

# 2014 CHILDRENS MEDIA RESEARCH: PARENT SURVEY 109106627

<b>INTERVIEWER'S NAME:</b>	
<b>RESPONDENT'S NAME:</b>	
<b>ADDRESS:</b>	
<b>DATE</b>	<b>PHONE NUMBER</b>

Checked _____ Date _____
Audited _____ Date _____
Callbacks QN's required _____
Callbacks _____
Completed _____ Date _____

<b>EMPLOYEE NO.</b>					
<b>INTERVIEW DURATION</b>					

<b>START TIME</b>	<b>FINISH TIME</b>
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<b>AREA UNIT NAME:</b> (Write in)		<b>STARTPOINT NO:</b>	
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## INTERVIEWING AREA

Whangarei	01	Gisborne	14	Kapiti Coast	27
Auckland	02	Napier/Hastings	15	Nelson	28
North Shore	03	Hawkes Bay	16	Blenheim	29
Manukau	04	New Plymouth	17	Westport	30
Papakura	05	Taranaki	18	Greymouth	31
South Auckland	06	Wanganui	19	Christchurch	32
Pukekohe	07	Palmerston North	20	Lyttelton	33
Waitakere	08	Manawatu	21	Ashburton	34
Hamilton	09	Masterton	22	Timaru	35
Waikato	10	Wellington	23	Oamaru	36
Rotorua	11	Porirua	24	Dunedin	37
Tauranga	12	Upper Hutt	25	Invercargill	38
Whakatane	13	Lower Hutt	26		

**Received Cash (please sign):**

Parent \_\_\_\_\_

Please tick if respondent choose to   
donate money

## Initial contact

Good morning/good afternoon/Kia Ora. I'm calling about a very important survey we're doing with families throughout New Zealand. My name is ..... from Colmar Brunton, a research company. We are doing a survey about media and children in New Zealand for New Zealand On Air and the Broadcasting Standards Authority to understand New Zealand families' media experiences.

As a thank-you, households who complete the survey will get \$15, or you can choose to donate that money to charity.

### **SHOW LETTER (AT ANY TIME)**

First, I need to see if your household qualifies and who I need to talk to.

**A.** How many children or teenagers aged 6 to 14 are there living in your house?

**IF NONE CODE HHNQ AND CLOSE.**

Great. May I please speak to the parent or caregiver in your family that spends the most time looking after any children aged 6 to 14 in this house? **IF EQUAL RESPONSIBILITY, EITHER PARENT CAN TAKE PART.**

### **REINTRODUCE AS NECESSARY.**

The survey involves us speaking with you for about 10 minutes and then one child aged 6 to 14 for about 15 minutes. We'll give you \$10 and your child \$5 as a thank you for participating, or you can choose to donate the money to charity.

**CHECK A. IF MORE THAN ONE CHILD AGED 6 TO 14:** The child I need to speak to is the one with the next birthday. **DO NOT SUBSTITUTE WITH ANY OTHER CHILD.**

### **READ TO ALL.**

Would you and your child like to take part in this research? I can talk to you both now or arrange a suitable time to come back when you're both at home.

### **IF NECESSARY**

The survey is being conducted to help New Zealand On Air and the Broadcasting Standards Authority understand what media children are consuming and how they are doing so, and also what parents and children think is appropriate. This is the third time a study like this has been conducted and the results will be used to help NZ On Air fund content children want to see, and help the BSA make decisions about standards in children's media.

**ARRANGE CALLBACK IF NECESSARY.**

**IF NECESSARY:** If you'd like, I can show you all the questions we'll be asking your child before we start.

**IF WILLING.** Thank you. Can we now speak briefly with the child who is between 6 and 14 with the next birthday? That way we can check that they're happy to take part too.

**TO THE CHILD:** Hi, I'm ..... I would like to talk to you today about things like television, radio, and computers. It won't take very long and it is not hard. And you get \$5 for taking part.

Would it be okay for me to talk with you?

