

Survey into Children's Viewing During Lockdown April 2020



Overview

Purpose

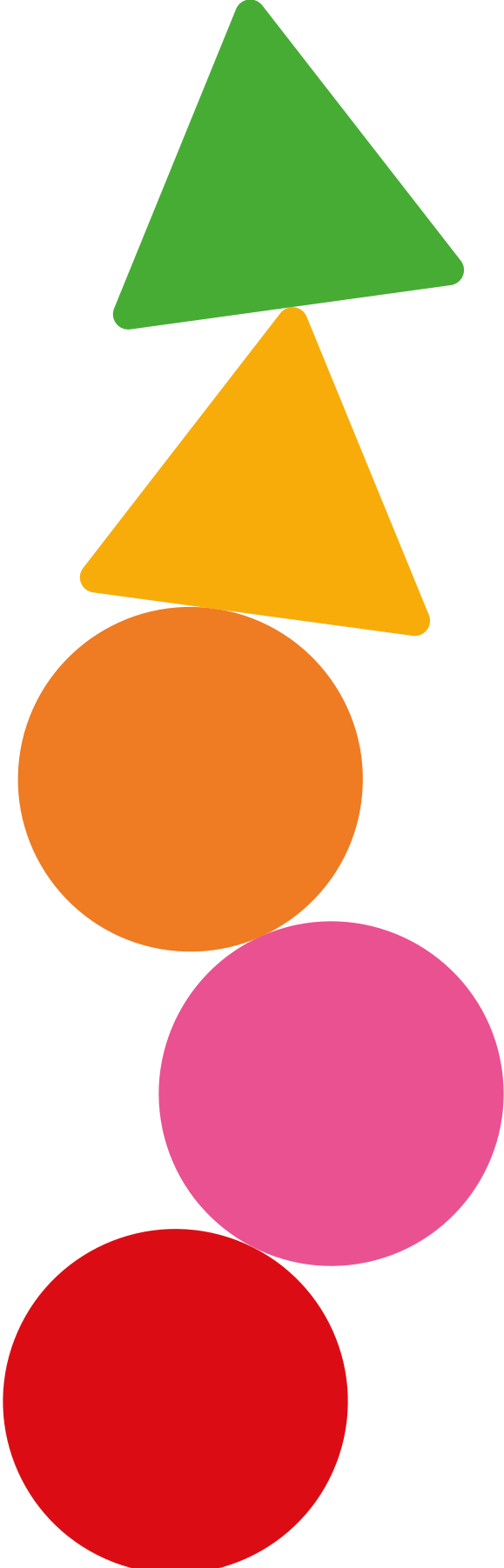
This survey was created to ask parents and children about how they have been consuming content during the UK wide lockdown. It includes findings on how parents have been talking to their children about content during lockdown and provides evidence of the demand for age rating symbols on video sharing platforms.

Methodology

This survey has been conducted using an online interview administered to members of the YouGov Plc UK panel of 800,000+ individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "GB adult population" or a subset such as "GB adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

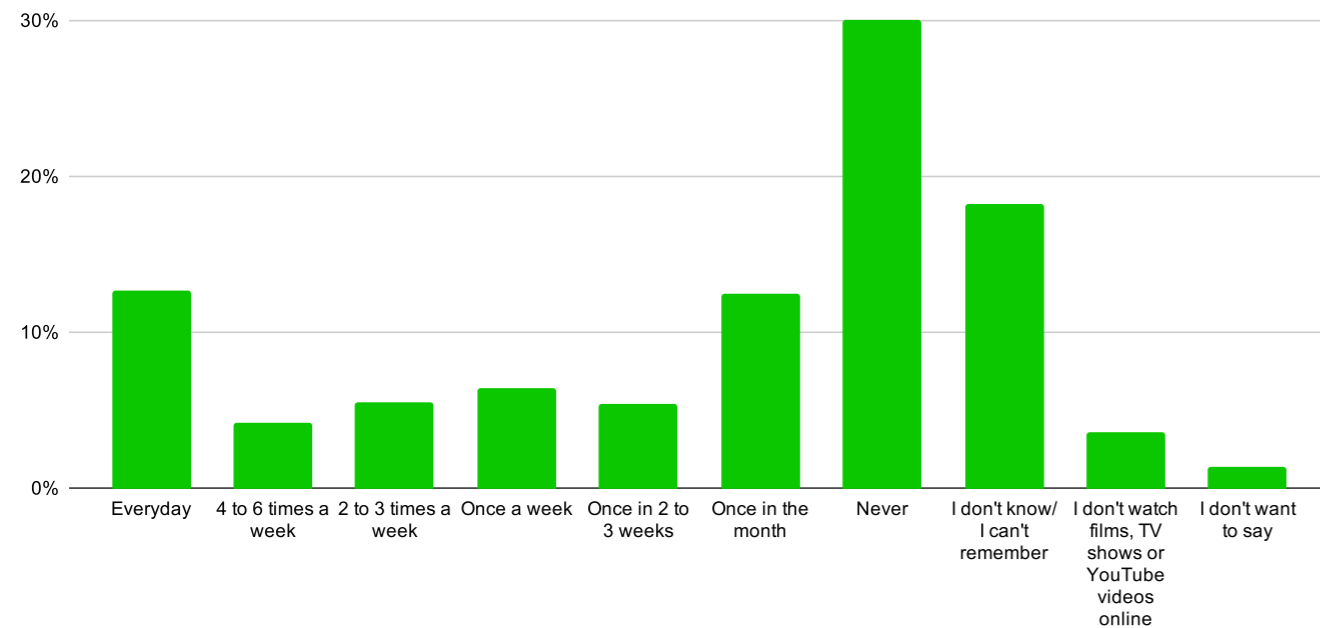
This survey was conducted using YouGov's Children and Parents Omnibus, asking a sample of children aged between 5 and 15, and a sample of parents.

