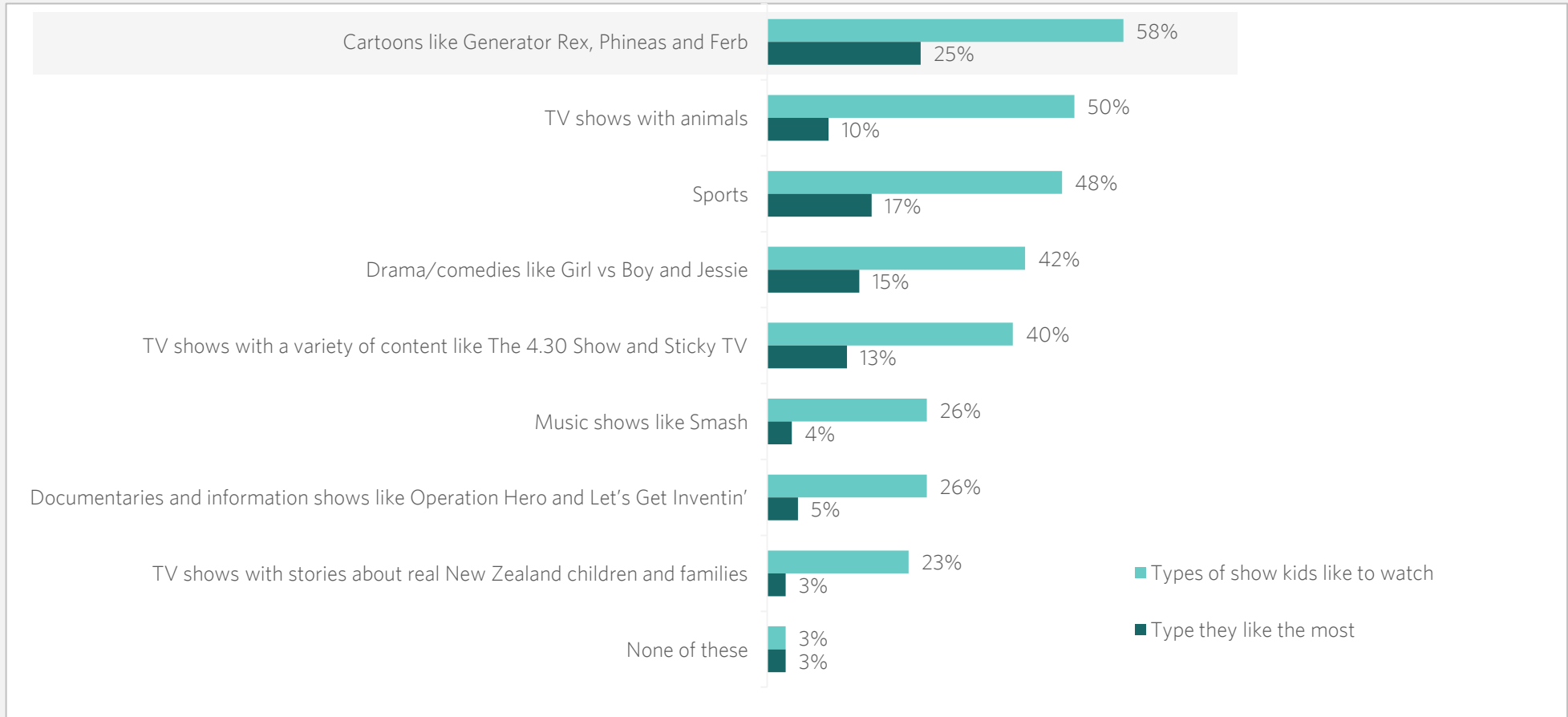


**Note:** The addition of new response options (e.g. cartoons) to the questionnaire has changed results compared to 2007 (e.g. the decrease in "Fun/makes me laugh", increase in "interesting programmes"). In 2007 these response options were post-coded from "other".

- More likely to learn things:**  
Towns/rural areas (57%) cf. Auckland (32%)
- More likely to make them laugh:**  
6-8 year olds (47%) cf. 12-14s (24%)
- More likely for cartoons:**  
6-8 year olds (29%) cf. 12-14s (7%)
- More likely for entertainment:**  
12-14 year olds (48%) cf. 6-8 year olds (19%)
- More likely for something to do:**  
12-14 year olds (21%)

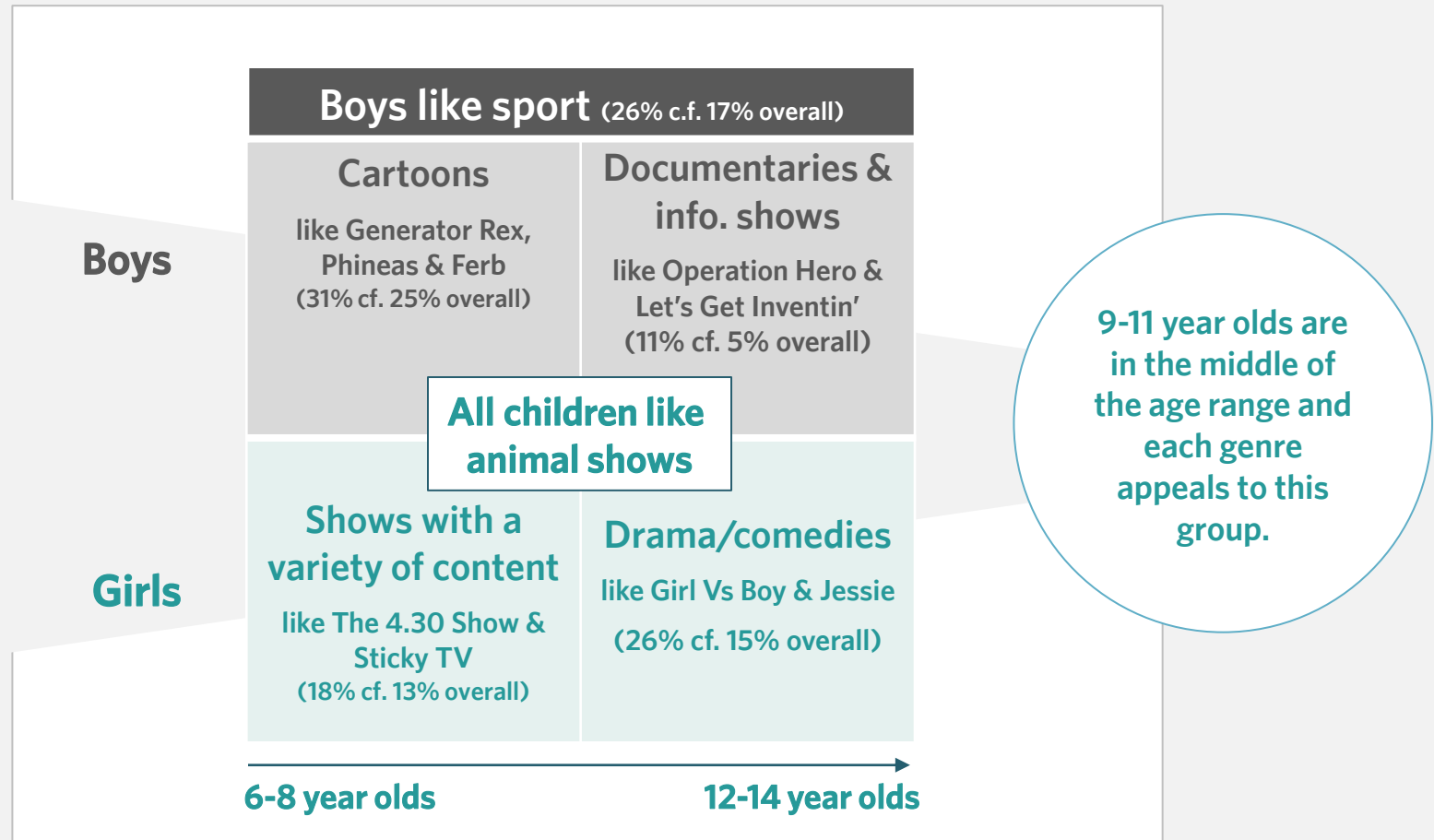
# Children's enjoyment of different types of TV shows

Fitting with TV's focus on entertainment, cartoons have the broadest appeal and generate the most preference (i.e. favourite). Animals, sport, drama/comedies, and "magazine shows" also have broad appeal. Music and more educational content are less widely preferred by 6-14 year olds.



# Which children like which type of shows?

Preferences differ by age and gender, and there is a genre that has relatively more appeal to each subgroup of children.



# The details

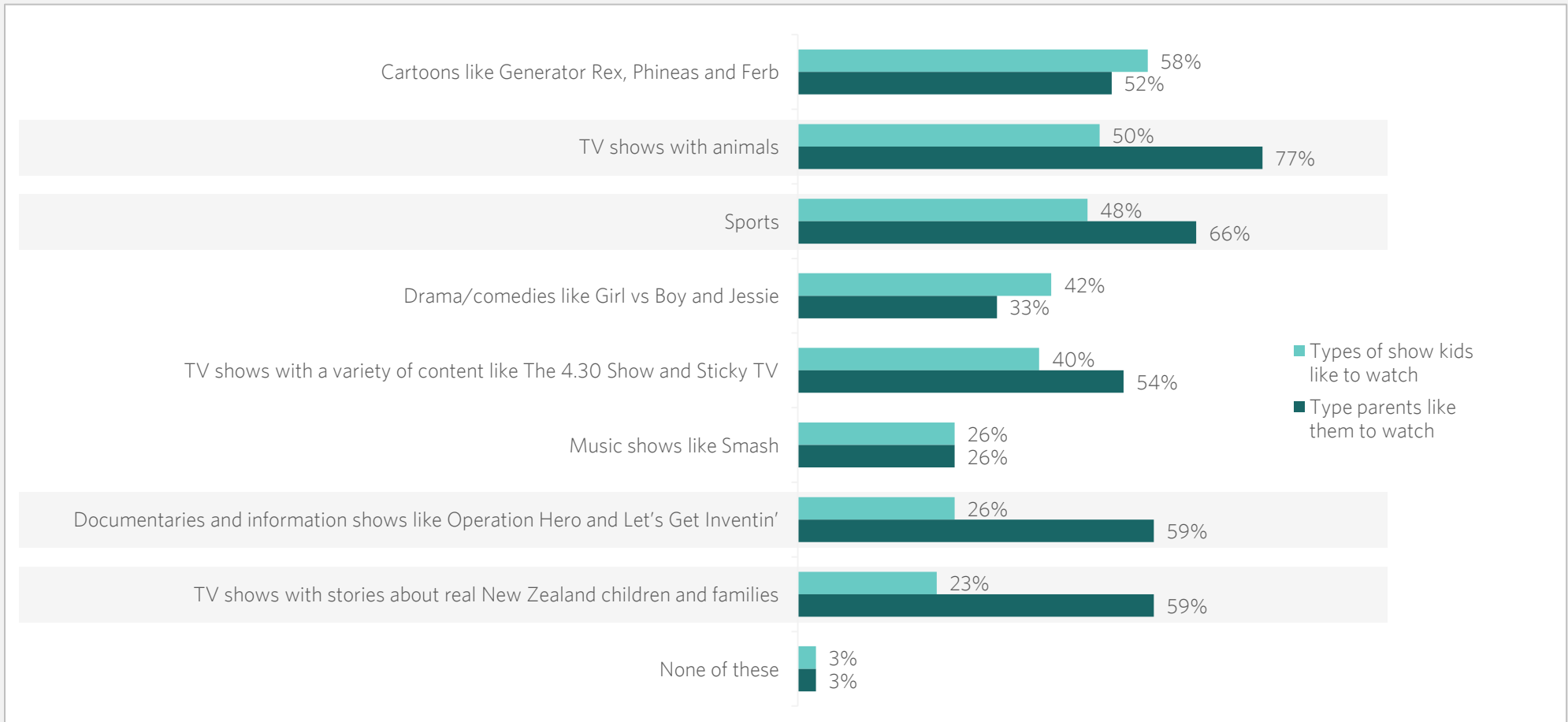


CHANNELS/SITES	LESS LIKELY	MORE LIKELY
<p><b>Cartoons</b> (25% Favourite)</p>	<p>12-14 year olds (14%) Girls (19%) Especially girls aged 12-14 years (6%)</p>	<p>6-8 year olds (30%) Boys (31%)</p>
<p><b>Sport</b> (17% Favourite)</p>	<p>Girls (8%)</p>	<p>Boys (26%) - All ages equally Towns/rural areas (27%) Pacific children (26%)</p>
<p><b>Drama/Comedies</b> (15% Favourite)</p>	<p>6-8 year olds (8%) Boys (7%) Pacific children (6%)</p>	<p>12-14 year olds (20%) Girls (22%) Especially girls aged 9-14 years (26%) Have SKY TV (20%) Have Apple TV (28%) High household income (\$120k+ = 22%)</p>
<p><b>Variety Shows</b> (13% Favourite)</p>	<p>Boys aged 12-14 years (7%)</p>	<p>6-8 year olds (18%) Especially girls aged 6-8 years (23%)</p>
<p><b>Animals</b> (10% Favourite)</p>	<p>Pacific children (1%)</p>	<p>No significant trends</p>
<p><b>Documentaries/Information</b> (5% Favourite)</p>	<p>No significant trends</p>	<p>Boys aged 12-14 years (11%)</p>



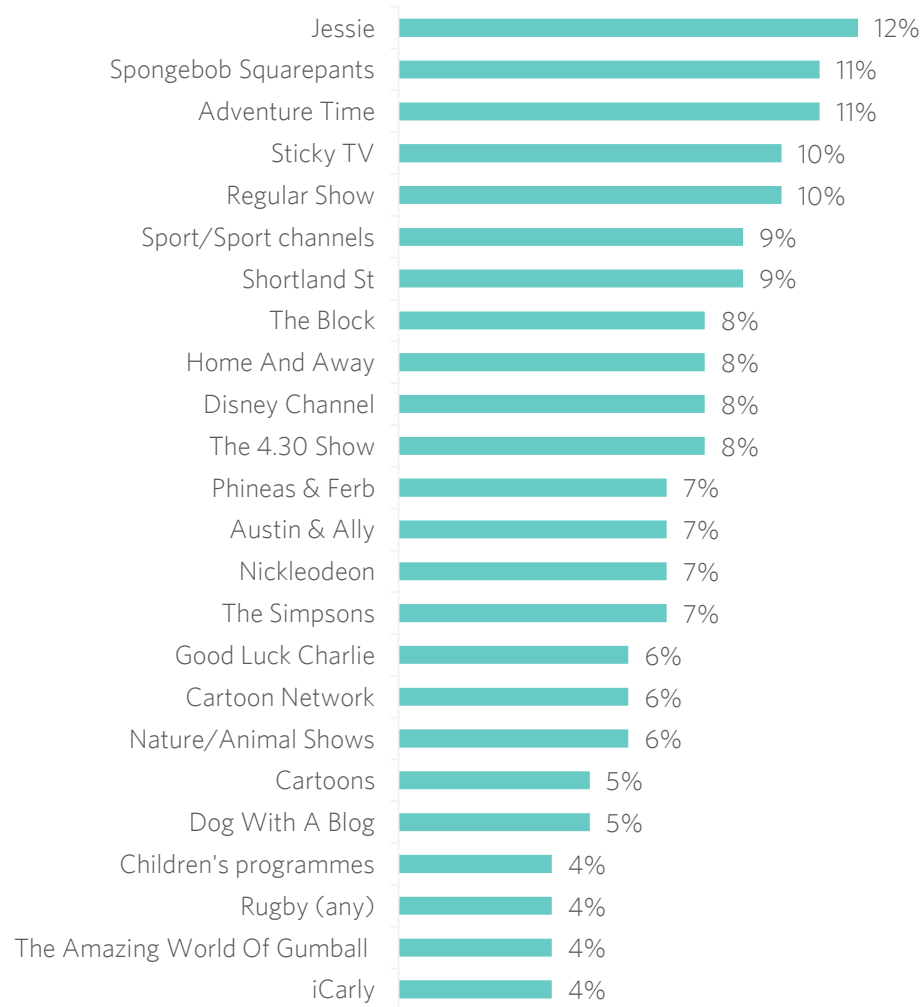
# Parents' preference for types of children's TV shows

Parents' preferences differ from their children's. More parents would prefer their children to watch animal shows, sport, documentaries, or shows about real NZ children and families than cartoons.



## Children's favourite TV shows to watch (unprompted) – shows mentioned by 4% or more

When asked to name their favourite TV show in an open-ended question, children's preferences vary widely, with no single show standing out.



**Results are extremely fragmented. Beyond the shows on this chart:**

- 16 shows with 3% preference
- 14 shows with 2%
- 57 shows with 1%
- And 45% in still "other" (i.e. below 1%).

**Also, 38% couldn't name a favourite (i.e. "don't know"), and this was regardless of age of the child.**

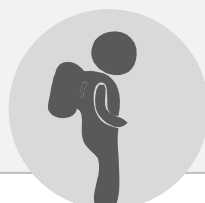
# There are very different preferences between younger and older children, and boys and girls

Top shows (unprompted mentions) for each group



## 6-8 YEAR OLDS

- Sticky TV (15%)**
- SpongeBob Squarepants (12%)
- Disney Channel (12%)
- Adventure Time (10%)
- Cartoon Network (10%)
- Sport (9%)
- Phineas and Ferb (8%)
- Nickleodeon (8%)
- Jessie (8%)



## 9-11 YEAR OLDS

- Jessie (16%)
- Austin and Ally (14%)
- SpongeBob Squarepants (12%)
- Phineas and Ferb (11%)
- Adventure Time (10%)
- The 4:30 Show (10%)**
- Good Luck Charlie (9%)
- Sport 9%
- Shortland St (9%)
- The Block (9%)



## 12-14 YEAR OLDS

- Shortland St (17%)
- The Block (14%)
- Home and Away (14%)
- Adventure Time (12%)
- Jessie (10%)
- Sport (10%)
- SpongeBob Squarepants (10%)
- The Simpsons (8%)
- Sticky TV (7%)**
- The 4:30 Show (7%)**



## BOYS

- Adventure Time (16%)
- Sport (16%)
- SpongeBob Squarepants (16%)
- The Simpsons (10%)
- Phineas and Ferb (9%)
- Rugby (8%)
- Sticky TV (7%)**



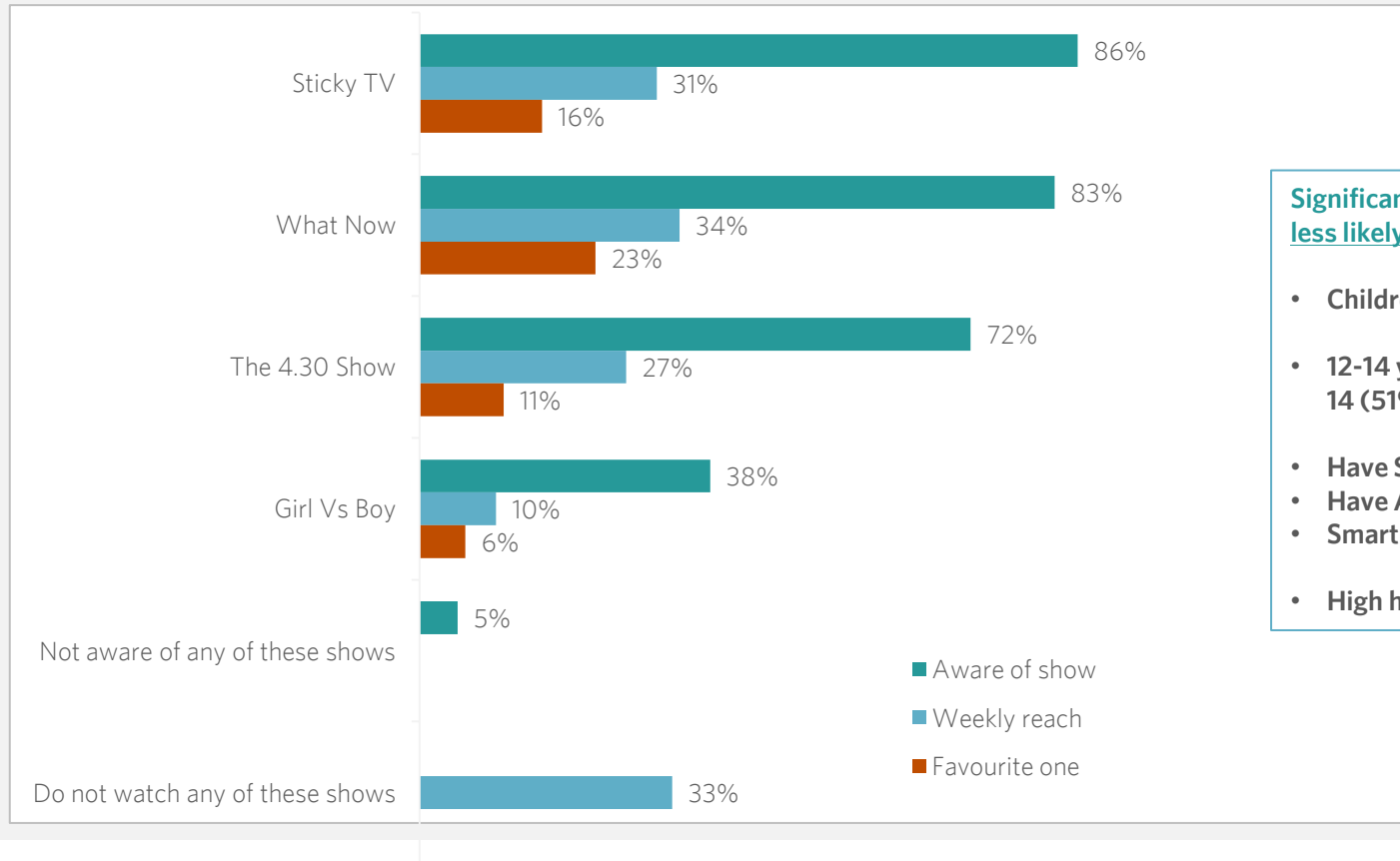
## GIRLS

- Jessie (19%)
- Sticky TV (13%)**
- Shortland St (12%)
- Home and Away (11%)
- The 4.30 Show (11%)**
- Austin and Ally (11%)
- The Block (10%)
- Disney Channel (10%)
- Nickleodeon (10%)
- Good Luck Charlie (10%)

# What do children think of NZ children's programmes? (Prompted)

Children were shown a list of New Zealand children's programmes and prompted for awareness, viewing and preference. Local shows continue to reach large proportions of NZ children. Sticky TV, What Now, and The 4.30 Show have strong levels of viewing. Amongst the programmes listed, What Now is favourite with the most children.

