

Research into the views of parents about their children's television viewing pre 9pm

October 2012

Introduction

- In 2011, Ofcom commissioned research to understand the views of parents regarding their children's television viewing pre-9pm. In 2012 Ofcom commissioned a subset of these questions using the same methodology in order to see if there have been any changes year on year.
- This slide pack provides results from the 2011 and 2012 questions on pre-watershed programming:
 - the proportion of parents with concerns with regard to pre-watershed programming and their children's viewing;
 - the nature of their concerns;
 - the type of programme causing concern.

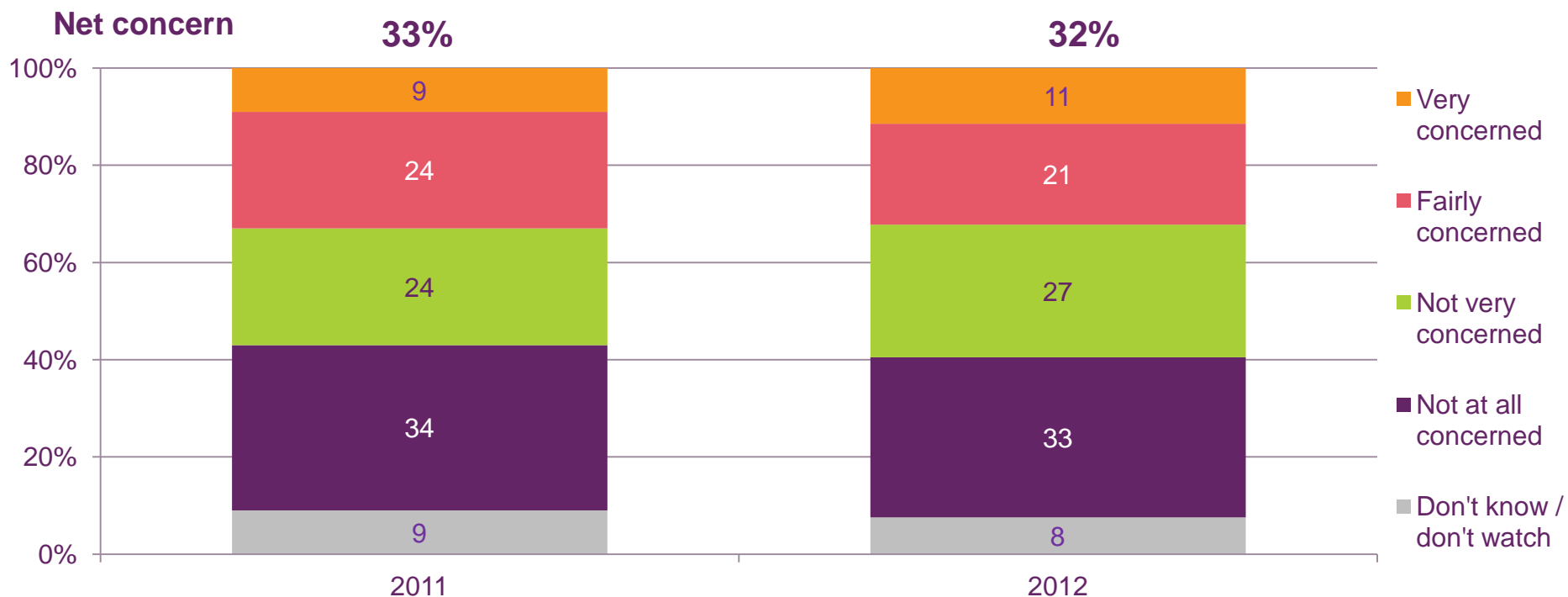
Methodology

- The data come from a face-to-face interviewer-administered omnibus survey conducted among a representative sample of 1054 GB parents/carers of children aged 0-17 in 2011 and a sample of 1116 parents in 2012.
- The market research survey was run by Kantar Media as part of the TNS CAPI (computer aided personal interviewing) omnibus.
- Fieldwork took place between 22 July and 2 August 2011 and in 19 September to 4 October 2012.
- In the introduction to the survey the following introduction was read out: *'I'd like to ask you about your views on what is shown on TV nowadays and the types of programmes your children watch. By children, I specifically mean children aged 17 or younger. I would like you to think about TV programmes that are on during the day and evening up until 9pm'*. Throughout the survey, respondents were also reminded to think of the programming that their children watch on TV during the day and evening up until 9pm.
- The parent data are weighted to ensure they are representative of the GB population. The weighted base is 1175 in 2011 and 1163 in 2012 .