Key Findings

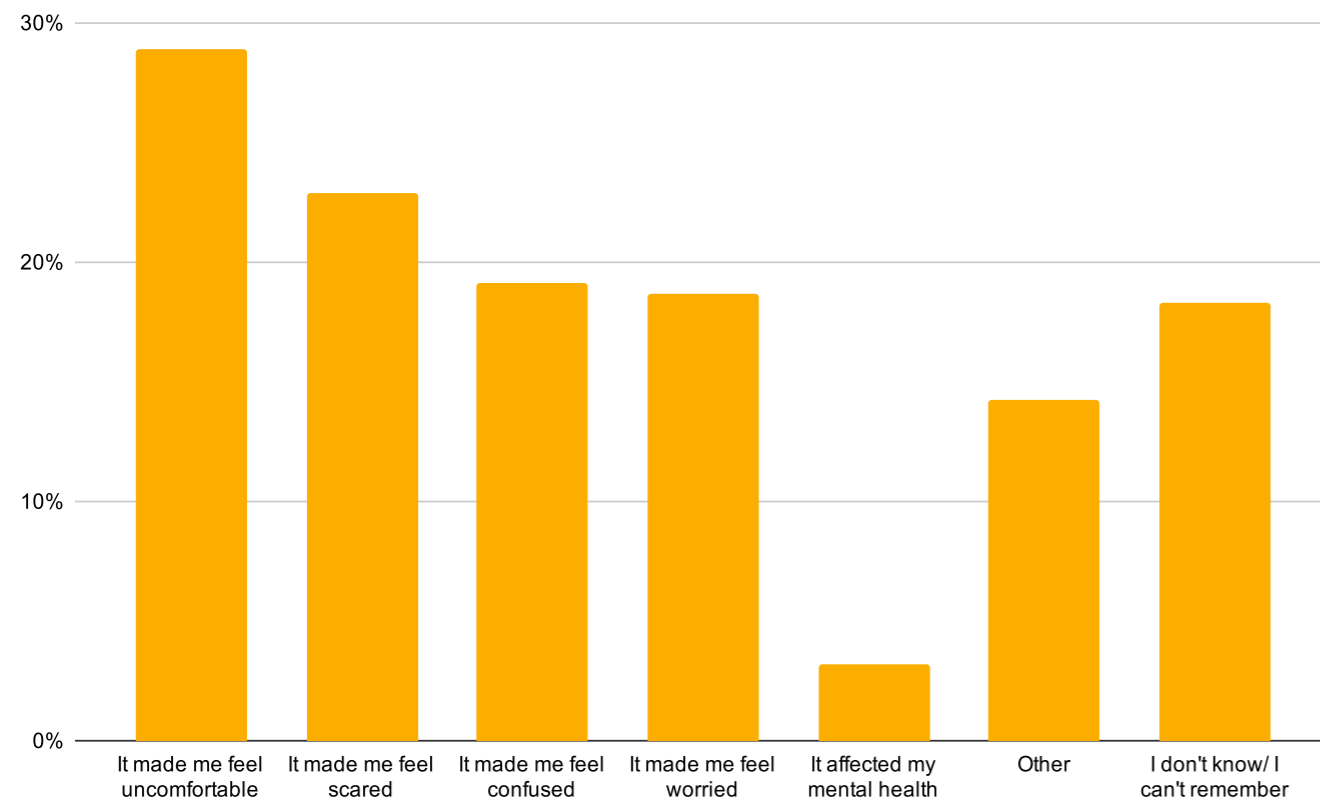
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- 51% of children said they choose what to watch on their own often or every time
 - 42% of parents said they are worried about the effects of upsetting or disturbing content
 - 47% of children and teens have seen content they'd rather avoid
 - 13% of children said they see harmful content daily while in lockdown, with 14 year olds exposed to the most
 - A quarter (24%) of 14 year olds said they see harmful content on a daily basis
 - 53% of parents said they haven't spoken to their children about their increased time online during lockdown
 - 72% of 12 - 15 year olds thought content was a good springboard for conversations
 - 82% of parents, and 73% of children said they wanted to see trusted BBFC age ratings and ratings info displayed on video sharing platforms
 - 95% of parents said they want age ratings on video sharing platforms linked to parental filters