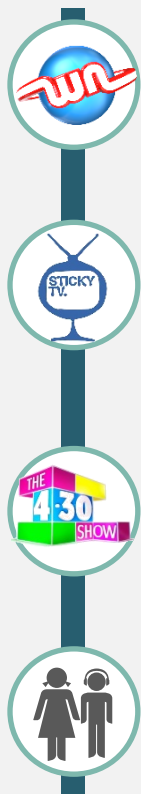
What Now and The 4:30 Show appeal most to 9-11 year olds.



**Significant trends identify children who are less likely to watch each week:**

- Children in metropolitan cities (38%)
- 12-14 year olds (47%), especially girls 12-14 (51%)
- Have SKY TV (37%)
- Have Apple TV (47%)
- Smartphone for child (39%)
- High household income (\$120k+ = 43%)

# The details



## TV SHOWS

**What Now**  
(34% weekly reach)

**Sticky TV**  
(29% weekly reach)

**The 4:30 Show**  
(27% weekly reach)

**Girl Vs Boy**  
(10% weekly reach)

## LESS LIKELY TO WATCH EACH WEEK

6-8 year olds (34%)  
12-14 year olds (25%)  
Smartphone for child (29%)  
Broadband in home (29%)  
High household income (\$120k+ = 23%)

12-14 year olds (22%)  
Especially girls aged 12-14 years (18%)  
Have SKY TV (22%)  
Have Apple TV (17%)  
High household income (\$120k+ = 20%)

Boys aged 9-11 years (20%)  
Pakeha (23%)  
Have SKY TV (17%)  
Have Apple TV (15%)  
High household income (\$120k+ = 17%)

Boys aged 6-8 years (4%)  
High household income (\$120k+ = 6%)

## MORE LIKELY TO WATCH EACH WEEK

9-11 year olds (42%) - both boys and girls  
Towns/rural areas (43%)  
South Island (43%)  
Māori (48%)

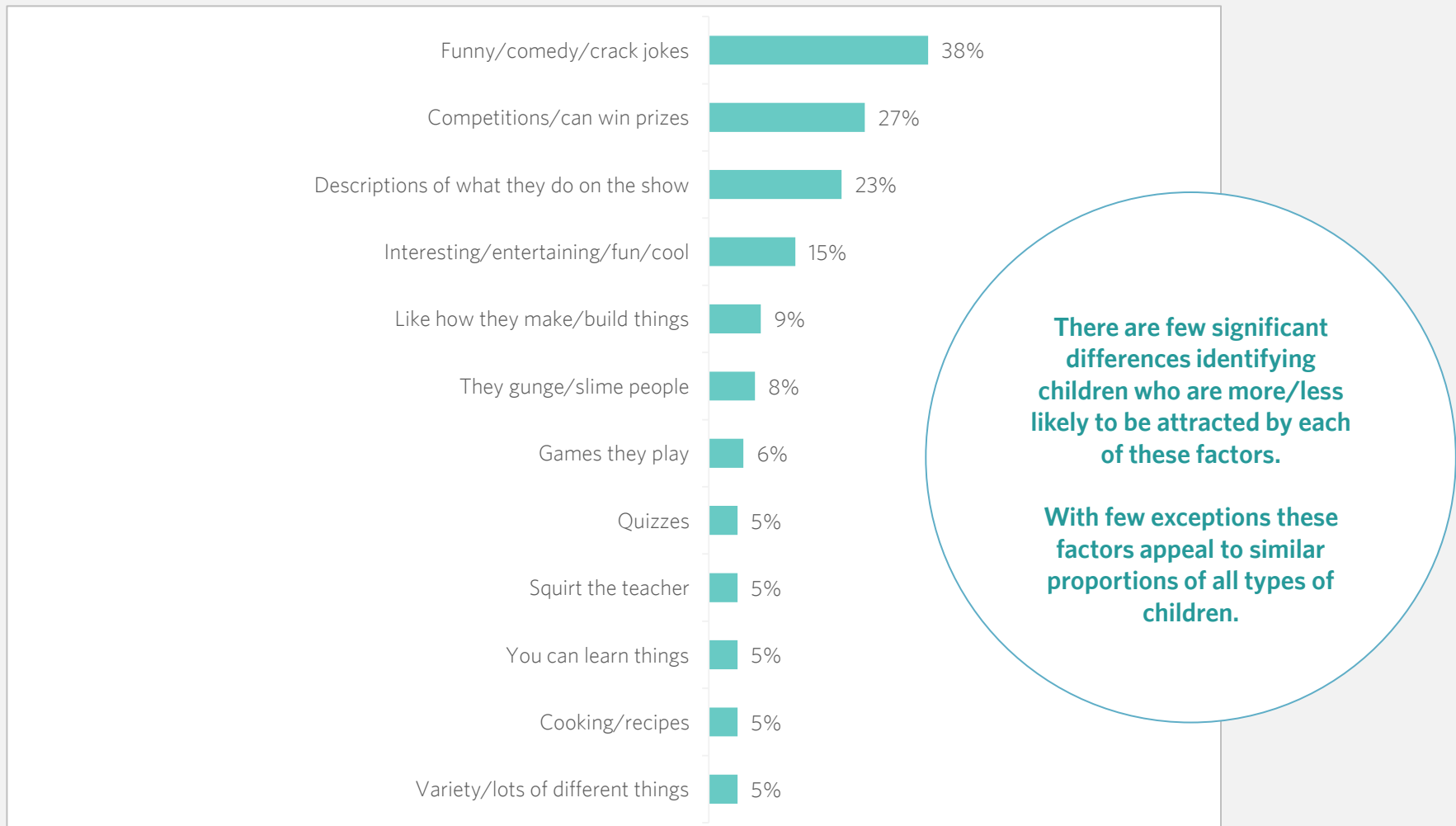
6-8 year olds (37%)  
Especially girls aged 6-8 years (37%)  
Provincial cities (41%)  
Asian (42%)  
Younger parents (under 30 = 51%)  
Low household income (up to \$50k = 40%)

Girls aged 9-11 years (38%)  
Māori (35%)  
Younger parents (under 30 = 43%)  
Low household income (up to \$50k = 38%)

Younger parents (under 30 = 19%)

# Reasons why a show is children's favourite – reasons mentioned by 5% or more

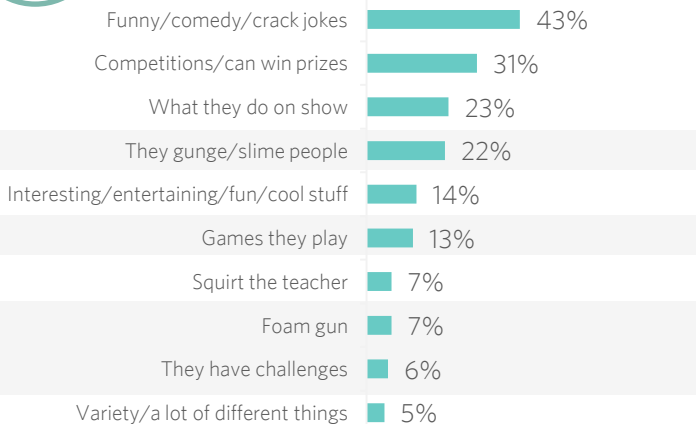
Comedy, competitions and activities are the most popular reasons



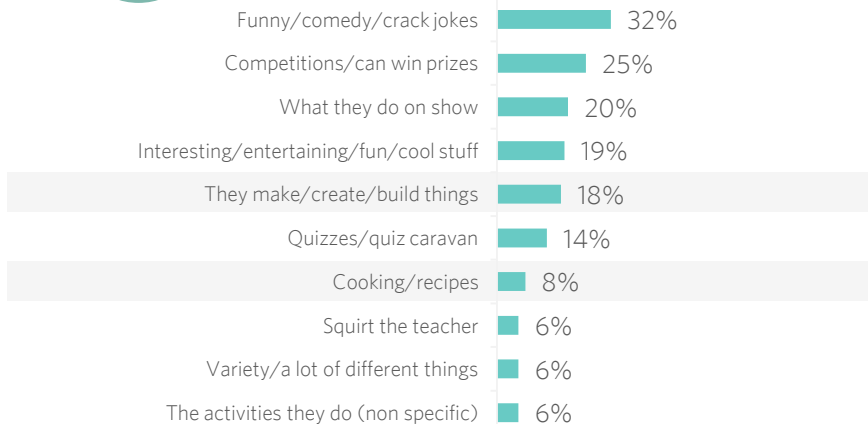
# Top 10 reasons why each show is children's favourite – a lot of similarities, key differences highlighted



## What Now (n=138)



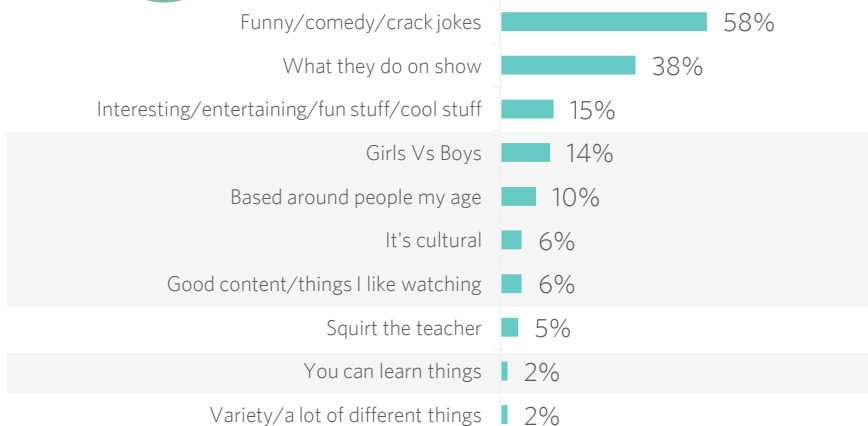
## Sticky TV (n=130)



## The 4:30 Show (n=79)



## Girl vs. Boy (n=38)



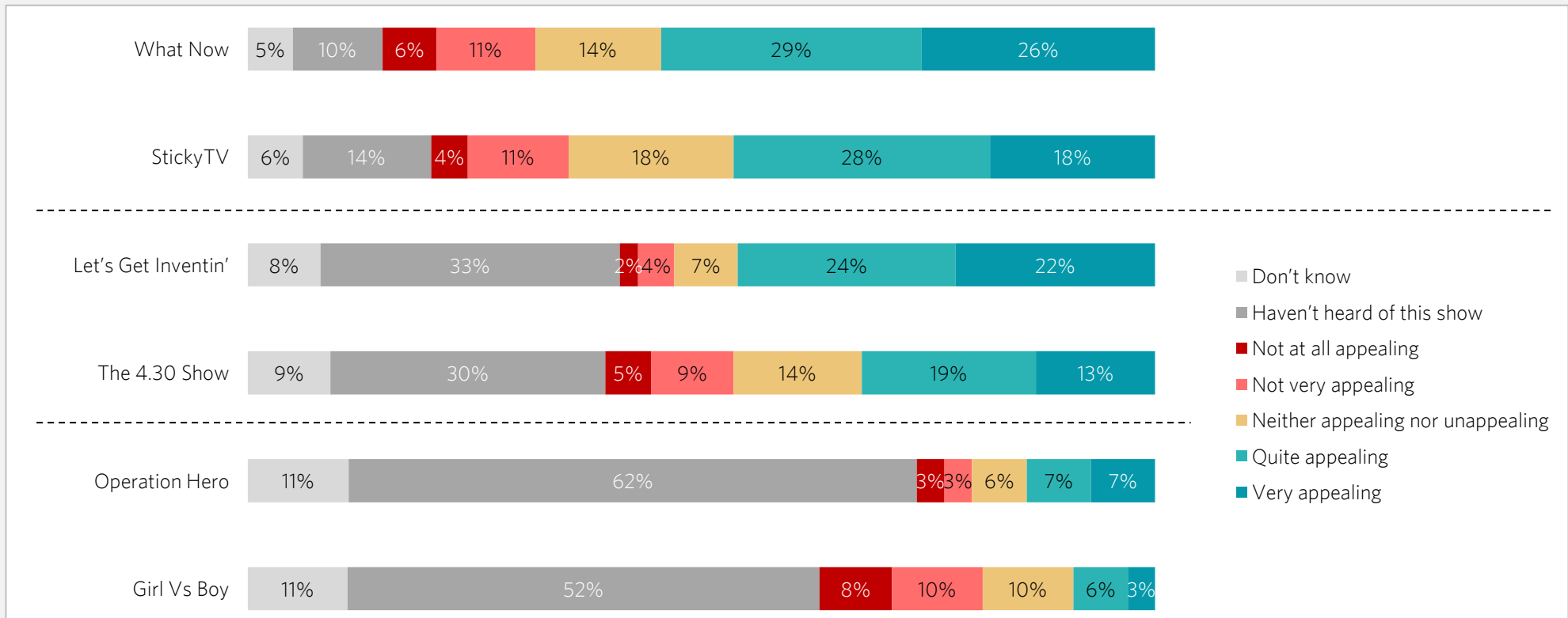
# Level of appeal of New Zealand TV shows to parents

What Now and Sticky TV are well known and achieve high levels of appeal among parents.

Let's Get Inventin' has similar appeal to parents as Sticky TV, though has lower awareness, and reflects parents' desire for more educational content (Let's Get Inventin' was not included in the children's questionnaire).

The 4:30 Show appeals less to parents and three in ten have not heard of it.

Operation Hero (show not tested among children) and Girl vs. Boy have low awareness among parents.





# Parents' attitudes to NZ-made children's TV shows

The majority of parents (57%) strongly believe children should be able to watch NZ shows that reflect them and their world. Parents are more divided as to the variety, quality, and range of NZ-made TV shows available to meet their children's needs. A minority of parents believe that online is becoming a better place to find NZ-made TV shows.

It is really important that children are able to watch NZ-made shows that reflect them and their world



Programmes like What Now, Sticky TV, The Moe Show and The 4.30 Show offer a good variety of content that satisfies my children



There are good quality NZ-made children's TV shows on free to air TV channels like TV2, FOUR and Māori TV.



There is a good range of NZ made TV shows for children on free to air TV channels like TV2, FOUR and Māori TV



Online is becoming a better place to find NZ-made children's shows than on TV



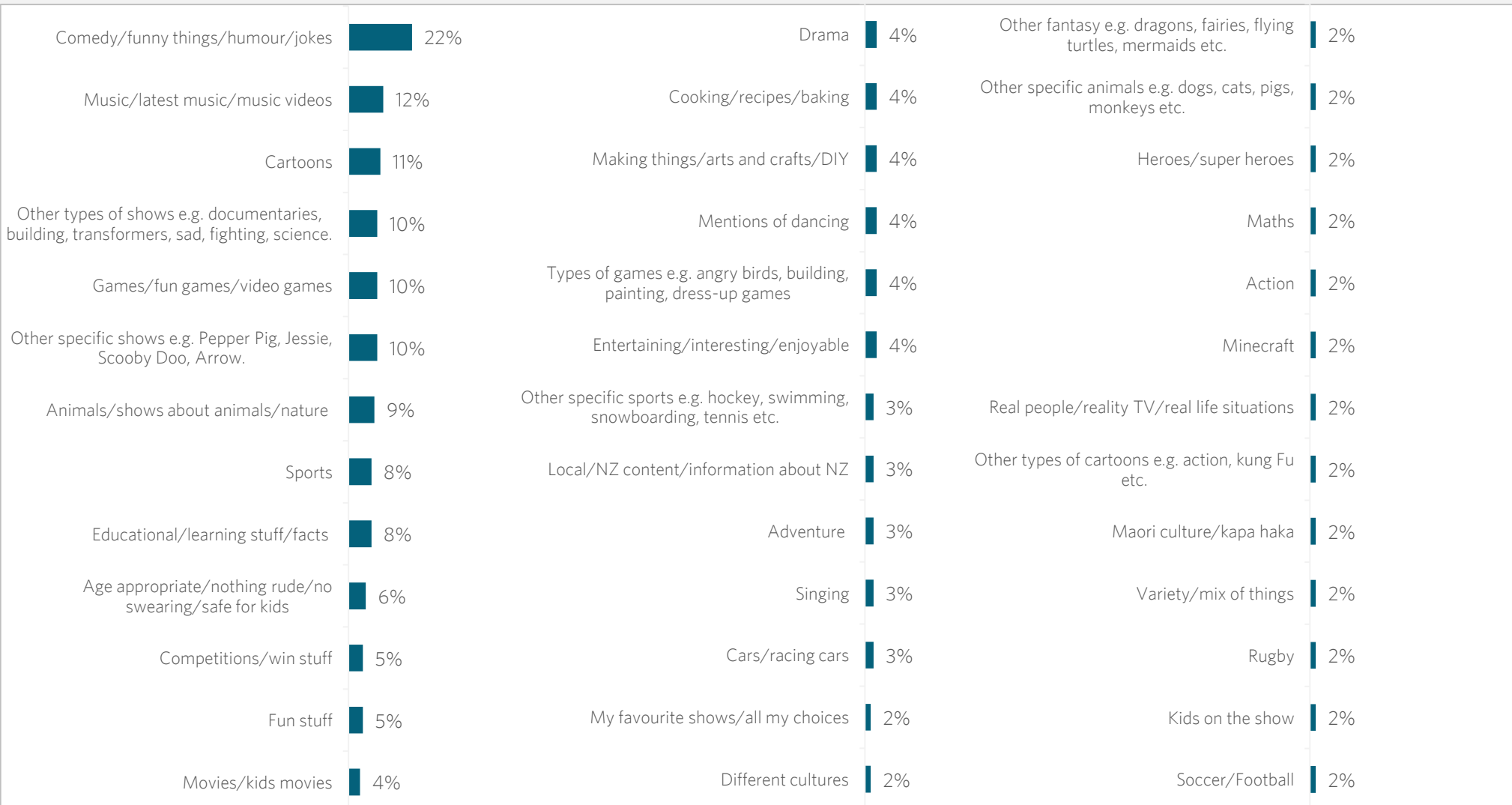
- Don't know
- Disagree strongly
- Disagree slightly
- Neither agree nor disagree
- Agree slightly
- Agree strongly

There are very few significant differences identifying parents with different attitudes - the results above apply equally to most sub-groups of parents.

