



Survey into family viewing decisions September 2020



YouGov[®]

bbfc View what's
right for you

Overview

Purpose


We wanted to find out how children make decisions about what content to watch, and how much they involve their parents in those decisions.

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.



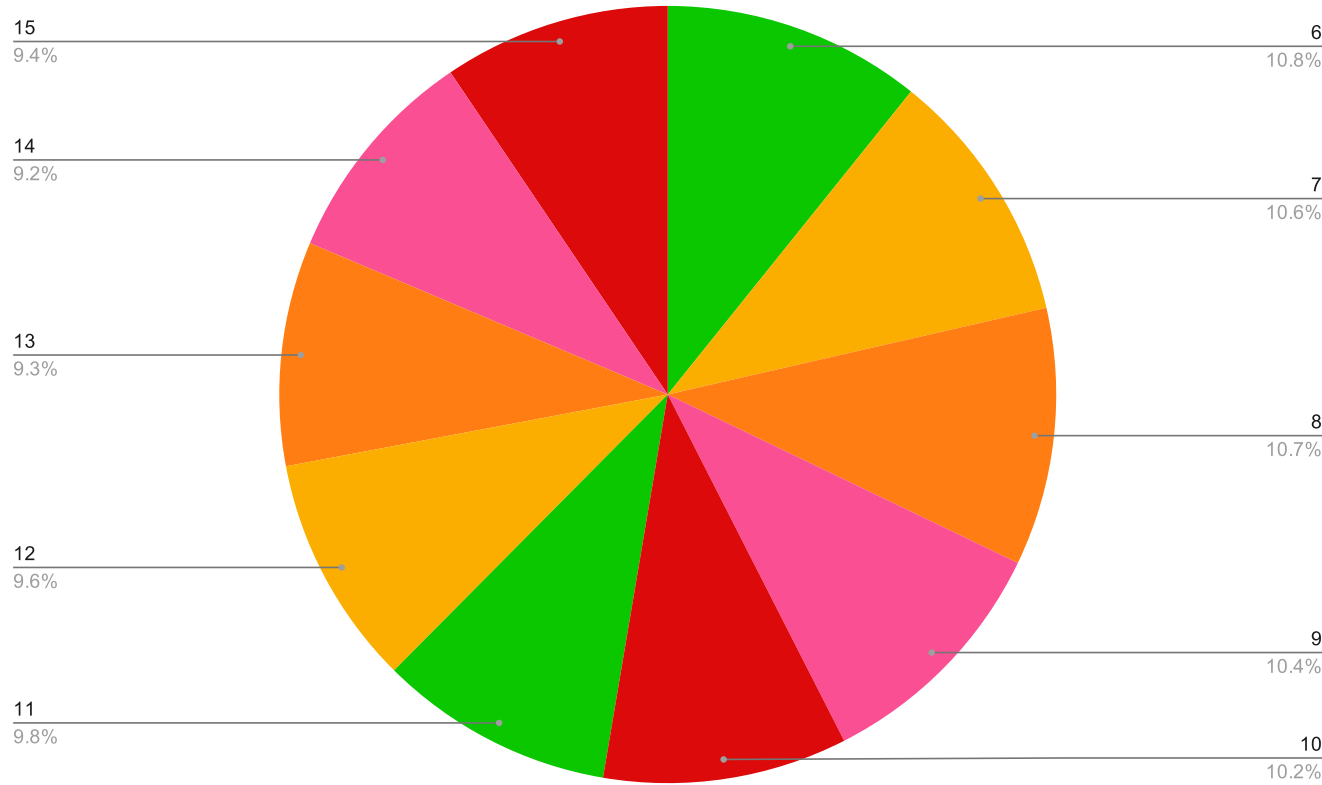
We asked 4,350 parents and 663 children between 6 - 10 March 2020

Key Findings

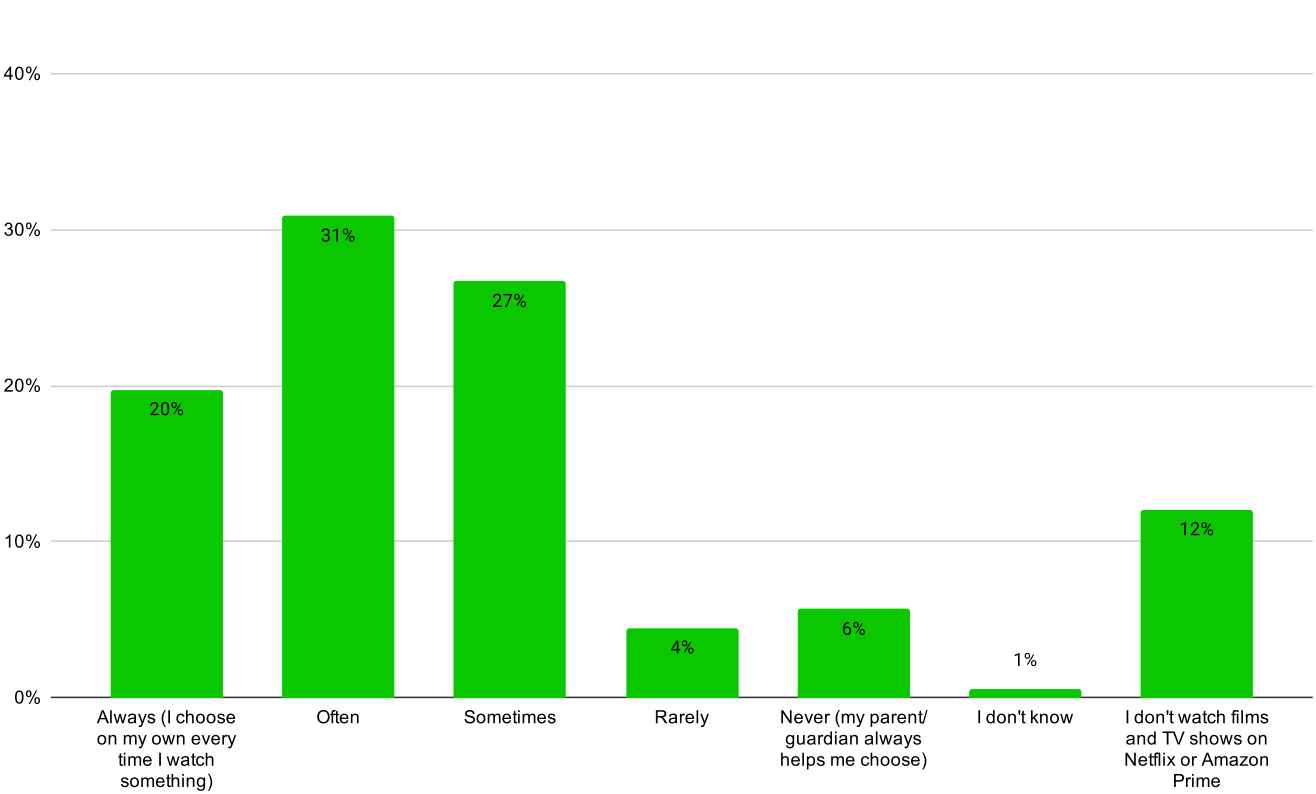
- **51% of 6 - 15 year olds don't talk to their parents about choosing what content to watch.**
- **42% of parents say they're concerned about what effect upsetting or disturbing content might have on their child's development.**
- **46% of 6 year olds are regularly making their own decisions about what to watch without asking mum or dad. 63% of parents of 12-15 year olds and 72% teens think that films and TV can be a useful springboard in starting difficult conversations with their children around topics like mental health and sexuality.**
- **65% of parents with 4-11 years olds and 66% of children say that content can help them start conversations about relationship breakdown, death, illness or bullying.**
- **Girls are much more likely to talk about their mental health with a parent after watching content on a streaming service - with 25% of 6 - 15 year old girls saying they've approached a parent after seeing something, compared to less than one in five (19%) boys.**

Kids Survey

Age of Participants

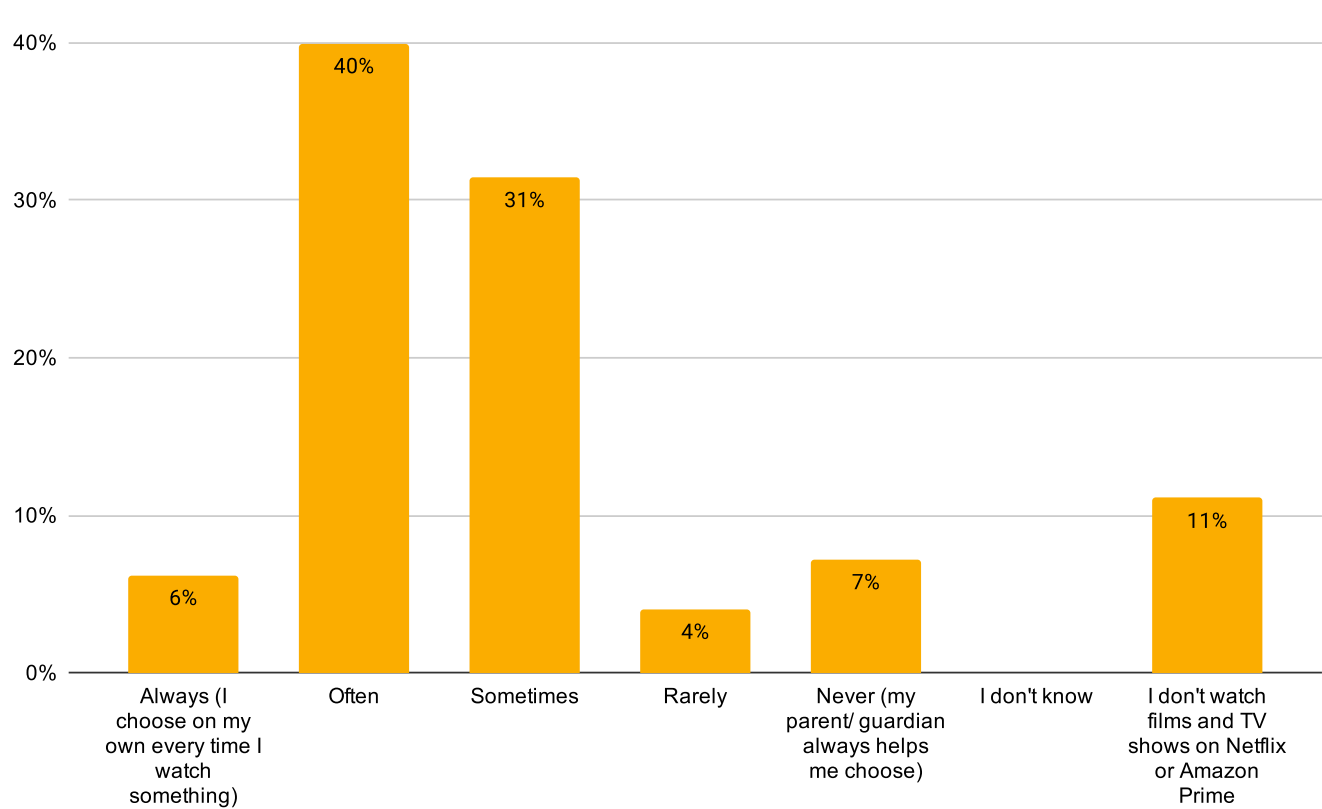


Question 1) How much do YOU choose what films and shows on Netflix or Amazon to watch, without the help of your parents/ guardians? (All ages)

