

RESEARCH INTERNATIONAL

# UPC European Television Survey 2007

## Role of TV for households with children

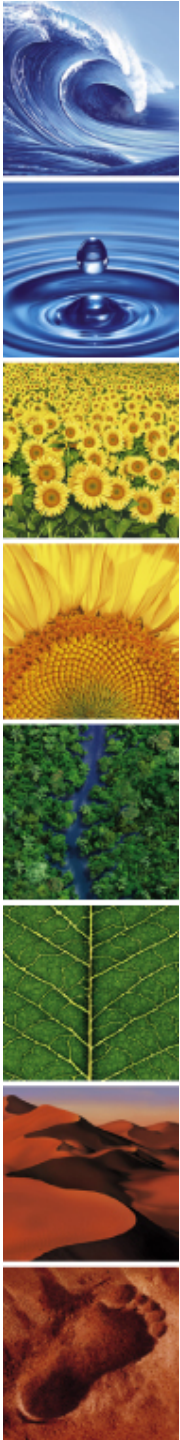


RINnr.: 51716

December 2007

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**All Countries**



# Conclusions (1)

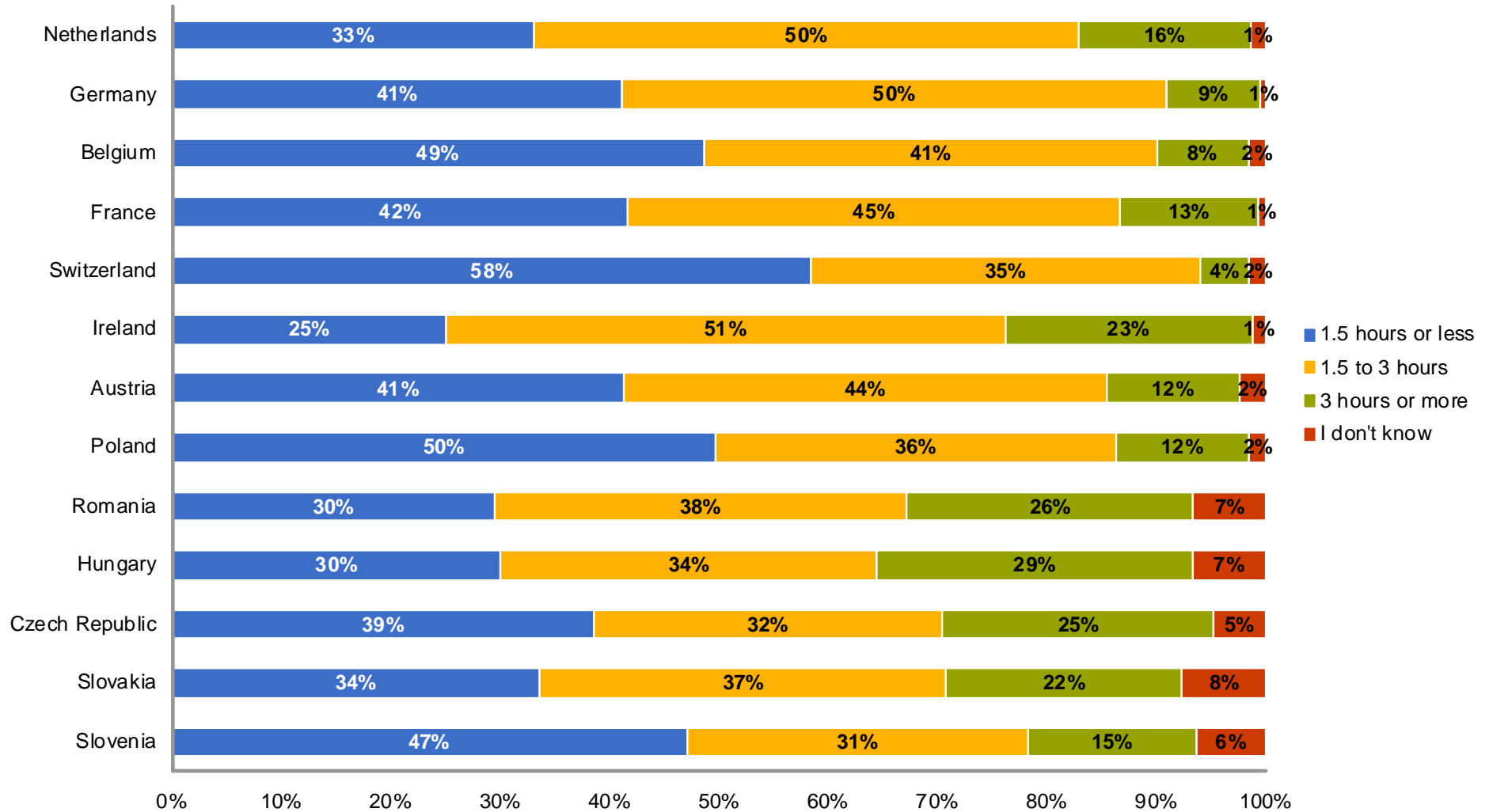
- In Switzerland, Poland and Slovenia, children spend least time watching TV per day, than in other countries. Children in Romania and Hungary spend most time watching TV.
- In Germany, France, Switzerland, Ireland and Austria parents and kids most often determine together which TV programmes they will watch. In Poland, the parents often decide, and in Hungary, Belgium and the Netherlands, the children often decide themselves.
- Parents in the Netherlands and Ireland most often watch TV together with their children. In Romania parents and kids least often watch TV together.
- Parents in Poland, Switzerland and Germany often evaluate the content of a TV program with their children. Parents in the Netherlands and Belgium do this least often.
- Polish households are most strict, as many parents say they forbid their kids to watch certain programmes. Children in Romania are least often restricted in the TV programmes they watch. In all countries programmes are mostly forbidden because they contain too much violence. Another big issue is the sexual content of TV programmes.
- There are large differences in the average age when children are allowed to watch TV. In the Netherlands, Belgium, Ireland and Romania, really young children (0-1 year) are allowed to watch TV. Parents in Germany, France, Switzerland and Austria are more strict. Their children often start watching TV when they are 4 or older.

## Conclusions (2)

- In Romania and Hungary many children have their own TV in their bedroom. In Switzerland and Belgium children least often have their own TV. In all countries, parents are not concerned that these kids watch programmes they disapprove of. Only in Ireland and Hungary parents are somewhat more concerned.
- Many parents think watching TV has no negative effect on children. In Germany and Romania, parents are most worried about negative effects. The negative effect that watching TV can have is that children can become more aggressive and scared. In Belgium and France parents are also worried about a negative effect on the school grades.
- On the other hand, many parents think that watching TV improves their kids general knowledge and their knowledge of languages.
- Overall, the number of TV programmes for children have stayed the same or have increased. Especially in France, Switzerland and Ireland, the number of programmes has improved.
- In most countries, parents think there should be more supervision on TV programmes. This is especially true for Germany, Austria and Poland. In Slovenia, parents least often say that there should be more supervision.
- In all countries the most important reason for more supervision is the amount of violence on TV. In the Netherlands, Ireland and Slovakia, parents are also concerned about the sexual content of programmes. In Germany, Belgium and France, parents are more often concerned that TV has become too commercial.