The exception are SKY TV and Apple TV homes who are less likely to think *shows like What Now, Sticky TV, The 4:30 Show offer a good variety of content to satisfy their children.*

# Children's description of their ideal TV show or website - extremely varied!

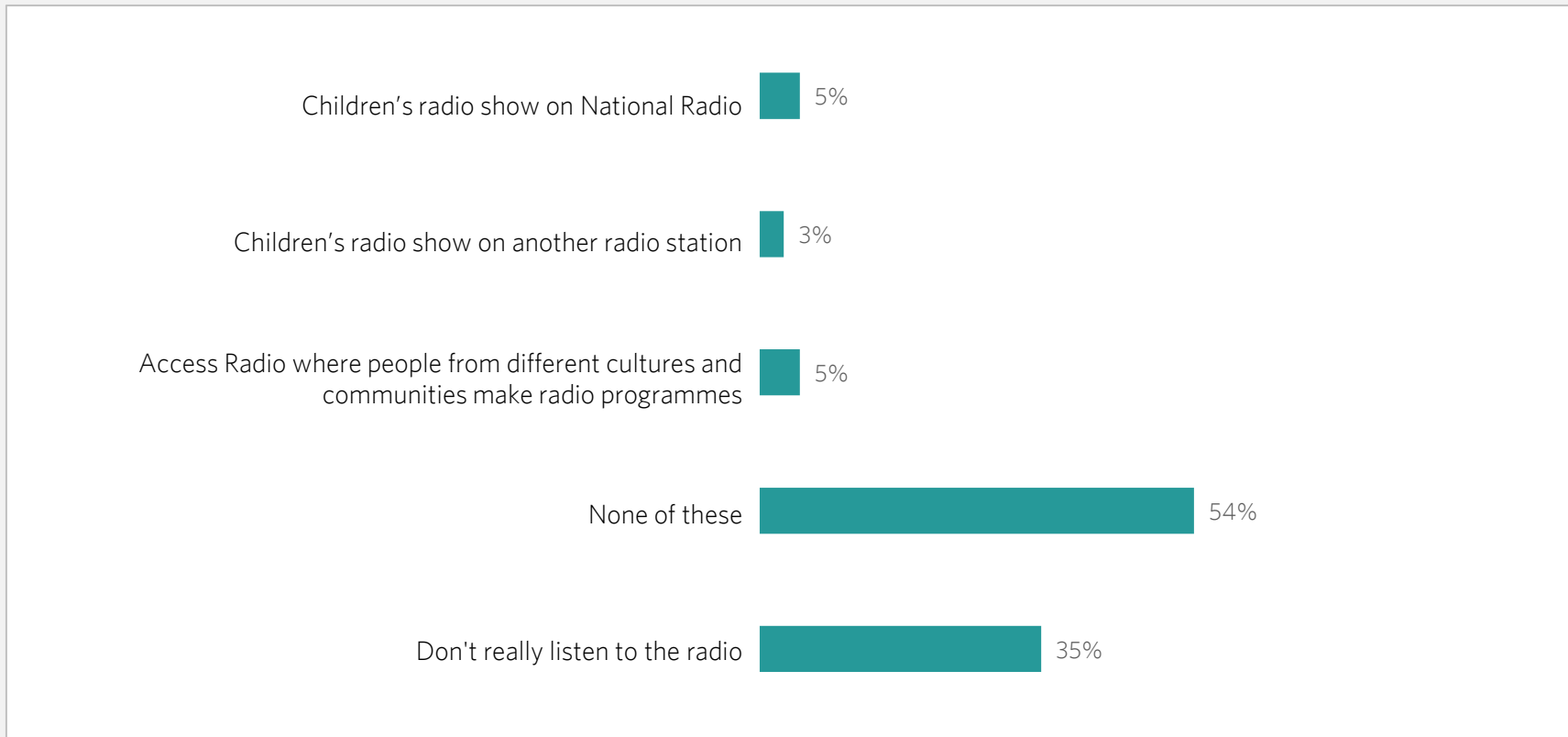
When asked to describe their ideal TV show or website, three in ten children (28%) could not- and this was not related to age of the child.



## Incidence of children listening to children's radio shows

One in three children (35%) say they don't really listen to the radio.

One in 20 children (5%) have ever listened to the children's show on National Radio, or ever listened to Access Radio. Just 3% have ever listened to a children's show on a different radio station.



## Summary of content preferences

TV remains the most popular medium as it delivers easy entertainment (has children's favourite shows, provides something to do), as well as providing opportunities to learn.

Cartoons are the most popular TV genre among children.

- ▶ Followed by animals, sport, drama/comedies, and "magazine" shows.
- ▶ Genre preferences vary by age and gender, and there is a genre that appeals more to each subgroup of children.

Parents would prefer their children to watch animal shows, sport, documentaries, and shows about real NZ children than cartoons - but they are not poles apart from their children's preferences.

Children's favourite TV show varies extremely widely depending on age and gender. Sticky TV and The 4.30 Show do a good job of appealing to all.

What Now, The 4:30 Show and Sticky TV continue to reach large numbers of New Zealand children (especially 9-11 year olds) despite the expanding media and content choice available.

- ▶ What Now and Sticky TV appeal strongly to parents, as does Let's Get Inventin'.

The majority of parents strongly believe it is *really important their children are able to watch NZ TV shows that reflect them and their world.*

A minority of parents believe *online is becoming a better place to find NZ-made TV shows.*

Few children have ever listened to NZ children's radio shows.

# Pre-schoolers' Media Use & Content Preferences



Supporting local content for 25 years

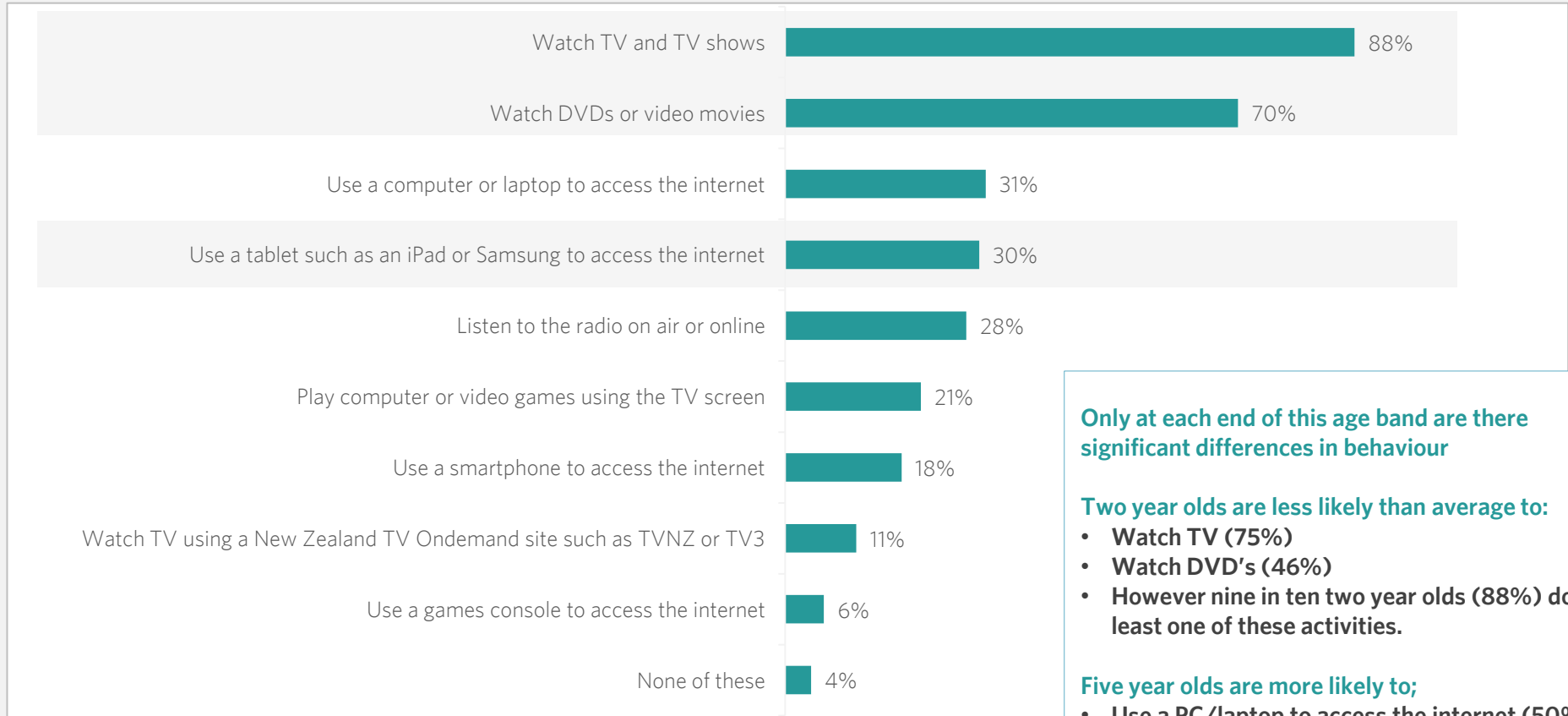


# Incidence of pre-schoolers' activities at home

Almost all two to five year olds engage with at least one of these activities.

TV and DVDs are most popular, followed by different ways of accessing the internet.

Tablet use is at the same level as radio listening and computer use.



**Only at each end of this age band are there significant differences in behaviour**

**Two year olds are less likely than average to:**

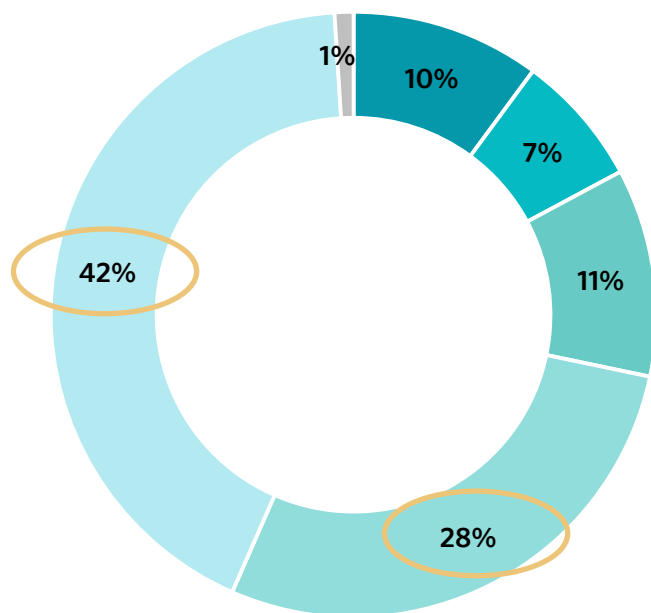
- Watch TV (75%)
- Watch DVD's (46%)
- However nine in ten two year olds (88%) do at least one of these activities.

**Five year olds are more likely to;**

- Use a PC/laptop to access the internet (50%)
- Use a tablet to access the internet (44%)

# How pre-schoolers find content at home

Four in ten pre-schoolers do not access the internet at all – though this varies greatly by age. Among those who do, few pre-schoolers find content by themselves or mostly by themselves.



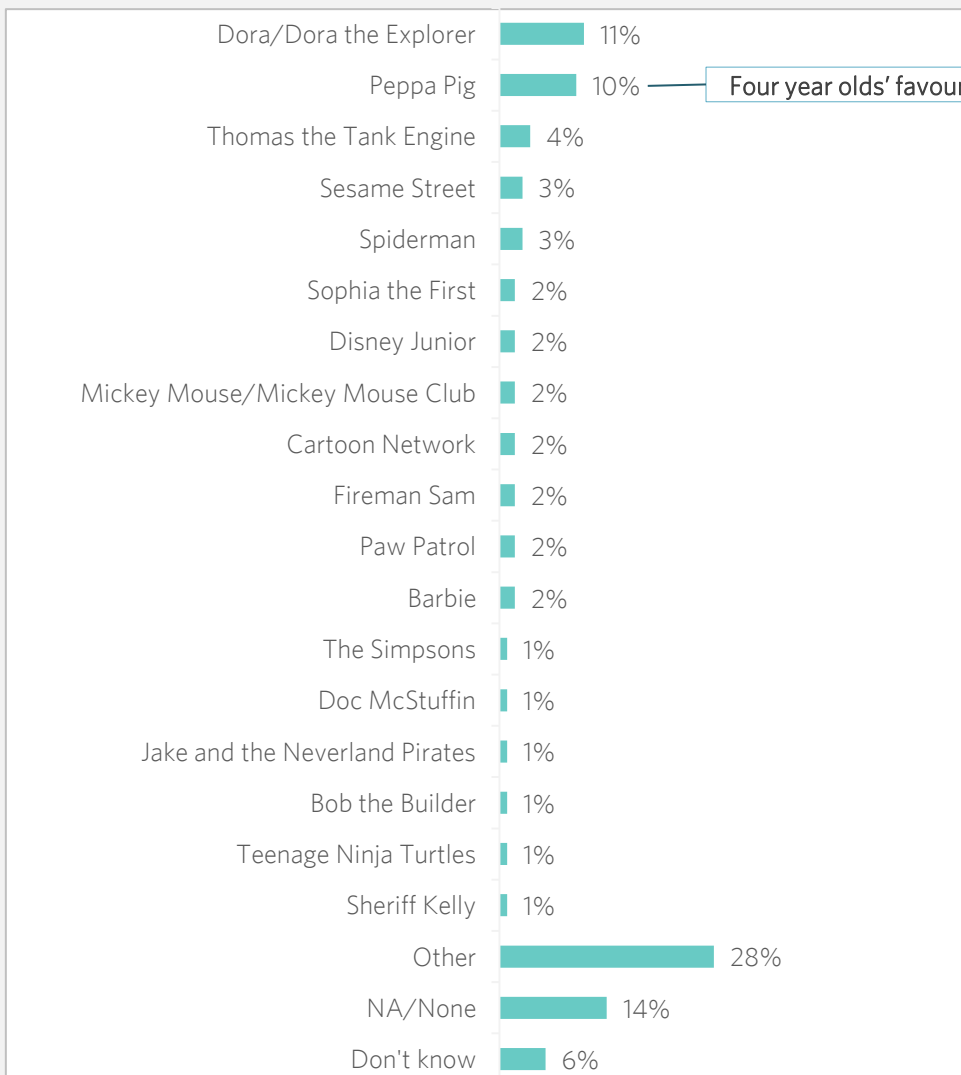
- Child finds it themselves
- Child mostly finds it themselves but sometimes parent helps them
- Child sometimes finds it themselves but mostly parent finds it for them
- Parent finds it for child
- Child doesn't access the internet
- Don't know

## Behaviour varies significantly by age:

- The majority of two (54%) and three year olds (57%) do not access the internet at all – compared to just 29% of five year olds.
- There is a significant threshold at five years old, when 18% start finding content for themselves compared to just 6% of four year olds.

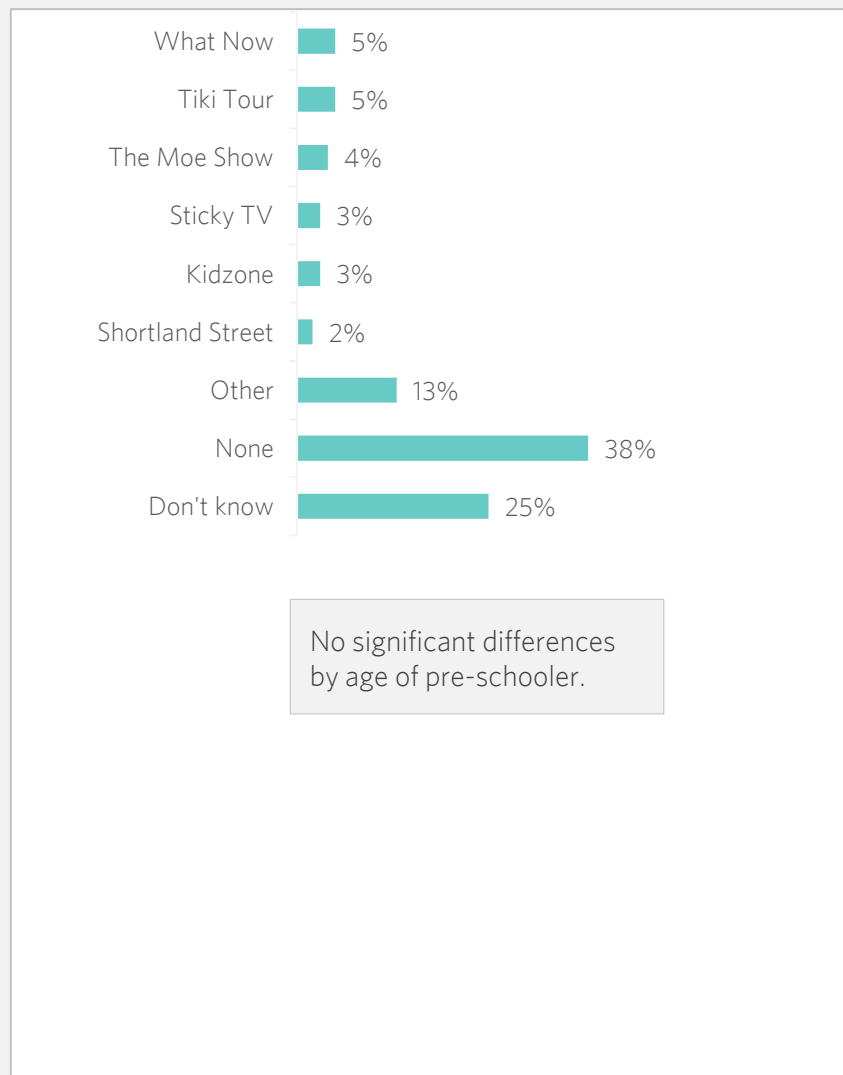
## Pre-schoolers' favourite TV show

Favourite show varies widely, and one in five don't have one.  
Only a little variation by age.



## Pre-schoolers' favourite NZ TV show

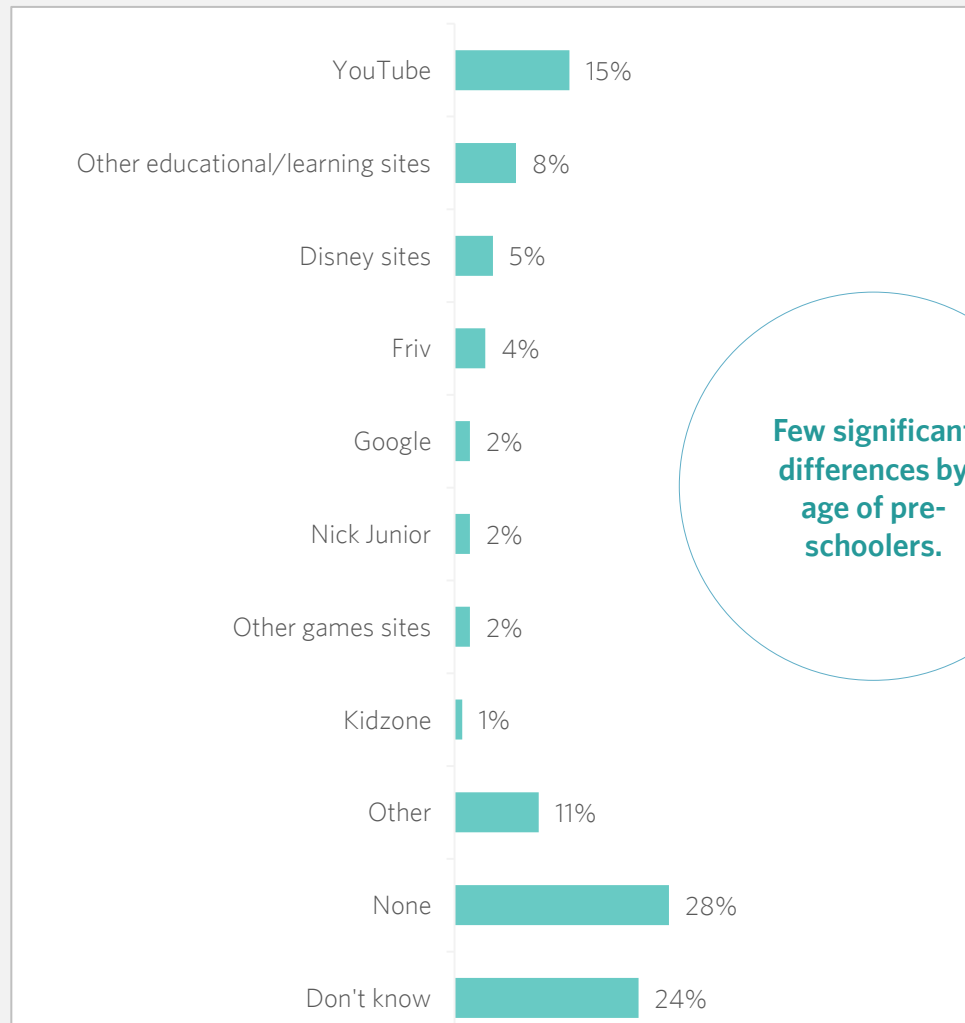
Most do not have a favourite NZ TV show, but  
What Now and Tiki Tour are most popular.