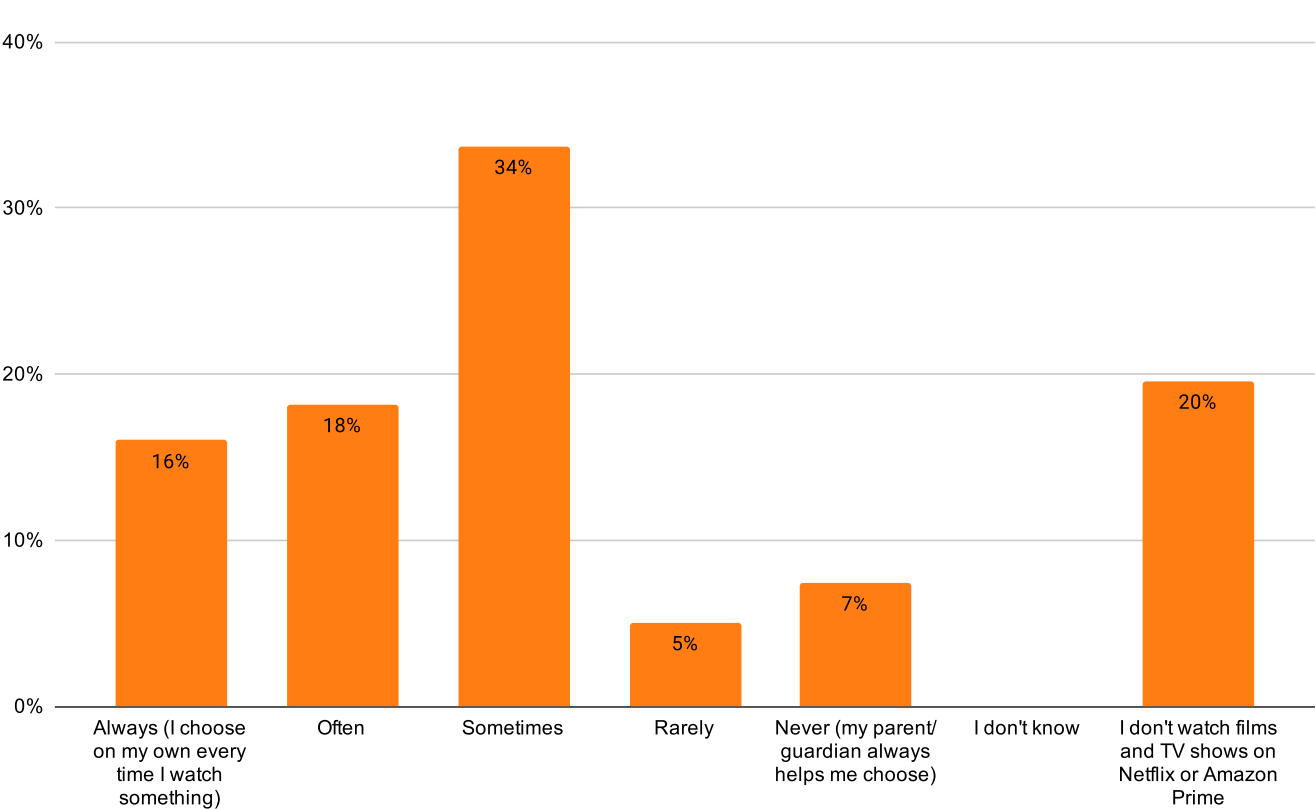


Question 1) Broken down by age

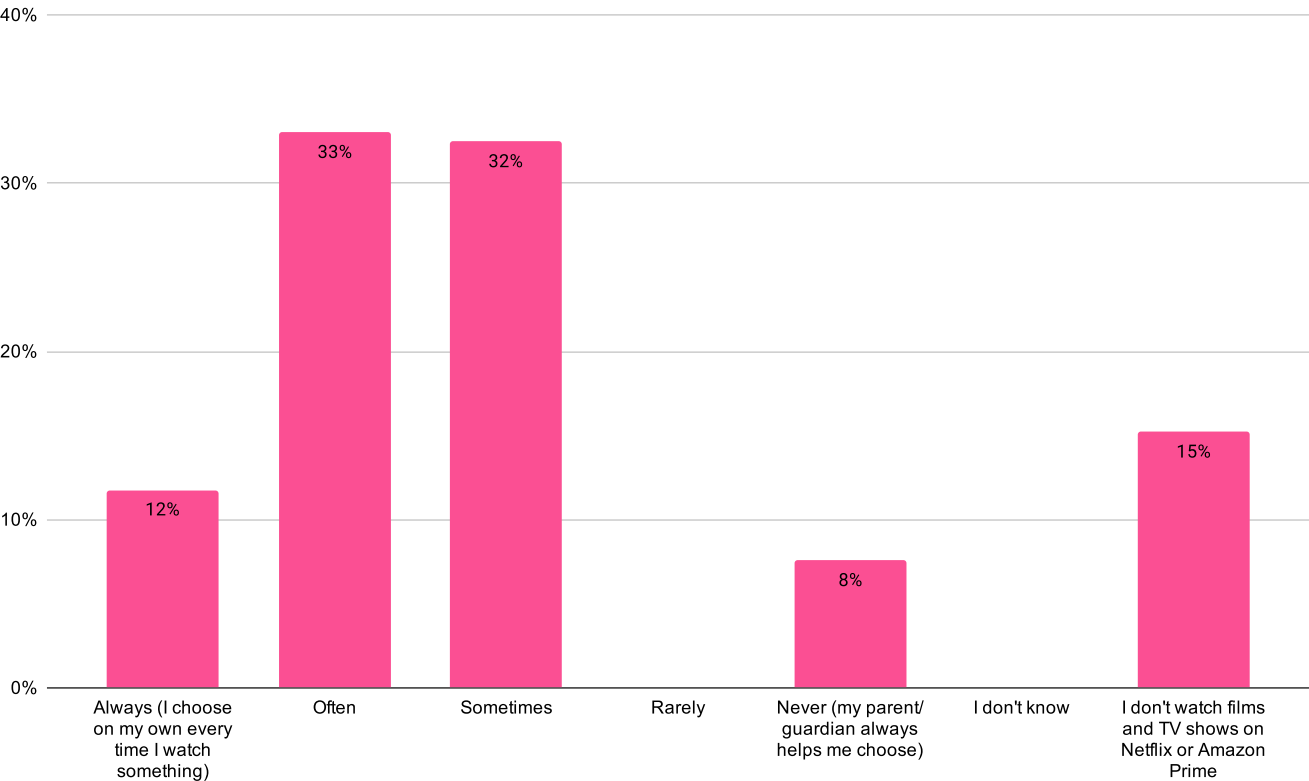
6 year olds



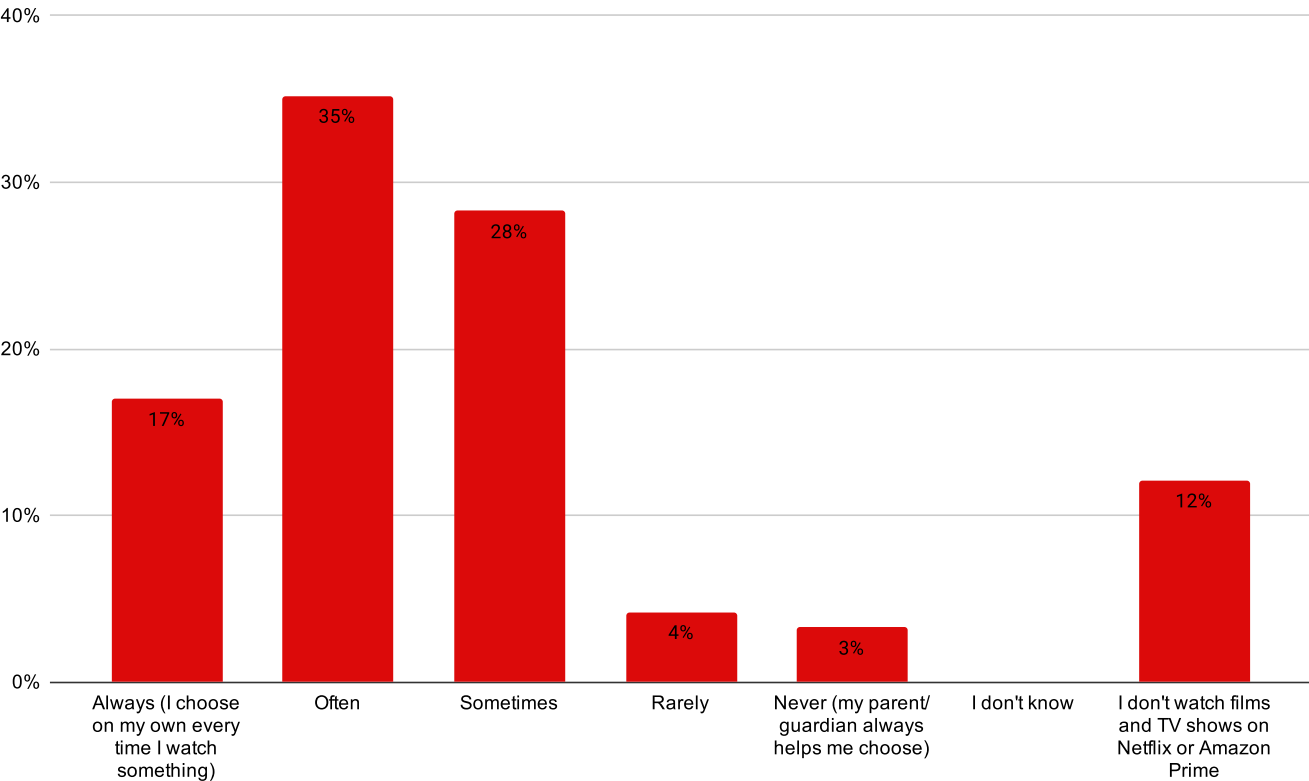
7 year olds



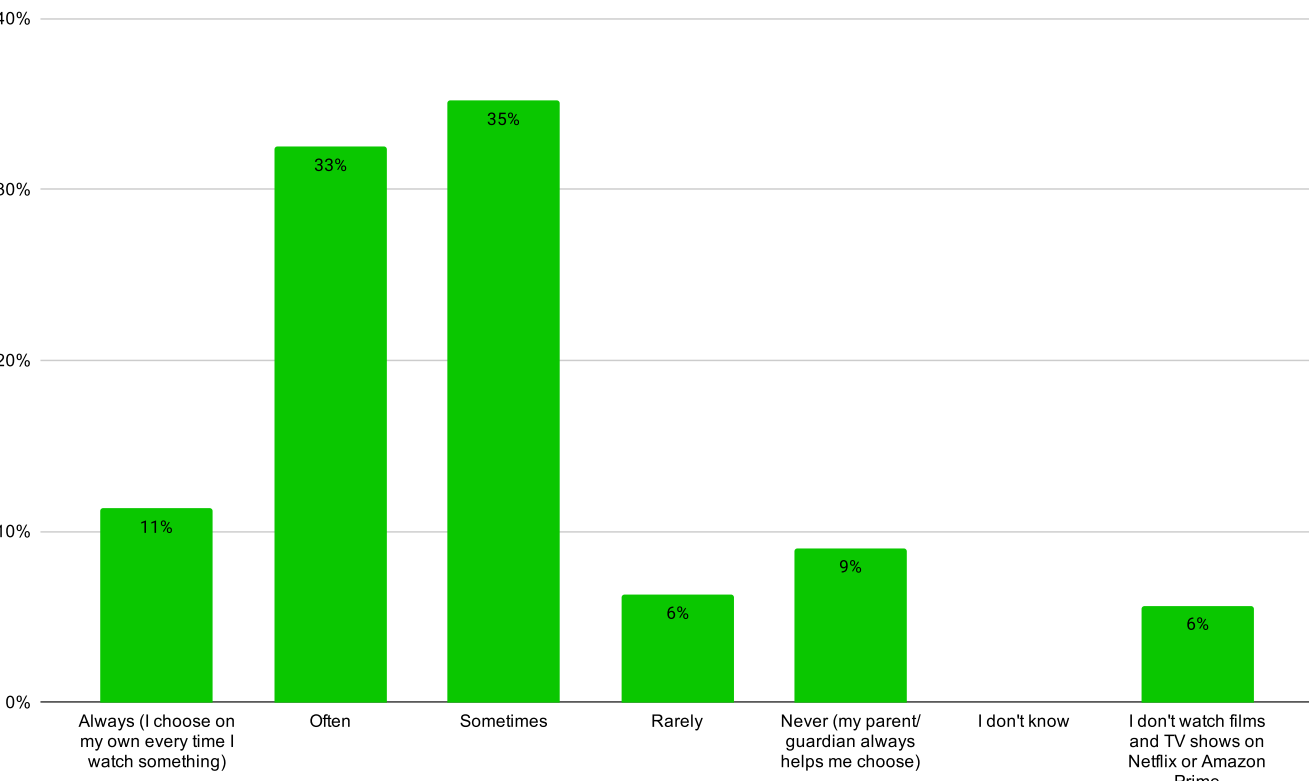
8 year olds



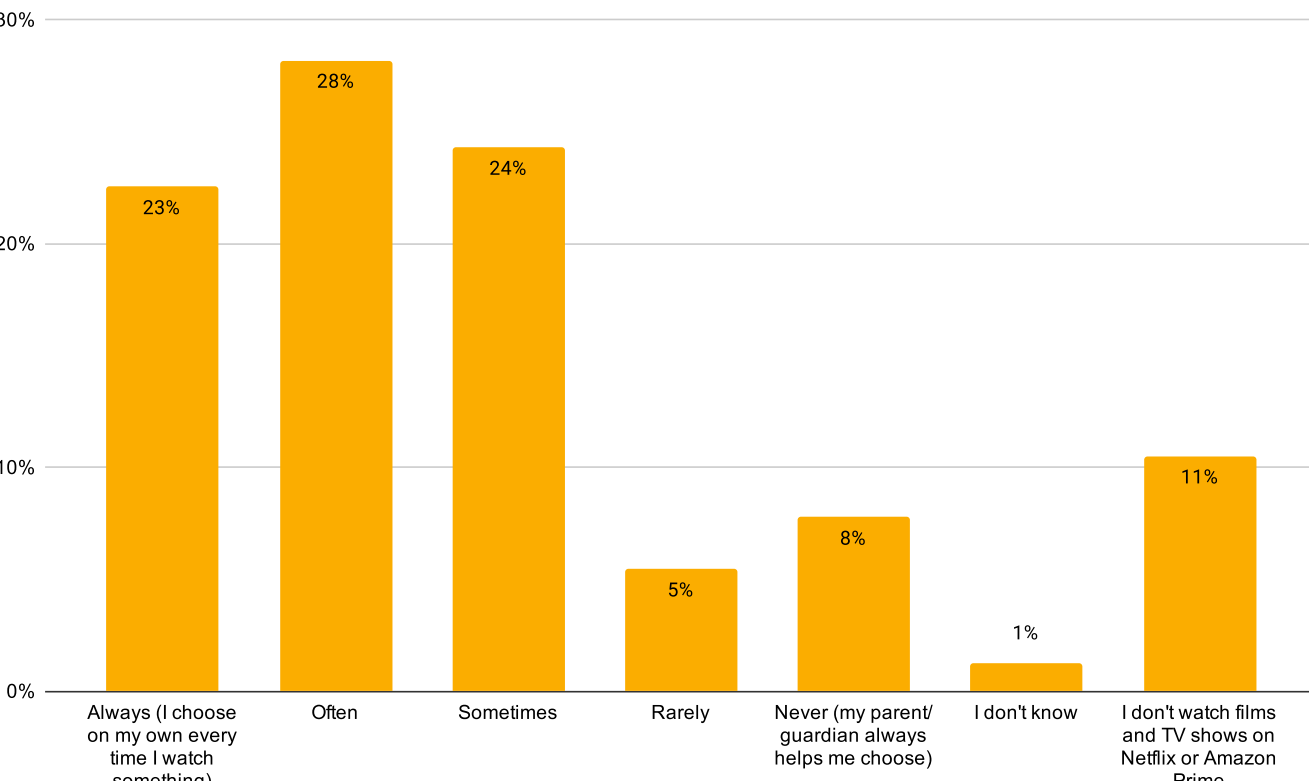
9 year olds



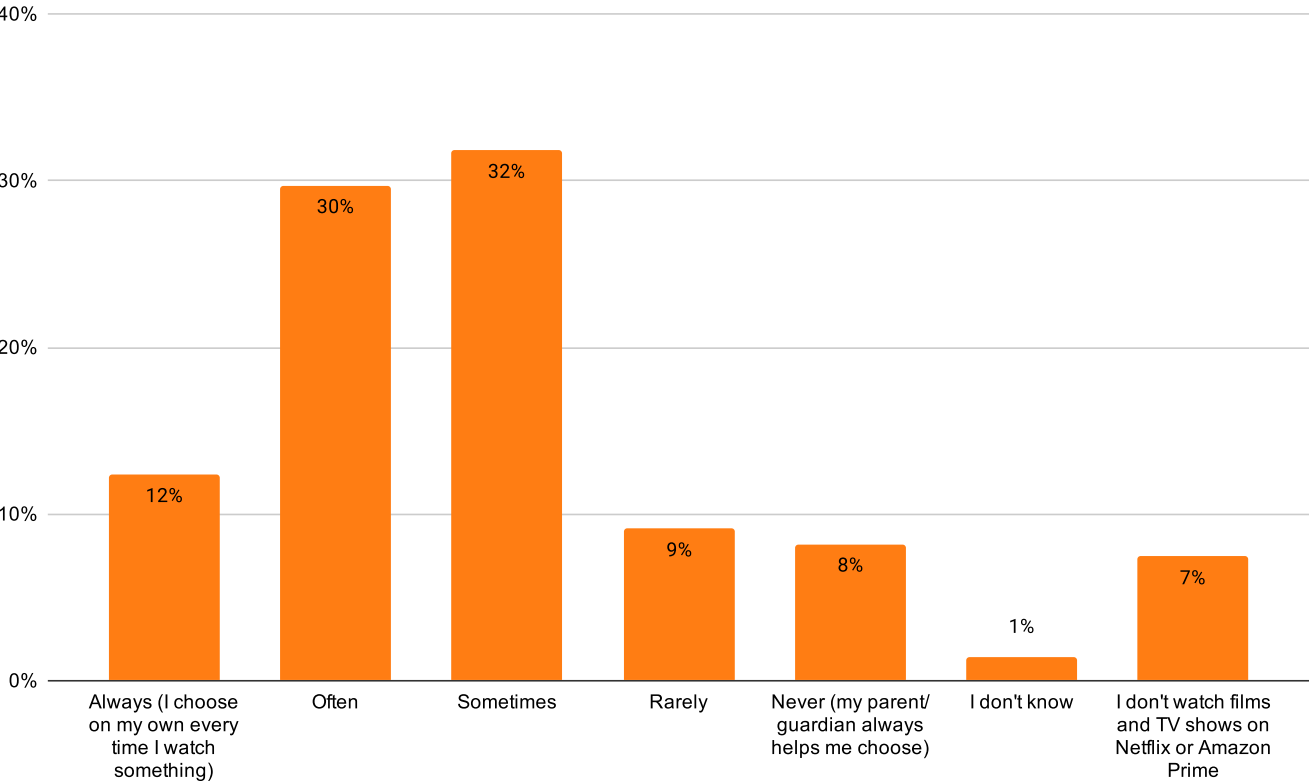
10 year olds



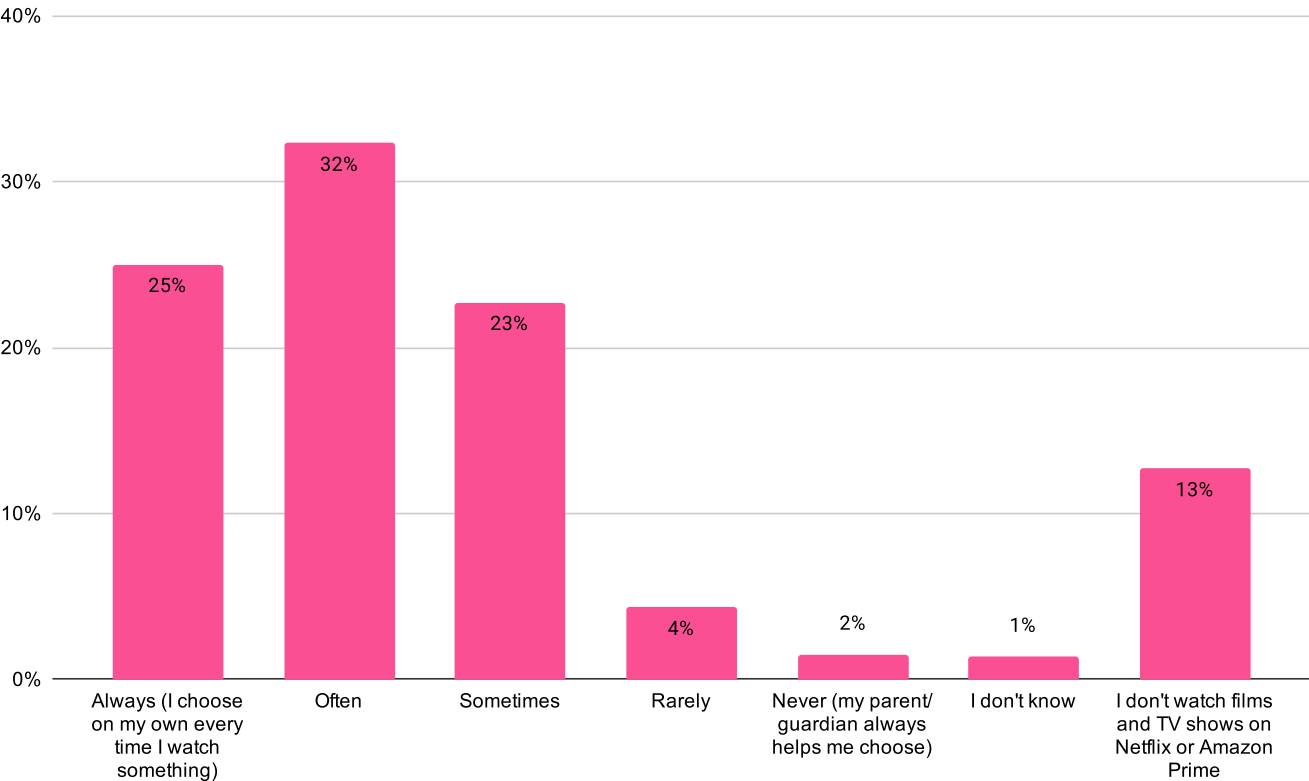