Kids Survey

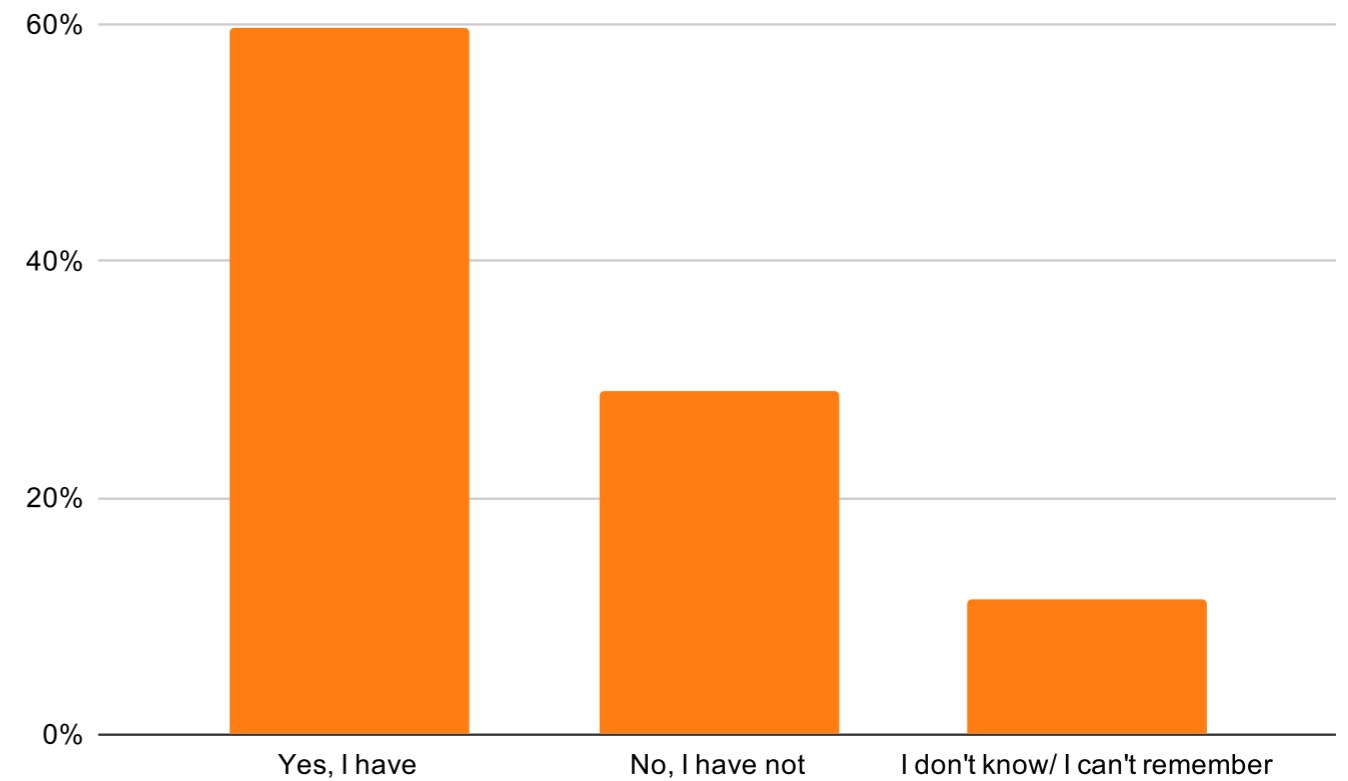
Question 1) In the last month (since the end of March)... How often have you seen an online film, TV show or YouTube video that you wish you hadn't seen?



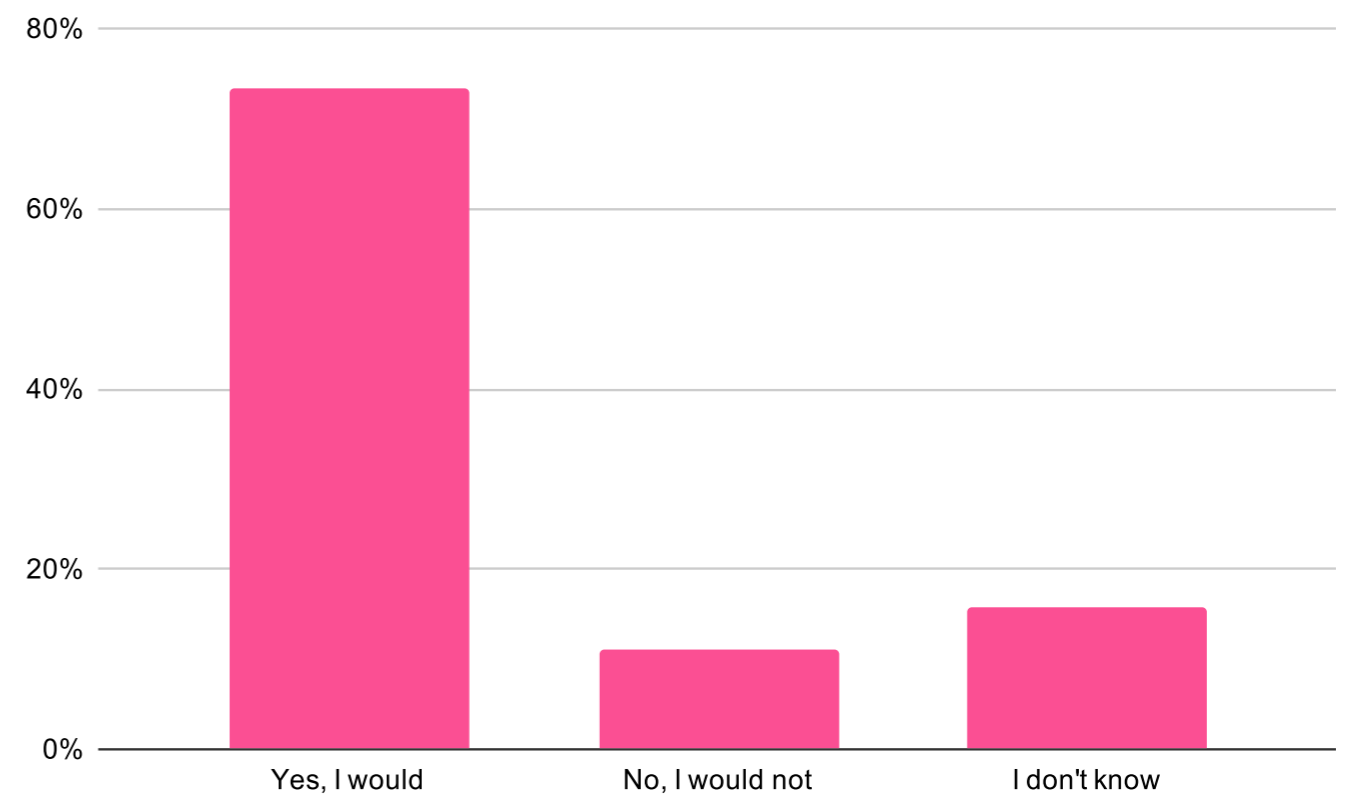
Question 2) In the question before, you said you have watched a film, TV show or YouTube video online at least once in the last month that you wish you hadn't seen... How did seeing any of these online films, TV shows, or YouTube videos make you feel?