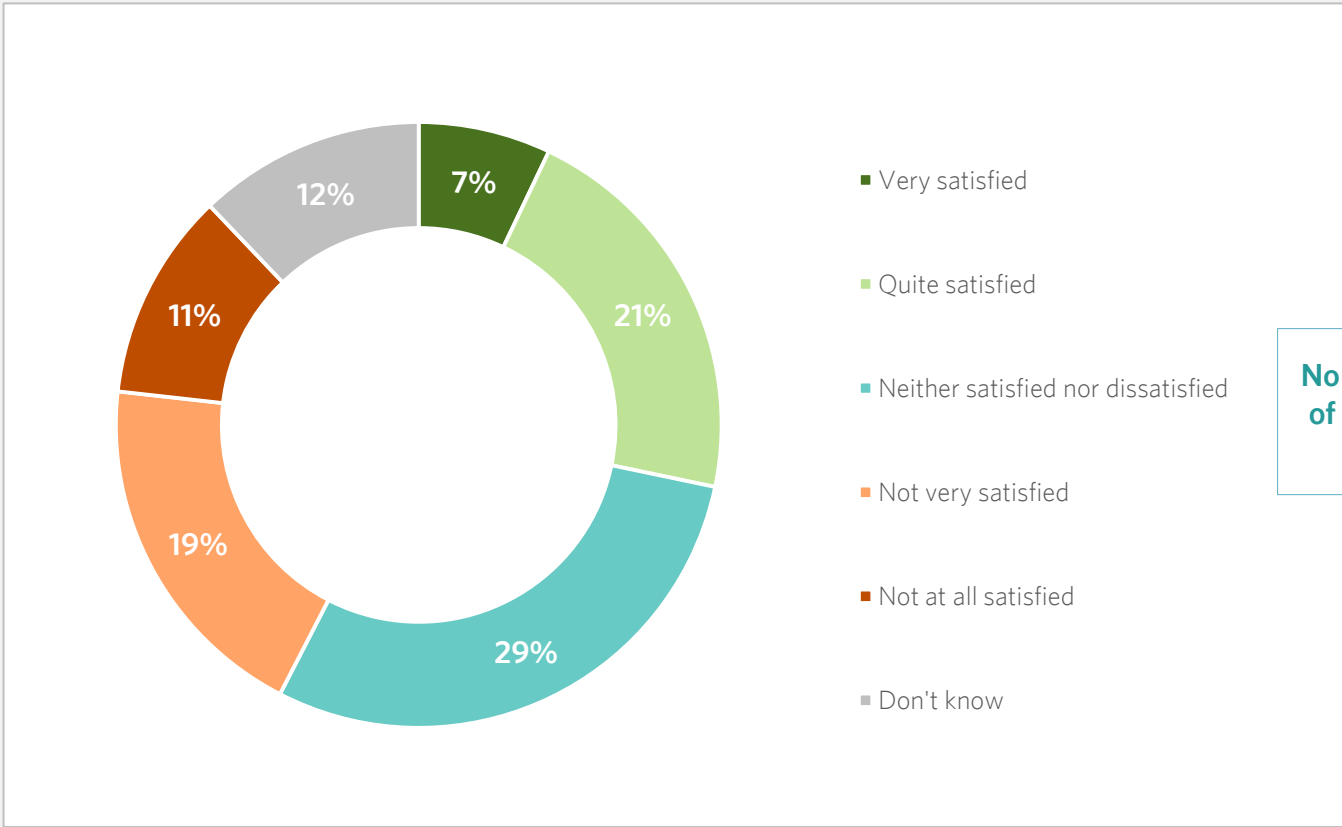
# What parents consider to be the best websites to find content for pre-schoolers

YouTube is again the most popular site, particularly for two year olds (30%).



# Parents' satisfaction with the range of NZ content on free-to-air TV channels such as TV2, TV3, or FOUR

Just over a quarter of parents of pre-schoolers (28%) are satisfied with the content available on free-to-air TV channels. Conversely, three in ten parents of pre-schoolers (30%) are dissatisfied.



No significant differences by age of pre-schooler or whether SKY TV is available in home.

## Summary of pre-school children media use and content preferences (parents' viewpoint)

Almost all pre-schoolers (96%) engage with media to some extent - especially watching TV (88%) and DVDs (70%).

Tablet use rivals listening to the radio and using a PC/laptop to access the internet.

Most pre-schoolers use the internet (58%) to some extent, including 43% of two year olds and 71% of five year olds.

However few pre-schoolers find content online themselves or mostly by themselves.

- ▶ There is a tipping point at five years old when one in five (18%) start finding content themselves, compared to just 6% of four year olds.

When asked to name preferred websites for pre-schoolers, YouTube was named most often.

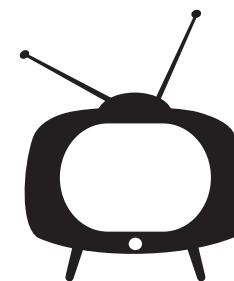
Pre-schoolers' favourite TV show varies widely. There is little common ground even within single age bands.

Parents are evenly split in terms of their satisfaction with the range of NZ pre-school content that is available on free-to-air TV.

- ▶ 30% dissatisfied
- ▶ 28% satisfied
- ▶ No difference in satisfaction between SKY TV and non-SKY TV homes.

# Use of Classifications & Knowledge of the 8.30pm Watershed

Note: The term “watershed” is the point in time after which programmes with adult content may be broadcast (8.30pm)



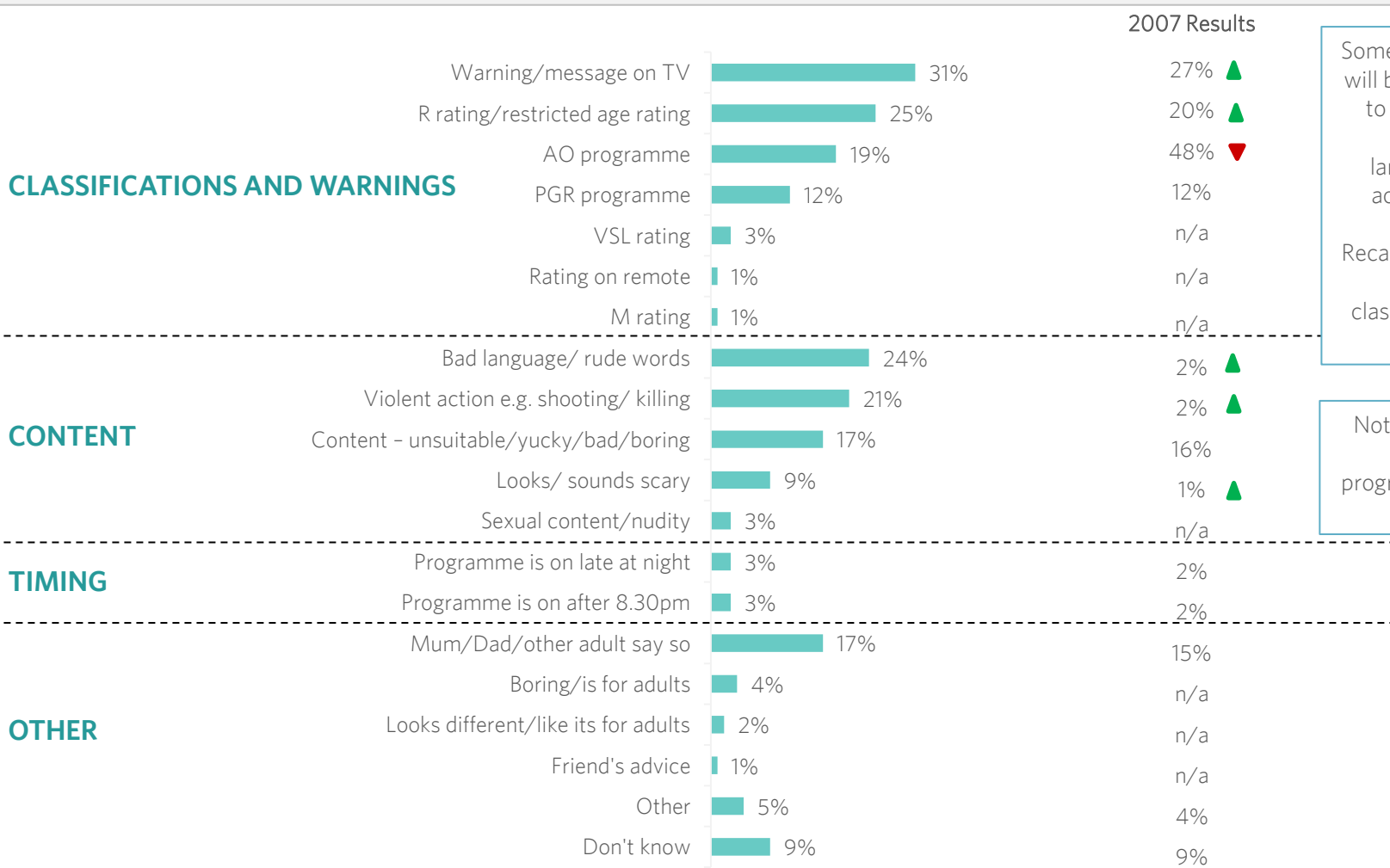
Supporting local content for 25 years



# How children know a TV programme is not for them

On screen classifications successfully help many children understand when a TV show is not for them.

Content is another strong indicator, as is mum and dad controlling the TV. However, the 8.30pm watershed is not a strong indicator for many.



Some differences compared to 2007 will be a result of codes being added to the questionnaire rather than being post-coded e.g. "Bad language/rude words", "Violent action", "Looks/sounds scary".

Recall of AO has decreased, possibly due to SKY, which uses classifications such as VSL and not AO.

Note: The term "watershed" is the point in time after which programmes with adult content may be broadcast (8.30pm)

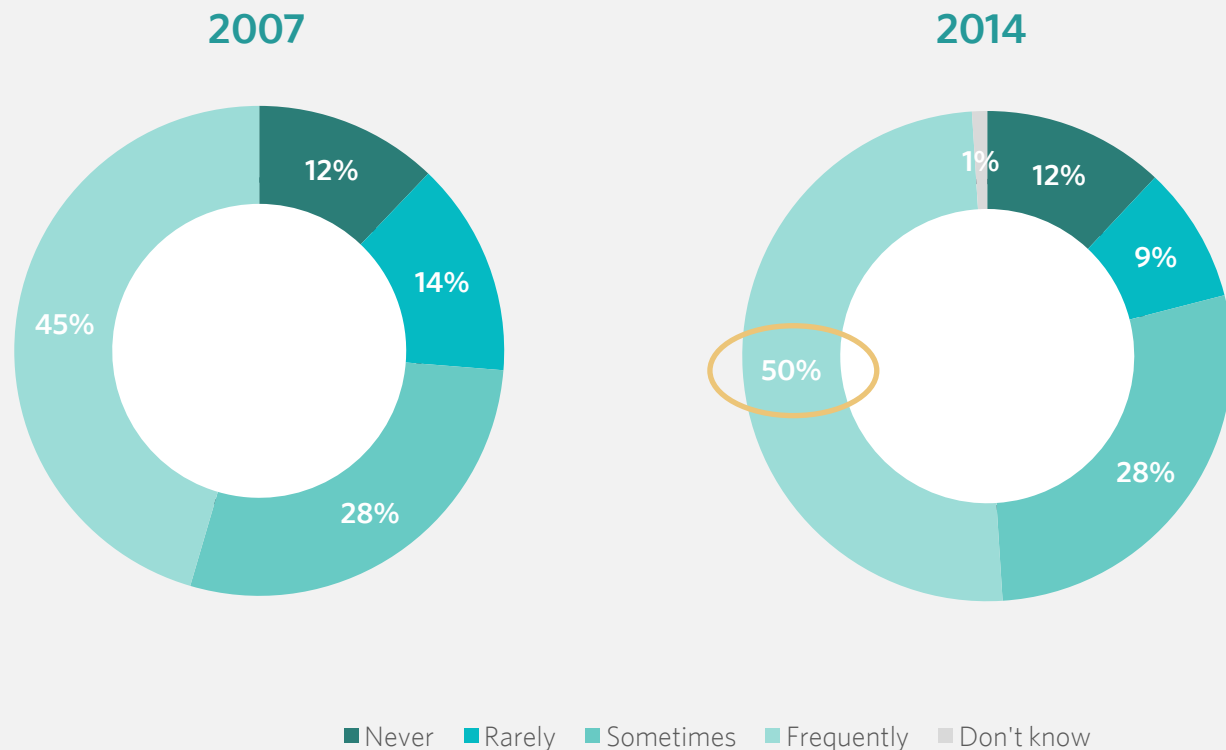
# How children know a TV programme is not for them

Reasons given by more than 1% of children, by age group.

	All 6-14 year olds	6-8 year olds (n=290)	9-11 year olds (n=226)	12-14 year olds (n=191)
Warning/message on TV	31%	33%	30%	32%
R rating/restricted age rating	25%	23%	27%	25%
Bad language/ rude words	24%	28%	22%	26%
Violent action e.g. shooting/ killing	21%	25%	19%	22%
AO programme	19%	21%	18%	21%
Mum/Dad/other adult say so	17%	15%	19%	13%
Content - unsuitable/yucky/bad/boring	17%	22%	14%	20%
PGR programme	12%	12%	11%	13%
Looks/ sounds scary	9%	10%	8%	8%
Boring/is for adults	4%	7% ▲	2%	6%
Sexual content/nudity	3%	5%	3%	3%
VSL rating	3%	5%	2%	4%
Programme is on late at night	3%	4%	3%	4%
Programme is on after 8.30pm	3%	4%	2%	3%
The title/name of the programme	3%	2%	3%	3%
Looks like its for grown ups/looks different/not a cartoon	2%	3%	2%	3%
Other (specify)	5%	4%	5%	6%
Don't know	9%	7%	10%	7%

# Use of classifications and warnings to guide children's TV viewing

The frequency with which parents use classifications and warnings has increased slightly since 2007. One in two use them frequently.

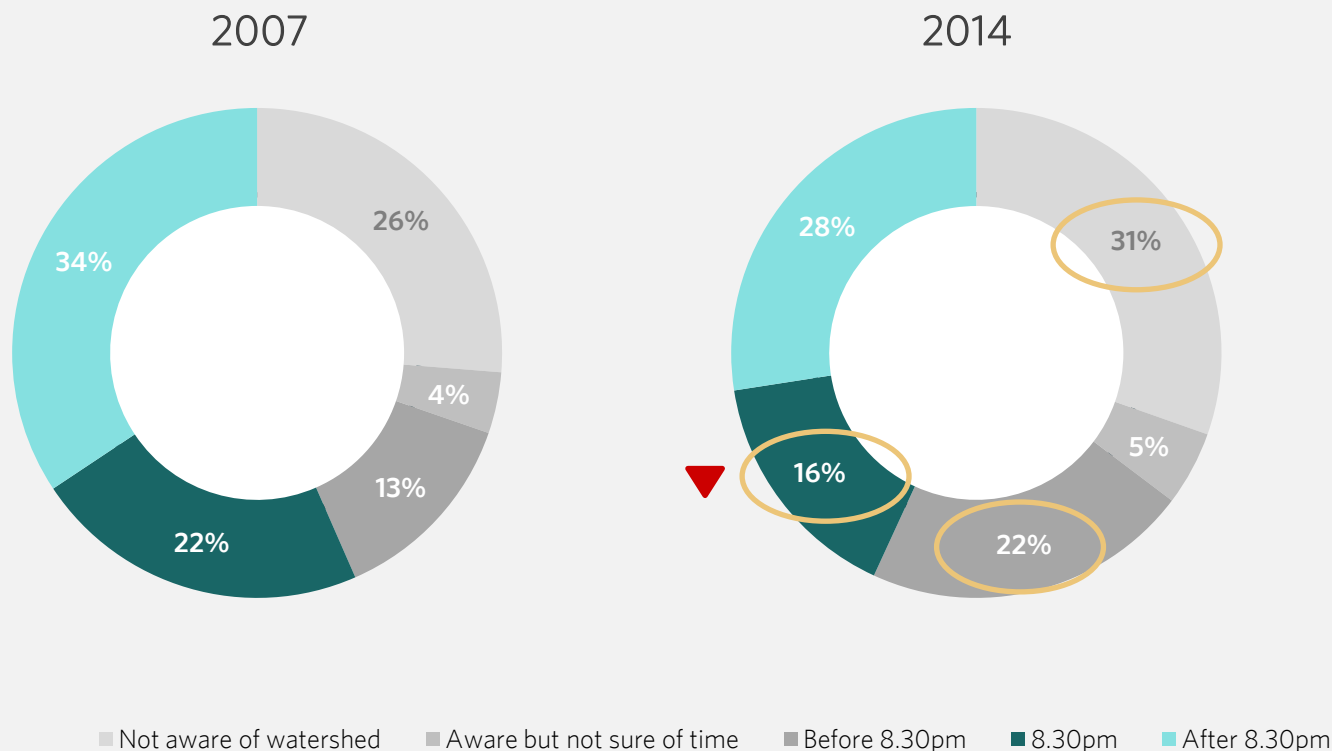


There are few significant trends identifying parents who are more/less likely to be frequent users.

However there are indications (at a 90% confidence interval) that parents of older children are less likely to use classifications (especially boys 12-14 - 41%), while parents of younger children are more likely to (especially girls 6-8 years - 58%).

# Children's awareness of the 8.30pm watershed

Children's knowledge of the 8.30pm watershed has decreased since 2007. Just 16% of 6-14 year olds correctly know of the 8.30pm watershed. The majority of children are now either unaware of the watershed or unaware of the correct time.



Note: The term "watershed" is the point in time after which programmes with adult content may be broadcast (8.30pm)

Note that other results show that only 10% of 6-14 year olds are still watching TV after the 8.30pm threshold - slightly more (19%) on Saturday nights.

Among older children, knowledge of the 8.30pm watershed is significantly higher:

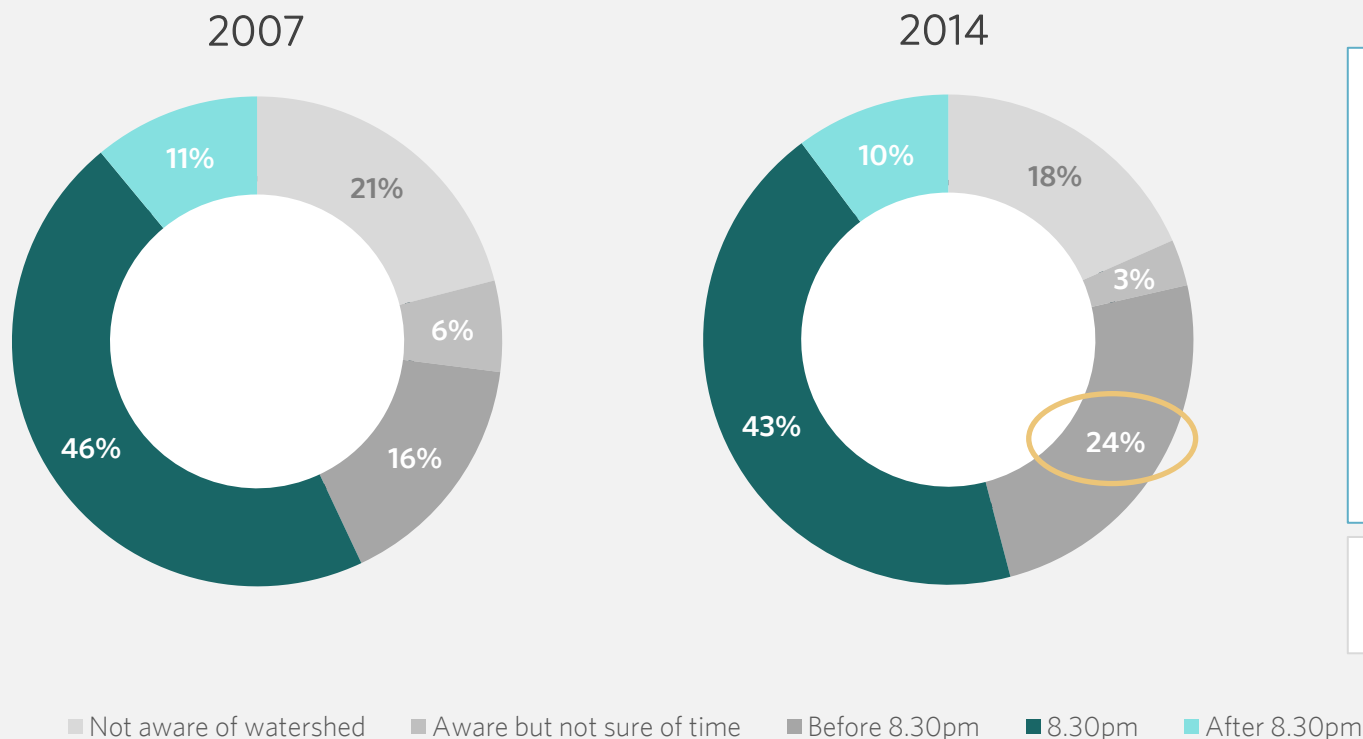
- Nearly one in four 12-14 year olds (23%) know it is 8.30pm
- Compared to 9% of 6-8 year olds.
- Knowledge is highest among 12-14 year old girls (25%).