11 year olds



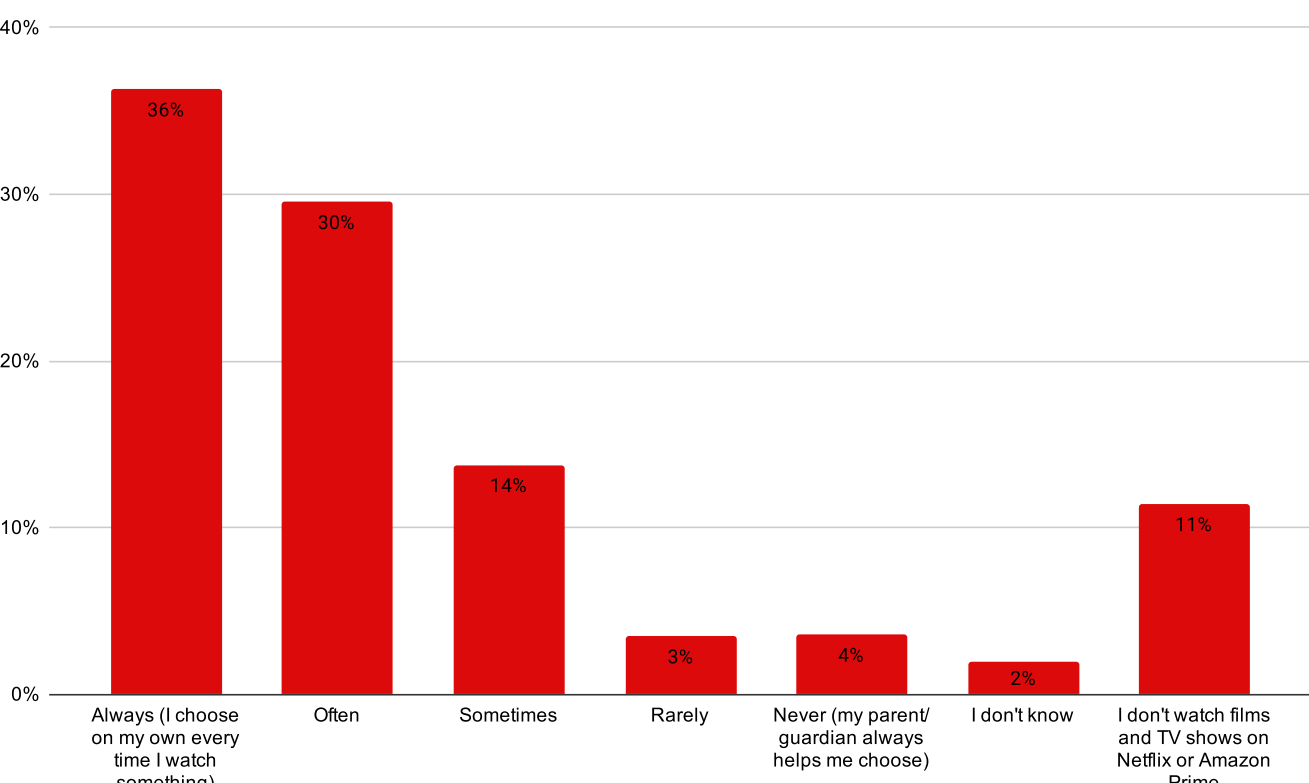
12 year olds



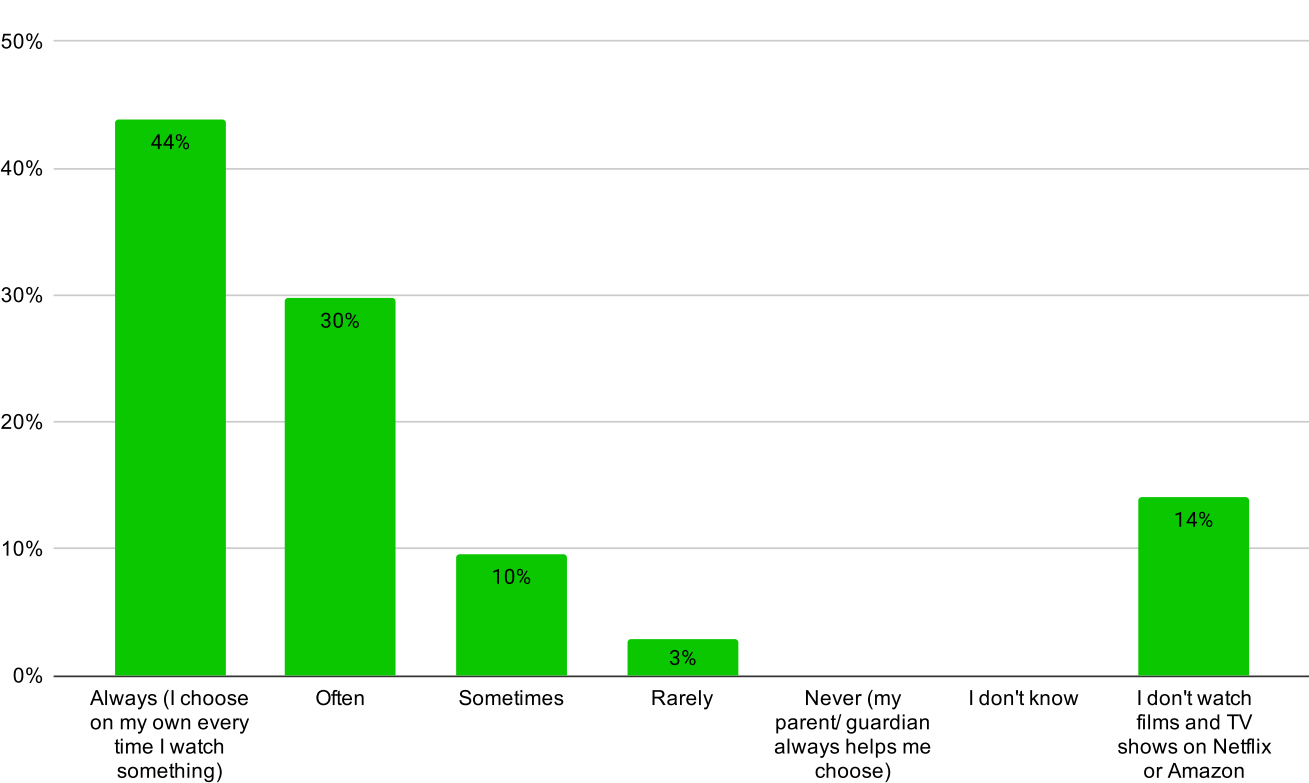
13 year olds



14 year olds

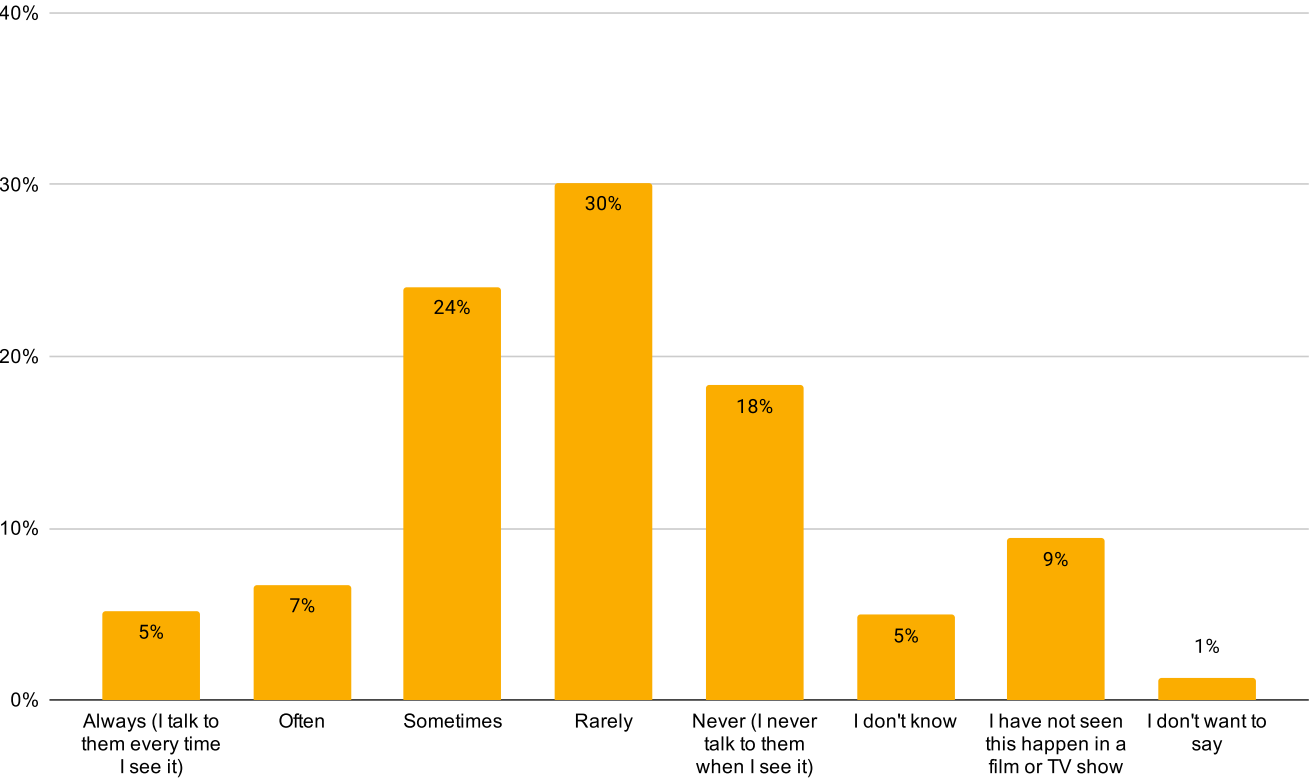


15 year olds

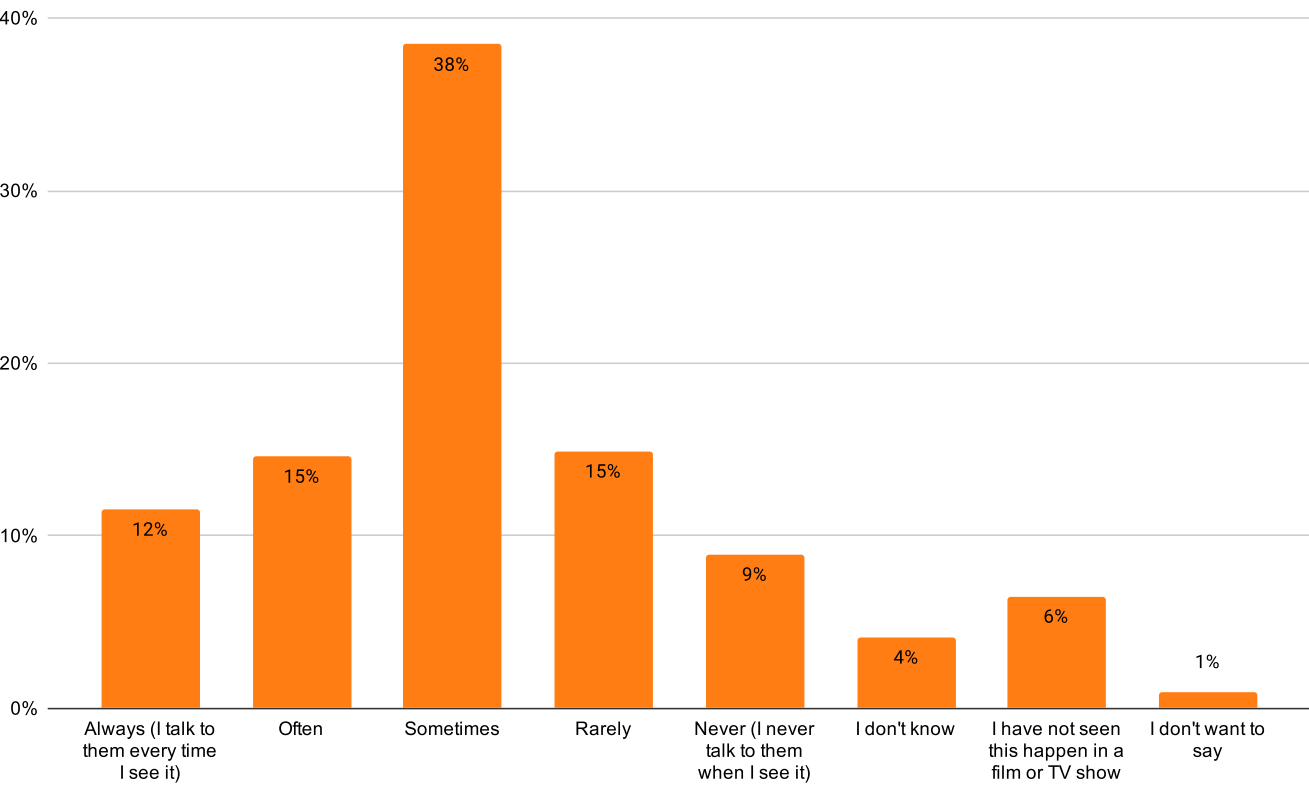


Question 2) How much do you talk to your parents/ guardians about these things if you see them in a film or TV show? (Age range of 6-11)