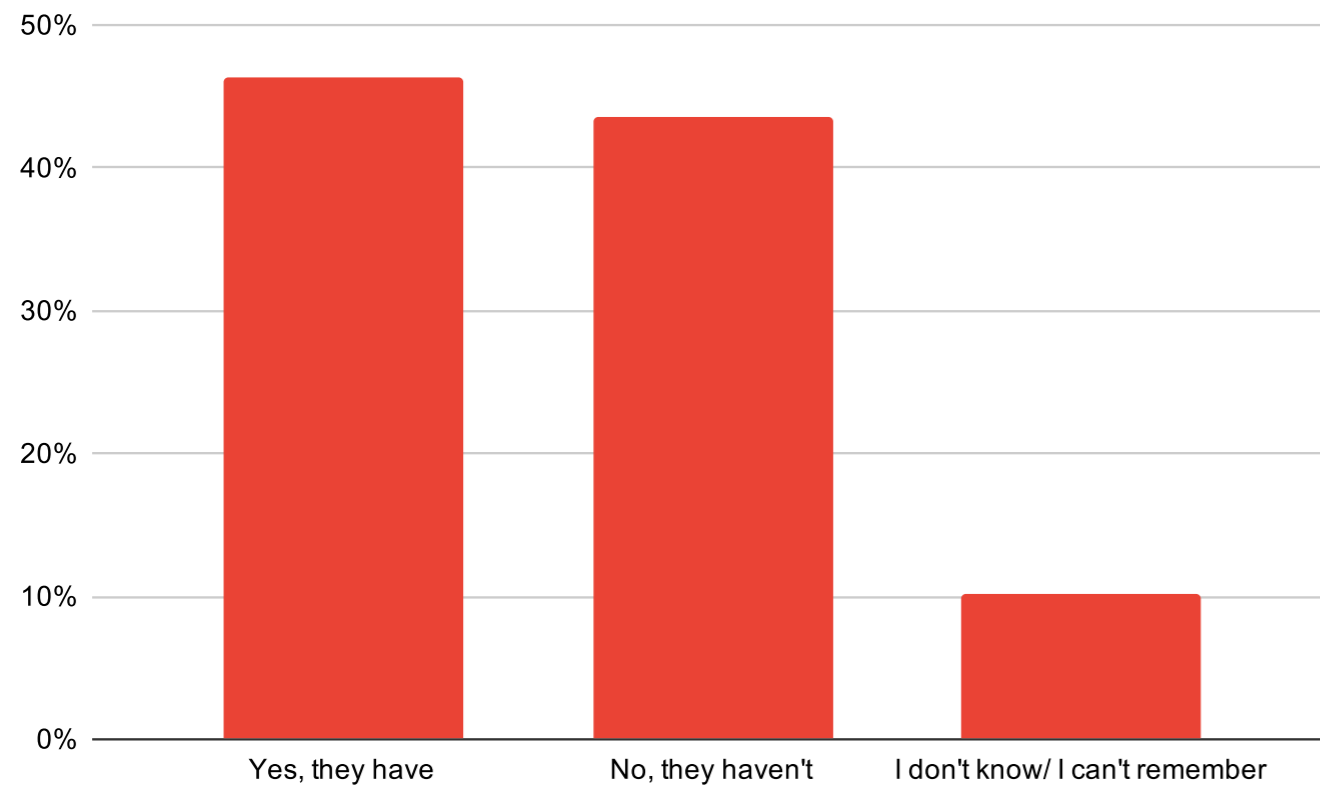
Question 3) As a reminder, in the question before you said you have watched a film, TV show, or YouTube video online at least once in the last month that you wish you hadn't seen... Have you spoken to your parents about any of these films, TV shows or YouTube videos that you have watched?