**IF NECESSARY:** Your Mum or Dad can stay and listen too if you like.

**IF YES, RECORD FIRST NAME OF CHILD BELOW.**

**IF NO:** That's okay. Thank you for talking to me. **CLOSE CONTACT. QREF.**

**IF YES:** Great. I'll just talk to your Mum or Dad first, and then I'll ask you a few questions.

**CHILD'S NAME:** \_\_\_\_\_

Q1a **CODE DAY OF WEEK**

Monday	1
Tuesday	2
Wednesday	3
Thursday	4
Friday	5
Saturday	6
Sunday	7

Q1b **WRITE IN DATE AND MONTH OF INTERVIEW (EG, DAY: 28, MONTH: OCTOBER)**

**DATE:** \_\_\_\_\_ **MONTH:** \_\_\_\_\_

## Parent Interview

### SHOWCARD Q2

Q2 Firstly, which of these do you have in your home?

**CODE EACH MENTIONED.**

Television	01
Radio	02
Computer or laptop for personal use	03
Smartphone that is used by (CHILD)	04
Games console that works with the television such as Xbox or Playstation	05
DVD or Blu-ray player	06
Tablet such as an iPad or Samsung	07
SKY TV	08
PVR such as MySKY, TiVo, or MyFreeview	09
Broadband	10
Smart TV connected to the Internet	11
Apple TV	12
Igloo	13
Lightbox	14
Quickflix	15
Netflix	16

## Television

**CONTINUE IF TELEVISION IN HOME (CODE 1 AT Q2), OTHERWISE GO TO Q4a**

### SHOWCARD Q3a

Q3a Looking at this card, which of these types of TV shows do you like **(CHILD)** to watch?

**CODE ALL MENTIONED.**

TV shows with a variety of content like The 4.30 Show and Sticky TV	1
Cartoons like Generator Rex, Phineas and Ferb	2
Music shows like Smash	3
Documentaries and information shows like Operation Hero and Let's Get Inventin'	4
Drama/comedies like Girl vs Boy, and Jessie	5
TV shows with animals	6
TV shows with stories about real New Zealand children	7
Sports	8
None of these	9

### SHOWCARD Q3b

Q3b I am going to read out some kids shows and using this card I'd like you to tell me how appealing you think that show is for **(CHILD)**?

**READ OUT SHOWS. ROTATE ORDER. CODE ONE ONLY FOR EACH.**

	<b>Not at all appealing</b>	<b>Not very appealing</b>	<b>Neither appealing nor unappealing</b>	<b>Quite appealing</b>	<b>Very appealing</b>	<b>Haven't heard of this show</b>	<b>Don't know</b>
2Kaha	1	2	3	4	5	6	7
StickyTV	1	2	3	4	5	6	7
The 4.30 Show	1	2	3	4	5	6	7
Girl Vs Boy	1	2	3	4	5	6	7
What Now	1	2	3	4	5	6	7
Let's Get Inventin'	1	2	3	4	5	6	7
Operation Hero	1	2	3	4	5	6	7

**SHOWCARD Q3c**

Q3c I am going to read out some things people have said about children's entertainment in New Zealand. Please use this card to tell me how strongly you agree or disagree with each one.

**READ OUT EACH STATEMENT. ROTATE ORDER. CODE ONE ONLY FOR EACH.**

	<b>Disagree strongly</b>	<b>Disagree slightly</b>	<b>Neither agree nor disagree</b>	<b>Agree slightly</b>	<b>Agree strongly</b>	<b>Don't know</b>
There is a good RANGE of New Zealand made TV shows for children on free to air TV channels like TV2, FOUR and Maori TV	1	2	3	4	5	6
There is good QUALITY New Zealand made children's TV shows on free to air TV channels like TV2, FOUR and Maori TV.	1	2	3	4	5	6
It is really important that children are able to watch New Zealand made shows that reflect them and their world	1	2	3	4	5	6
Online is becoming a better place to find New Zealand made children's shows than on TV	1	2	3	4	5	6
Programmes like What Now, Sticky TV, The Moe Show and the 4.30 Show offer a good variety of content that satisfies my children	1	2	3	4	5	6

Q3d Do you do anything to control television watching for **[CHILD]** or do you have any rules about (him/her) watching TV?