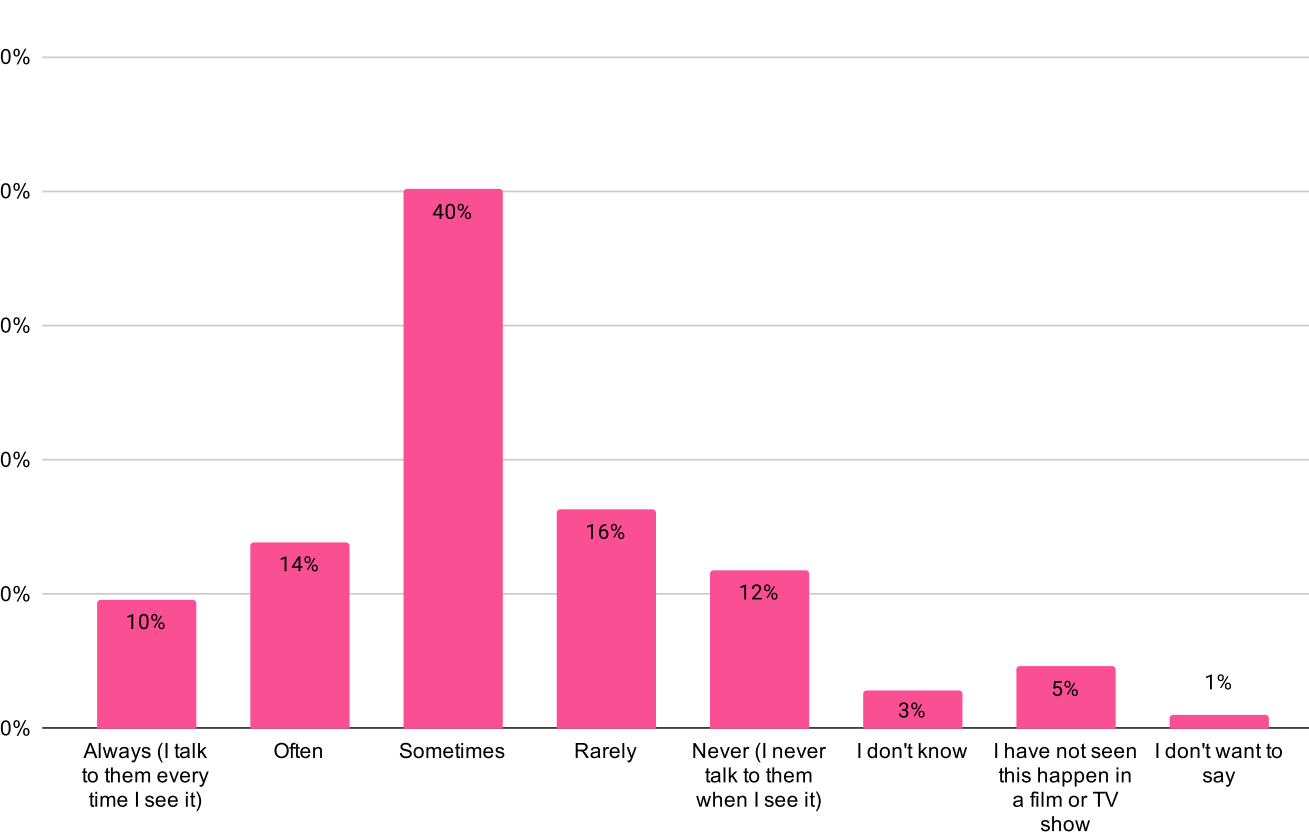
A) People breaking up/ choosing not to be together



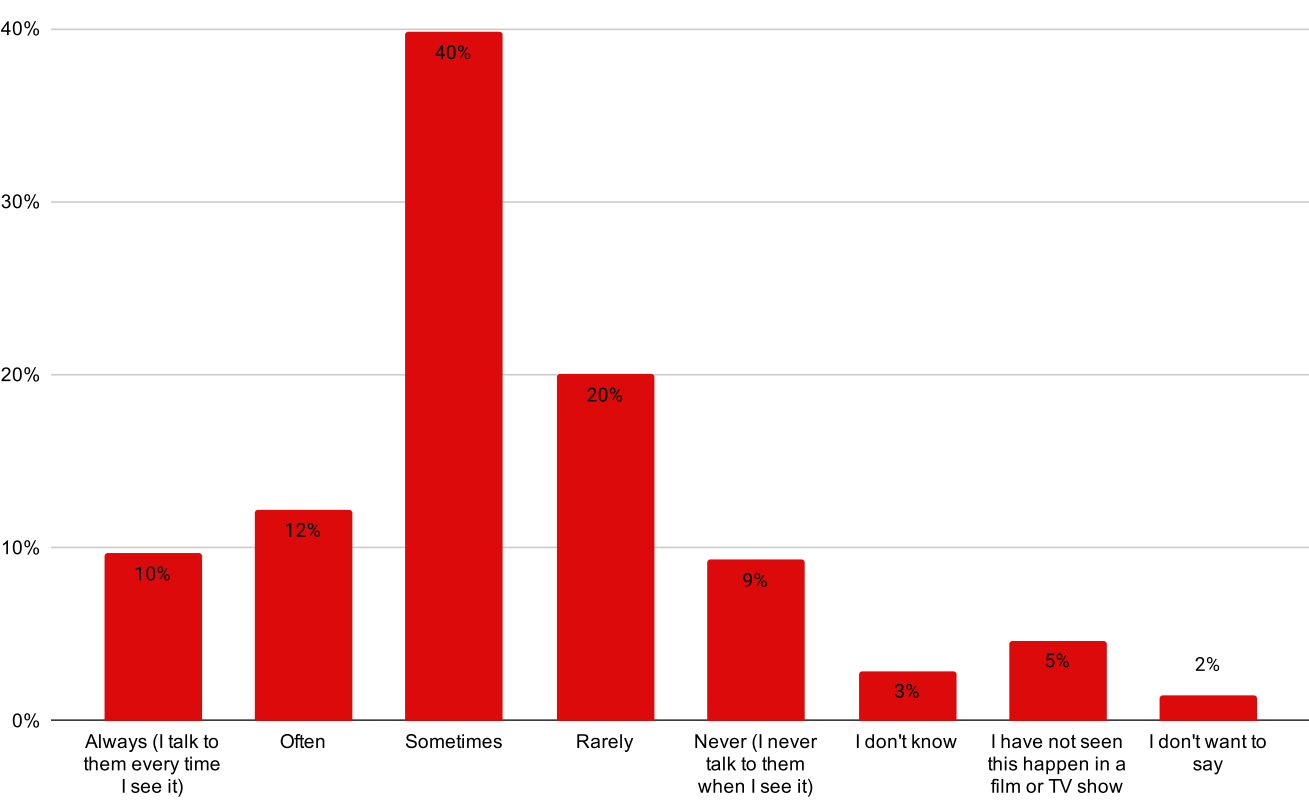
B) People being bullied



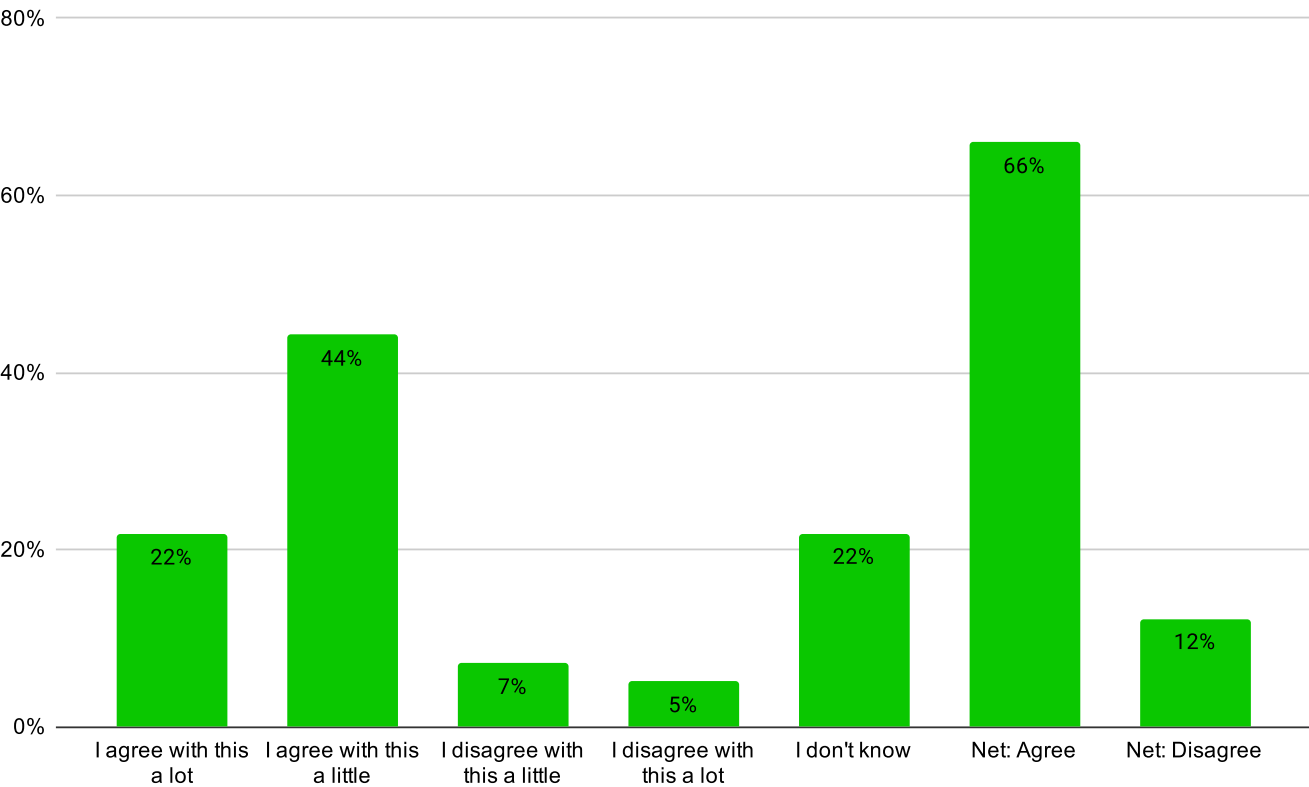
C) People being ill/ sick



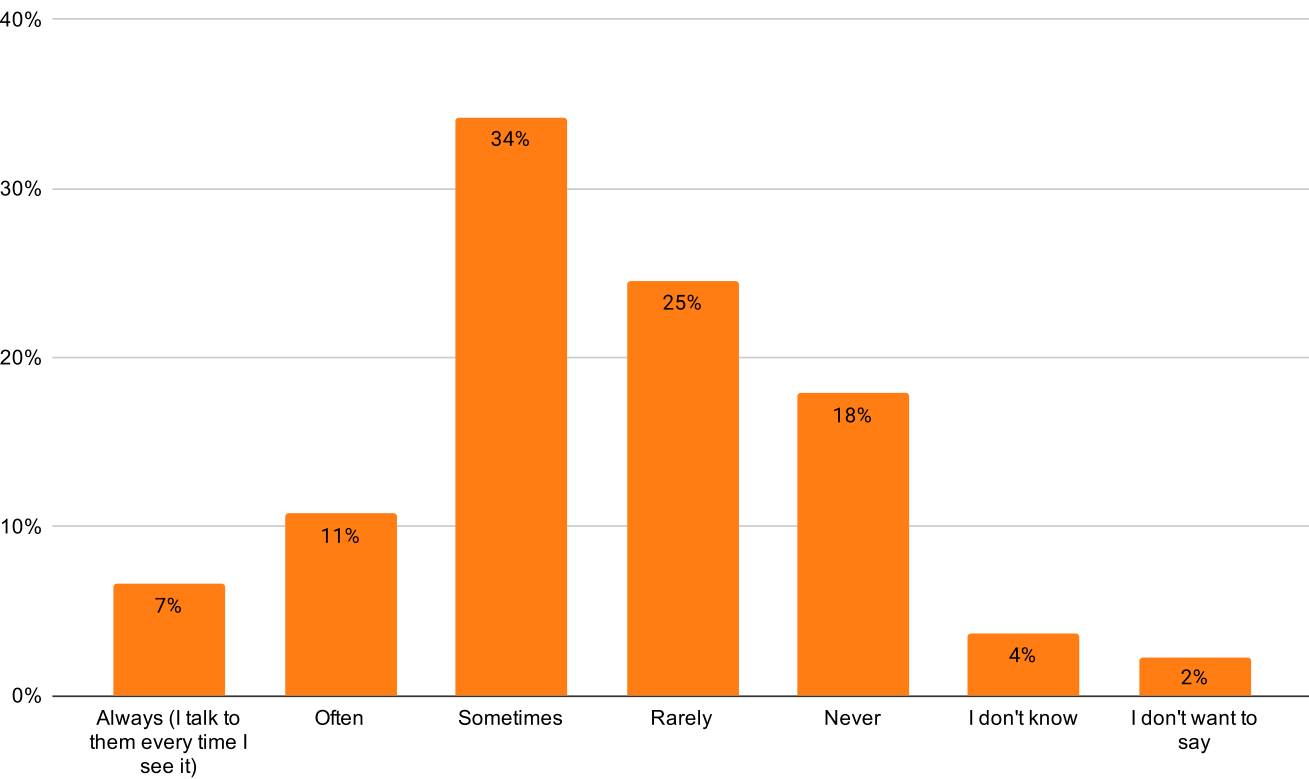
D) People dying



Question 3) Please read the below... “Seeing things such as people breaking up, bullying, people being ill and dying in films and TV shows on Netflix or Amazon gives my parent/ guardian the chance to talk about these things with me” Do you agree or disagree with this? (Age range of 6-11)