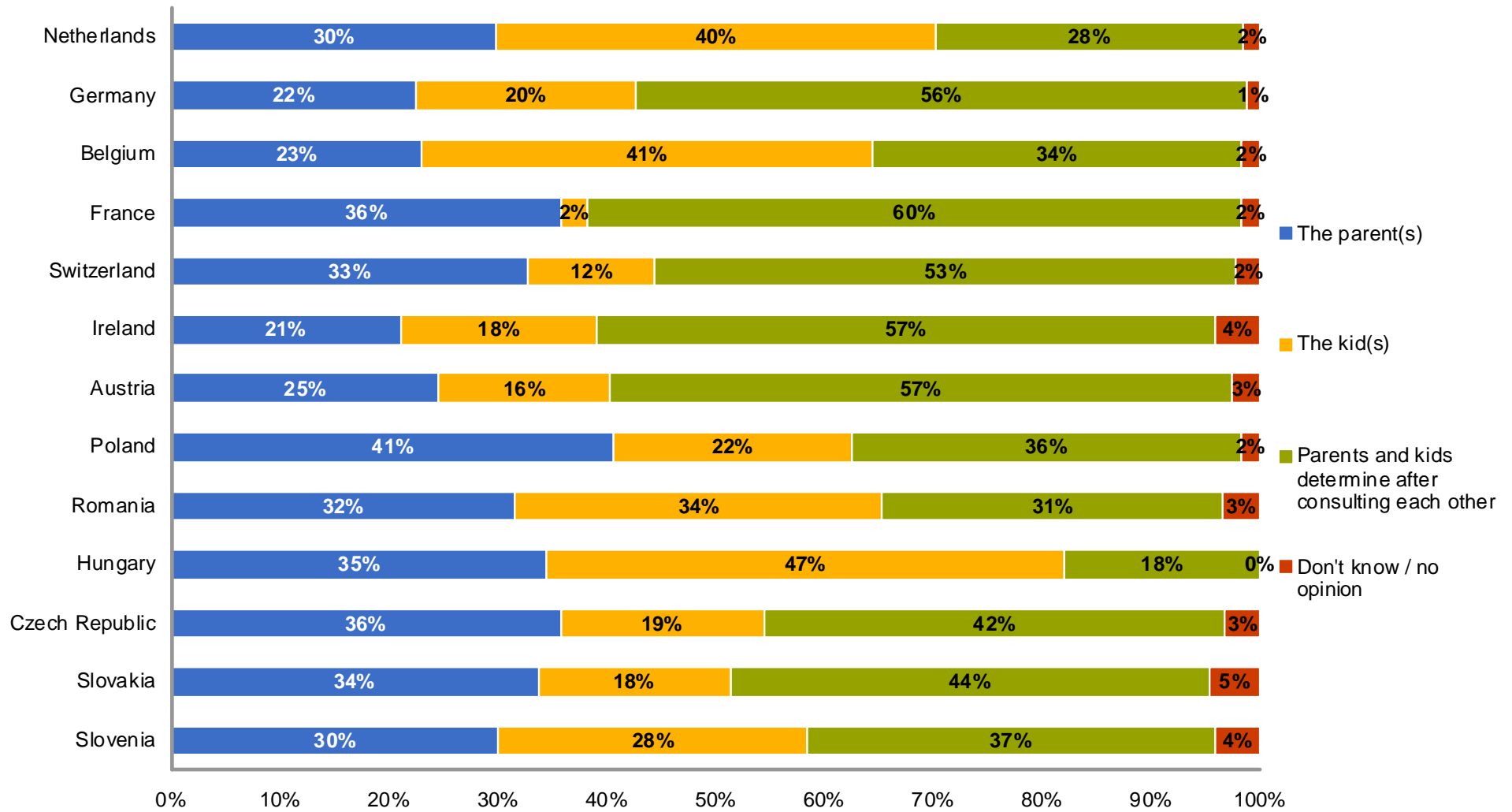
# All countries

On average, how much time do your children spend watching TV each day?