Q: Do you think there is a certain time of night when TV programmes start that are not OK for children to watch?



# Parents' awareness of the 8.30pm watershed

Parents' knowledge of the 8.30pm watershed (43%) is considerably higher than that of children, and stable since 2007. However there has been a significant increase in the proportion who believe the watershed is before 8.30pm.



Parents of older children are more knowledgeable about the 8.30pm watershed:

- 54% of parents of a 12-14 year old know it is at 8.30pm.
- Compared to 35% of parents of a 6-8 year old .
- Knowledge is highest among parents of a 12-14 year old girl (59%).
- Pacific Island (28%)and Asian parents (31%) are also less likely to know of the 8.30pm watershed.

Note: The term “watershed” is the point in time after which programmes with adult content may be broadcast (8.30pm)

## Summary of knowledge of the 8.30pm watershed and use of TV classifications

**TV programme classifications are a successful means of alerting children to content that is not suitable for them.**

- ▶ One in two parents also use classifications “frequently” to guide children’s TV viewing.

**The other main way by which children identify TV shows are not for them is indicated by content that is considered unsuitable, bad or boring.**

**Children’s knowledge of the 8.30pm watershed has declined since 2007 – just 16% correctly know it is 8.30pm.**

- ▶ Knowledge is higher among 12-14 year olds (23%) – the group who are more likely to watch TV later.

**Parents’ knowledge of the watershed is stable since 2007 – 43% know it is at 8.30pm.**

- ▶ Knowledge is higher among parents of 12-14 year olds (54%), and lower amongst Pacific Island (28%) and Asian (31%) parents.

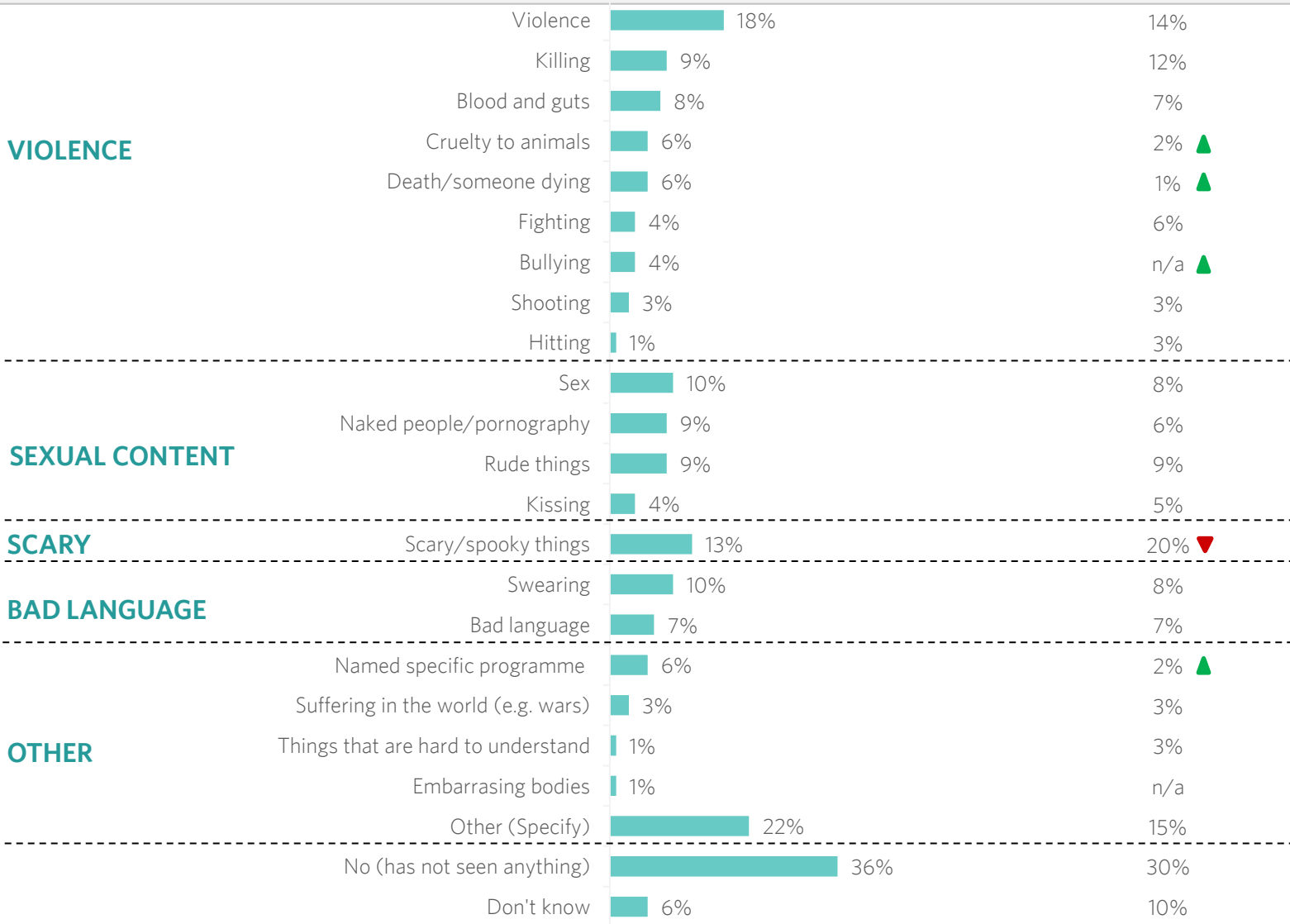
# Challenging Content - 9-14 year olds



# TV content that has bothered or upset 9-14 year olds

Three in five children have been exposed to some content on TV that they didn't like, or that bothered or upset them. Exposure to aspects of violence has increased since 2007, while exposure to scary content has declined.

2007 Results



No significant differences by age of children.

Source: Q8k (Child)  
 BASE: All 9-14 year olds who watch TV at home (n=419); 2007 Children's Media Study (n=386)

▼ ▲ (Indicates sig. diff. at 95% C.I.)

# TV content that has bothered or upset 9-14 year olds

Responses given by more than 1% of children, by age group.

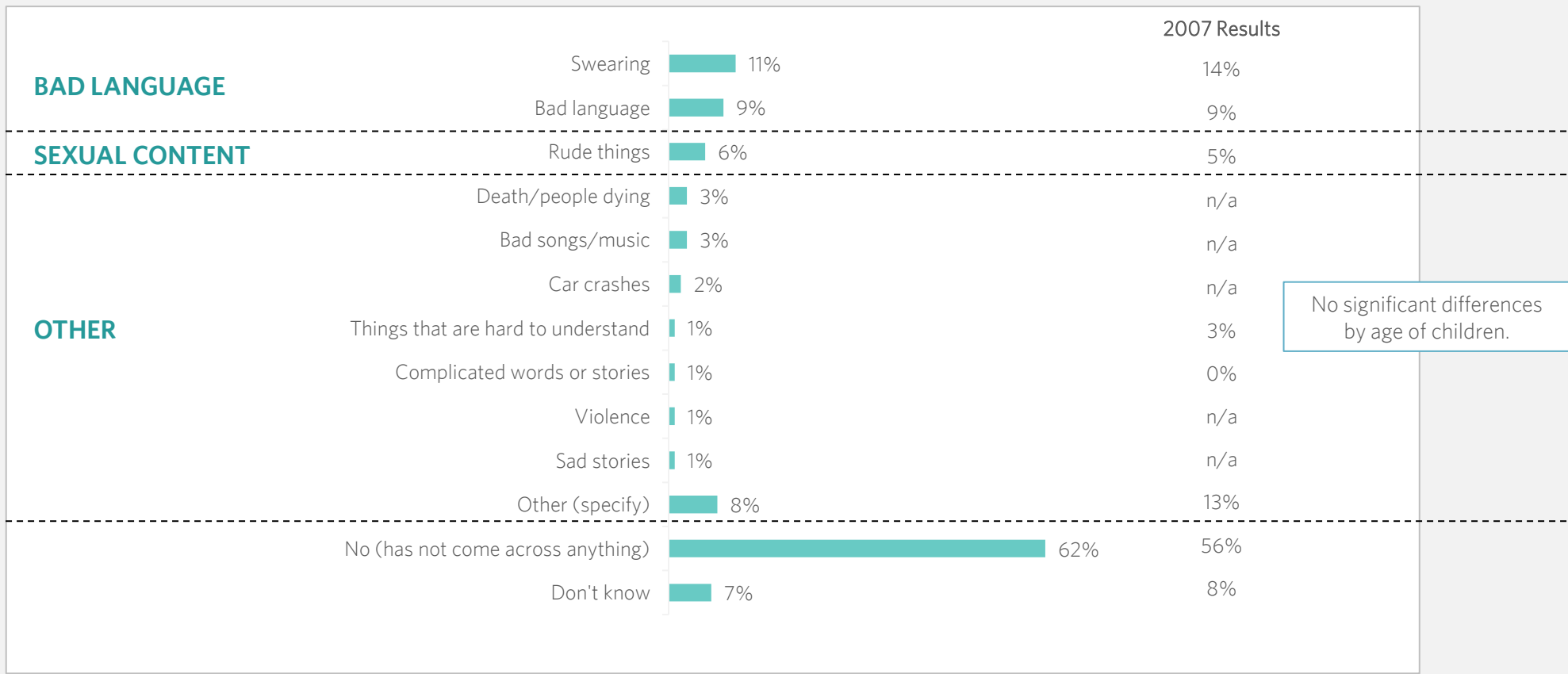
	All 9-14 year olds	9-11 year olds (n=226)	12-14 year olds (n=191)
Violence	18%	17%	19%
Scary/spooky things	13%	16%	9%
Sex	10%	10%	10%
Swearing	10%	11%	9%
Rude things	9%	12%	7%
Naked people/pornography	9%	7%	13%
Killing	9%	10%	8%
Blood and guts	8%	8%	8%
Bad language	7%	8%	7%
Death/someone dying	6%	7%	5%
Cruelty to animals	6%	4%	8%
Named specific programme (specify)	6%	7%	4%
Bullying	4%	3%	5%
Kissing	4%	4%	3%
Fighting	4%	3%	5%
Suffering in the world (e.g. wars)	3%	3%	3%
Shooting	3%	2%	4%
Other (specify)	18%	16%	20%
No (has not seen anything)	36%	33%	40%
Don't know	6%	7%	4%

# Radio content that has bothered or upset 9-14 year olds

Most children have not been exposed to any challenging content on the radio.

Bad language is the most common type of challenging radio content.

No significant change in the challenging radio content exposed to, though there are several new categories apparent in 2014.

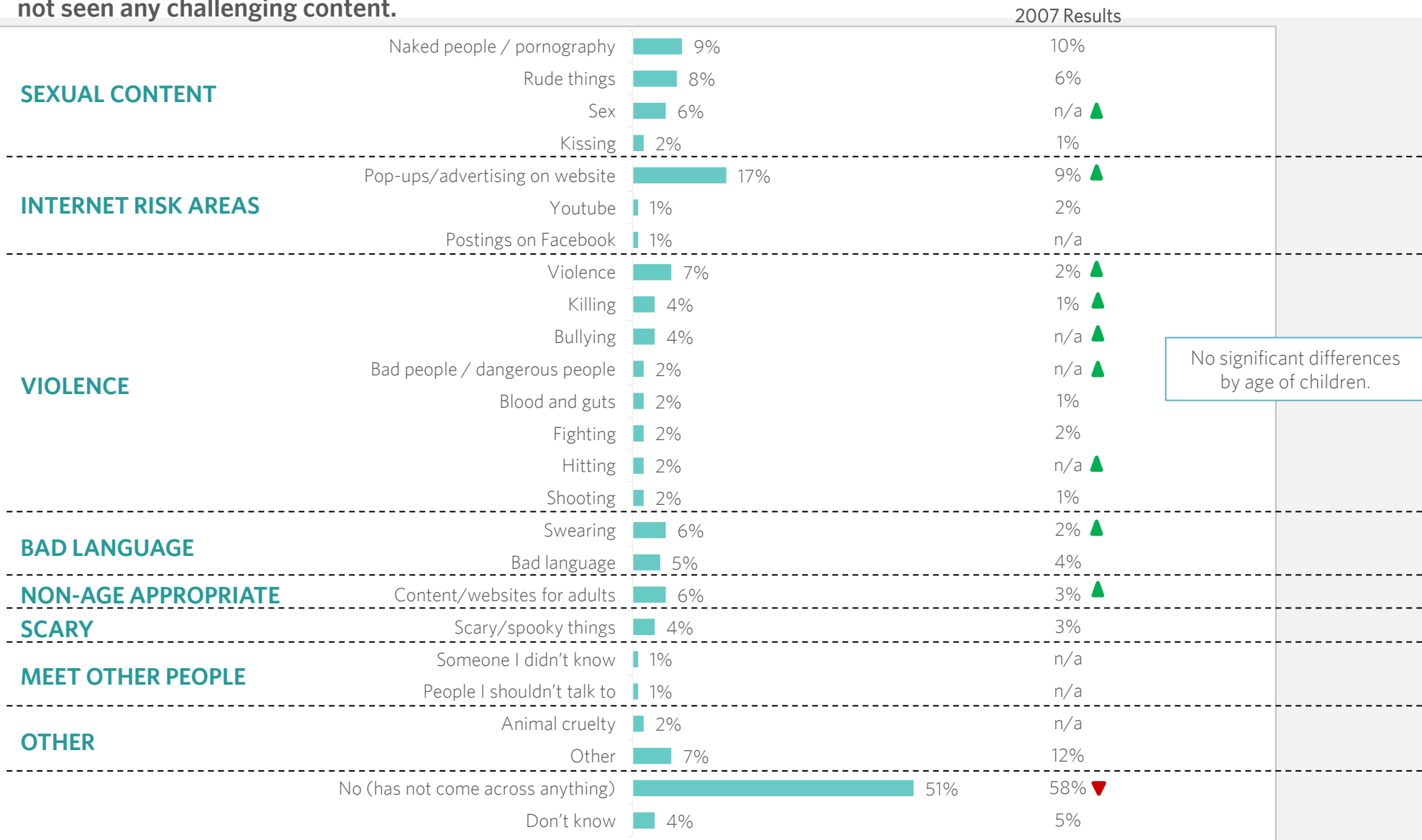


# Radio content that has bothered or upset 9-14 year olds

	All 9-14 year olds	9-11 year olds (n=156)	12-14 year olds (n=144)
Swearing	11%	12%	10%
Bad language	9%	11%	8%
Rude things	6%	6%	5%
Death/people dying	3%	1%	4%
Bad songs/music (no mention of language)	2%	0%	3%
Car crashes	2%	3%	1%
Sad stories/music	1%	0%	2%
Things that are hard to understand	1%	1%	1%
Complicated words or stories	1%	1%	1%
Violence	1%	1%	1%
Other (specify)	8%	8%	8%
No (has not come across anything)	62%	65%	60%
Don't know	7%	7%	7%

# Internet content that has bothered or upset 9-14 year olds

There have been significant increases in exposure to most types of challenging content since 2007. However one in two have not seen any challenging content.



No significant differences by age of children.

Source: Q10e (Child)  
 BASE: All 9-14 year olds who use the internet at home (n=394); 2007 Children's Media Study (n=275)

(Indicates sig. diff. at 95% C.I.)

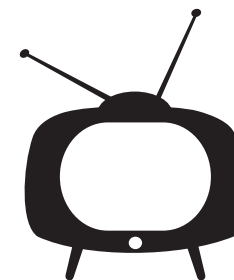


# Internet content that has bothered or upset 9-14 year olds

Responses given by more than 1% of children, by age group.

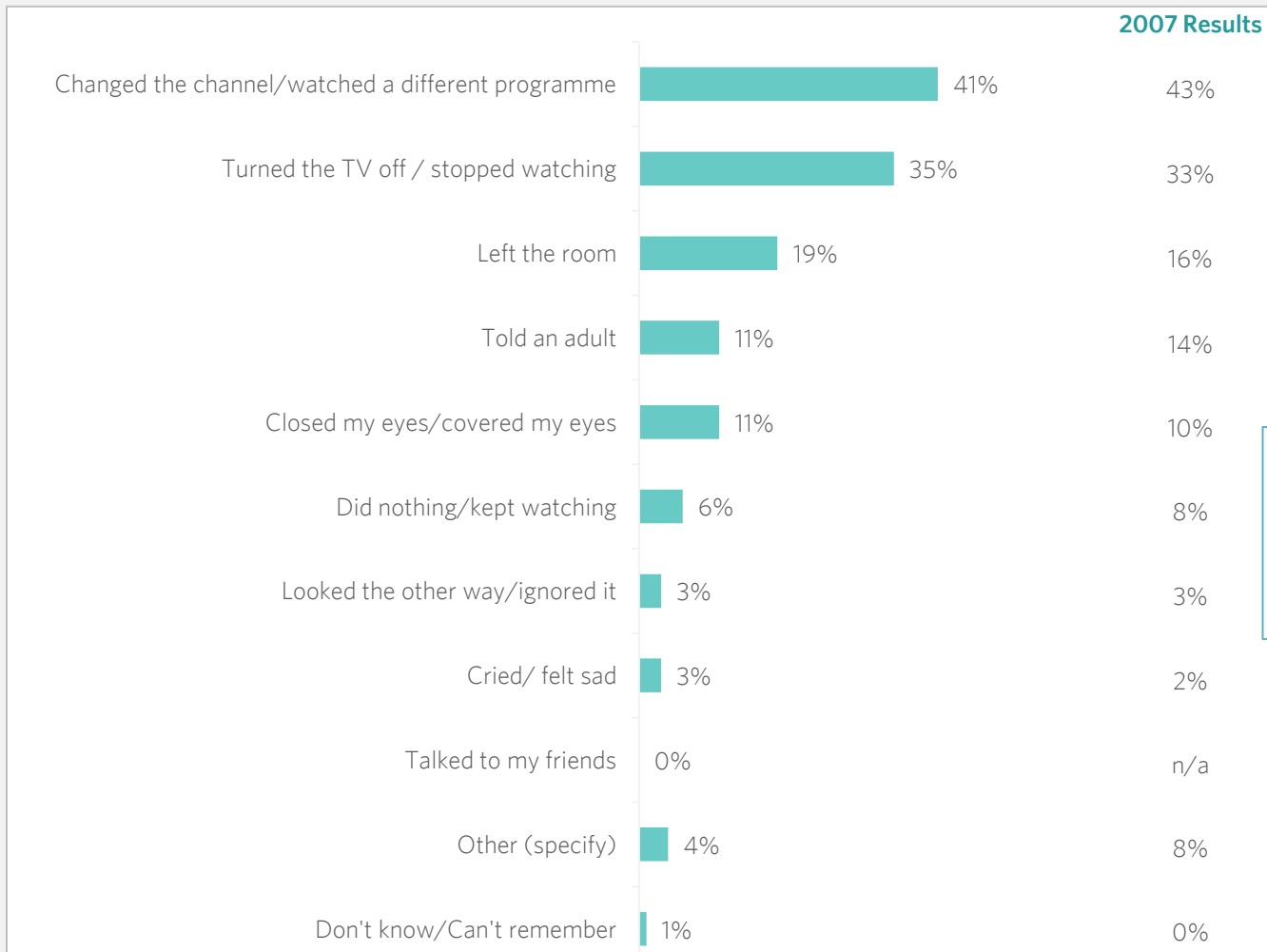
	All 9-14 year olds	9-11 year olds (n=205)	12-14 year olds (n=189)
Pop-ups/advertising on website	17%	19%	16%
Naked people / pornography	9%	15%	6%
Rude things	8%	12%	6%
Violence	7%	8%	7%
Content for adults / websites not for children	6%	9%	5%
Swearing	6%	8%	5%
Sex	6%	7%	5%
Bad language	5%	7%	3%
Killing	4%	4%	4%
Scary/spooky things	4%	6%	3%
Bullying	4%	6%	2%
Bad people / dangerous people	2%	5%	1%
Blood and guts	2%	3%	2%
Fighting	2%	2%	2%
Animal Cruelty	2%	1%	3%
Hitting	2%	2%	2%
Kissing	2%	2%	1%
Shooting	2%	4%	0%
Other (specify)	7%	9%	6%
No (has not come across anything)	51%	50%	53%
Don't know	4%	2%	5%

# Actions Taken - 9-14 Year Olds



# Children's reaction to seeing challenging TV content - 9-14 year olds

As in 2007, children's most common reaction is to either change channel or turn the TV off. Few continue watching. There has been no significant change in this behaviour since 2007.



The only significant difference by age is that 12-14 year olds are less likely to leave the room after seeing challenging content.