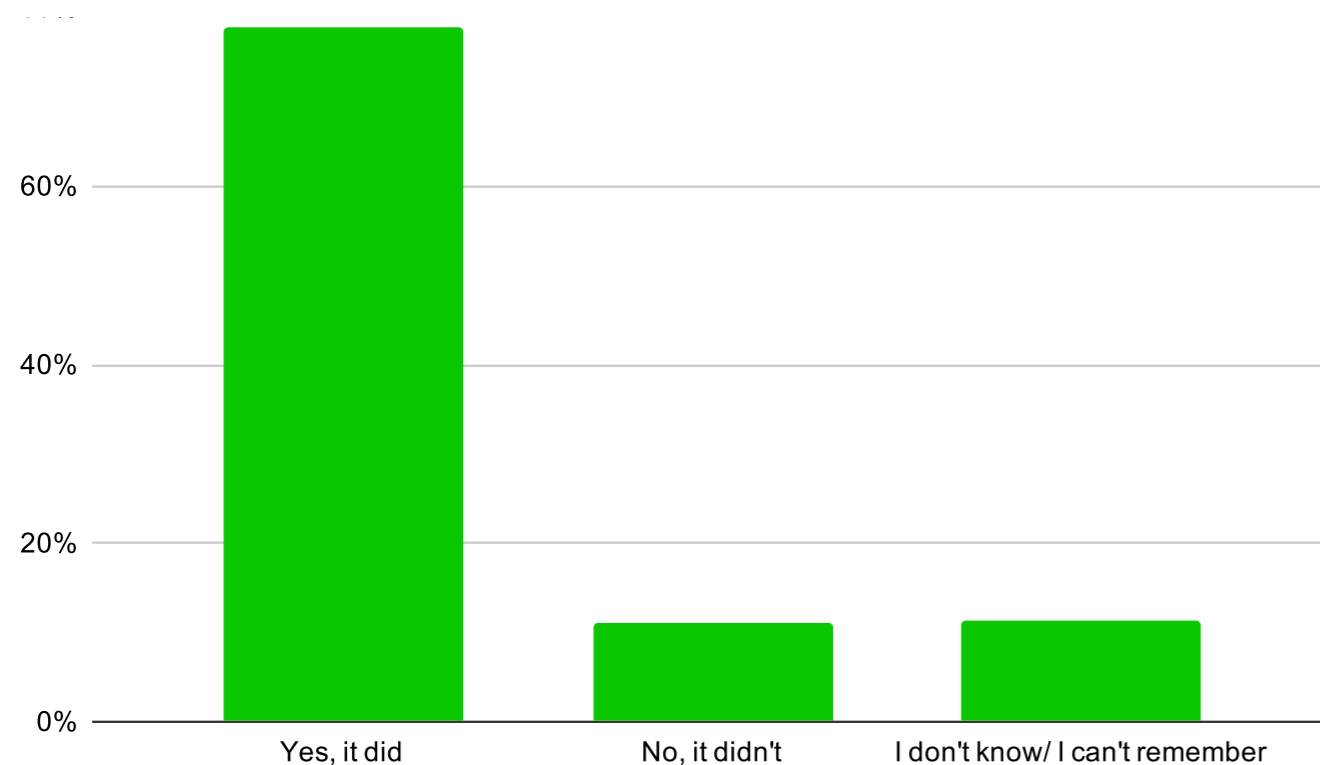
Question 4) Please think about the age rating symbols that you see in the picture below, that are included in DVDs, Blu-rays and the cinema to tell us the age group that they are suitable for. Would you like to see these age ratings included for videos you watch on websites like YouTube?



Question 5) In the last month (since the end of March), have your parents talked to you about how to avoid films, TV shows, or YouTube videos online that might upset you?