**IF YES:** What is it that you do or what are those rules?

**DO NOT READ. PROBE TO NO. CODE EACH MENTIONED.**

**SKIP TO Q3e**

No, we don't have any rules	01
Restrict the number of hours child is allowed to watch	02
No TV after a certain time ( <b>WRITE IN BELOW</b> )	03
<b>CODE AS FOUR DIGITS. USE 12 HOUR CLOCK.</b>	
No Pay TV (Sky, Saturn/Telstra Clear)	04
Don't watch programmes with AO classification	05
Only watch programmes classified AO with an adult present	06
Don't watch programmes with PGR classification	07
Only watch programmes classified PGR with an adult present	08
Only children's programmes/channels	09
Remote control used by adults/parents only	10
Parental control settings on decoder/Sky TV have been set up	11
Only watch videos/DVD with appropriate rating/classification	12
Switch off/switch channel if adult decides content is inappropriate	13
Regularly see/check on what child is watching	14
Not allowed to watch TV in bedroom	15
Not allowed to watch TV unsupervised	21
Can only watch with an adult/only what adult is watching	16
After they have done homework/chores	17
Not allowed to watch shows recorded on a PVR (eg MySKY) without supervision	19
Not allowed to use NZ TV Ondemand sites (eg TVNZ, TV3) without supervision	20
Other (specify)	22
Don't know	18

Q3e What type of things do you have concerns or worries about **[CHILD]** seeing on television?

**PROBE ONCE:** What else? **DO NOT READ. CODE EACH MENTIONED**

Violence and crime	01
Sexual material	02
Nudity	03
Adult / AO programmes	04
Cartoons – violent/abusive	05
Cartoon – other (specify)	06
Scary/spooky programmes	07
Music videos/channels/programmes	08
Adult movies/movies for people over 18	09
Other kinds of programmes	10
News	11
Shortland Street	12
The Simpsons	13
Swearing/ bad language	14
Advertising	15
Promos for upcoming shows	16
Things child may be influenced by/may copy behaviour	17
Other (specify)	19
Don't know	18



Q3f Do you know if there is a certain time after which programmes that are not suitable for children are supposed to be shown on TV?

**CODE ONE ONLY.**

Yes	1	
No	2	<b>GO TO Q3h</b>
Don't know	3	<b>GO TO Q3h</b>

Q3g What is the cut off time that programmes not suitable for children are shown on TV?

**DO NOT READ OUT. CODE ONE ONLY.**

8.30pm	1
Not sure / can't remember	2
Other time ( <b>WRITE IN BELOW</b> )	3
<b>CODE AS FOUR DIGITS. USE 12 HOUR CLOCK.</b>	

**SHOWCARD 3h**

Q3h On the top of this card are some symbols used to classify the content of different television programmes. Using the choices below, how frequently, if at all, do you personally use TV broadcasters' classification symbols and warnings on programme content to help decide whether **[CHILD]** will watch a particular programme?

**CODE ONE ONLY.**

Never	1
Rarely	2
Sometimes	3
Frequently	4
Don't know	5

## Radio

**CONTINUE IF RADIO IN HOME (CODE 2 AT Q2), OTHERWISE GO TO Q5a**

Q4a Do you listen to the radio when **[CHILD]** is around?

**CODE ONE ONLY.**

Yes	1	
No	2	<b>GO TO Q4c</b>
Don't know	3	<b>GO TO Q4c</b>

### **CODE CARD Q4b**

Q4b What is the name of the radio station you usually listen to? Please think about online radio stations as well traditional broadcast radio stations.

**CODE ONE ONLY. IF MENTIONS MORE THAN ONE ASK:** Which do you listen to the most? **ENTER CODE FROM SHOWCARD. ONLY WRITE IN NAME OF STATION IF DOESN'T FIT CODES ON SHOWCARD.**

	<b>STATION NAME</b>	<b>CODE</b>
<b>STATION</b>		

Q4c Thinking about listening to New Zealand radio stations either on air or online, do you do anything to control radio listening for **[CHILD]** or do you have any rules about (him/her) listening to the radio?