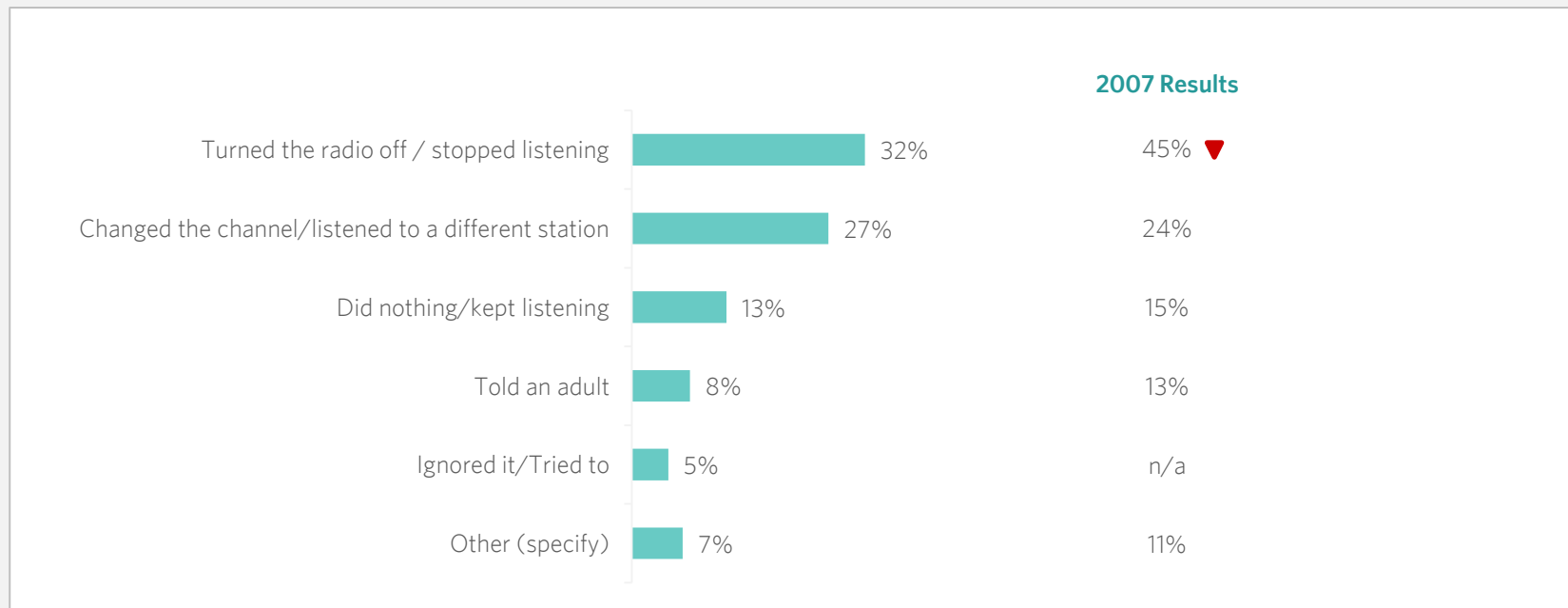
# Children's reaction to seeing challenging TV content - 9-14 year olds

	All 9-14 year olds	9-11 year olds (n=132)	12-14 year olds (n=106)
Changed the channel/watched a different programme	41%	36%	49%
Turned the TV off / stopped watching	35%	31%	41%
Left the room	19%	21%	18%
Closed my eyes/covered my eyes	11%	18%	3% ▼
Told an adult	11%	13%	9%
Did nothing/kept watching	6%	3%	8%
Cried/ felt sad	3%	4%	1%
Looked the other way/ignored it	3%	3%	2%
Talked to my friends	0%	0%	1%
Other (specify)	4%	5%	3%
Don't know/Can't remember	1%	1%	1%

## Children's reaction to challenging radio content - 9-14 year olds

Children's most common reaction is to either turn the radio off, or stop listening, or change the station.

Compared to 2007, children are slightly less likely to turn the radio off or stop listening.



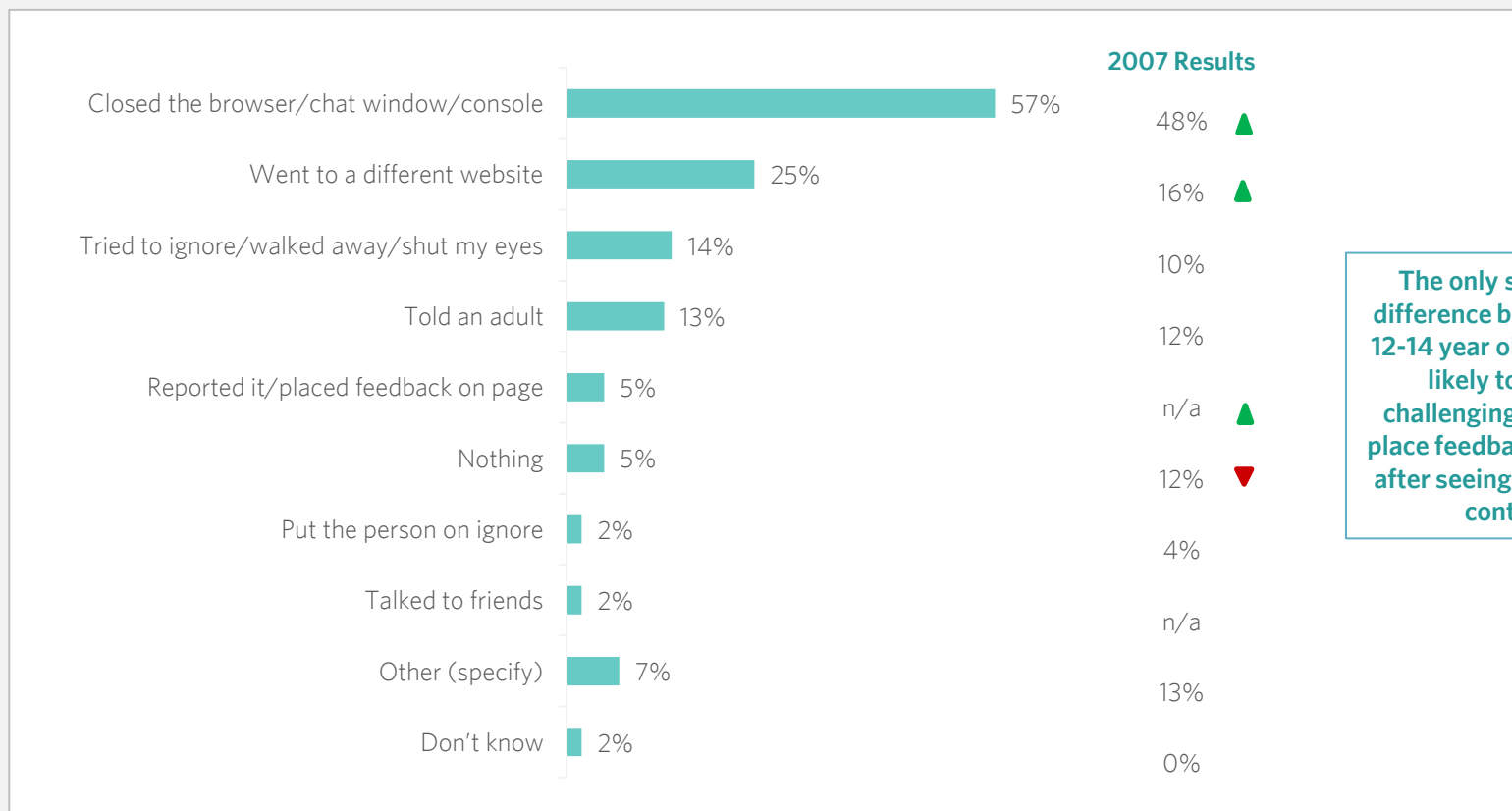
## Children's reaction to challenging radio content - 9-14 year olds

	All 9-14 year olds	9-11 year olds (n=69)	12-14 year olds (n=48)
Turned the radio off / stopped listening	32%	31%	34%
Changed the station/listened to a different station	27%	27%	27%
Did nothing/kept listening	13%	8%	21%
Told an adult	8%	13%	2%
Ignored/tried to ignore it	5%	6%	4%
Other (specify)	7%	7%	8%

# Children's reaction to challenging internet content – 9-14 year olds

Children are significantly more active in their reaction to seeing challenging content online than in 2007.

More now close their browser, go to a different site, or report the content.



The only significant difference by age is that 12-14 year olds are more likely to report challenging content or place feedback on a page after seeing challenging content.

# Children's reaction to seeing challenging internet content - 9-14 year olds

	All 9-14 year olds	9-11 year olds (n=95)	12-14 year olds (n=98)
Closed the browser/chat window/console	57%	58%	57%
Went to a different website	25%	31%	20%
Tried to ignore/walked away/shut my eyes	14%	10%	17%
Told an adult	13%	17%	10%
Nothing	5%	3%	6%
Reported it/placed comment on feedback page	5%	0% ▼	9%
Put the person on ignore	2%	0%	3%
Talked to friends	2%	2%	1%
Other (specify)	7%	6%	8%
Don't know	2%	2%	2%



# Summary of children's exposure to challenging content and their reactions to it

**Exposure to challenging content is still most common on TV (two-thirds of children exposed), with online second most widespread (one in two exposed).**

**Levels of exposure are generally stable on TV since 2011 (with the exception of violence), but both the incidence of exposure and the range of challenging content has grown significantly online.**

- ▶ Sexual content, violence, bad language and ads are the most common types of challenging content online.
- ▶ Sexual content, violence, bad language and scary stuff are the most common types of challenging content on TV.

**Exposure to challenging content is significantly less common on radio (four in ten children exposed), and this is stable compared to 2011.**

- ▶ Bad language is the most common type of challenging content heard on radio.

**Few children do nothing when they are exposed to challenging content – though this is more common when listening to the radio.**

- ▶ The most common reactions are to turn off the TV, radio or internet browser, or to change the channel, station or website.

**While there has been no change since 2011 in the frequency or type of actions taken when exposed to challenging content on TV, children are now significantly more active when they are exposed to challenging content online. There has been a small decrease in the number of children 'turning off the radio' when they hear challenging content.**

- ▶ Children are significantly more likely in 2014 to close their browser, go to a different site, or report the content or place feedback on a page.
- ▶ Children are significantly less likely in 2014 to turn off the radio or stop listening when they hear someone that bothers or upsets them.

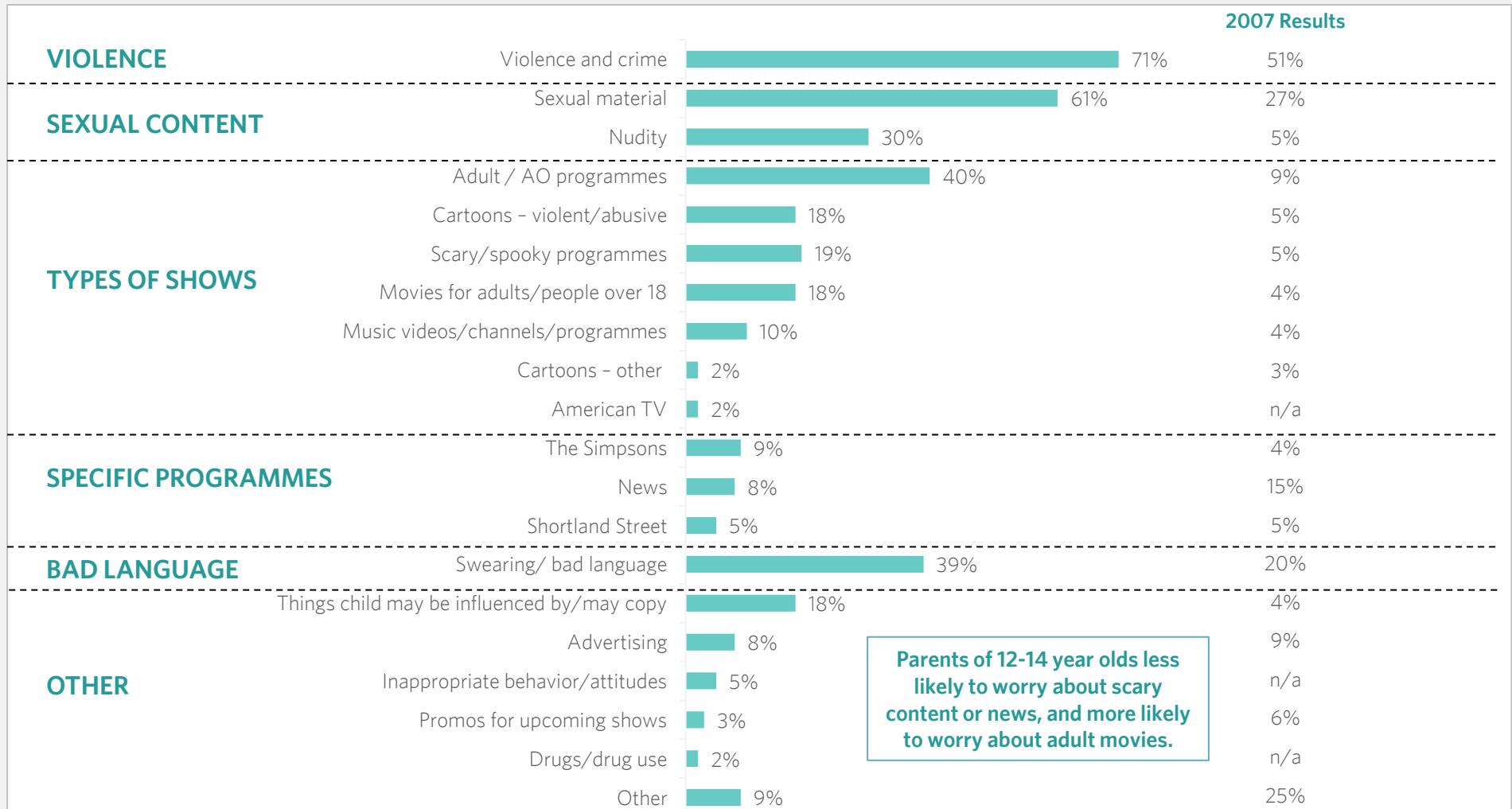
# Parents' Concerns



# Parents' concerns about children's exposure to TV content

The ranked order of parents' concerns is very similar to 2007. Parents are most concerned about violence and crime on TV, followed by sexual material, adult/AO programmes and bad language. Concerns about these types of content appear to have increased.

Comparison to 2007 compromised by change in question from open-ended to a pre-coded list with "other specify". Has resulted in more detailed information collected in 2014.



Parents of 12-14 year olds less likely to worry about scary content or news, and more likely to worry about adult movies.

# Parents' concerns about child watching TV

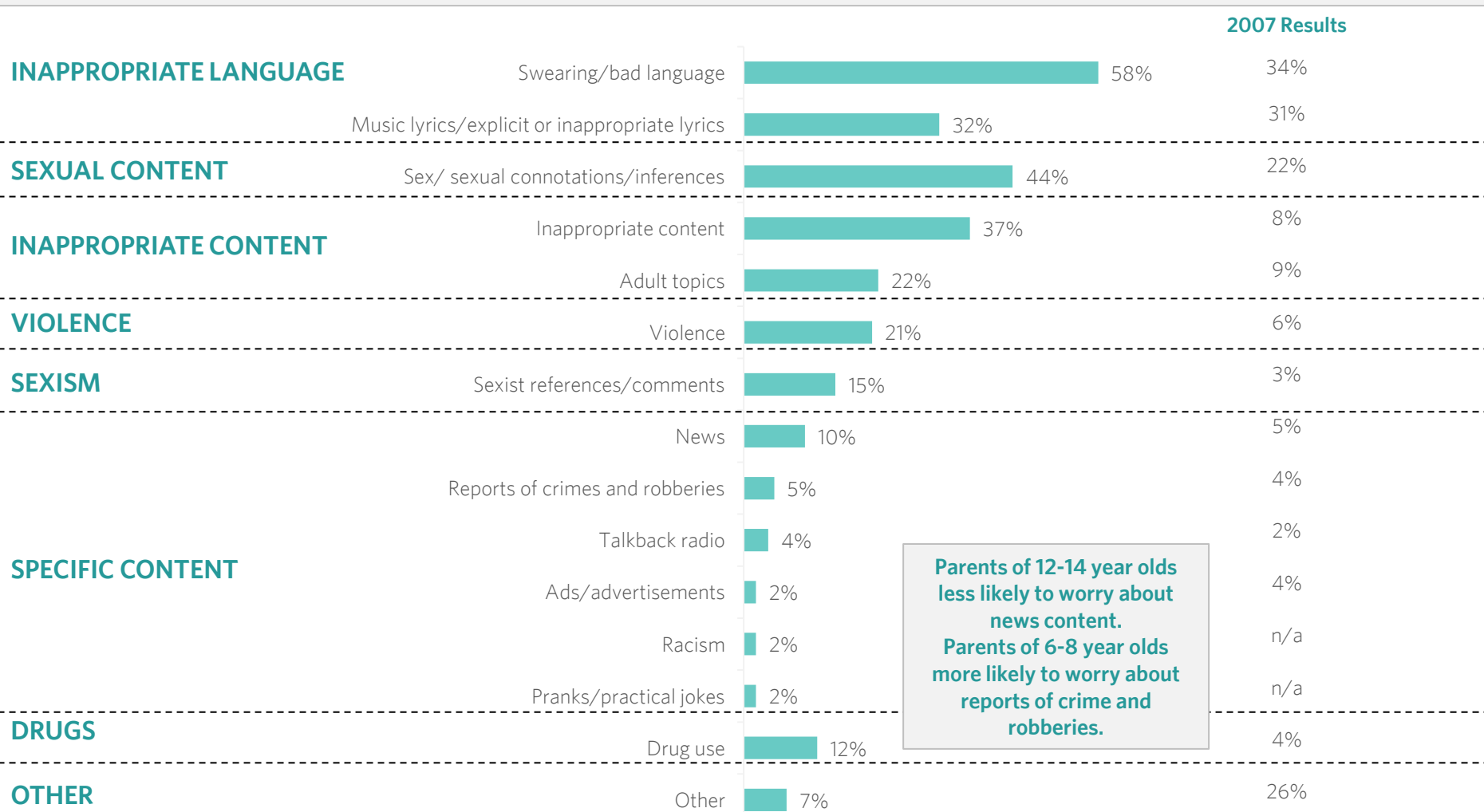
Responses given by more than 1% of parents, by age of child.

	All 6-14 year olds	6-8 year olds (n=250)	9-11 year olds (n=206)	12-14 year olds (n=169)
Violence and crime	71%	68%	71%	75%
Sexual material	61%	58%	62%	64%
Adult / AO programmes	40%	43%	38%	37%
Swearing/ bad language	39%	38%	35%	44%
Nudity	30%	32%	32%	26%
Scary/spooky programmes/horror	19%	24%	21%	10% ▼
Things child may be influenced	18%	20%	16%	18%
Cartoons - violent/abusive	18%	21%	17%	14%
Adult movies/movies for people	18%	14%	18%	24% ▲
Music videos/channels/programme	10%	12%	10%	6%
The Simpsons	9%	10%	8%	7%
Advertising	8%	10%	7%	5%
News	8%	10%	9%	4% ▼
Shortland Street	5%	6%	7%	3%
Inappropriate behaviour/attitudes/content	5%	6%	4%	6%
Promos for upcoming shows	3%	2%	2%	4%
Cartoon - other (specify)	2%	4%	2%	1%
Drugs/drug abuse	2%	2%	1%	4%
American TV	2%	2%	2%	1%

# Concerns about child listening to radio

Swearing remains the number one concern on radio among parents, although sexual and inappropriate content have overtaken concerns about music lyrics.

Comparison to 2007 compromised by change in question from open-ended to pre-coded with "other specify". Has resulted in more detailed information collected in 2014.