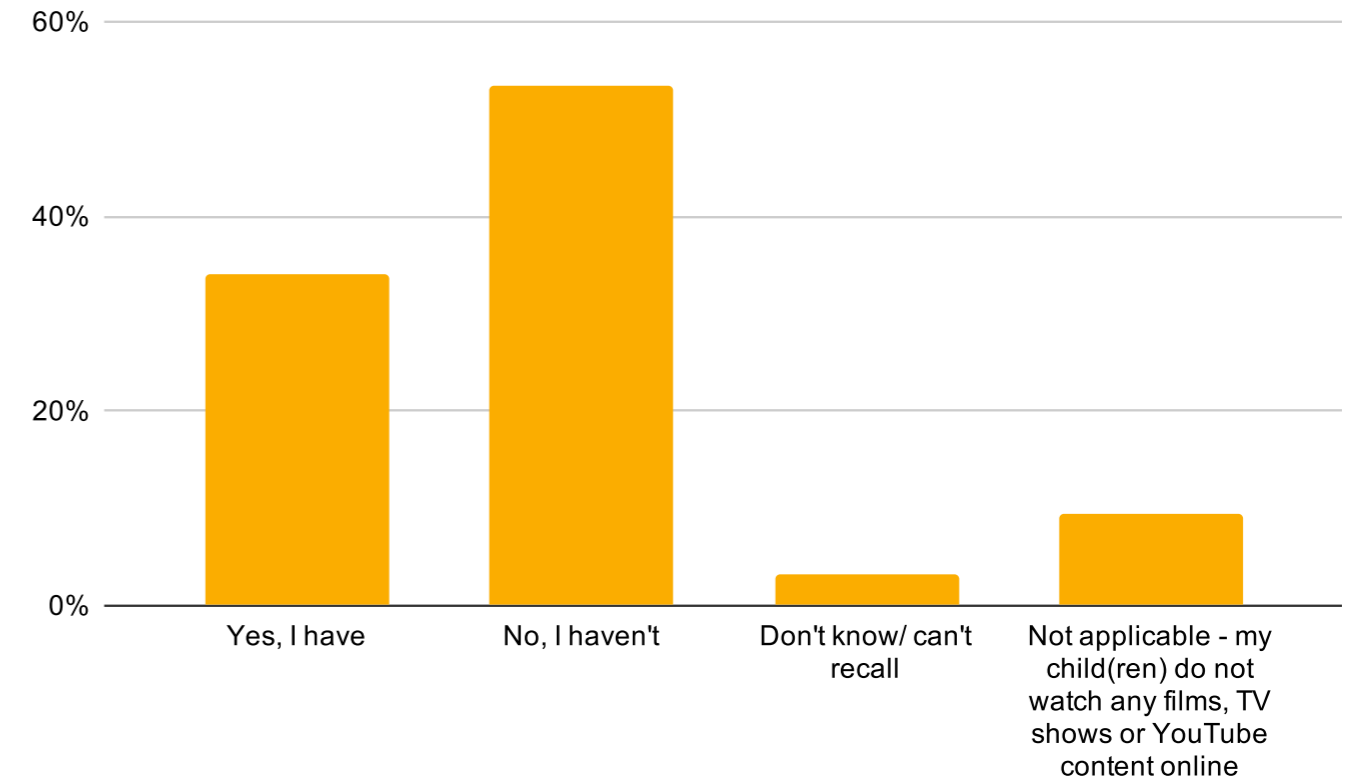


Question 6) In the question before, you said your parents have talked to you about how to avoid films, TV shows or YouTube videos that might upset you... Did having that conversation with your parents help you choose which films, TV shows, or YouTube videos to watch online, that won't upset you?