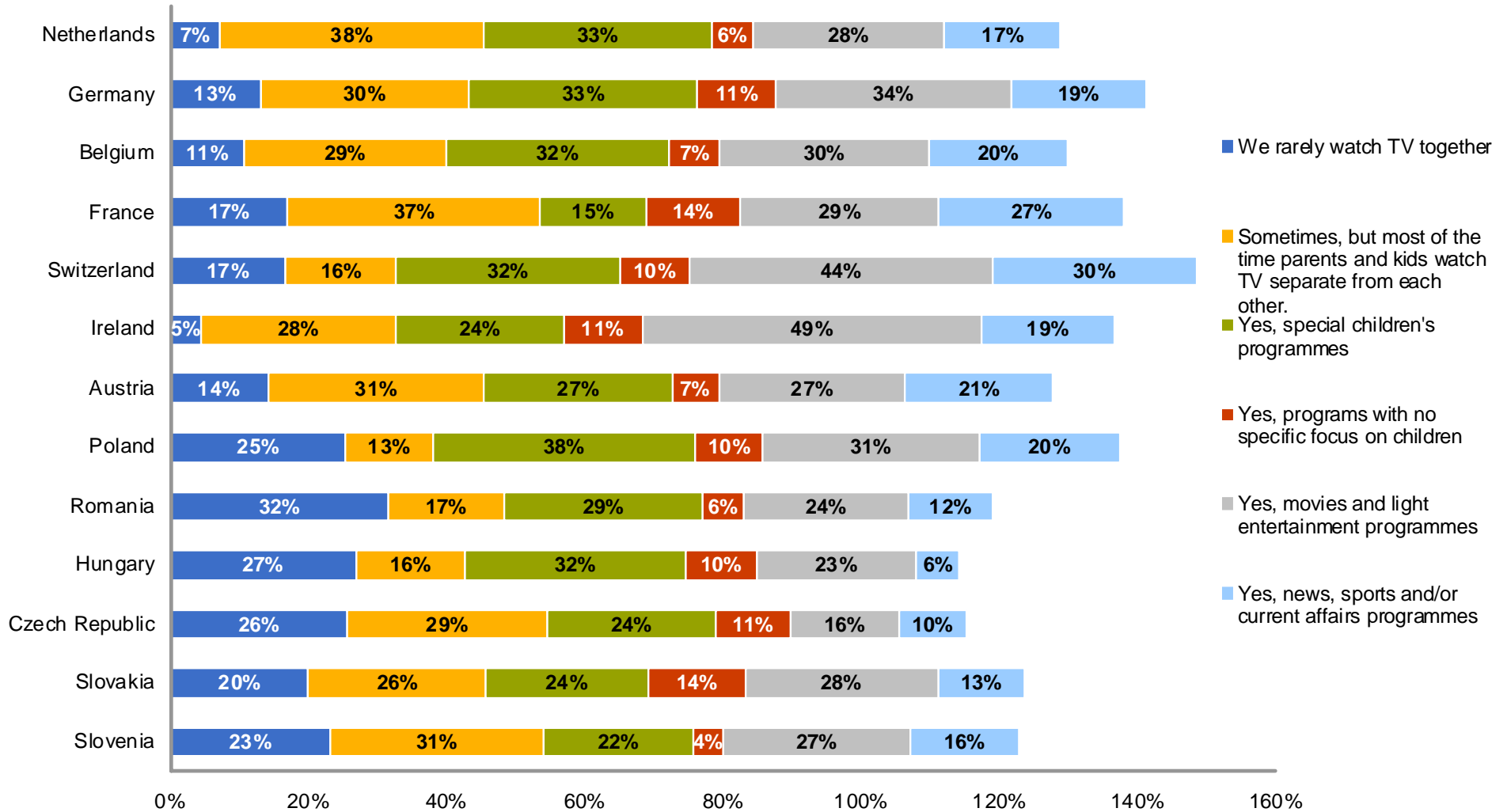
# All countries

Which person(s) in the family decides what programmes will be watched?



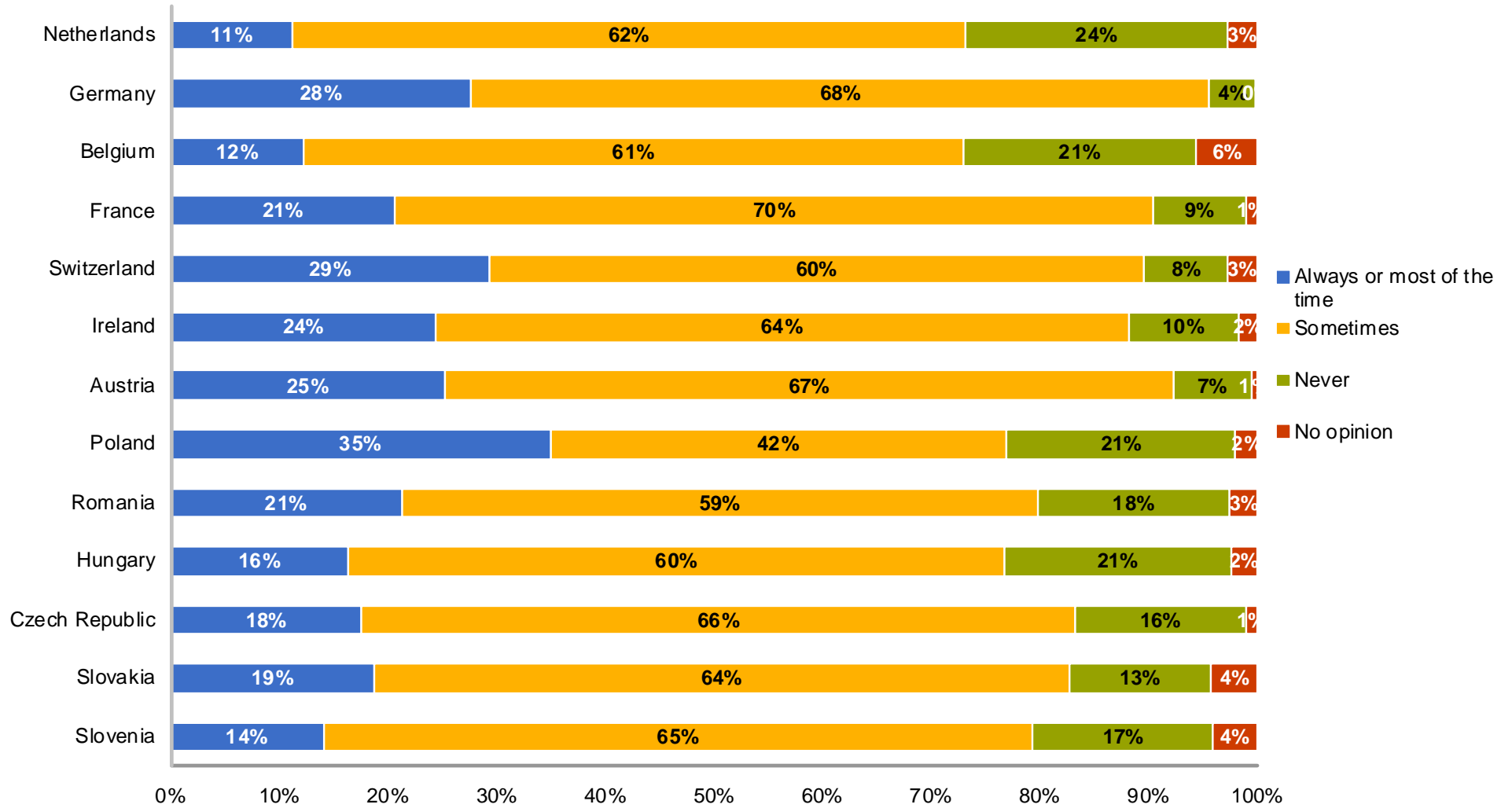
# All countries

Do you watch TV with your kids? If so, what kind of programmes do you watch together?