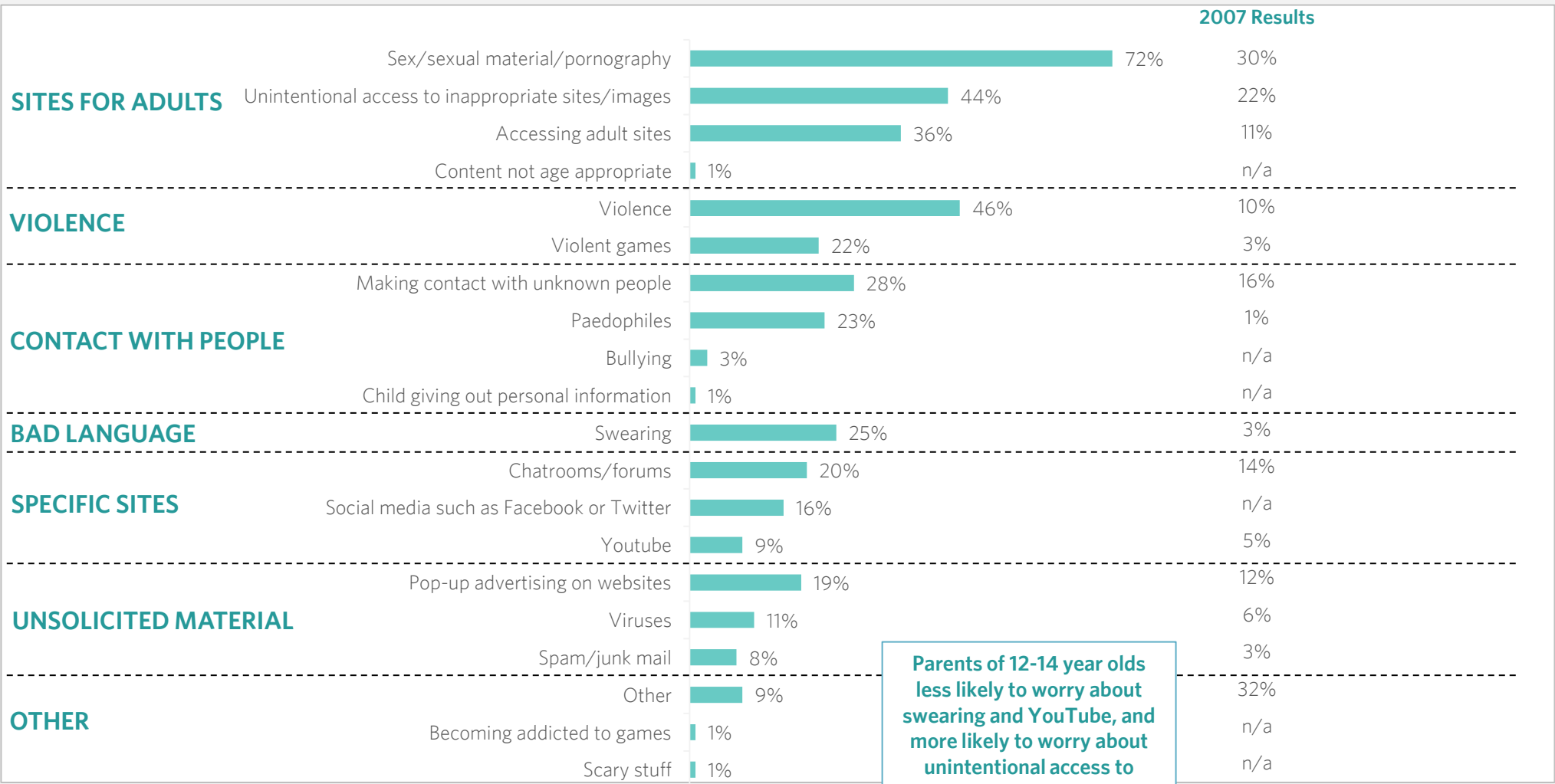
# Concerns about child listening to radio

	All 6-14 year olds	6-8 year olds (n=159)	9-11 year olds (n=118)	12-14 year olds (n=93)
Swearing/bad language	58%	67%	55%	50%
Sex/sexual connotations/inferences	44%	42%	54%	35%
Inappropriate content	37%	41%	31%	38%
Music lyrics/explicit or inappropriate lyrics	32%	31%	32%	32%
Adult topics	22%	20%	27%	17%
Violence	21%	24%	19%	17%
Sexist references/comments	15%	16%	18%	9%
Drug use	12%	13%	12%	9%
News	10%	10%	15%	3% ▼
Other	7%	3%	9%	10%
Reports of crimes and robberies	5%	11% ▲	0% ▼	2%
Talkback radio	4%	6%	3%	4%
Ads/advertisements	2%	3%	2%	2%
Racism/racial discrimination	2%	3%	2%	1%
Don't listen to the radio much	2%	1%	3%	2%
When they play pranks/practical jokes/hoax people	2%	1%	1%	3%

# Parents' concerns about child using internet

The ranked order of parents' concerns is similar to 2007. Parents are most concerned about sexual material/pornography followed by violence, bad language and pop-up advertising. Overall, it appears concerns about what a child may see or do on the internet have increased.

Comparison to 2007 compromised by change in question from open-ended to pre-coded with "other specify". Has resulted in more detailed information collected in 2014.



Parents of 12-14 year olds less likely to worry about swearing and YouTube, and more likely to worry about unintentional access to inappropriate sites.

Source: Q5h (Parents)  
 BASE: All who have concerns about internet access (n=650); 2007 Children's Media (n=215)

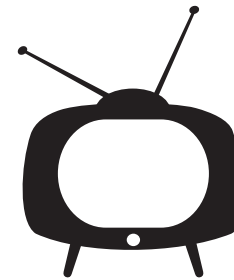
# Parents' concerns about child using internet

Responses given by more than 1% of parents, by age of child.

	All 6-14 year olds	6-8 year olds (n=250)	9-11 year olds (n=206)	12-14 year olds (n=169)
Sex/Sexual material/pornography	72%	74%	69%	74%
Violence	46%	52%	44%	39%
Unintentional access to inappropriate sites/images	44%	48%	46%	35% ▲
Accessing adult sites	36%	38%	39%	29%
Making contact with unknown people	28%	23%	32%	29%
Swearing	25%	30%	26%	16% ▼
Paedophiles	23%	18%	26%	24%
Violent games	22%	22%	23%	23%
Chatrooms/forums	20%	17%	22%	21%
Pop-up advertising on websites	19%	20%	17%	20%
Social media such as Facebook or Twitter	16%	16%	20%	12%
Viruses	11%	9%	14%	11%
YouTube	9%	12%	8%	4% ▼
Spam/junk mail	8%	7%	9%	10%
Other (specify)	8%	9%	8%	8%
Bullying	3%	3%	3%	4%

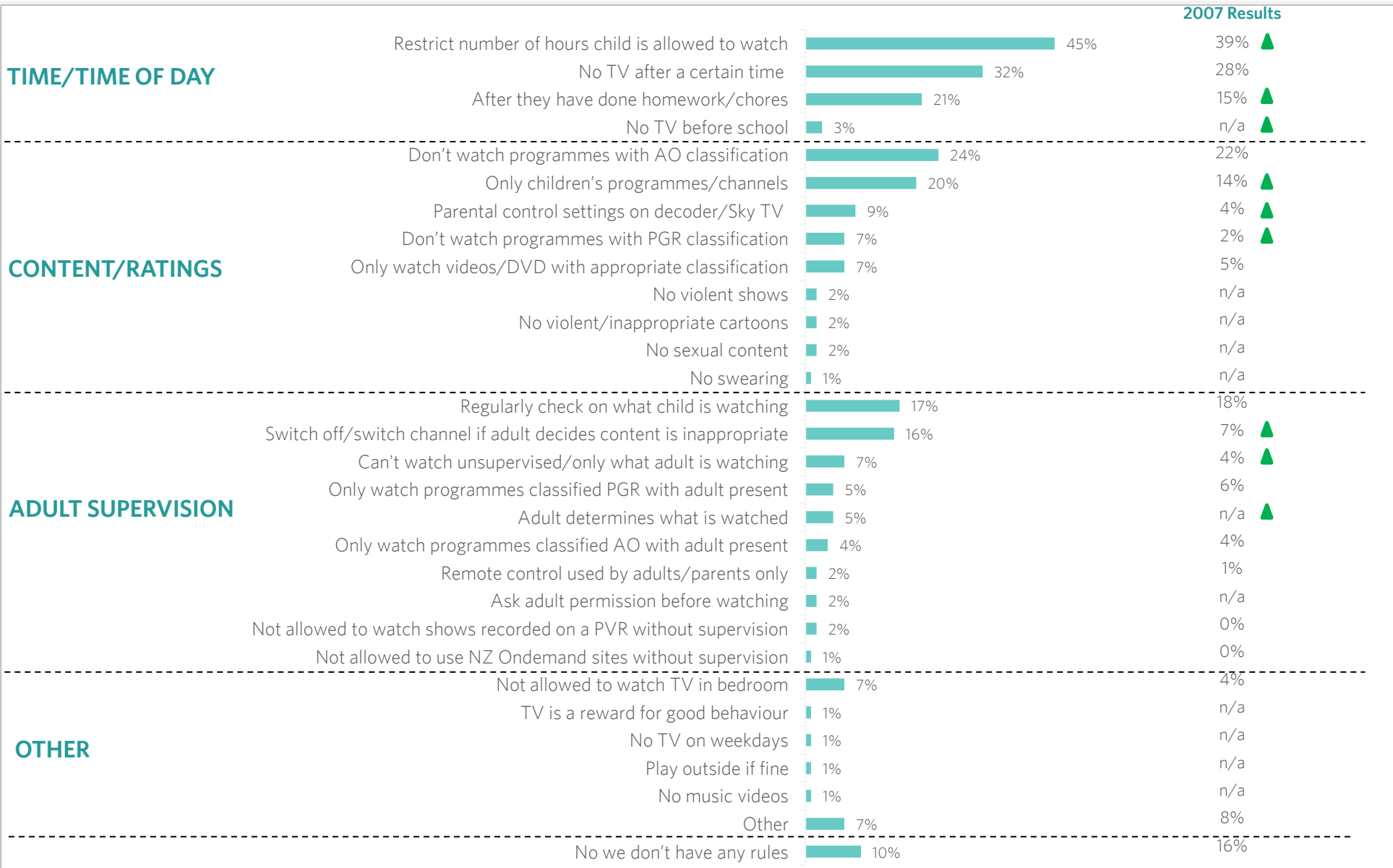


# Parents' Rules



# Parents' controls/rules for child watching TV

Parents set more rules about TV viewing and more parents enforce them since 2007.



Source: Q3d (Parent)  
 BASE: Have TV in home (n=696); 2007 Children's Media study (n=600)

# Parents' controls/rules for child watching TV

Responses given by more than 1% of parents, by age of child.

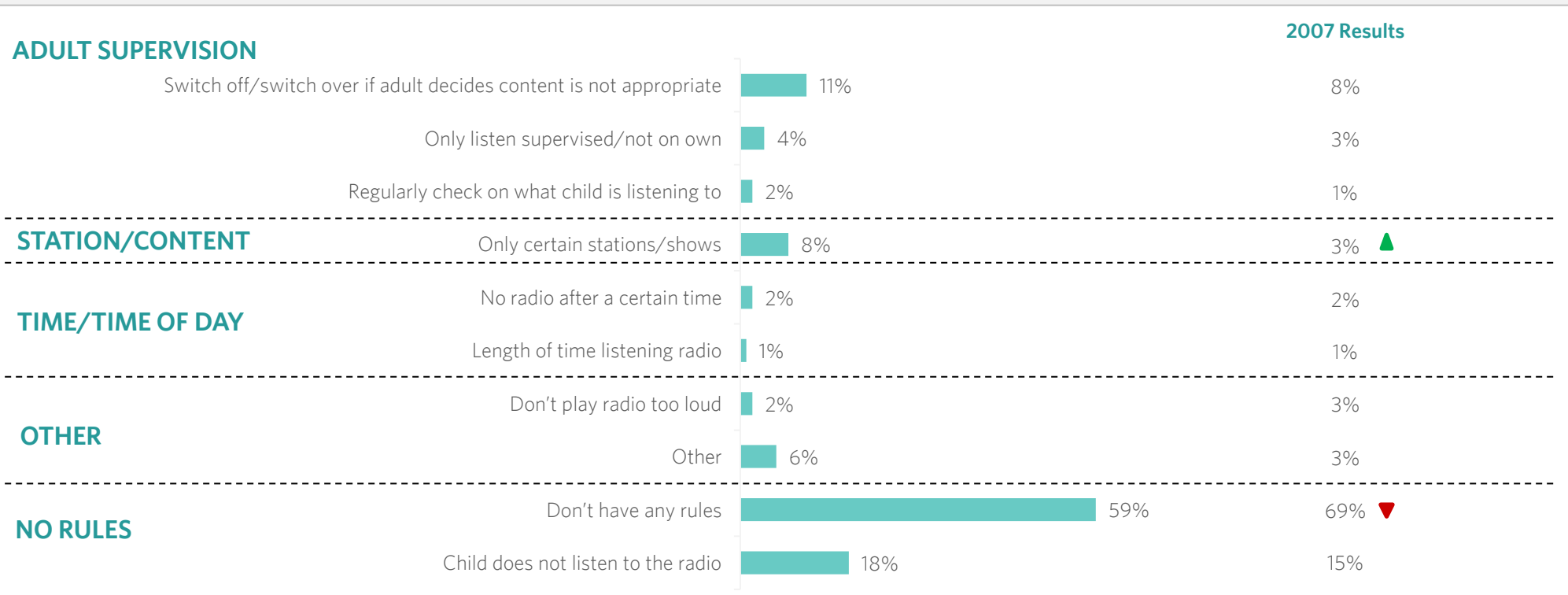
	All 6-14 year olds	6-8 year olds (n=290)	9-11 year olds (n=213)	12-14 year olds (n=190)
Restrict the number of hours child is allowed to watch	45%	52% ▲	46%	35% ▼
No TV after a certain time	32%	33%	33%	30%
Don't watch programmes with AO classification	24%	20%	28%	25%
After they have done homework/chores	21%	22%	23%	19%
Only children's programmes/channels	20%	28% ▲	17%	11% ▼
Regularly see/check on what child is watching	17%	14%	22%	16%
Switch off/switch channel if adult decides content is inappropriate	16%	13%	16%	22%
Parental control settings on decoder/Sky TV have been set up	9%	10%	6%	12%
Don't watch programmes with PGR classification	7%	6%	5%	10%
Not allowed to watch TV in bedroom	7%	6%	9%	5%
Only watch videos/DVD with appropriate rating/classification	7%	8%	7%	4%
Only watch programmes classified PGR with an adult present	5%	3%	8%	5%
Adult determines what can be watched/what is appropriate	5%	4%	8%	2%
Not allowed to watch TV unsupervised	4%	6%	5%	1%
Only watch programmes classified AO with an adult present	4%	2%	2%	8% ▲
Can only watch with an adult/only what adult is watching (merged with "Not allowed to watch unsupervised" in chart)	3%	3%	3%	3%
No TV before school/in mornings	3%	3%	4%	2%
No violent shows	2%	1%	2%	5%
Remote control used by adults/parents only	2%	4%	2%	1%
No inappropriate or violent cartoons e.g. Simpsons, Family Guy	2%	1%	3%	2%
Ask adults permission before watching TV	2%	1%	4%	2%
Not allowed to watch shows recorded on a PVR (e.g. MySky) without supervision	2%	2%	1%	2%
No sexual content	2%	1%	2%	3%
Other	7%	8%	7%	7%
No, we don't have any rules	10%	9%	10%	13%

▼ ▲ (Indicates sig. diff. at 95% confidence interval)

# Parents' controls/rules for child listening to the radio

More parents have rules regarding their child's radio listening than in 2007.

In particular there has been an increase in the proportion who don't allow their child to listen to certain stations.

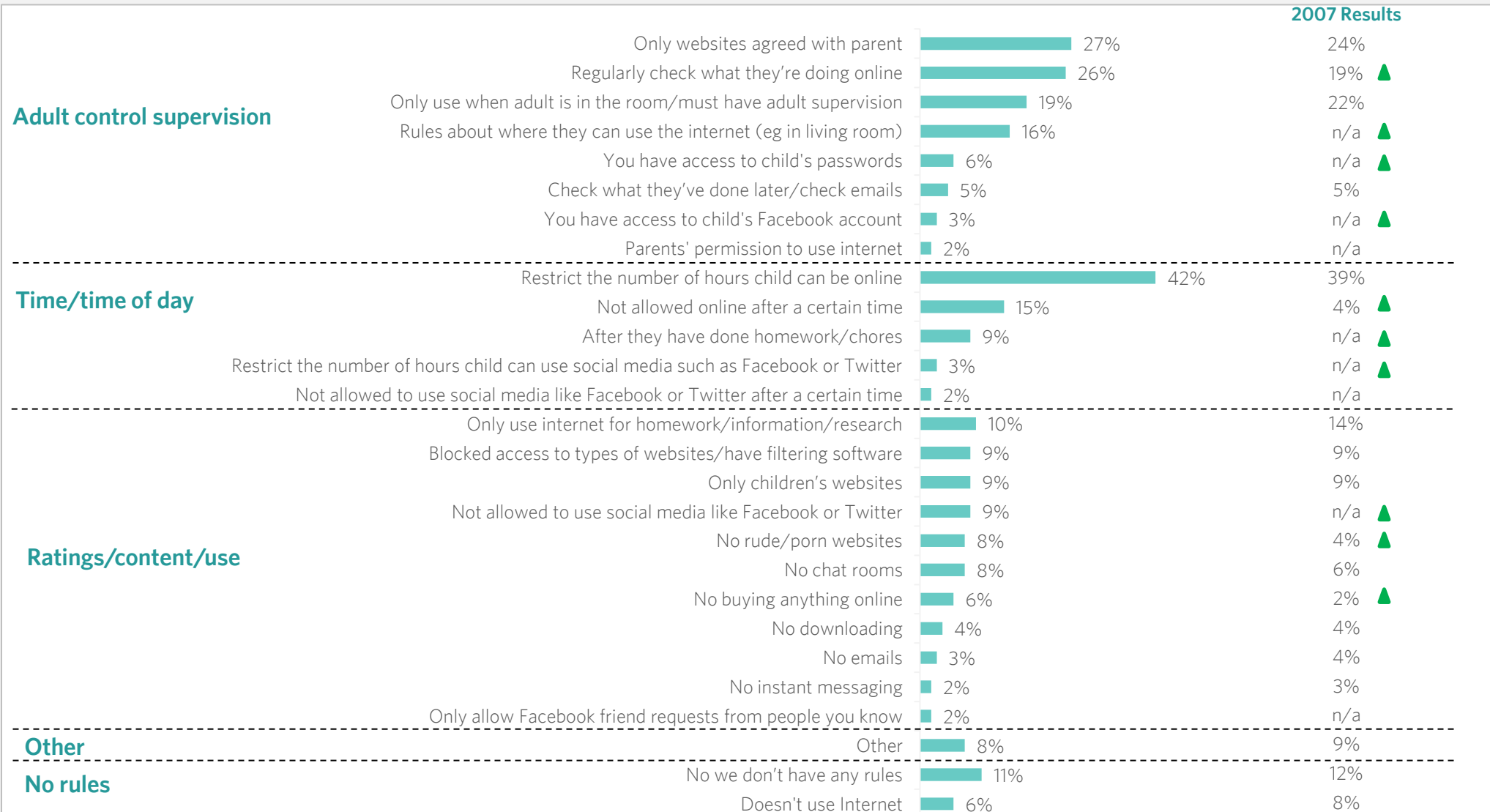


## Parents' controls/rules for child listening to radio

	All 6-14 year olds	6-8 year olds (n=237)	9-11 year olds (n=180)	12-14 year olds (n=170)
Child does not listen to the radio	18%	23%	13%	18%
Switch off/switch over if adult decides content is not appropriate	11%	10%	12%	10%
Only certain stations/shows	8%	12% ▲	7%	3% ▼
Only listen supervised not on own	4%	5%	3%	2%
Regularly check on what child is listening to	2%	3%	4%	0%
No radio after a certain time	2%	2%	4%	1%
Don't play radio too loud	2%	1%	2%	0%
Length of time listening to radio	1%	0%	2%	1%
Other (Specify)	6%	6%	8%	5%
No we don't have any rules	59%	54%	58%	67% ▲

# Parents' controls/rules for child using internet

The number of rules set by parents and the incidence of applying them to online behaviour has increased significantly since 2007.



Source: Q5f (Parent)

BASE: Have computer, tablet, or games console in home or a smartphone used by child (n=694); 2007 Children's Media Study (n=507)

▼ ▲ (Indicates sig. diff. at 95% C.I.)

# Parents' controls/rules for child using internet

Responses given by more than 1% of parents, by age of child.