Overall levels of concern - 2011 versus 2012



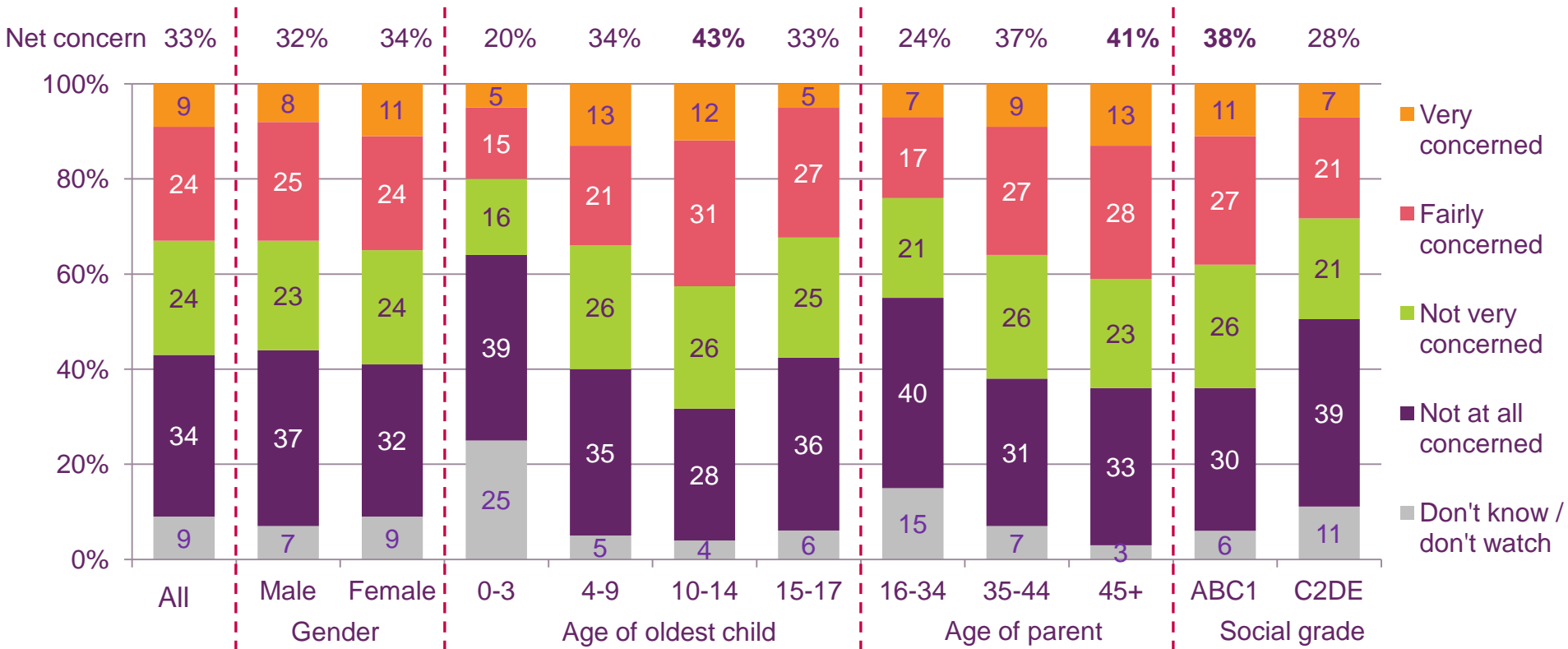
- There are no significant differences year on year in the proportion of parents who were very/fairly concerned about the programming their child/ren had seen before 9pm in the last 12 months.



Source: Ofcom omnibus research Q.P1 So, thinking about your child's\children's television viewing in general, how concerned are you, if at all, by the types of things your child\children has seen on TV in the last 12 months? Base: All parents/primary carers with children in the household aged 0-17 in GB and have a TV ((n=1175 n=1163). July 2011; September 2012. Significant differences indicated with circle.