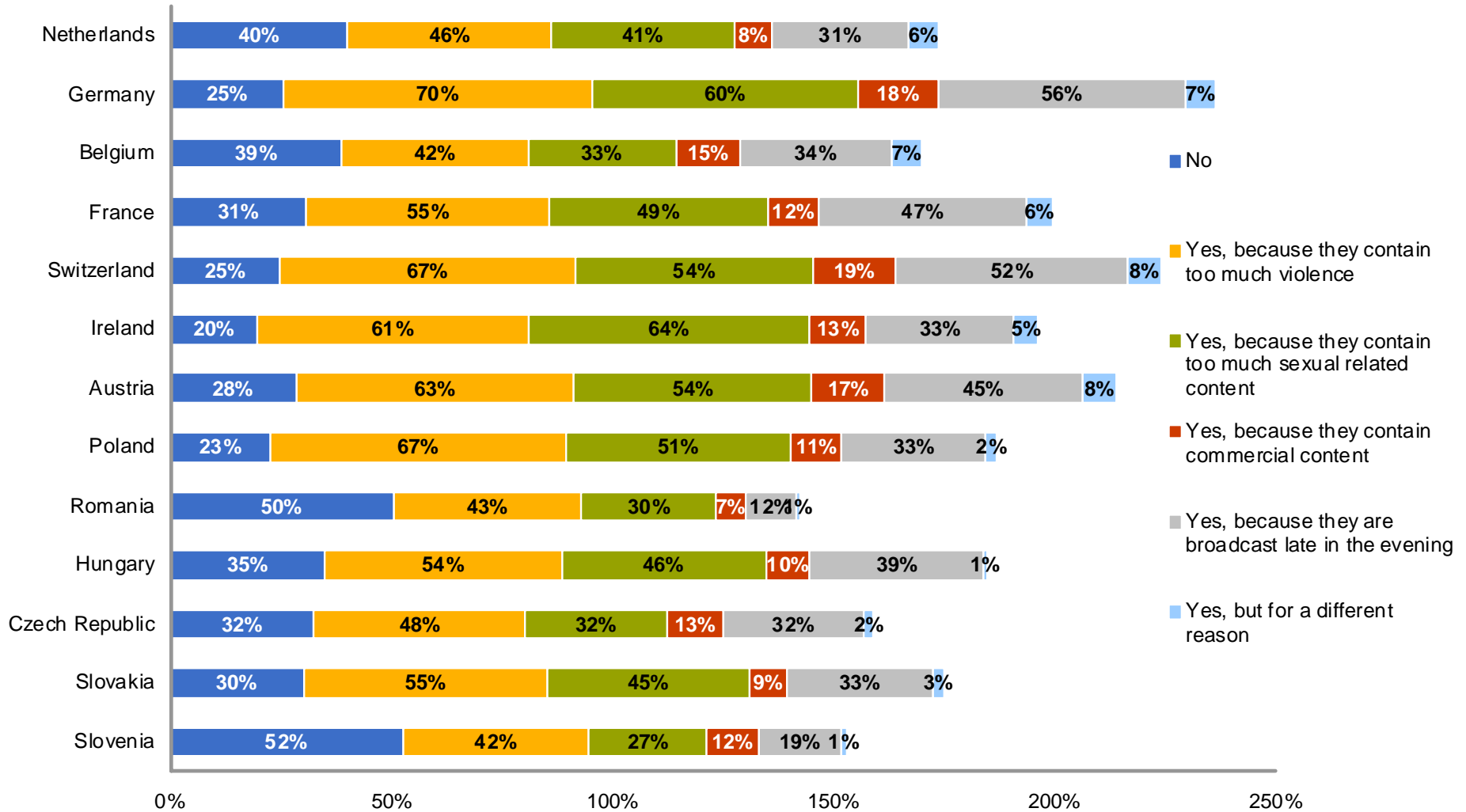
# All countries

Do you evaluate the programme's content with your child(ren)?



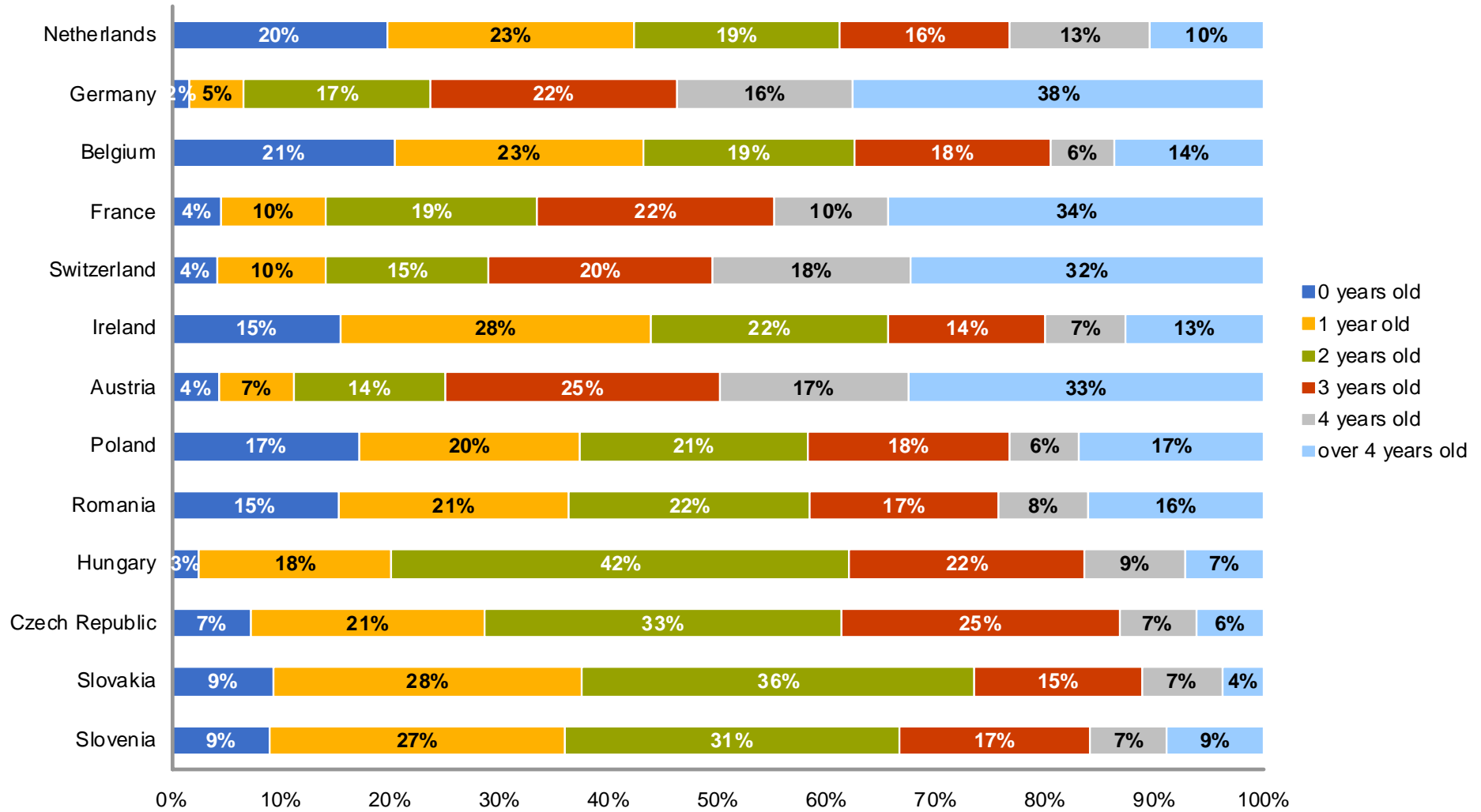
# All countries

Do you forbid your child(ren) to watch certain TV programmes?