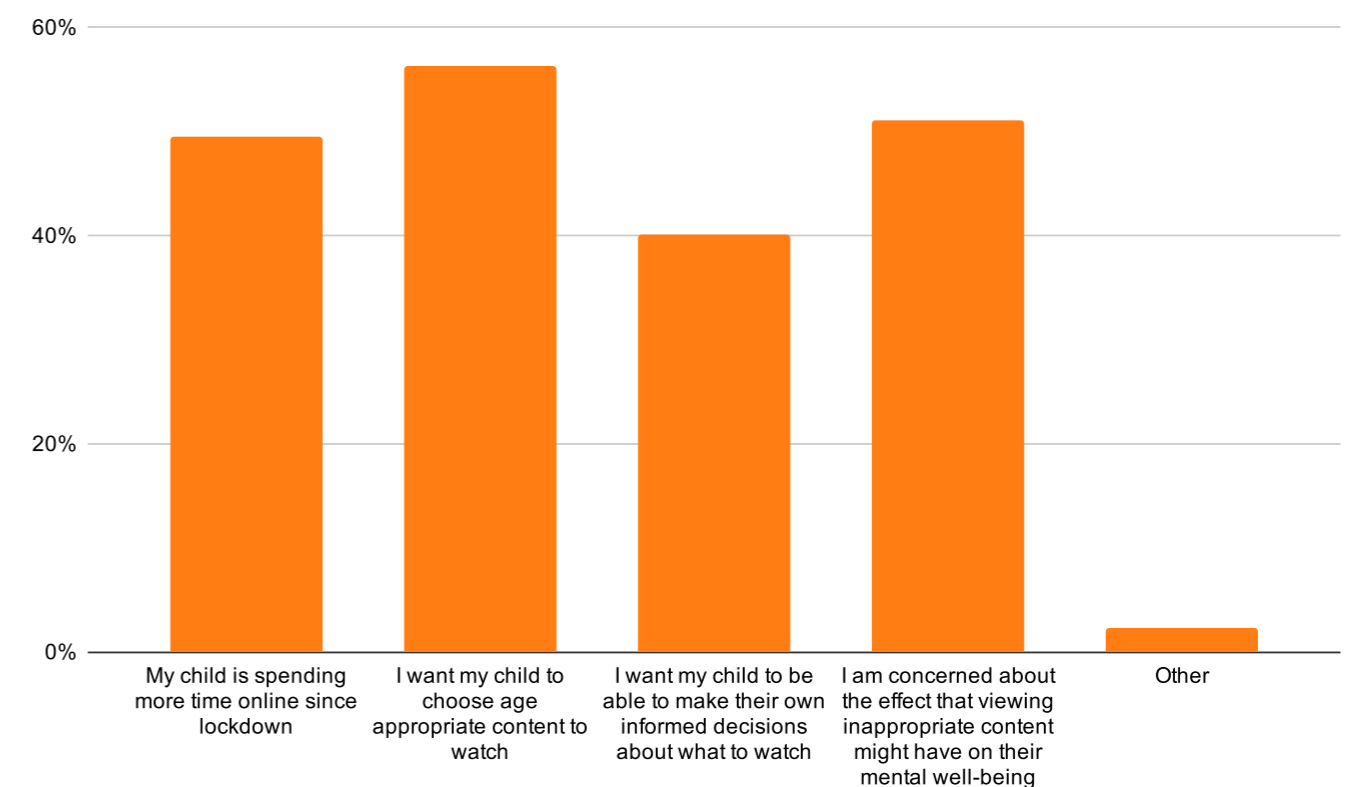


Parents Survey

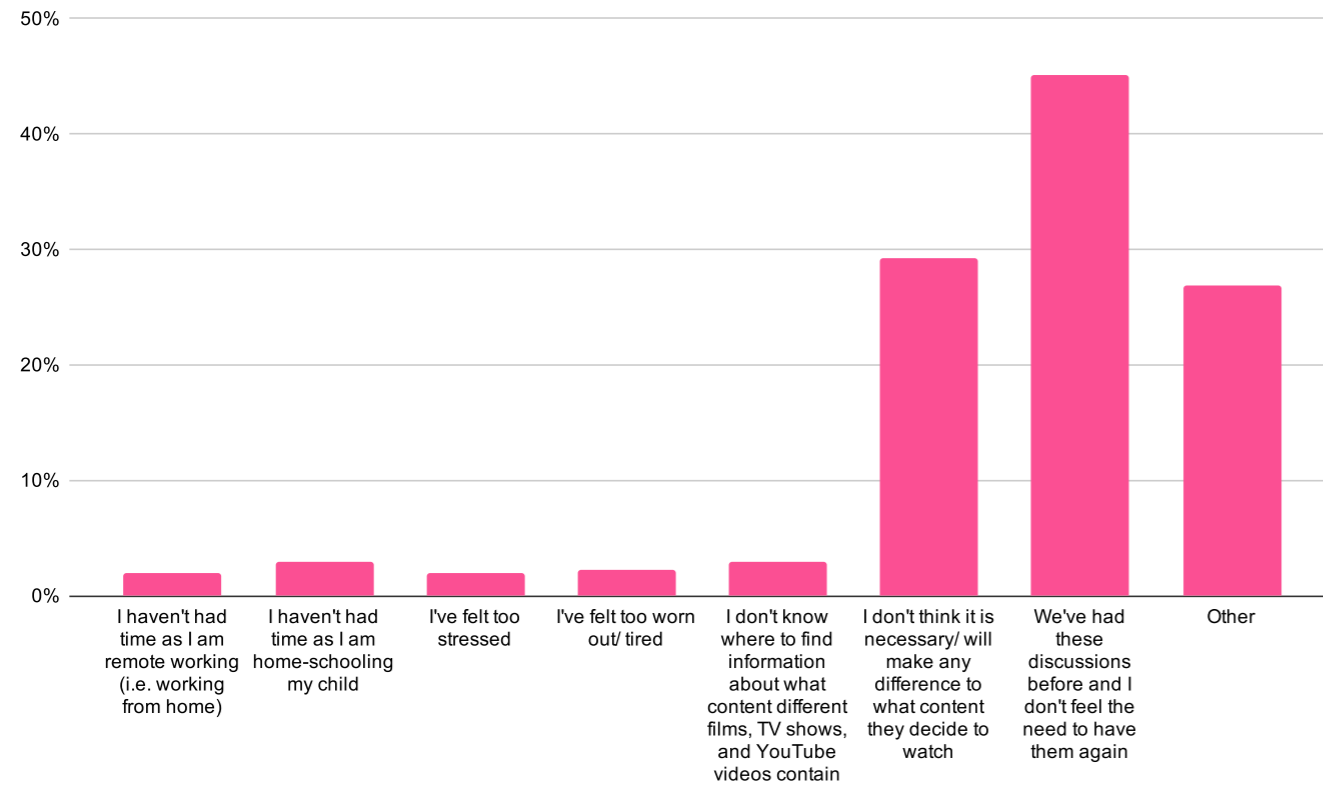
Question 1) Thinking about the last month in lockdown (i.e. since late March)... Have you had a conversation with any of your children aged 18 and under about how to avoid online film, TV or YouTube content that might upset them?



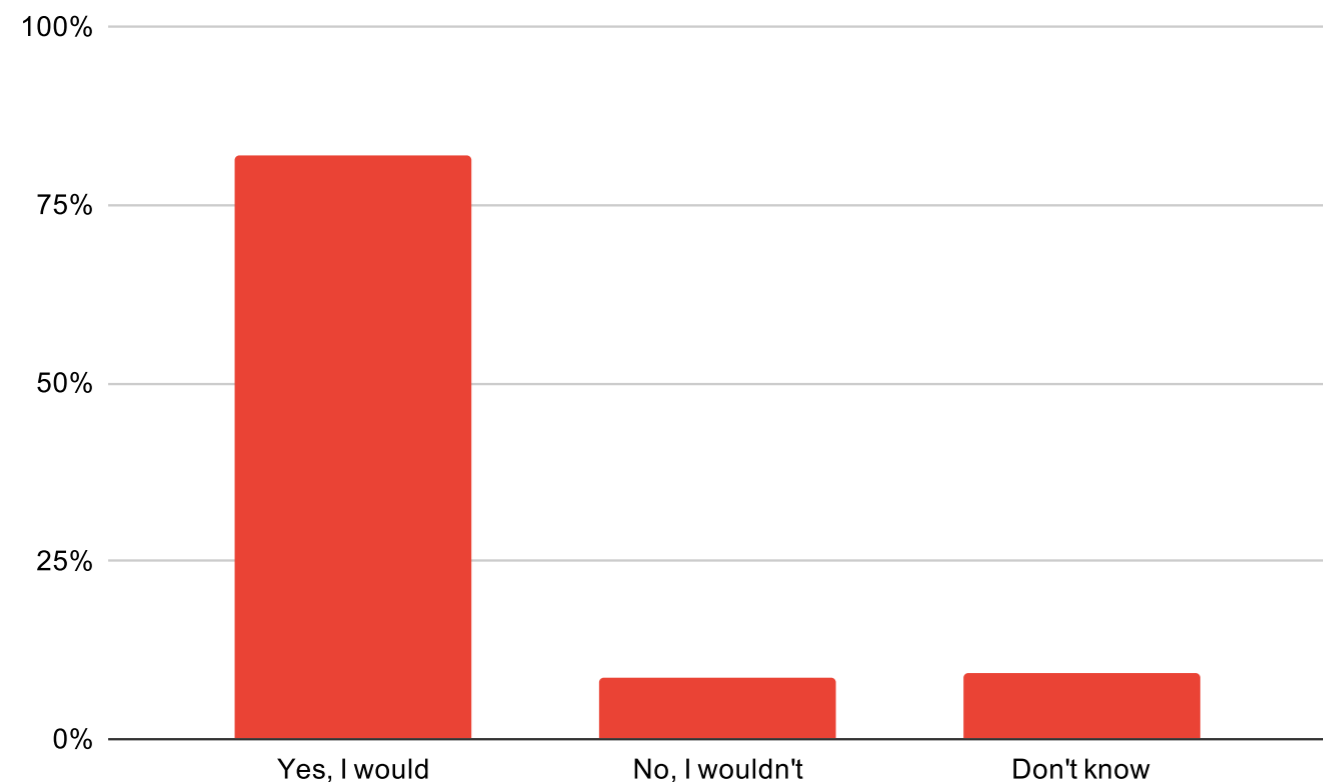
Question 2) You previously said you have had a conversation with one or more of your children about how to avoid online film, TV and YouTube content that might upset them... Which, if any, of the following are reasons why you have had this conversation since lockdown? (Please select all that apply)