**IF YES:** What is it that you do or what are those rules?

**DO NOT READ. PROBE TO NO. CODE EACH MENTIONED.**

Child does not listen to the radio	01
No, we don't have any rules	02
No radio after a certain time ( <b>WRITE IN BELOW</b> )	03
<b>CODE AS FOUR DIGITS. USE 12 HOUR CLOCK.</b>	
Only certain stations/shows	04
Only children's programmes	05
Remote control used only by adults	06
Switch off/switch over if adult decides content is not appropriate	07
Regularly check on what child is listening to	08
Length of time listening radio	09
Don't play radio too loud	10
Only listen supervised, not on own	11
Don't listen to radio during a certain time (eg, homework, dinner)	12
After they have done homework/chores	13
Don't know	14
Other (specify)	15

**SKIP TO Q4d**

**IF CHILD DOES NOT LISTEN TO RADIO (CODE 1 AT Q4c) AND PARENT DOES NOT LISTEN TO RADIO WHEN CHILD IS AROUND (CODE 2 OR 3 AT Q4a), GO TO Q5. OTHERWISE CONTINUE.**

Q4d What type of things do you have concerns or worries about **[CHILD]** hearing on the radio?

**PROBE ONCE:** What else? **RECORD VERBATIM.**

Swearing/bad language	01
Music lyrics/explicit or inappropriate lyrics	02
Sex/ sexual connotations/inferences	03
News	04
Ads/advertisements	05
Reports of crimes and robberies	06
Talkback radio	07
Adult topics	08
Violence	09
Inappropriate content	10
Drug use	11
Sexist references/comments	12
Other (specify)	14
Don't know	13

## The Internet

**CONTINUE IF COMPUTER (CODE 3 AT Q2), SMARTPHONE (CODE 4 AT Q2), OR TABLET (CODE 7 AT Q2) OR GAMES CONSOLE (CODE 5 AT Q2) IN HOME, OTHERWISE GO TO Q6a**

### SHOWCARD Q5a

Q5a Which of the following, if any, does **(CHILD)** use to access the Internet at home?

#### CODE ALL MENTIONED

Computer or laptop	1
Tablet such as iPad or Samsung	2
Smartphone	3
Games console such as Xbox or Playstation	4
Some other device	5
None of these, CHILD doesn't access Internet at home	6
Don't know	7

**GO TO Q5g**

**GO TO Q5g**

### SHOWCARD Q5a AGAIN

Q5b And which of these do they use most often to access the Internet when they are not at home? **CODE ONE ONLY**

Computer or laptop	1
Tablet such as iPad or Samsung	2
Smartphone	3
Games console such as Xbox or Playstation	4
Some other device	5
CHILD does not use the Internet out of the home	6
Don't know	7

**SHOWCARD Q5c**

Q5c Thinking about when **(CHILD)** uses the Internet at home to find content that is targeted at children, which of the following best describes how **(CHILD)** finds that content online?

**READ OUT. CODE ONE ONLY.**

<b>(CHILD)</b> finds it themselves	1	
<b>(CHILD)</b> mostly finds it themselves, but sometimes you help them	2	
<b>(CHILD)</b> sometimes finds it themselves, but mostly you find it for them	3	
You find it for <b>(CHILD)</b>	4	
Don't know <b>(DO NOT READ)</b>	5	

Q5d What are the best websites you have seen for **(CHILD)**? **WRITE IN UP TO 3 BELOW.**

<b>WEBSITE NAME:</b>	
1.	
2.	
3.	
None	98
Don't know	99

Q5e At what age did/will **(CHILD)** start finding children's content online by themselves?

**WRITE IN AGE. IF DON'T CODE CODE AS 99**

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Q5f Do you do anything to control how **[CHILD]** uses the internet or do you have any rules about (his/her) internet use?

**IF YES:** What is it that you do or what are those rules?

**DO NOT READ. PROBE TO NO. CODE EACH MENTIONED.**

No, we don't have any rules	01	<b>SKIP TO Q5h</b>
Restrict the number of hours child can be online	02	
Not allowed online after a certain time ( <b>WRITE IN BELOW</b> )	03	
<b>CODE AS FOUR DIGITS. USE 12 HOUR CLOCK.</b>		
Rules about where they can use the internet (eg, in a living room)	04	
Only use when adult is the room/must have adult supervision	05	
Only websites agreed with parent	06	
Only use internet for homework/information/research	07	
Only children's websites	08	
Blocked access to types of websites/have filtering software (eg, netnanny, cyber-safe)	09	
Regularly check what they're doing online	10	
Check what they've done later/check emails	11	
You have access to (CHILD) passwords	12	
No emails	13	
No instant messaging	14	
No downloading	15	
No rude/porn websites	16	
No buying anything online	17	
No chat rooms	18	
After they have done homework/chores	19	
Not allowed to use social media like Facebook or Twitter	20	
Restrict the number of hours child can use social media such as Facebook or Twitter	21	
Not allowed to use social media like Facebook or Twitter after a certain time	22	
Only allow Facebook friend requests from people you know	23	
You have access to (CHILD) Facebook account	24	
No access / not allowed / does not use internet	25	
Other (specify below)	26	