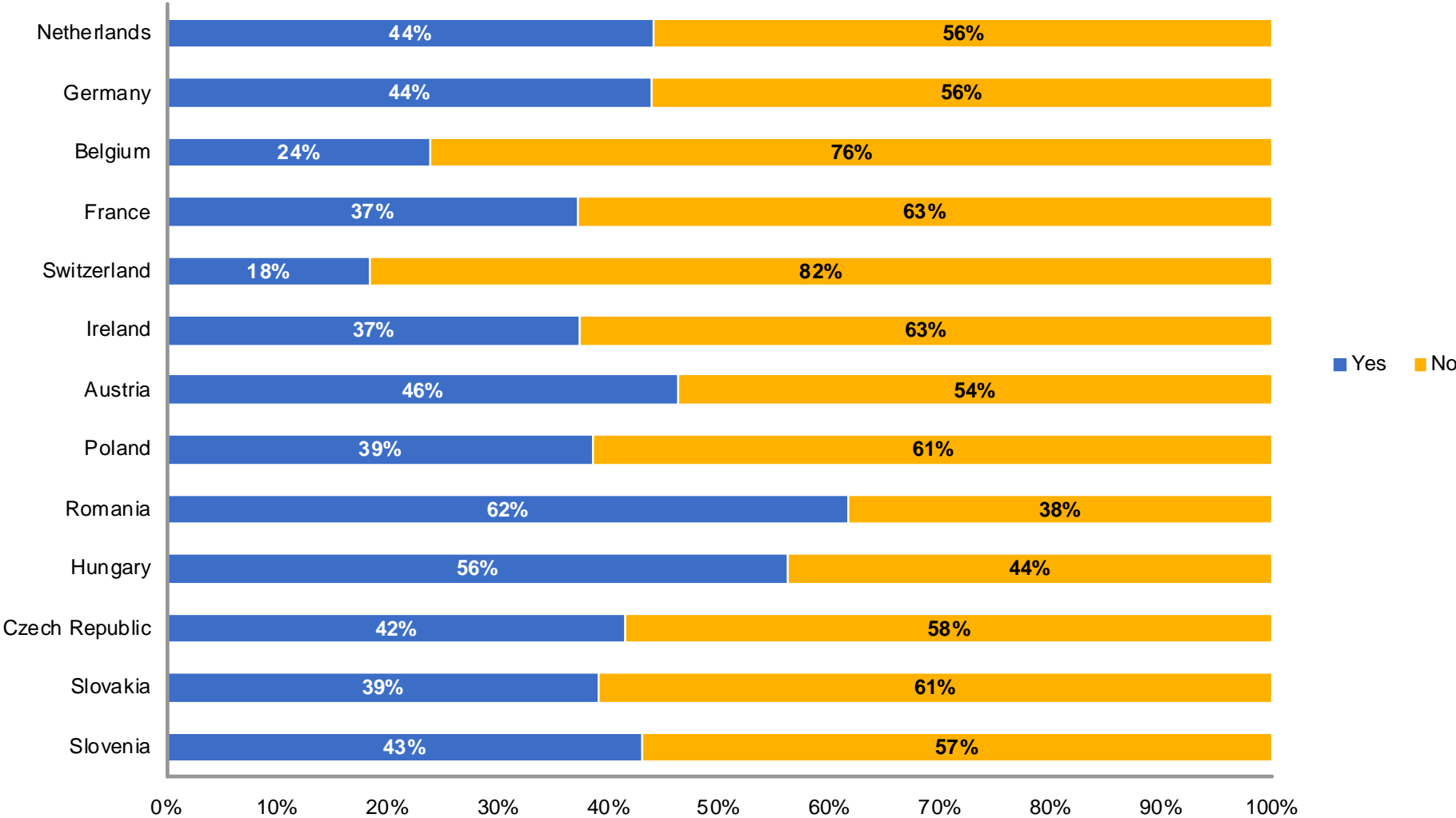
# All countries

From which age do you allow your children to watch TV?



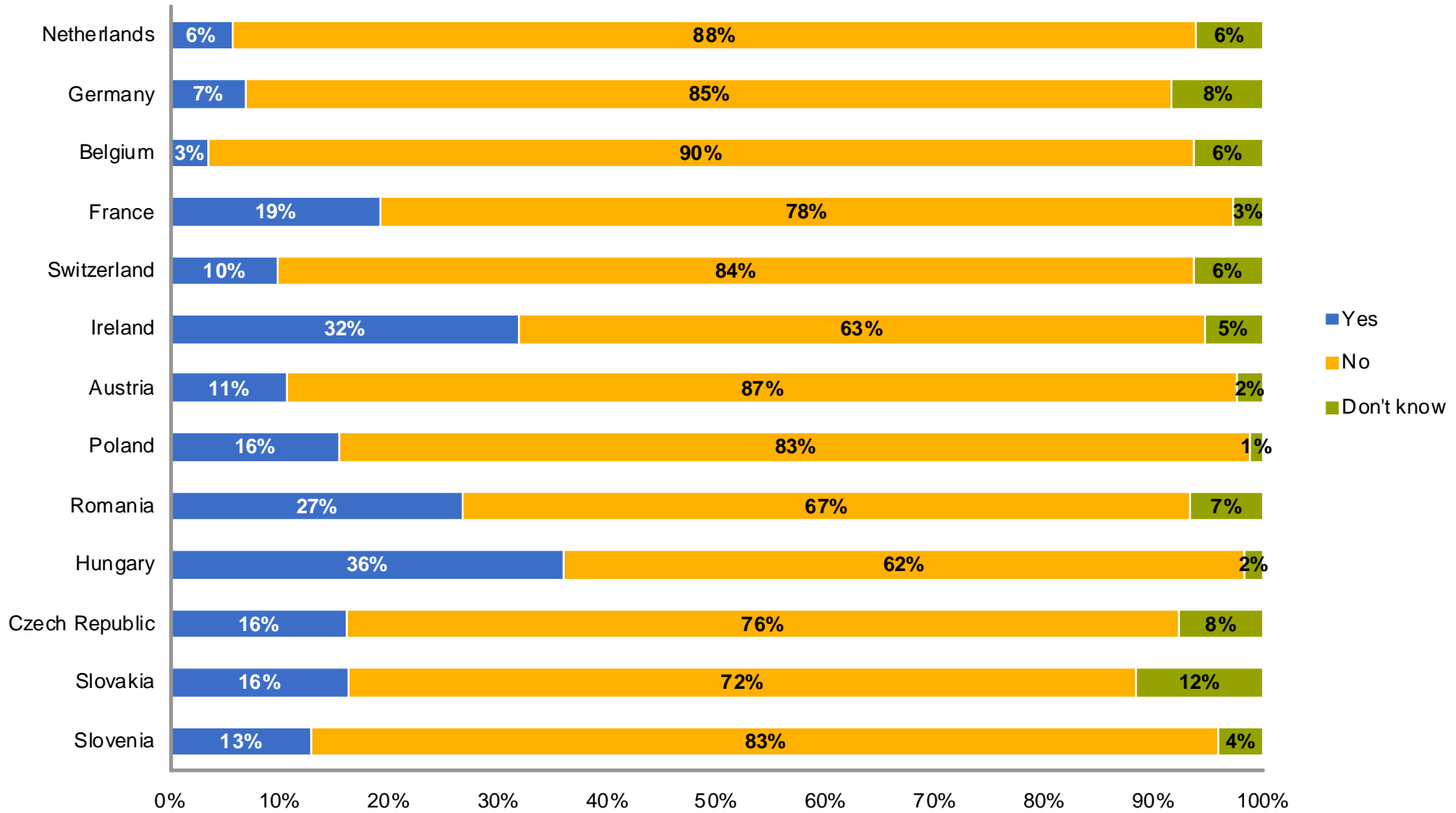
# All countries

Do your children have a TV point in their bedroom that allows them to watch TV whenever they want?