2011 survey data: Pre watershed viewing concerns

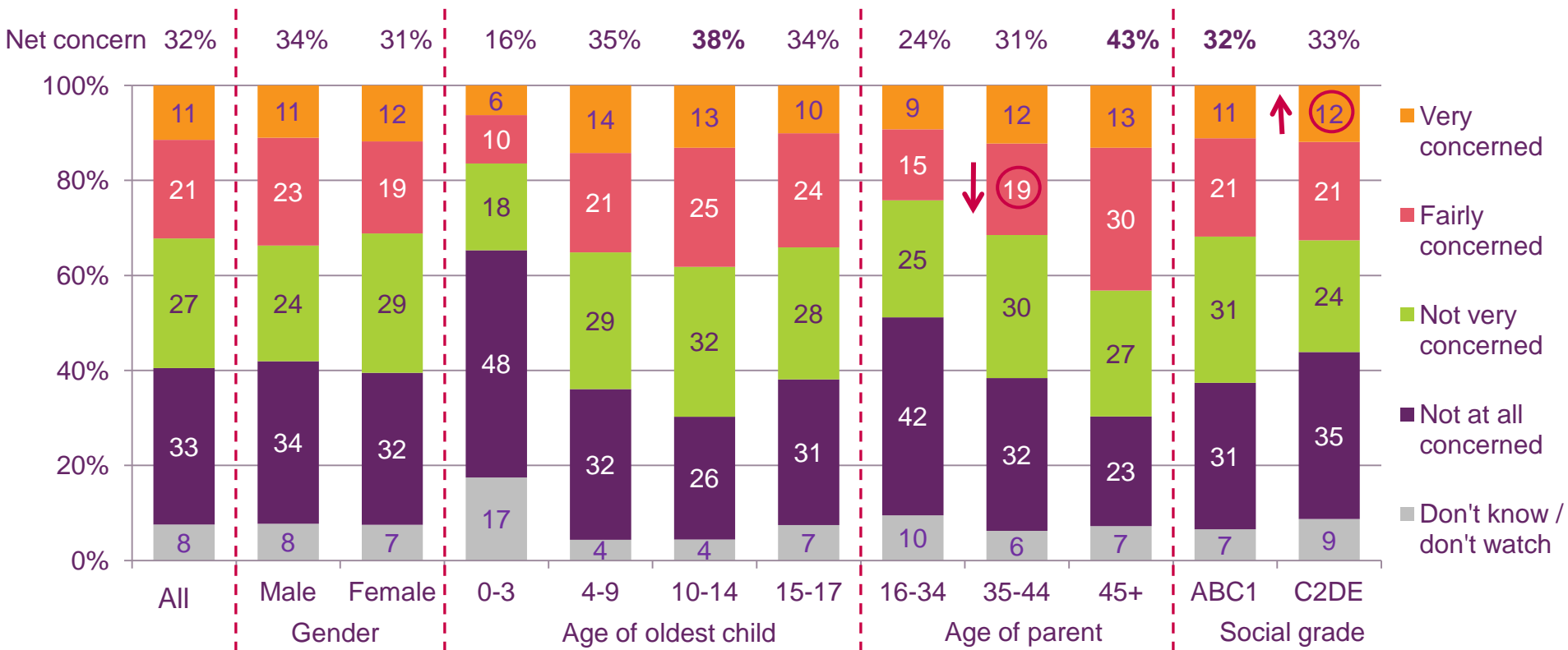
- In 2011 33% of parents of children aged 0-17 said they were very or fairly concerned about the programming their child/ren had seen before 9pm in the last 12 months.



Source: Ofcom omnibus research, Q.P1 So, thinking about your child's\children's television viewing in general, how concerned are you, if at all, by the types of things your child\children has seen on TV in the last 12 months? Base: All parents/primary carers with children in the household aged 0-17 in GB and have a TV (n=1175). July 2011.

2012 survey data: Pre watershed viewing concerns

- In 2012, 32% of parents said they were very/fairly concerned about the programming their child/ren had seen before 9pm in the last 12 months. Note: there were two significant differences by age of parent and SEG versus 2011 marked in red on the chart below.