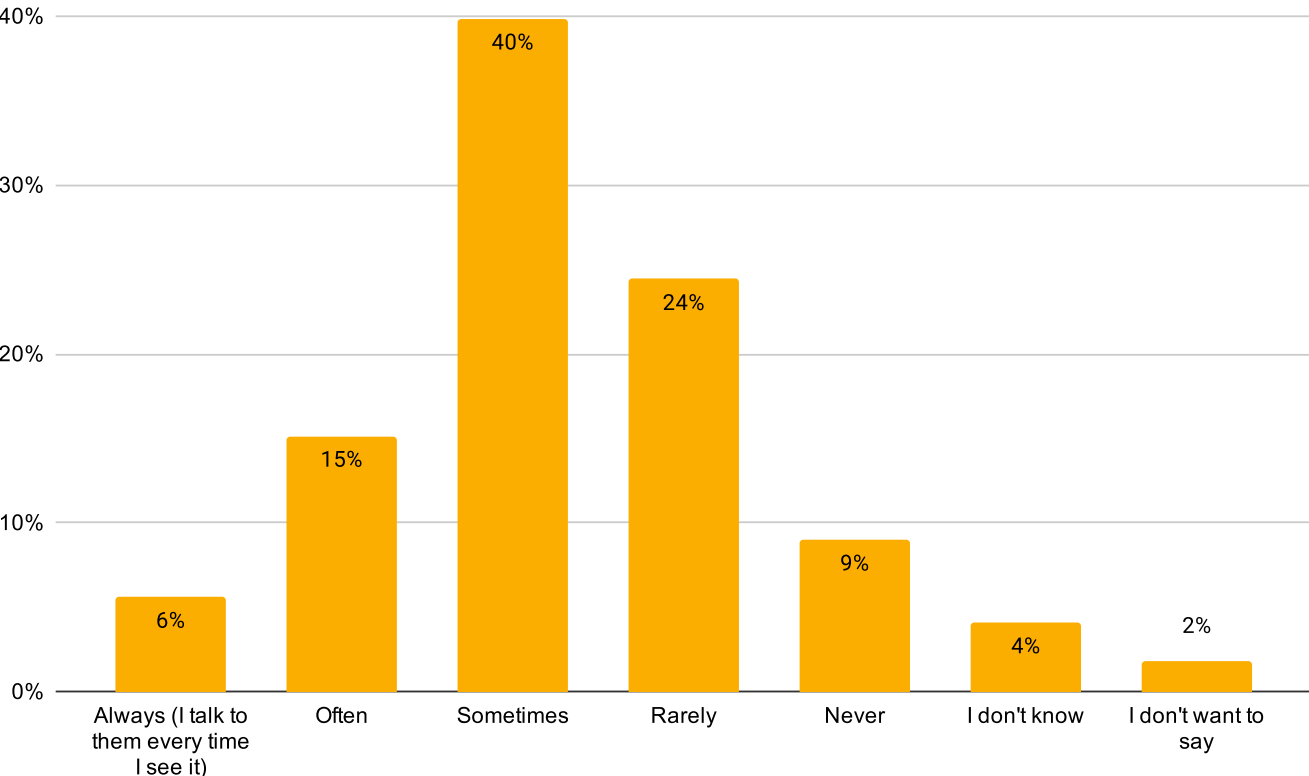


B) Sexuality

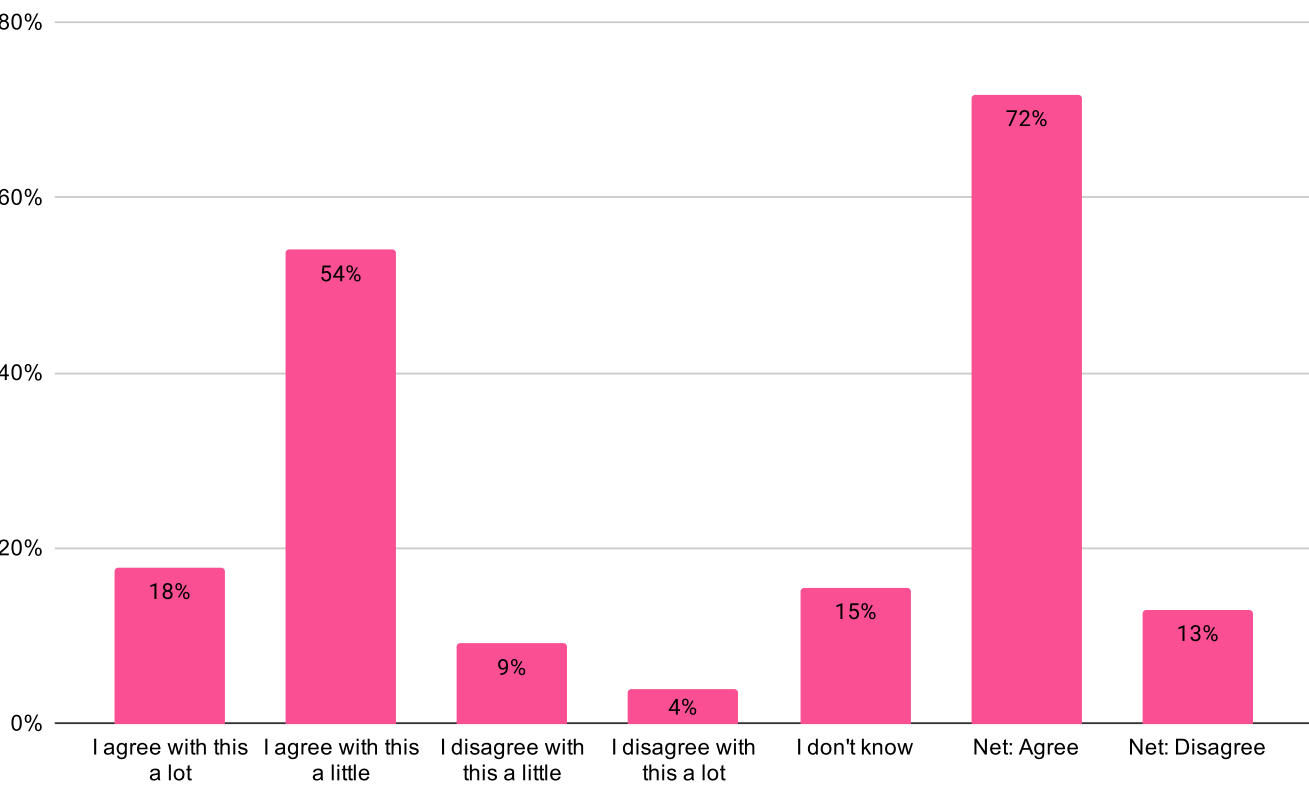


Question 4) How much do you talk to your parents/guardians about these things if you see them in a film or TV show? (Age range of 12-15)

A) Mental health problems (e.g. depression, anxiety, etc.)

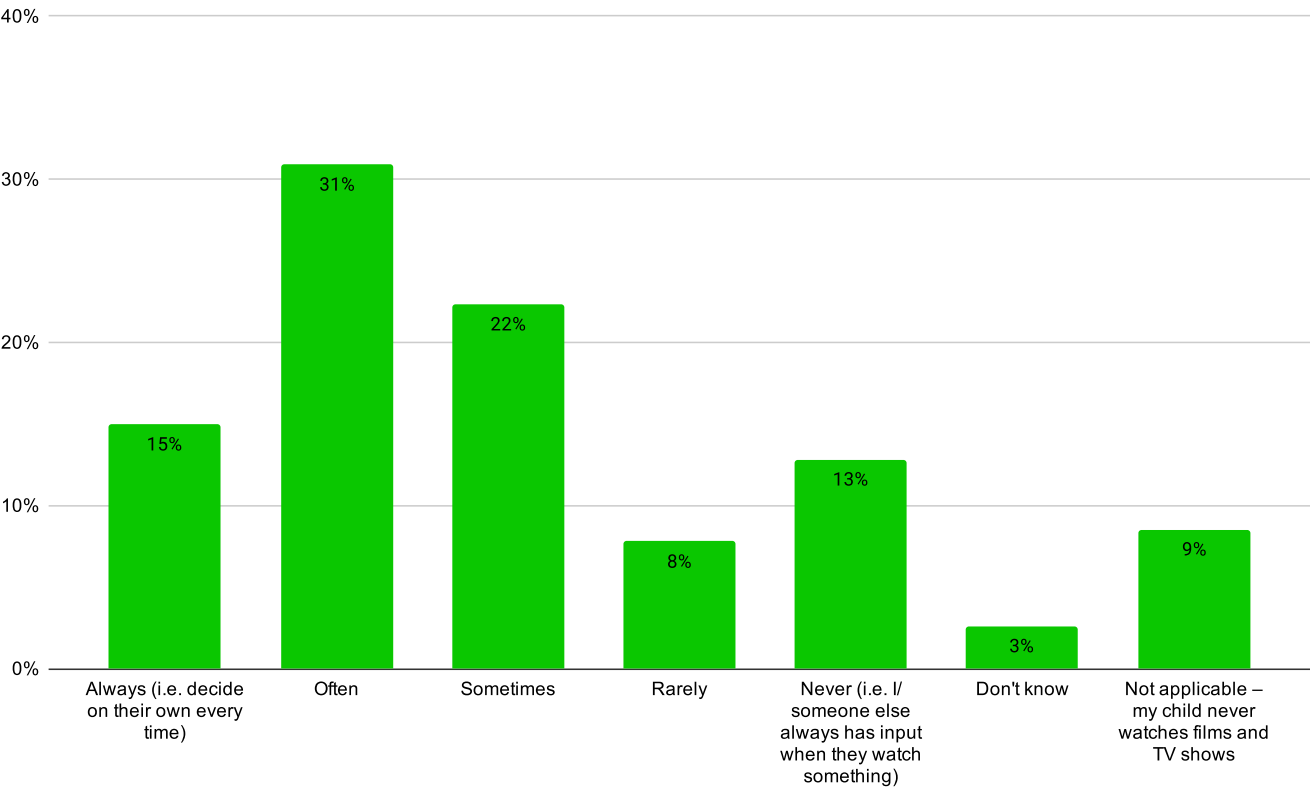


Question 5) Please read the below... “Seeing things such as people breaking up, bullying, people being ill and dying in films and TV shows on Netflix or Amazon gives my parent/ guardian the chance to talk about these things with me” Do you agree or disagree with this? (Age range of 12-15)

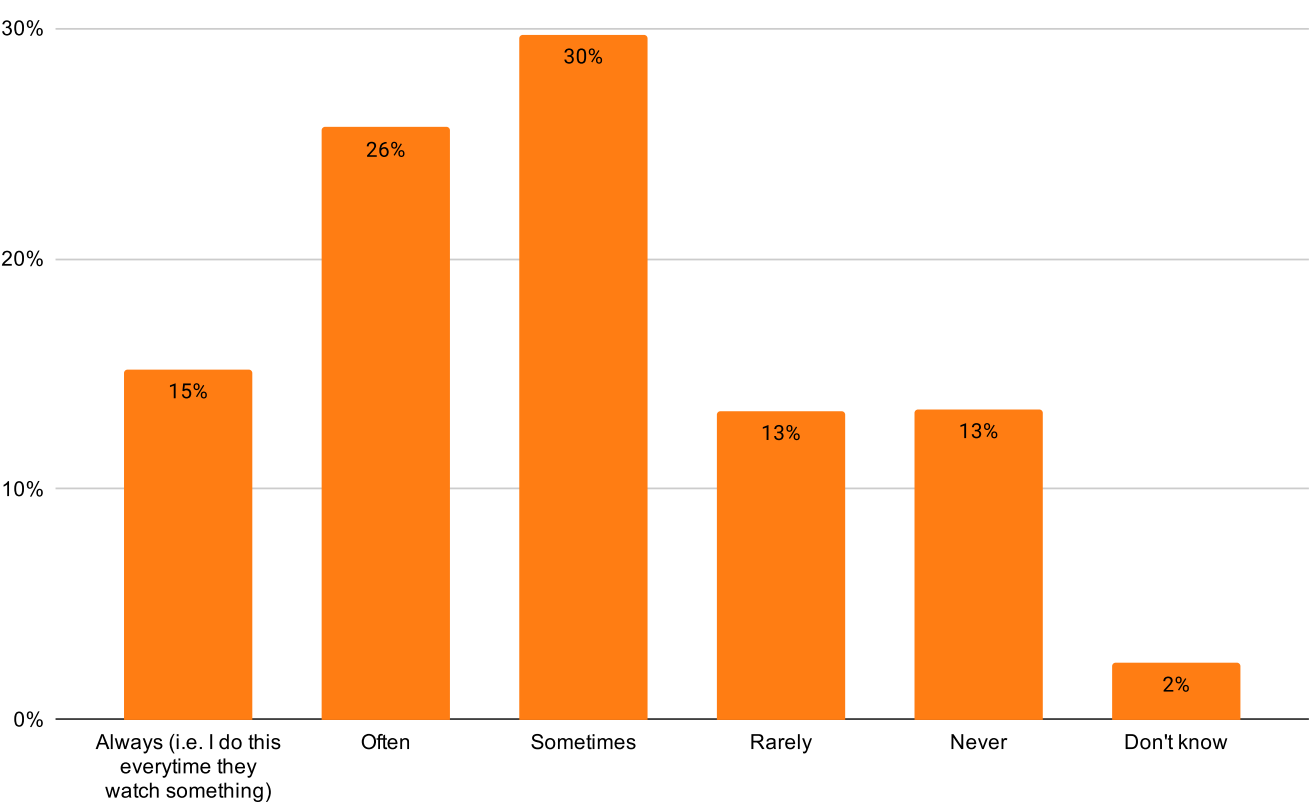


Parents Survey

Question 1) Approximately how often, if at all, does your child(ren) make independent decisions (i.e. without any help from you or other adult(s) about what films/episodic content on streaming platforms like Netflix and Amazon to watch on their own?

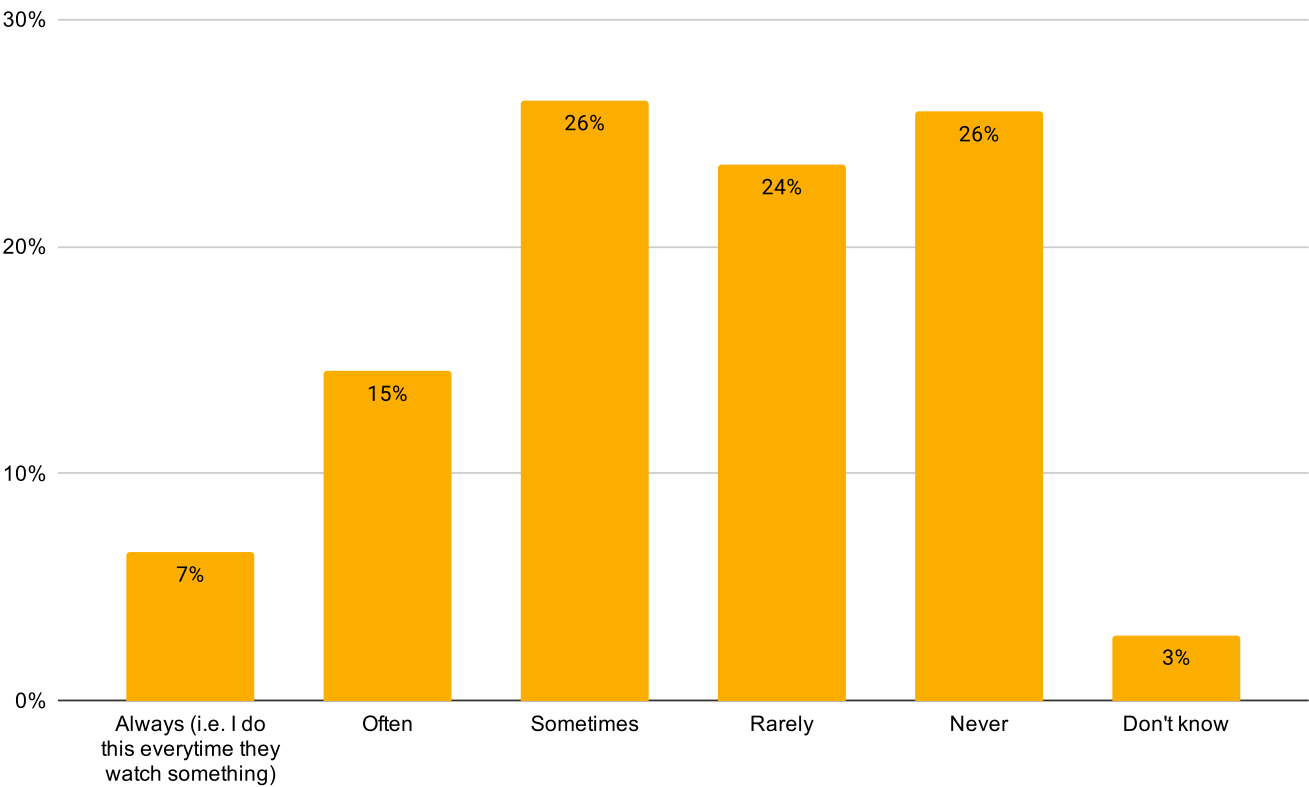


B) Watch films and shows on streaming services like Netflix and Amazon with my child to make sure it is right for them to watch