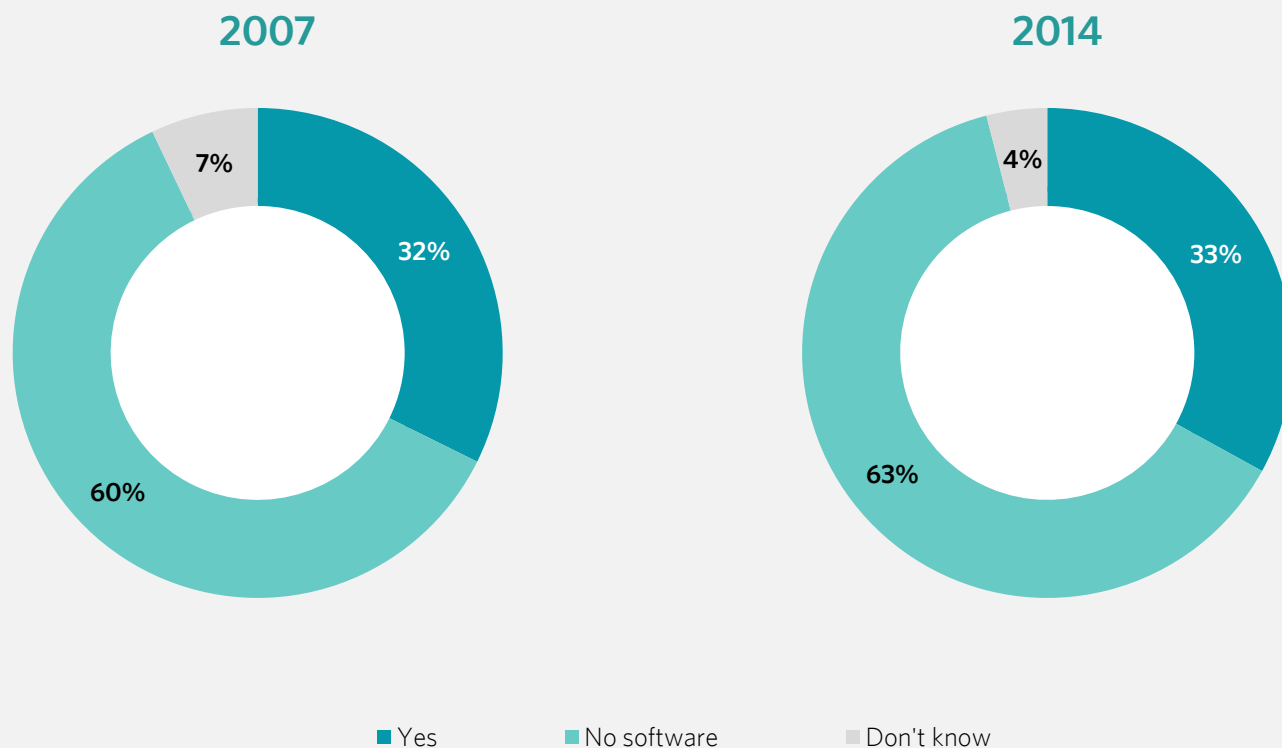
▼ ▲ (Indicates sig. diff. at 95% C.I.)

	All 6-14 year olds	6-8 year olds (n=290)	9-11 year olds (n=213)	12-14 year olds (n=190)
Restrict the numbers of hours child can be online	42%	40%	47%	41%
Only websites agreed with parent	27%	28%	30%	23%
Regularly check what they are doing online	26%	20%	29%	29%
Only use when adult is in the room/must have adult supervision	19%	26% ▲	21%	8% ▼
Rules about where they can use the internet	16%	20%	14%	14%
Not allowed online after a certain time	15%	13%	15%	17%
Only use internet for homework/information/research	10%	8%	14%	7%
After they have done homework/chores	9%	8%	12%	9%
Blocked access to types of websites/have filtering software	9%	8%	11%	10%
Only children's websites	9%	14% ▲	7%	5%
Not allowed to use social media like Facebook and Twitter	9%	8%	9%	10%
No rude/porn websites	8%	5%	9%	11%
No chat rooms	8%	7%	8%	9%
You have access to (child) passwords	6%	5%	5%	8%
No buying anything online	6%	6%	5%	6%
Check what they've done later/check emails	5%	2% ▼	7%	8%
No downloading	4%	5%	6%	2%
No emails	3%	4%	4%	2%
Restrict the number of hours child can use social media such as Facebook or Twitter	3%	3%	3%	4%
You have access to (child) Facebook account	3%	1% ▼	2%	6% ▲
No instant messaging	2%	3%	2%	1%
Only allowed Facebook friend requests from people you know	2%	0% ▼	2%	4%
Has to get parent's permission to go on internet	2%	3%	3%	0%
Not allowed to use social media like Facebook and Twitter after a certain time	2%	1%	3%	2%
Other (specify below)	8%	4%	8%	12%
No, we don't have any rules	11%	8%	8%	18% ▲

Source: Q5f (Parent) BASE: Have computer, tablet, or games console in home or a smartphone used by child (n=694)

## Incidence of software to stop child seeing certain sites

There has been no change in the proportion of homes who have software to prevent children seeing certain websites. One in three homes have this software installed on a device used by a child to access the internet.





# Summary of parents' concerns and the rules they enforce

**More children say they are exposed to challenging content on TV than online. However parents have similar levels of concern about both media.**

**This is likely to be because:**

- ▶ More children use the internet by themselves (73%) than watch TV by themselves (27%) so parents have less visibility to what their children are exposed to online.
- ▶ Nearly all 6-14 year olds (85%) find content online mostly or completely by themselves so parents do not have control over what their children are exposed to online.
  - Just one in three parents have software on devices to prevent access to certain sites.
- ▶ Online overall is also a less regulated media.

**Parents' most common concerns:**

- ▶ On TV - children being exposed to violence (71%), sexual content (61%), adult programmes (40%), bad language (39%).
- ▶ Online - children being exposed to sexual material (72%), violence (46%), unintentional access to inappropriate sites (44%), or adult sites (36%).

**Fewer parents worry about their children being exposed to challenging content on the radio.**

- ▶ Most common concerns are: swearing (58%), sexual (44%) and inappropriate content (37%), and music lyrics (32%).

**Reflecting parents' equal concerns about TV and online, the incidence of rules applying to TV viewing is similar to online use.**

- ▶ Similarly the lower incidence of rules applying to radio listening reflects parents' lesser concerns about this media.

**However there has been a significant increase in both the incidence and range of rules imposed on TV viewing and internet use since 2007.**

**There is a much smaller increase in the rules applied to children's radio listening.**

## Summary of parents' concerns and the rules they enforce

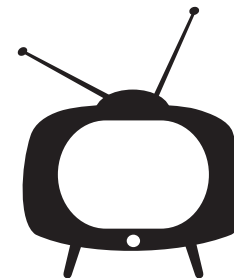
The most common rules applied to TV viewing are the length of time and the times when children are allowed to watch (e.g. after homework/chores). Rules relating to content (e.g. not allowed to watch AO content, only allow children's shows) and adult supervision are next most common.

- ▶ There are many new rules about TV viewing in 2014, many relating to controlling children's exposure to specific types of content.

The most common rules applied to children's internet use are to restrict the number of hours children can be online. The second most common are rules relating to adult supervision (e.g. only using websites agreed with parents, only using the internet when a parent is in the room).

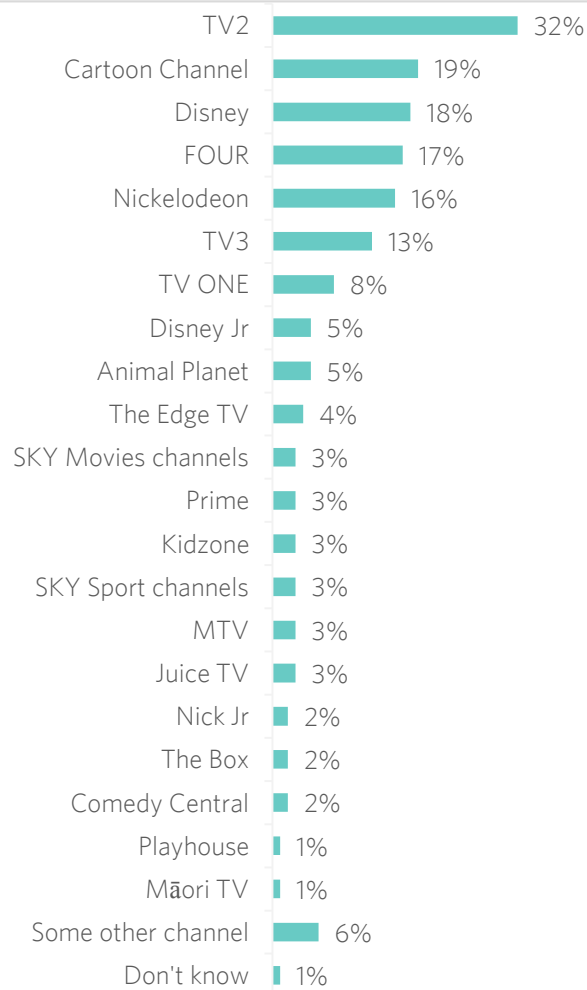
The most common rule applied to children's radio listening continues to be switching it off if an adult decides the content is not suitable.

# Appendix

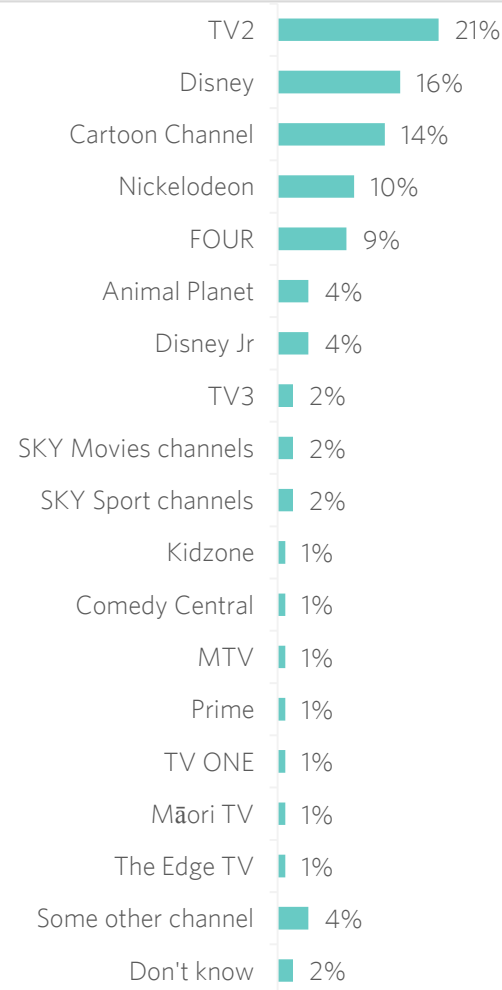


## Daily reach of TV channels - in home

TV2 is easily most popular, followed by three SKY TV children's channels, FOUR and TV3.

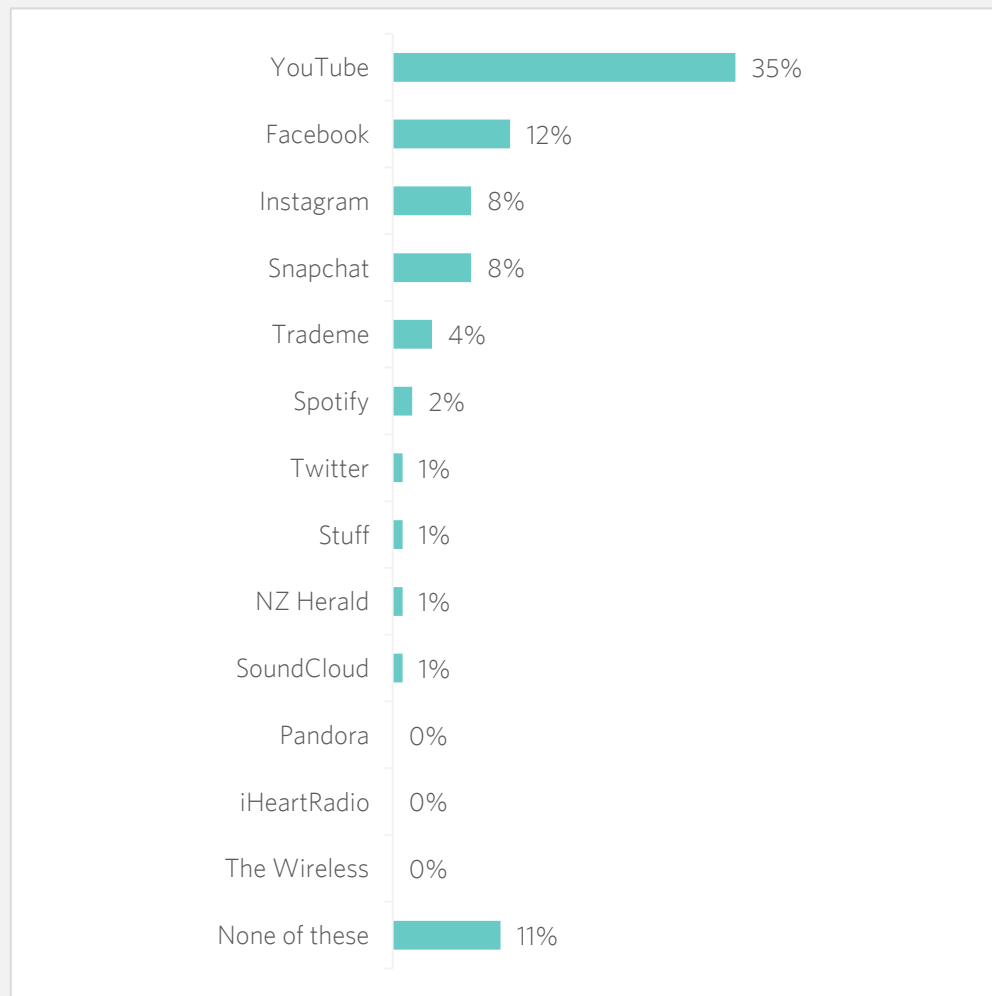


## Favourite TV channel

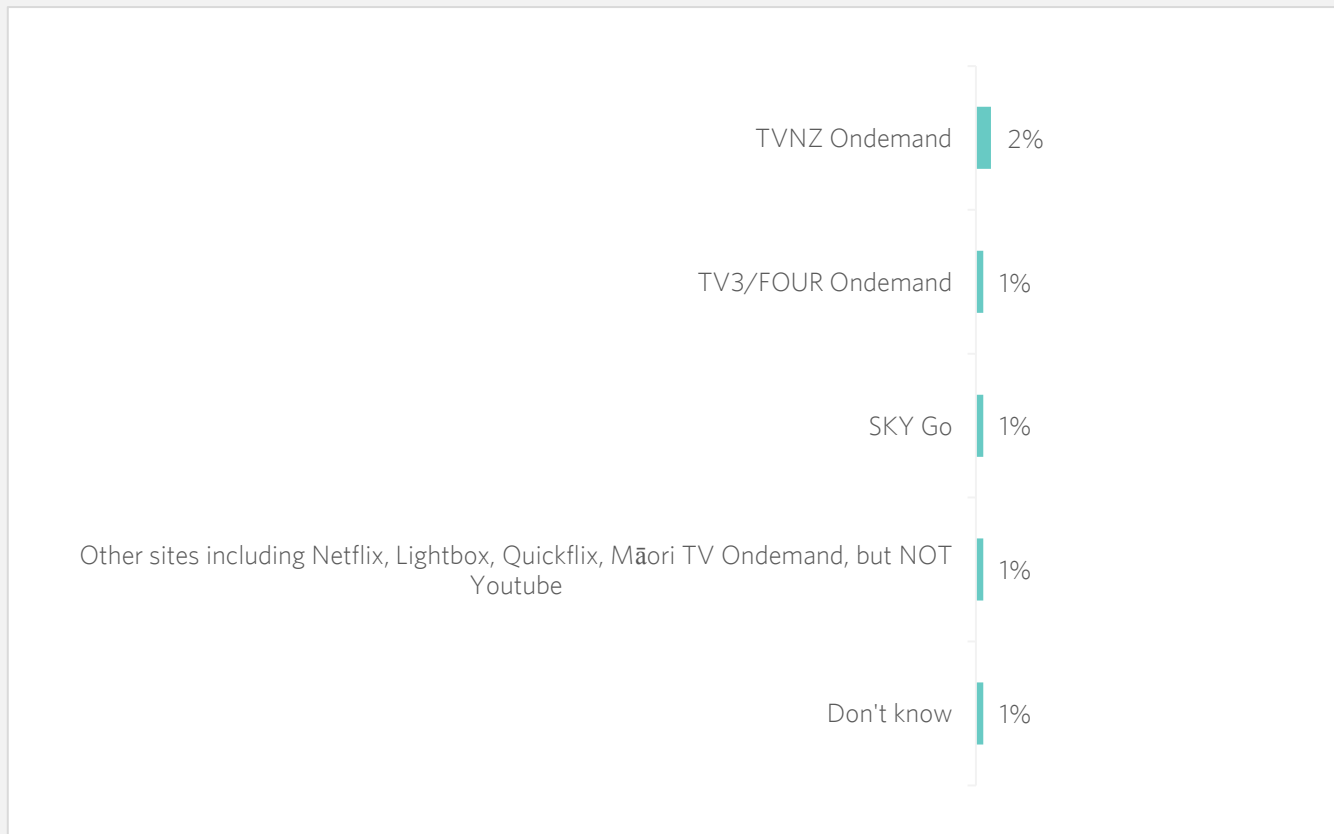


## Daily reach of key websites - in home

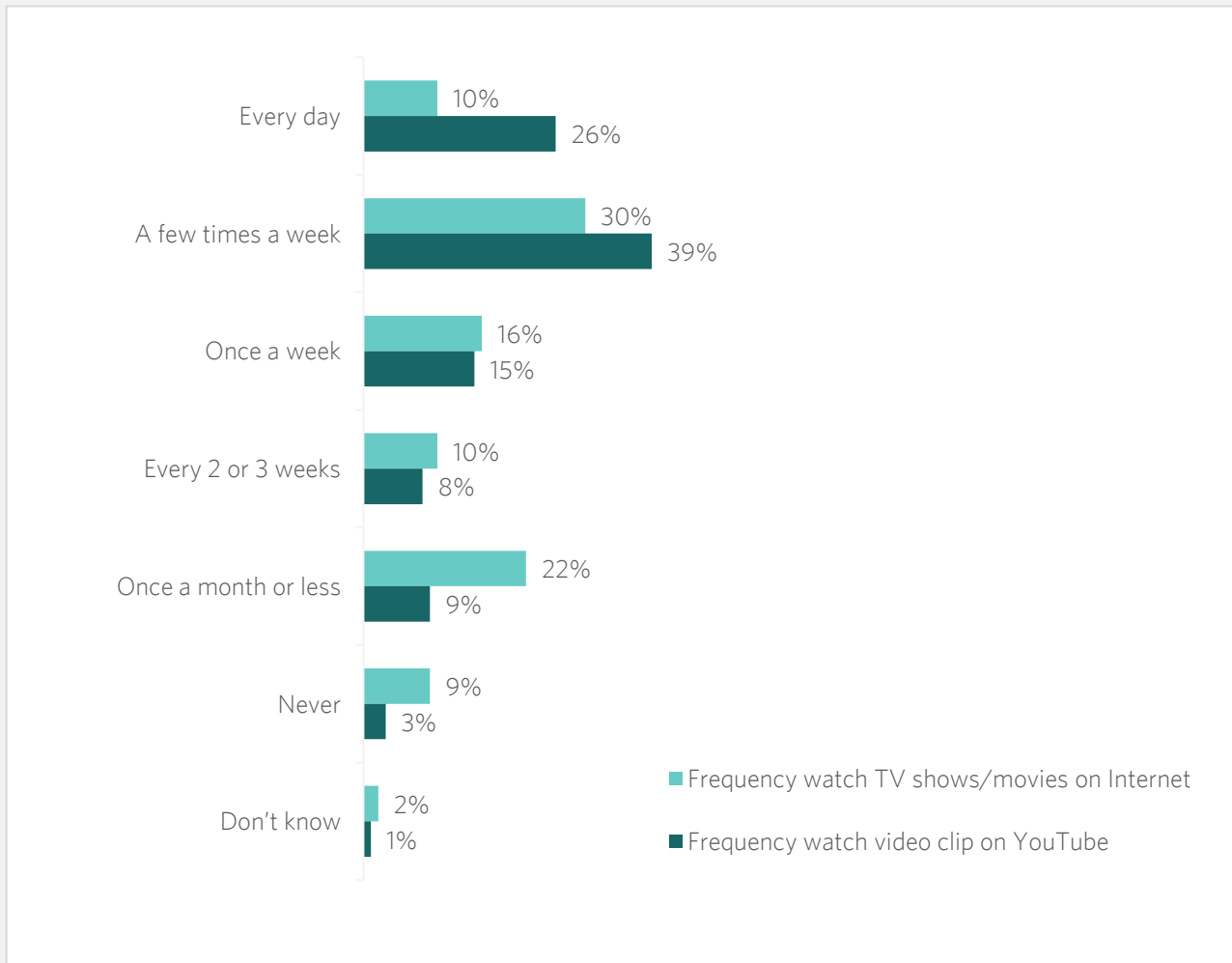
YouTube is easily most popular, and matches the daily reach of TV2 with one third of 6-14s tuning in.



## Daily reach of on demand sites - in home



# Frequency of online video viewing



For further information please contact:

[info@bsa.govt.nz](mailto:info@bsa.govt.nz)

Phone: 0800 366 996

[info@nzonair.govt.nz](mailto:info@nzonair.govt.nz)

Phone: (04) 382 9524