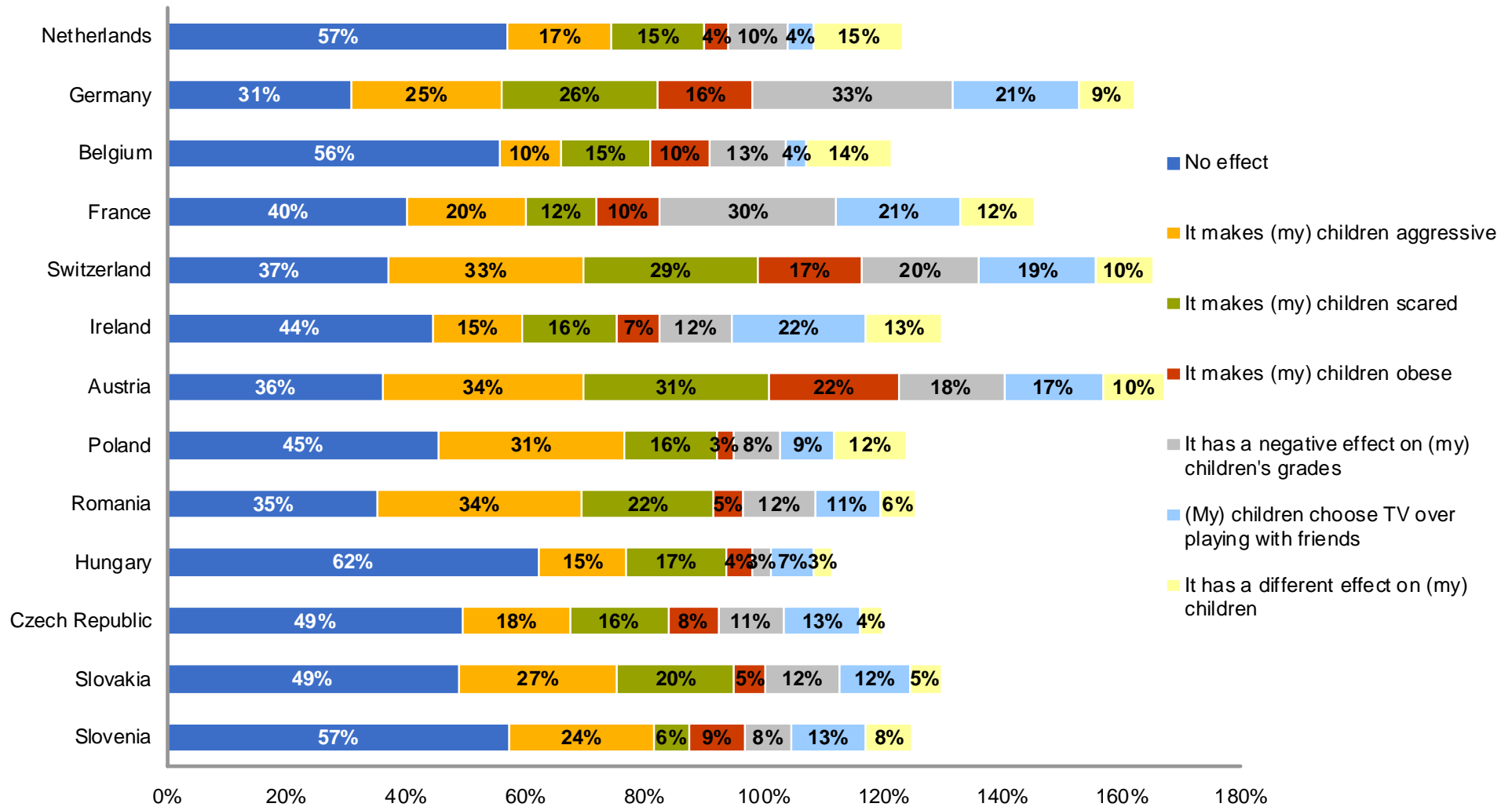
# All countries

Are you concerned that your kids watch programmes you disapprove of when they are in their bedrooms?