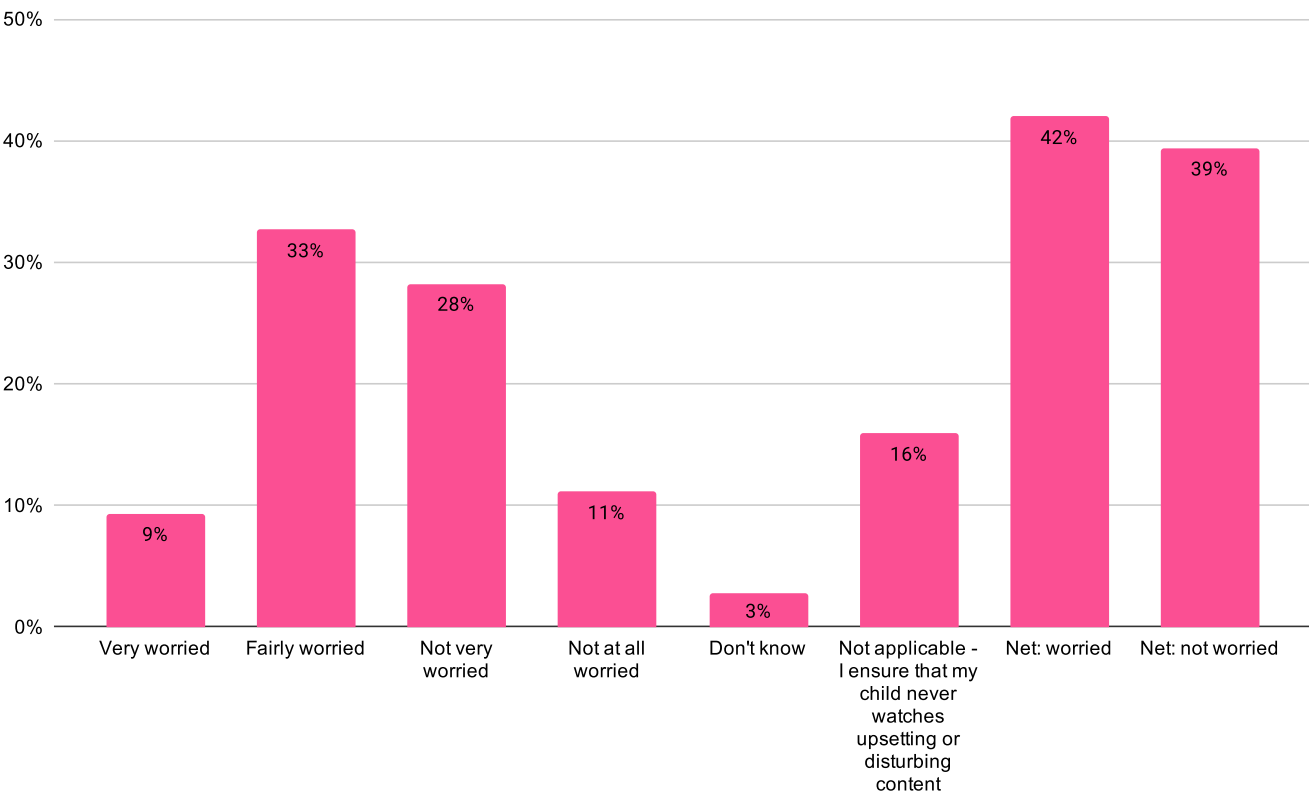


Question 2) Approximately how often, if at all, do you personally do each of the following? (Please select one option on each row)

A) Watch films and shows on streaming services like Netflix and Amazon before deciding if it's right for my child to watch it

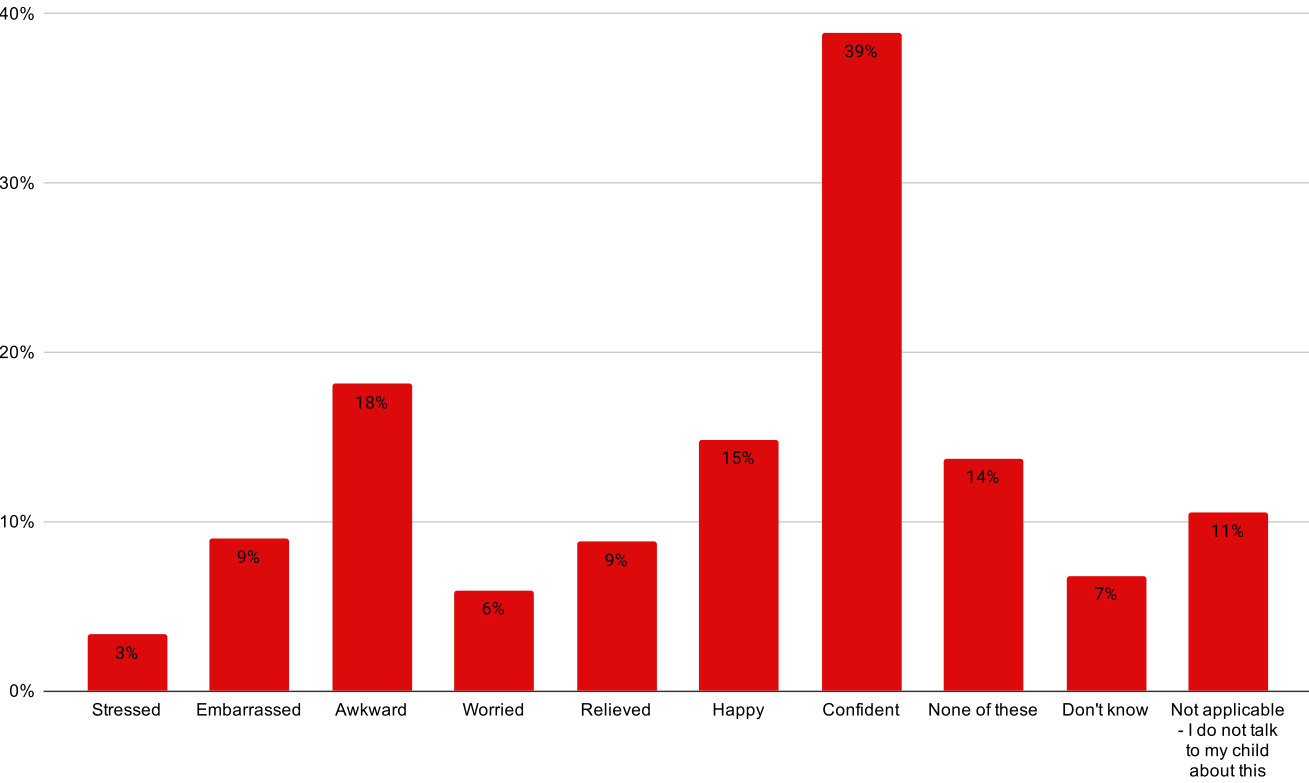


Question 3) To what extent, if at all, are you worried about any negative effects that watching upsetting or disturbing content might have on your child?

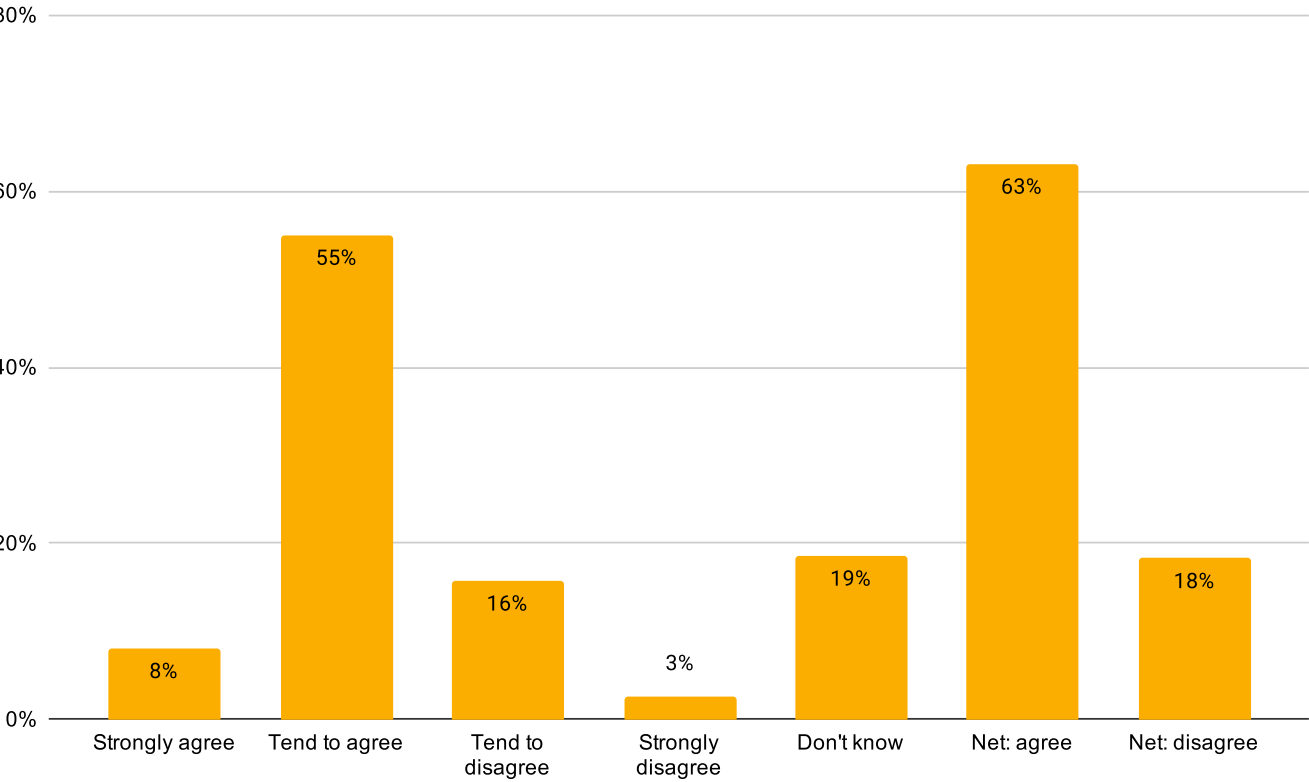


Question 4) For the following question, please now think about your child aged 12 to 18. Thinking specifically about sexuality and mental health...Which, if any, of the following words and/ or phrases describe how talking to your child about the topics of sexuality and mental health make you feel?

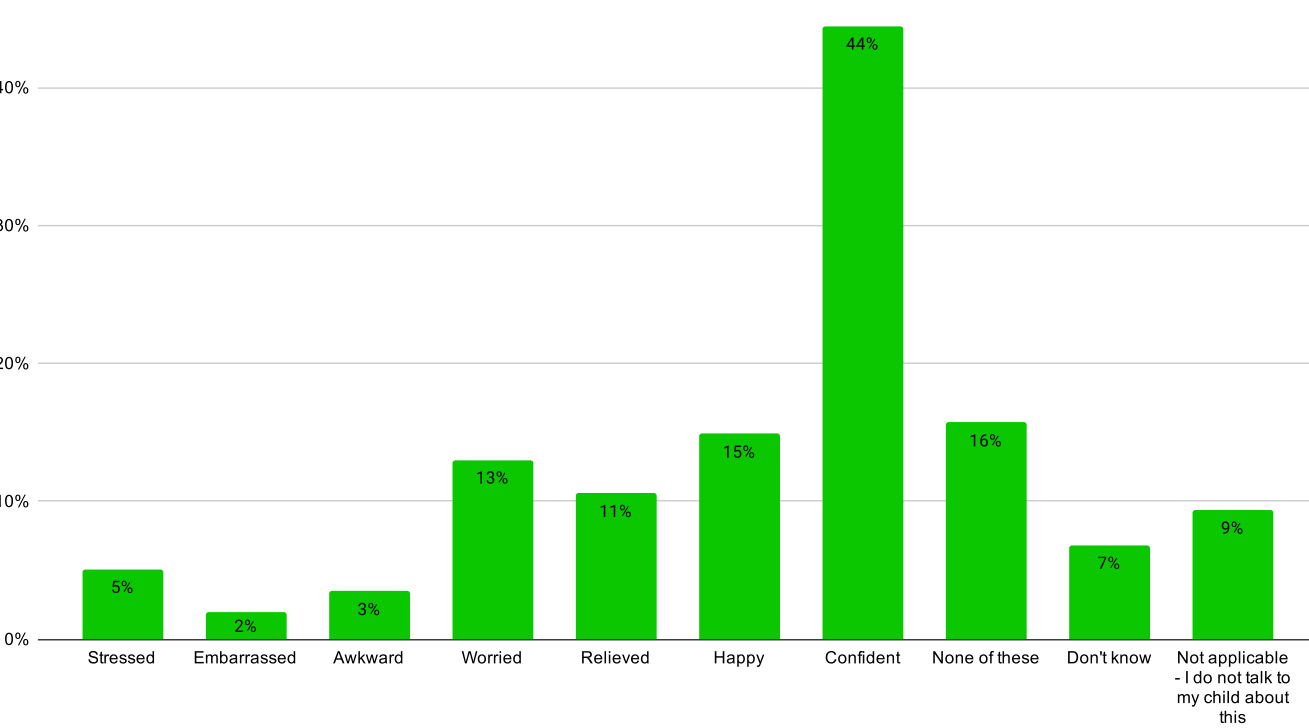
A) Sexuality



Question 5) To what extent do you agree or disagree with the following statement? "Seeing depictions of sexuality and mental health in films and shows on streaming services like Netflix and Amazon gives parents a better opportunity to discuss these themes with their children"