Q5g Thinking about any computer, laptop, tablet, or smartphone that **[CHILD]** uses, do you have software installed that can stop (him/her) from seeing certain websites?

**CODE ONE ONLY.**

Yes	1
No	2
Don't know	3

Q5h What type of things do you have concerns or worries about **[CHILD]** seeing or doing on the internet?

**PROBE ONCE: What else? CODE ALL MENTIONED.**

Sex/Sexual material/pornography	01
Unintentional access to inappropriate sites/images	02
Accessing adult sites	03
Chatrooms/forums	04
Social media such as Facebook or Twitter	05
Youtube	06
Pop-up advertising on websites	07
Spam/junk mail	08
Viruses	09
Making contact with unknown people	10
Paedophiles	11
Violence	12
Violent games	13
Swearing	14
Other (specify)	15
Don't know	16



## Demographics

### SHOWCARD Q7

Q7 In which of these age groups do you belong?

**CODE ONE ONLY.**

15 to 17 years	01
18 to 19 years	02
20 to 24 years	03
25 to 29 years	04
30 to 34 years	05
35 to 39 years	06
40 to 49 years	07
50 to 59 years	08
60 to 69 years	09
70+ years	10
Refused	11

Q8 **CODE RESPONDENT'S GENDER**

Male	1
Female	2

Q9a What age is [CHILD]?

**CODE ONE ONLY. ALSO CODE AGE OF CHILD AT START OF CHILD QUESTIONNAIRE.**

Six	1
Seven	2
Eight	3
Nine	4
Ten	5
Eleven	6
Twelve	7
Thirteen	8
Fourteen	9

Q9b **CODE GENDER OF [CHILD]**

Male	1
Female	2

**SHOWCARD Q9c**

Q9c Which ethnic group does **[CHILD]** belong to? You can choose more than one group.

**CODE EACH MENTIONED.**

New Zealand European	01
Maori	02
Samoan	03
Cook Island Maori	04
Tongan	05
Niuean	06
Chinese	07
Indian	08
Filipino	09
Korean	10
Japanese	11
Sri Lankan	12
Cambodian	13
Vietnamese	14
Other Pacific Island ethnic group (specify)	15
Other Asian ethnic group (specify), or	16
Other ethnic group (specify)	17
<b>SINGLE CODE / DO NOT READ</b> Don't know	18
<b>SINGLE CODE / DO NOT READ</b> Refused	19

Q9d Apart from **[CHILD]**, could you please tell me the ages of any other children under 14 usually living at home with you for whom you have parental responsibility?

**IF NECESSARY:** By living at home, we mean at least 5 days every fortnight.

**ENTER AGE IN YEARS. ROUND TO THE NEAREST WHOLE NUMBER. EG, 6½ = 7**

No other children aged 0-14	95
	<b>Age</b>
Child 1	
Child 2	
Child 3	
Child 4	
Child 5	
Child 6	

**IF NO CHILD AGED 2 TO 5 LIVING IN HOME, SKIP TO Q11**

**IF ONE CHILD AGED 2 TO 5 LIVING IN HOME ASK Q10a-g ABOUT THAT CHILD**

**IF MORE THAN ONE CHILD AGED 2 TO 5 LIVING IN HOME, ASK Q10a-g ABOUT THE ONE WHO HAS THE NEXT BIRTHDAY.**

I have a few questions about what 2 to 5 year olds do in the home.