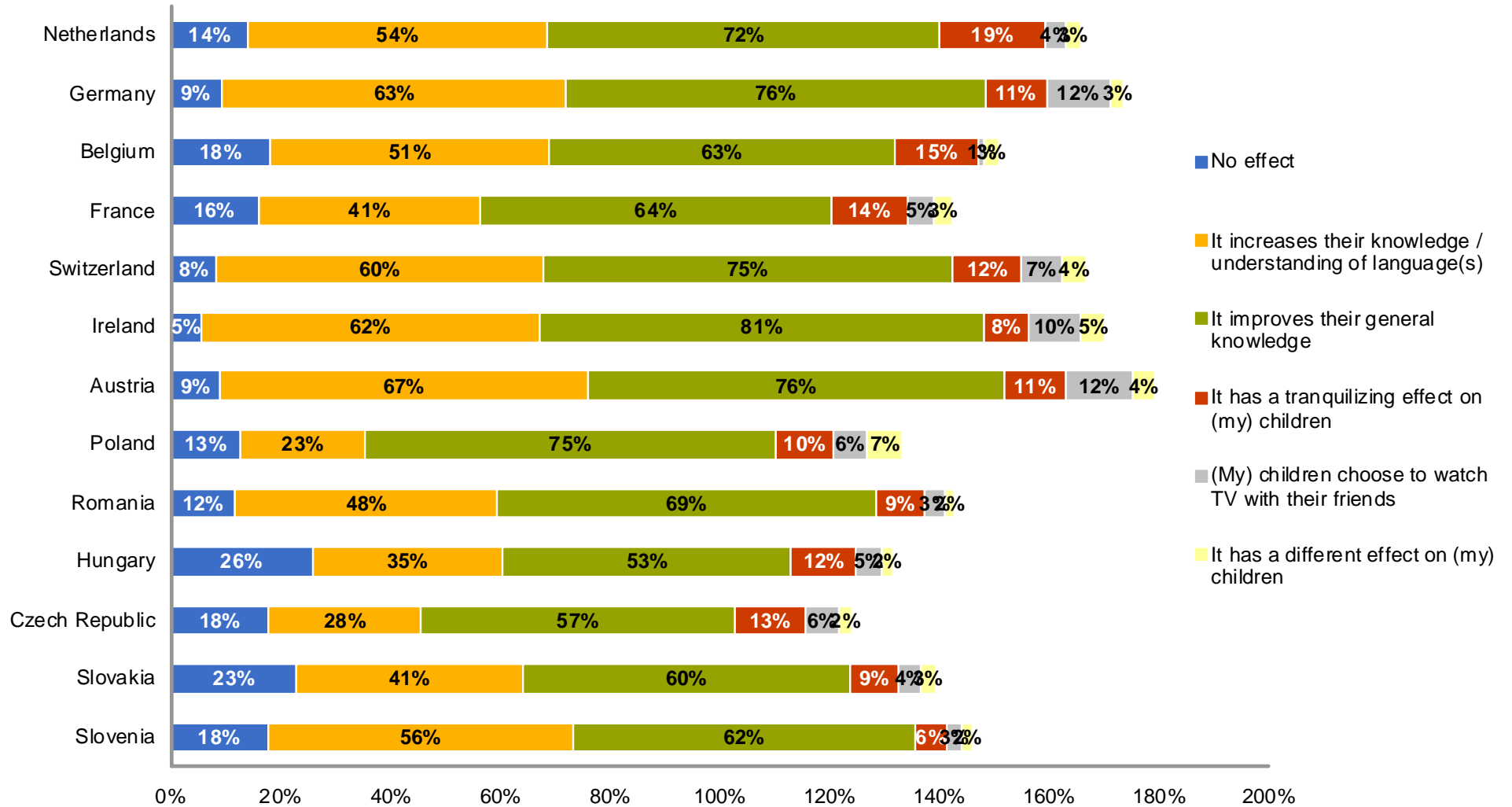
# All countries

In your opinion, what negative effect does watching TV have on (your) children?



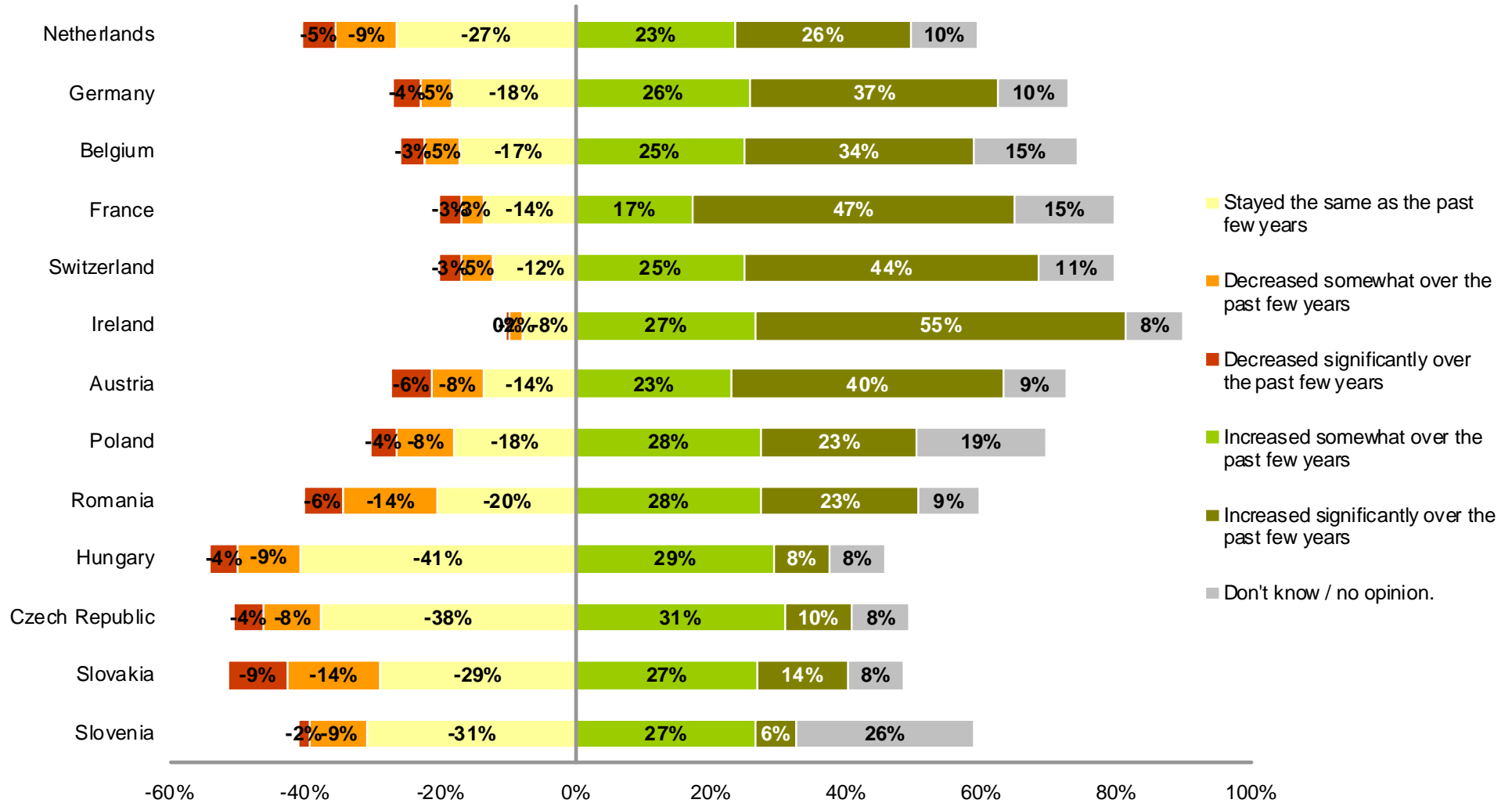
# All countries

In your opinion, what positive effect does watching TV have on (your) children?