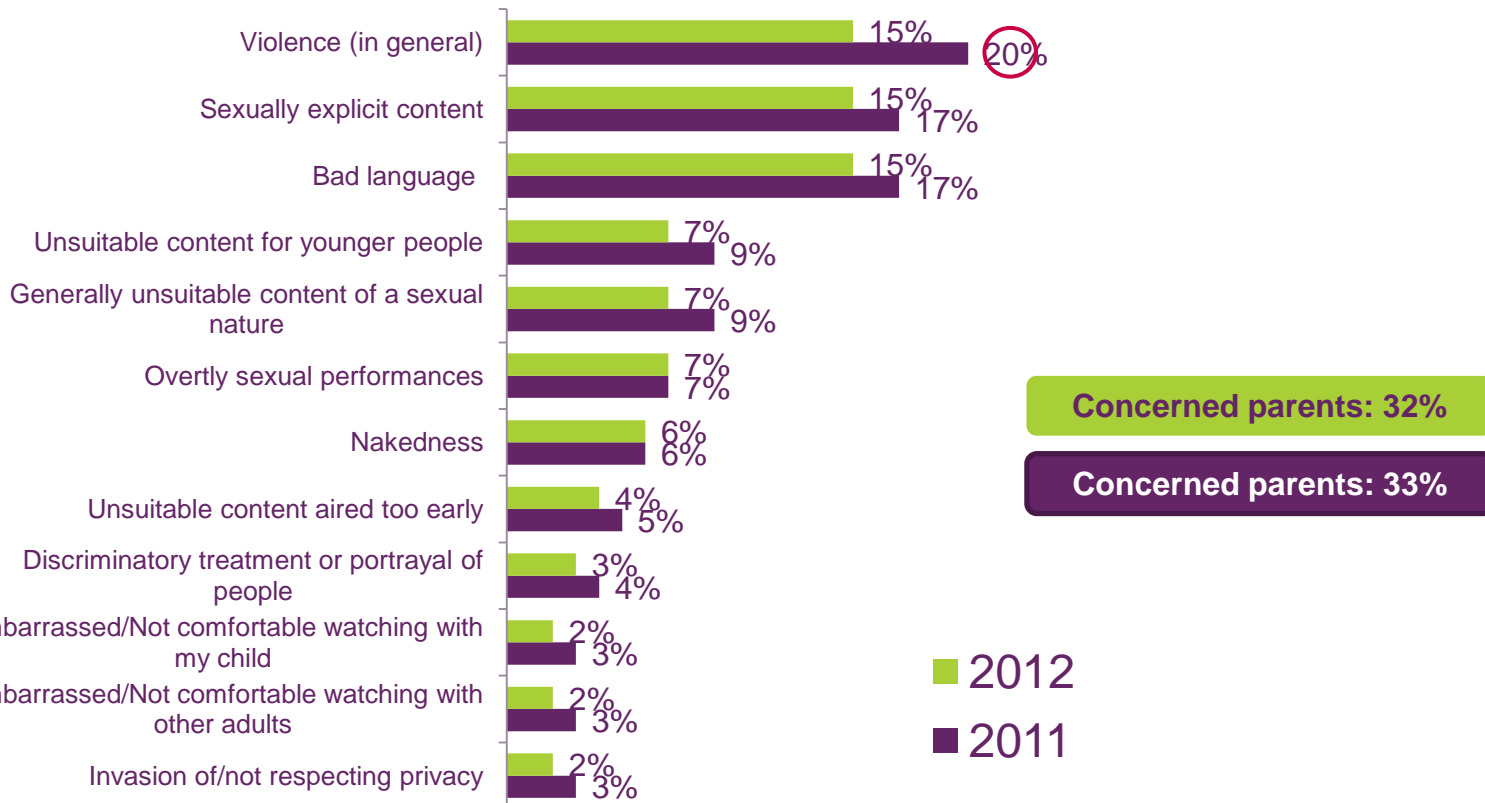
Source: Ofcom omnibus research Q.P1 So, thinking about your child's\children's television viewing in general, how concerned are you, if at all, by the types of things your child\children has seen on TV in the last 12 months? Base: All parents/primary carers with children in the household aged 0-17 in GB and have a TV (n=1163). September 2012. Significant differences indicated with circle.

2011-2012 survey data: Types of content cited among parents with concern over pre watershed content



- There was one significant difference in the results for 2011 versus 2012. The proportion of concerned parents who cited violence decreased from 59% in 2011 to 49% in 2012.

Base: All parents (1175 in 2011, 1163 in 2012)



Source: Ofcom omnibus research, QP2 What kinds of things concern you about the things your child\children sees on TV? Base: All parents (n=1175, n=1163). Top concerns charted. July 2011, September 2012 . Significant differences indicated with circle.

2011-2012 survey data: Types of programming cited among parents with concern over pre watershed content

Base: All parents (1175 in 2011, 1163 in 2012)



Source: Ofcom omnibus research, QP3 What types of programme concern you regarding your child's television viewing? You can say more than one programme type if appropriate. Base: All parents (n=1175 n=1163). Top concerns charted, July 2011, September 2012 .