Q10a **WRITE IN THE INITIALS AND CIRCLE AGE OF THE CHILD AGED 2, 3, 4, 5 TO BE ASKED ABOUT.**

<b>Initials</b> _____
Aged 2
Aged 3
Aged 4
Aged 5

**SHOWCARD Q10b**

Q10b Now thinking only about **PRE-SCHOOL CHILD**, which of the following, if any, do they do at home? **CODE EACH MENTIONED.**

Watch TV and TV shows	1
Watch TV using a New Zealand TV Ondemand site such as TVNZ or TV3	2
Listen to the radio on air or online	3
Use a computer or laptop to access the Internet	4
Use a smartphone to access the internet	5
Use a tablet such as an iPad or Samsung to access the Internet	6
Use a games console to access the Internet	7
Watch DVDs or video movies	8
Play computer or video games using the TV screen	9
None of these	10

**SHOWCARD Q10c**

Q10c Thinking about when **(PRE-SCHOOL CHILD)** uses the Internet at home to watch or read content that is targeted at children, which of the following best describes how he/she finds that content online?

**READ OUT. CODE ONE ONLY.**

He/She finds it themselves	1
He/She mostly finds it themselves, but sometimes you help them	2
He/She sometimes finds it themselves, but mostly you find it for them	3
You find it for <b>(CHILD)</b>	4
<b>CHILD</b> doesn't access Internet	5
Don't know <b>(DO NOT READ)</b>	6

Q10d What is **(PRE-SCHOOL CHILD)**'s favourite TV show? **WRITE IN BELOW**

Doesn't have one	98
Don't know	99

Q10e What is **(PRE-SCHOOL CHILD)**'s favourite New Zealand TV show? **WRITE IN BELOW**

Doesn't have one	98
Don't know	99

Q10f What are the best websites you have seen to find content for children aged 2 to 5?

**WRITE IN BELOW**

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Q10g How satisfied are you with the range of New Zealand content that is currently available for pre-school children on free to air TV channels such as TV2, TV3, or FOUR?

**READ OUT. CODE ONE ONLY**

Very satisfied	1
Quite satisfied	2
Neither satisfied nor dissatisfied	3
Not very satisfied	4
Not at all satisfied	5
Don't know <b>DO NOT READ</b>	6

Q11 How many children or young adults who are aged 14 to 17 usually live in your house with you?

<b>WRITE IN NUMBER OF CHILDREN 14 TO 17</b>	
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Q12 Including yourself, how many people aged 18 and above usually live in your house?

<b>WRITE IN NUMBER OF ADULTS</b>	
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**IF ONLY 1 PERSON AT Q12, GO TO Q14. OTHERWISE CONTINUE.**

Q13 What is your relationship with each of the people over 18 who live in your house?

**CODE EACH MENTIONED. READ ONLY IF NECESSARY.**

Husband/wife/partner	01
Mother/stepmother/partner of father	02
Father/stepfather/partner of mother	03
Brothers/sisters/step brothers/step sisters	04
Child/children aged 18 and over	05
Grandmother	06
Grandfather	07
Other relative	08
Friend/other person not related to you	09
Refused	10

**SHOWCARD Q14**

Q14 Which of the categories on this card best describes the gross combined income of you and your partner, if you have one, before tax? **CODE ONE ONLY.**

Up to \$30,000	1
Over \$30,000 up to \$50,000	2
Over \$50,000 up to \$80,000	3
Over \$80,000 up to \$120,000	4
Over \$120,000 up to \$150,000	5
Over \$150,000 up to \$180,000	6
Over \$180,000	7
<b>DO NOT READ</b> Don't know	8
<b>DO NOT READ</b> Refused	9

**AUCKLAND ONLY**

Q15 We may be conducting more research on this subject in the future. If so, would you be prepared to be re-contacted for the research?

Yes – <b>COLLECT NAME AND PHONE NUMBER:</b>	1
No	2

Q16 **WAS CHILD TO BE INTERVIEWED PRESENT DURING THIS INTERVIEW WITH THEIR CAREGIVER? CODE ONE ONLY.**

Yes, and child talked with caregiver as the interview was taking place	1
Yes, but they didn't comment during the interview	2
No, they were not present	3

Thank you, that's the end of our interview. Could I please interview **[CHILD]** now?

While interviewing **[CHILD]** it's really important that I get (his or her) own answers. If possible, I would like to interview **[CHILD]** alone just in case your presence alters (his or her) answers, but it is perfectly okay for you to be close by or coming and going.

Would that be okay? **IF NOT, IT IS FINE FOR PARENT TO BE PRESENT.**