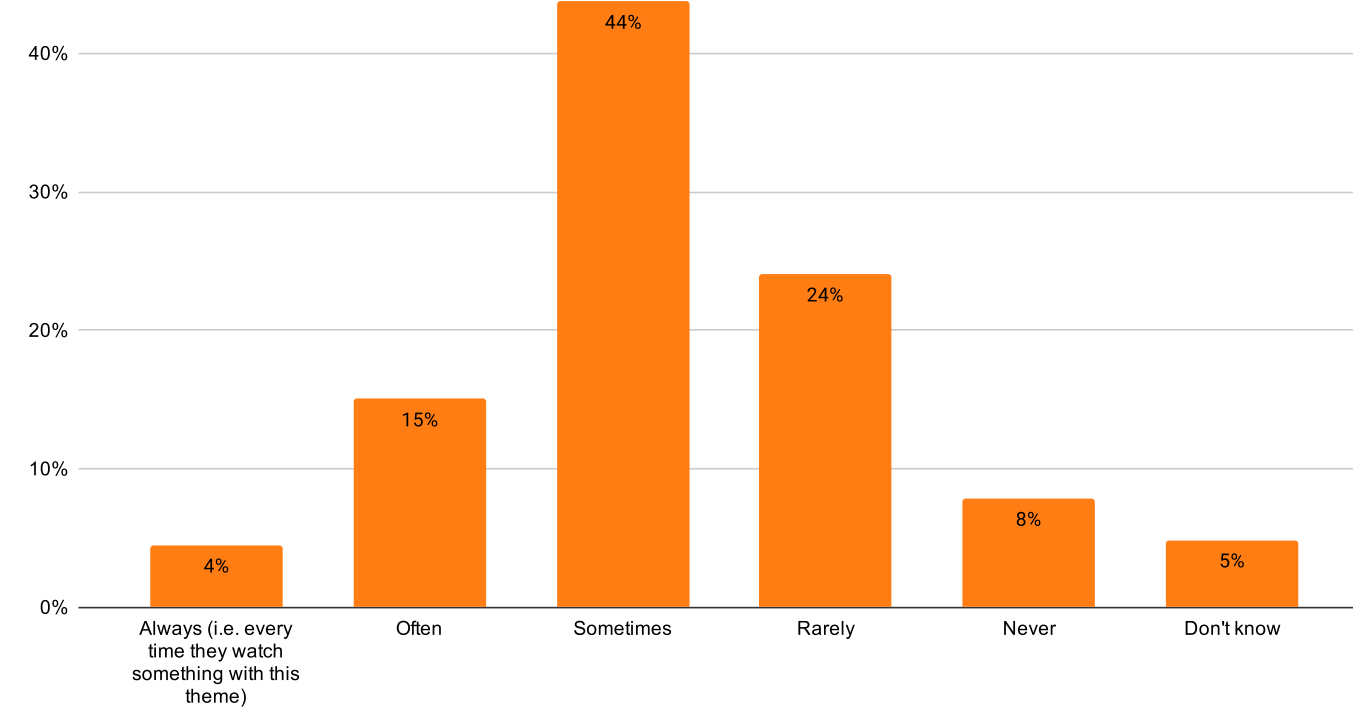


B) Mental health



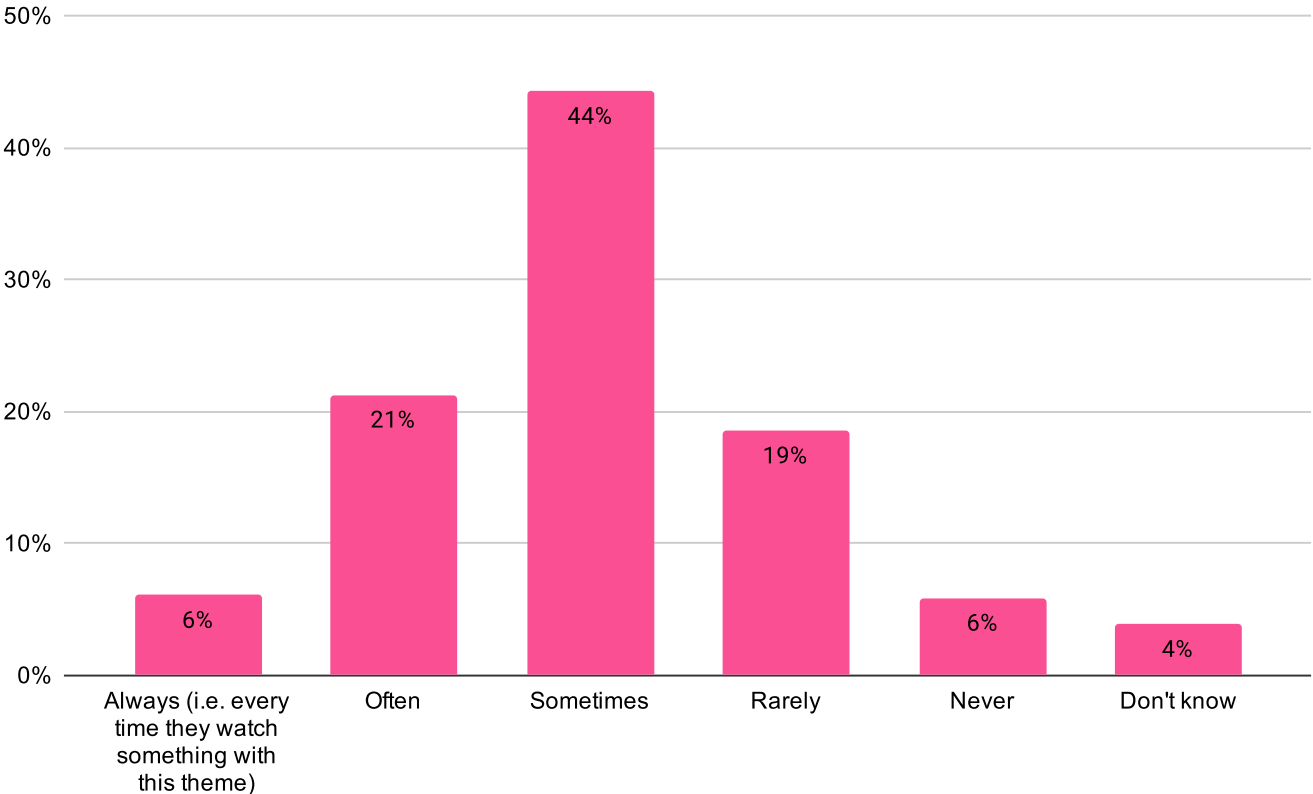
Question 6) Approximately how often, if at all, do you speak to your child because these topics have been depicted in a show on a streaming service or film that they are watching/ have watched?

A) Sexuality

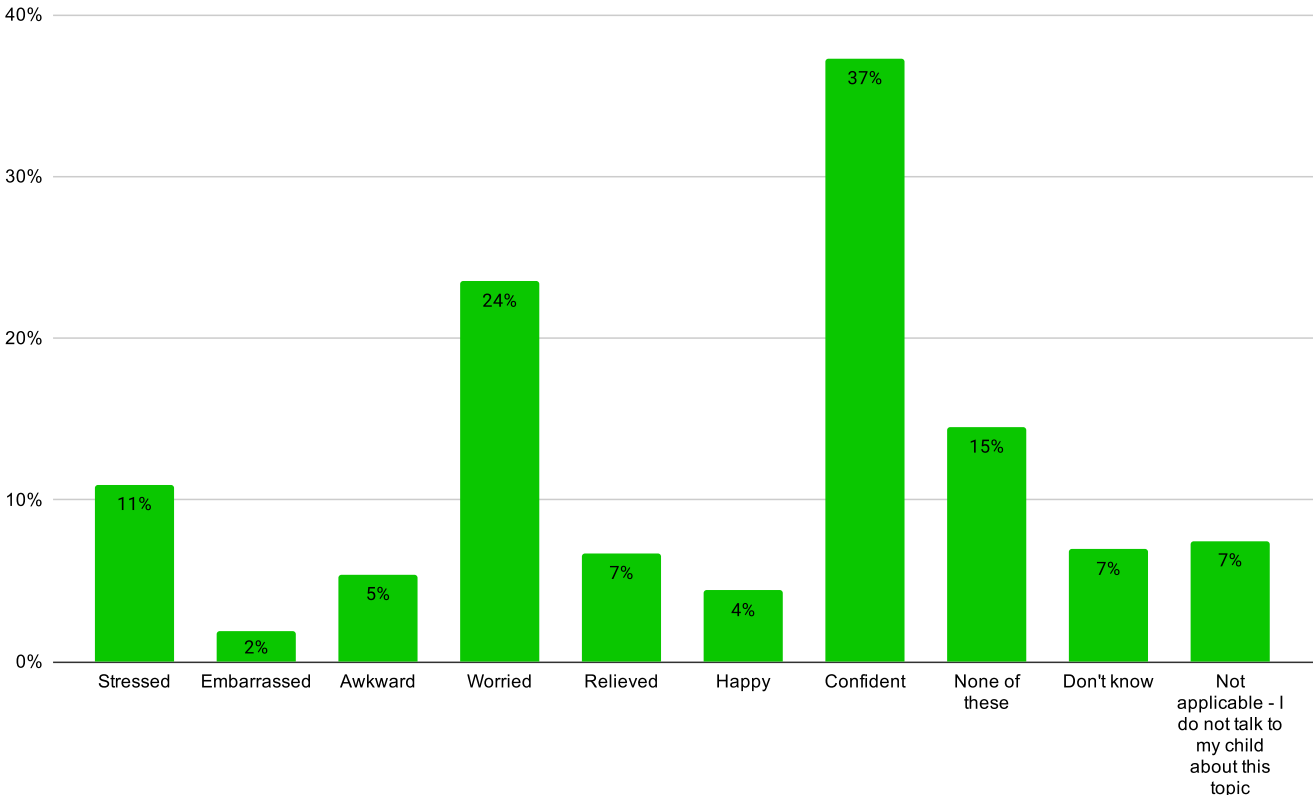


Question 7) For the following question, please now think about your child aged 4 to 11. Thinking specifically about the topics of relationship breakdown, bullying, illness and death... Which, if any, of the following words and/ or phrases describe how talking to your child about the topics of relationship breakdown, bullying, illness and death makes you feel?