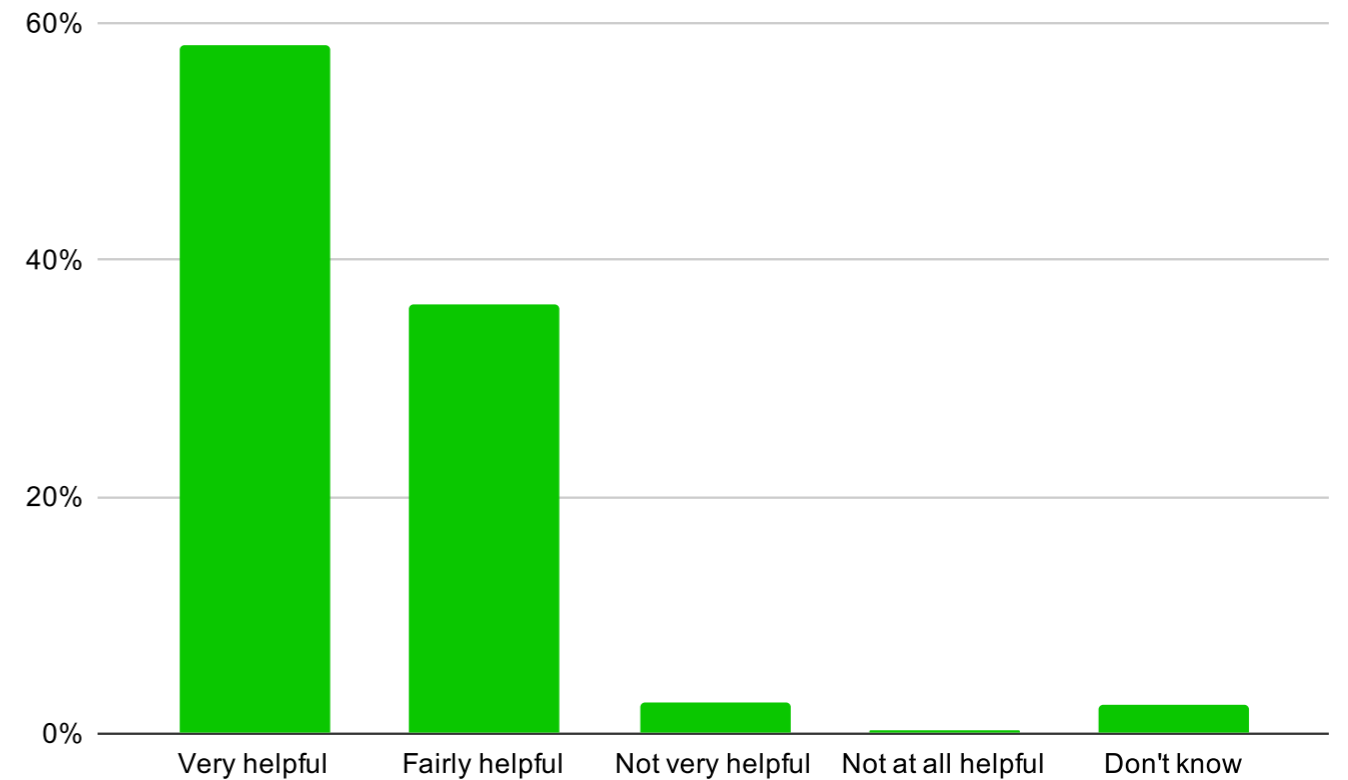
Question 3) You previously said you have not had a conversation with any of your children aged 18 and under about how to avoid online film, TV and YouTube content that might upset them... Which, if any, of the following are reasons why you have not had this conversation during lockdown? (Please select all that apply)



Question 4) Thinking about the BBFC (British Board of Film Classification) age ratings you see in the cinema, on Netflix, DVDs and Blu-rays... Would you also like to see these on user-generated platforms, such as YouTube?



Question 5) You previously said you would like to see BBFC age ratings on user-generated platforms, such as YouTube... How helpful, if at all, would you find it for these ratings to be linked to parental filters (i.e. so you can filter video content by age rating through your web browser or mobile devices)?



Support

“The BBFC’s important research demonstrates the pressing need for more to be done in order to protect children from harmful or upsetting online content. The recent lockdown has only exacerbated the problem. Clearly there is a demand from both parents and children for greater application of age ratings and content warnings online, both on video-on-demand services and video sharing platforms like YouTube where children are increasingly accessing content. Equally important is the introduction of mandatory age-verification for sites on which pornography is currently freely available to children. In the absence of legislation for now, I hope that the Government will encourage industry to follow the example set by Netflix and work with trusted regulators like the BBFC on a voluntary basis in the interests of child safety.”

- Baron Clement-Jones, CBE, FRSA, Liberal Democrat Peer and spokesman for the digital economy in the House of Lords