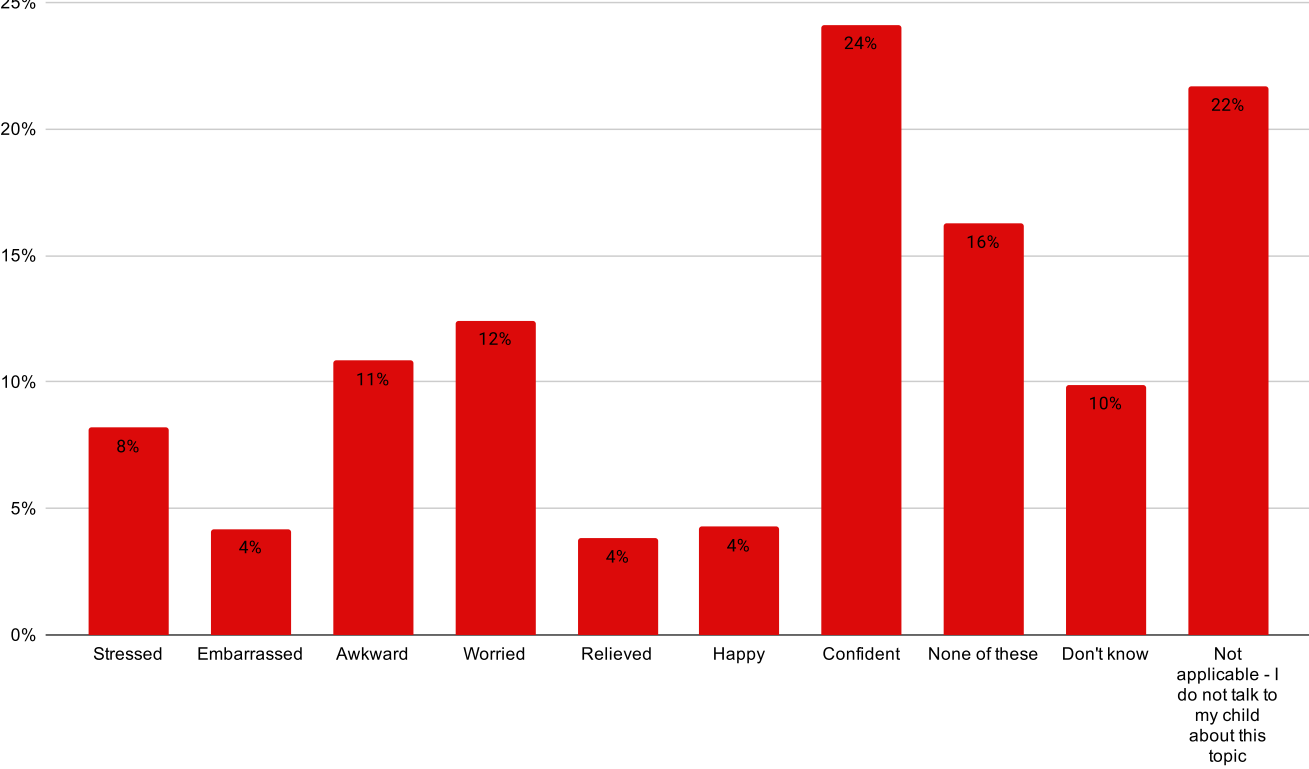
B) Mental health



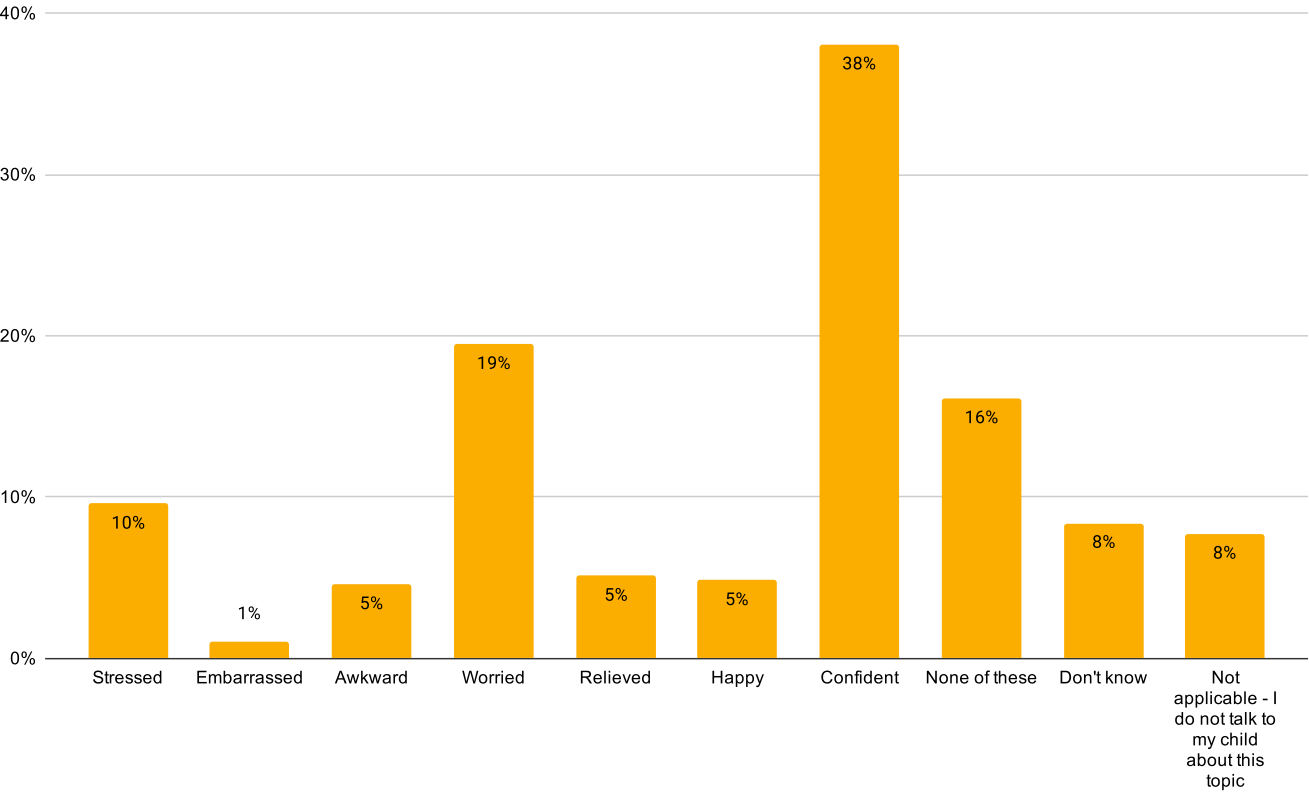
B) Bullying



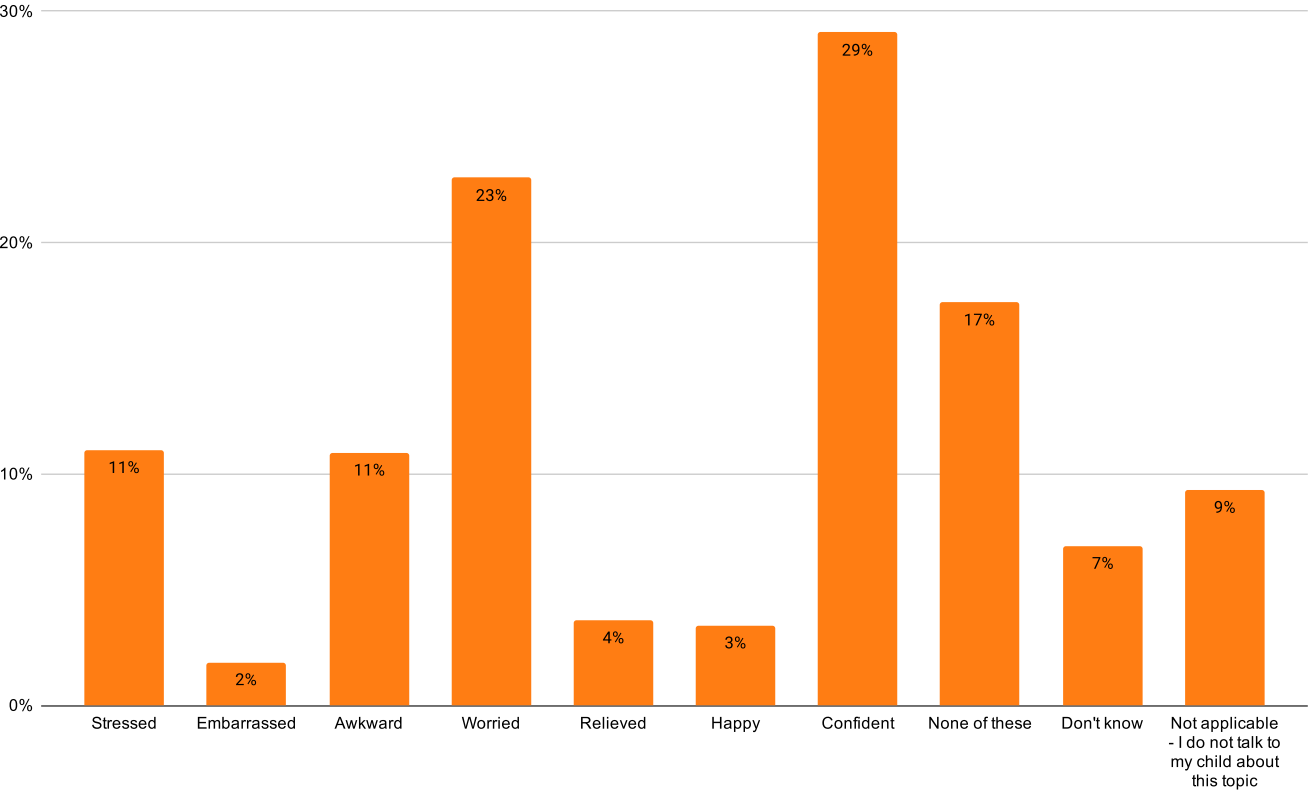
A) Relationship breakdown



C) Illness

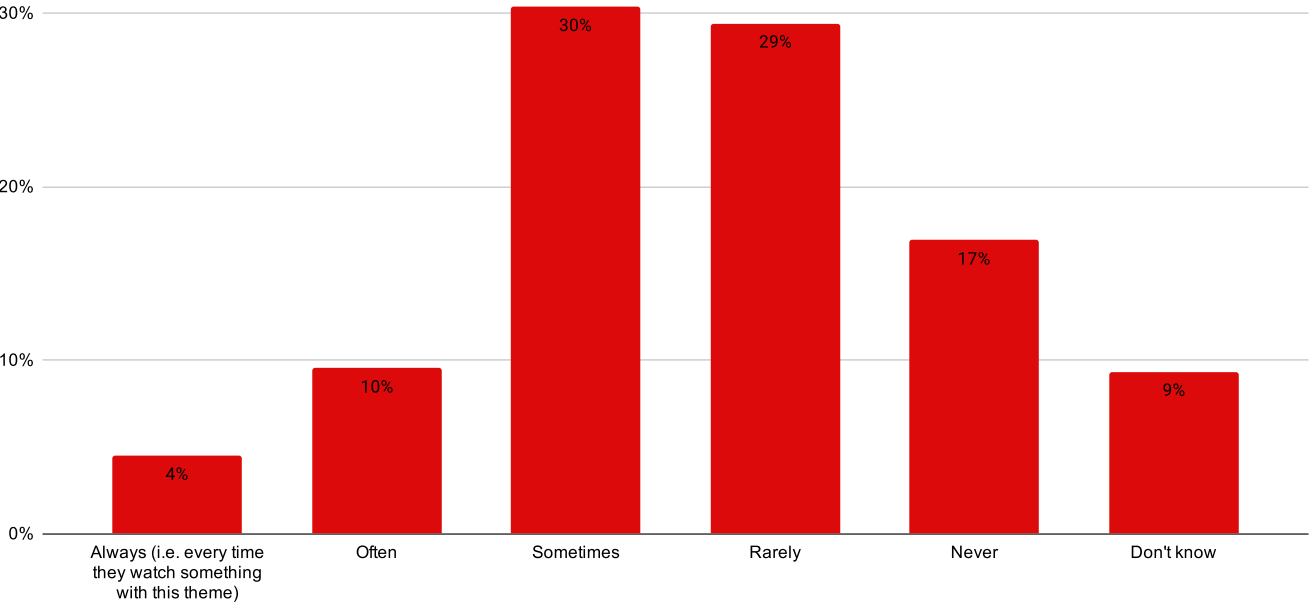


D) Death

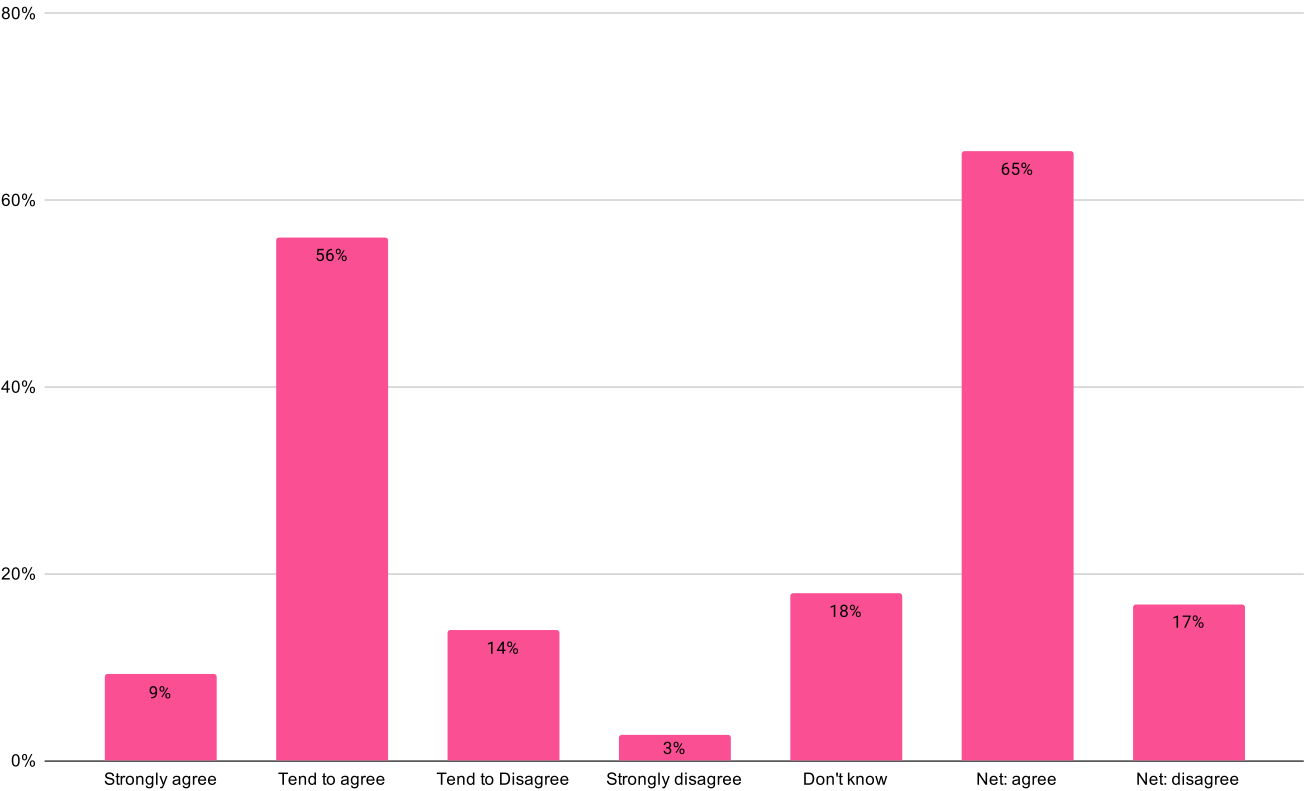


Question 9) Still thinking specifically about the topics of relationship breakdown, bullying, illness and death...Approximately how often, if at all, do you speak to your child because these topics have been depicted in a show on Netflix or Amazon or a film that they are watching/ have watched?

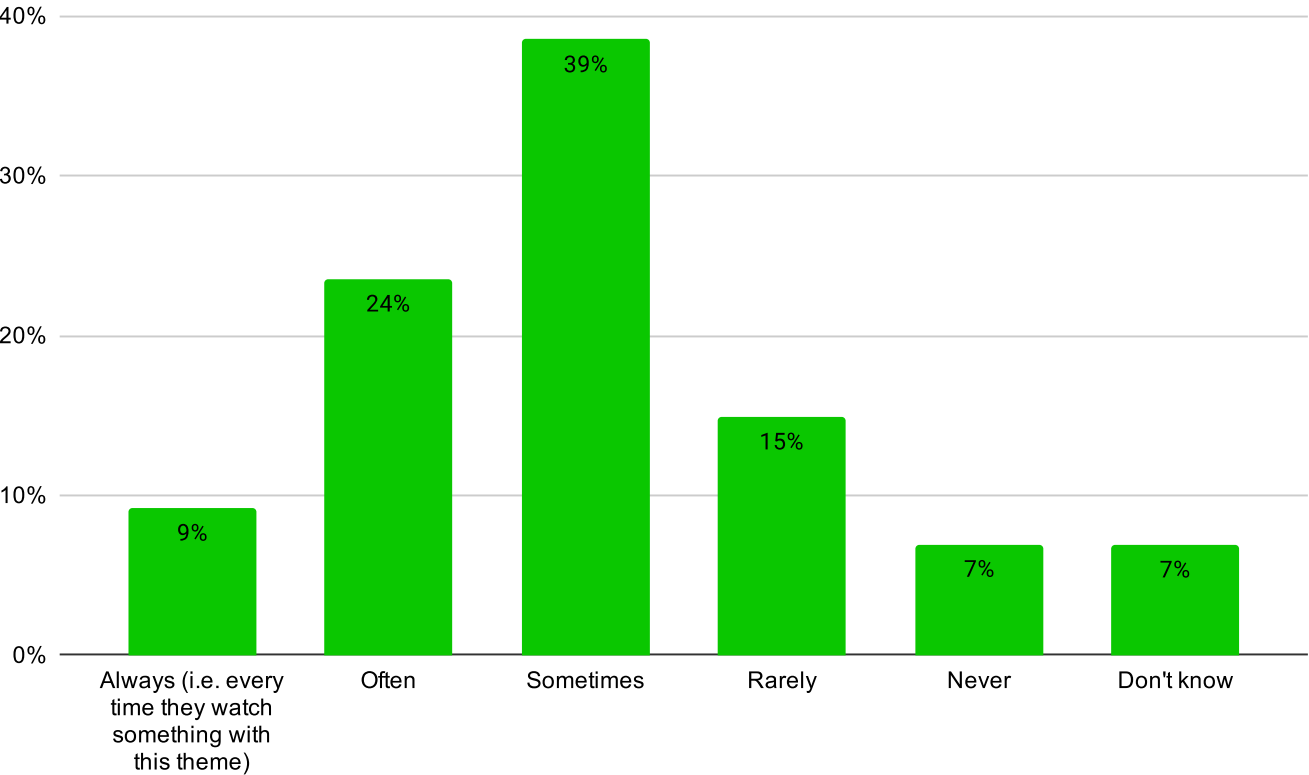
A) Relationship breakdown



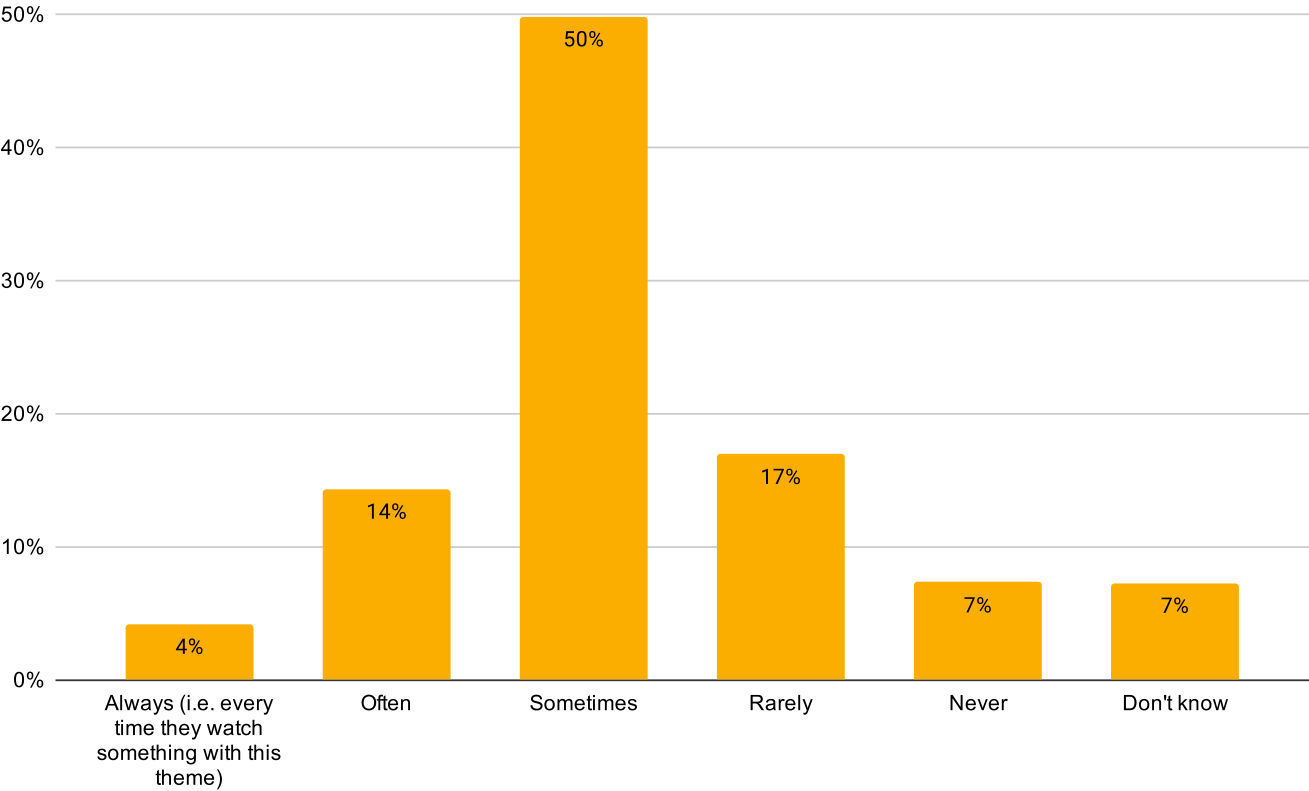
Question 8) To what extent do you agree or disagree with the following statement? “Seeing depictions of relationship breakdown, bullying, illness and death in films and shows on streaming services like Netflix and Amazon gives parents a better opportunity to discuss these themes with their children”



B) Bullying



C) Illness



D) Death