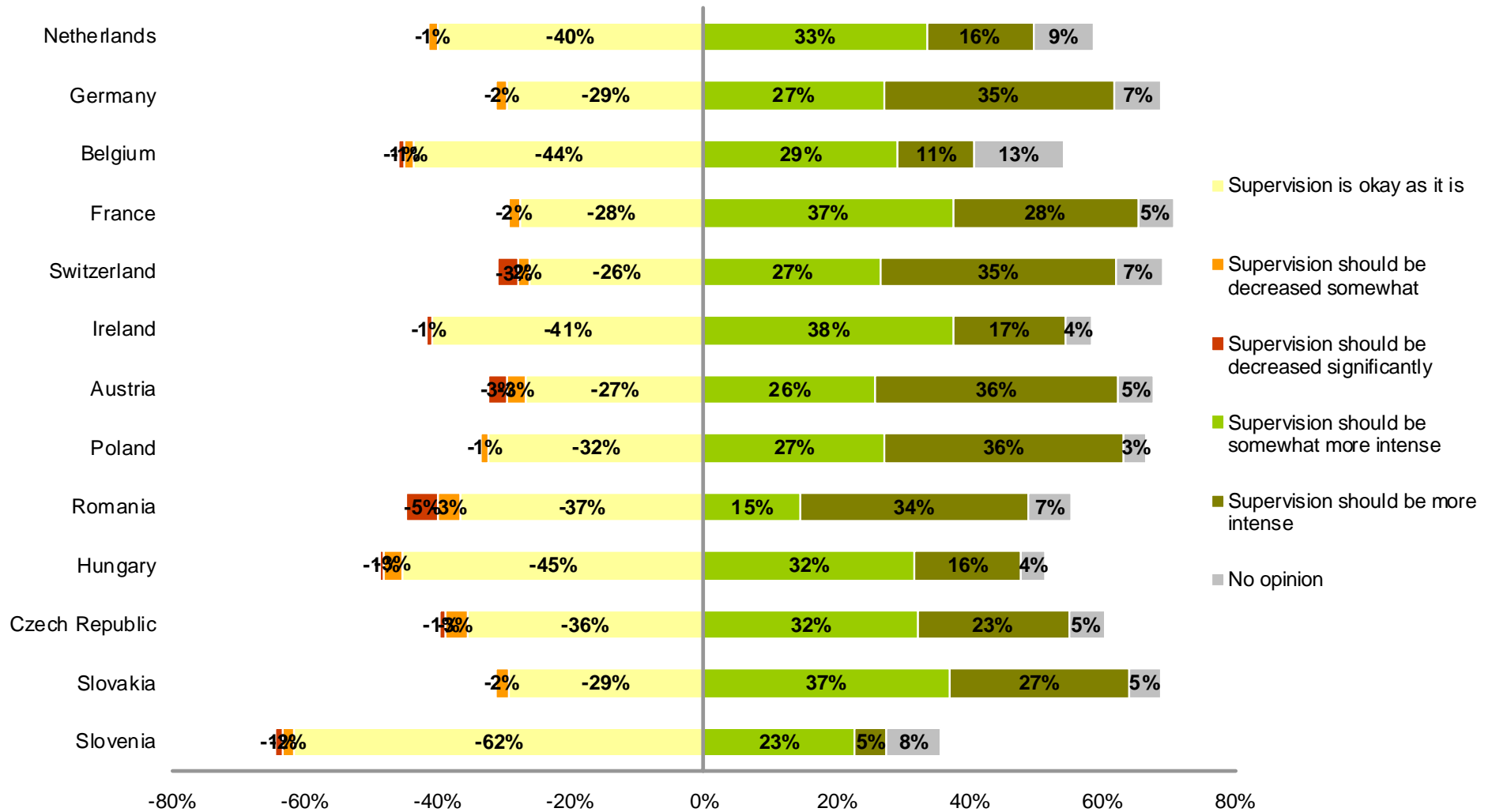
# All countries

In your opinion, the number of programmes targeted towards young people under the age of 18 have:



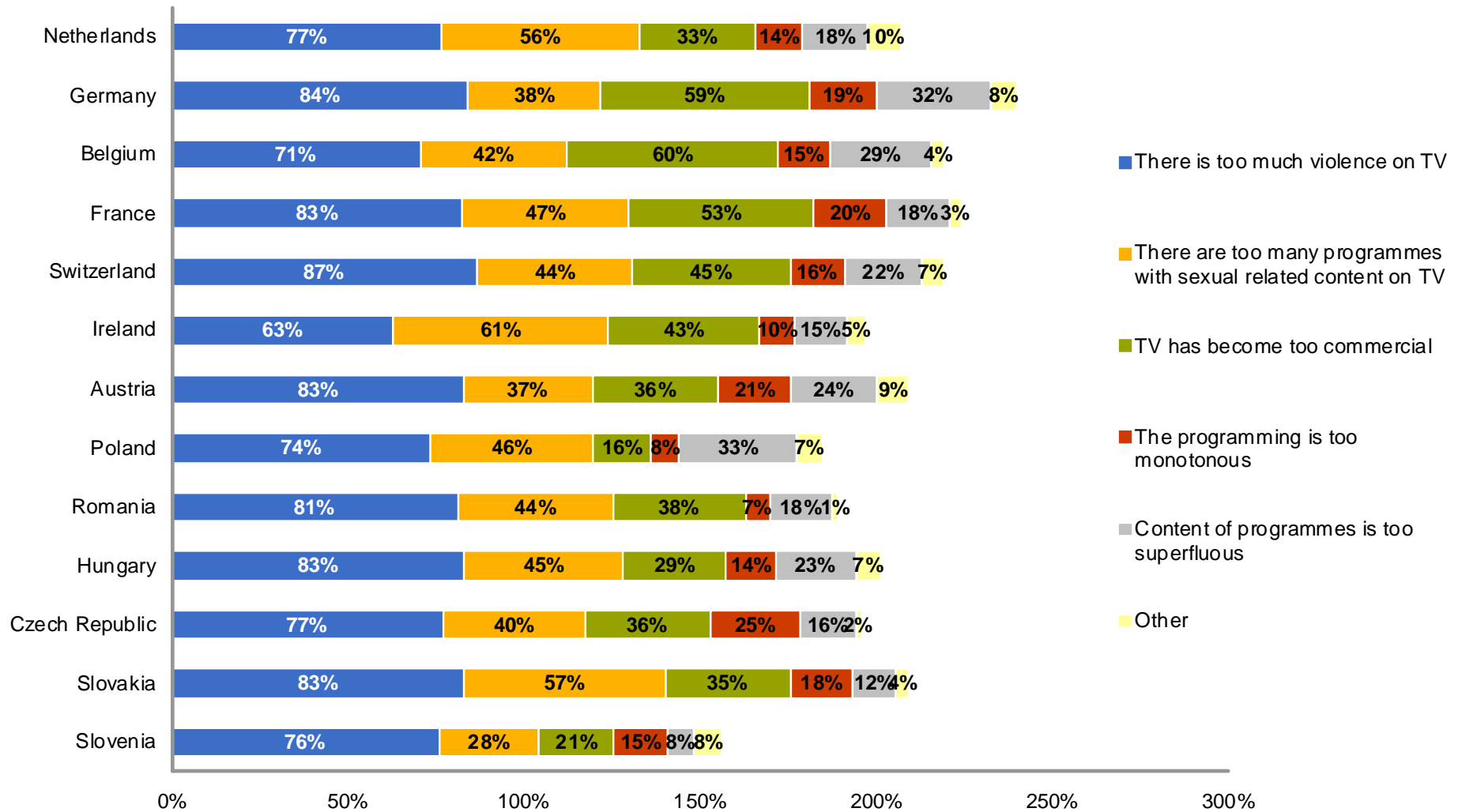
# All countries

What do you think about supervising the content of TV in general?



# All countries

If you believe TV supervision should be (somewhat) intensified, can you tell us why?



# Description of the research

- This Pan-European research has been executed by Research International, as commissioned by Hill & Knowlton and UPC (Liberty Global)
- The aim of this survey was to generate free publicity through press releases in all countries which are included in the study.
- In all countries the same 16 questions were asked, together with one or more bonus questions for each country separately.

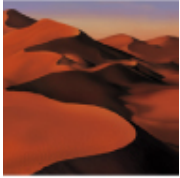
# Sample description

- This years questions were mainly focused on TV watching behaviour of parents and children, so only **parents with children at home** were selected as respondents.
- The differences between these groups are reported with unweighted scores. However, when a total score for a country is shown, the figures are reweighted to get a **nationally representative** result.
  - For all questions that concern watching TV and children, the results are reweighted to the actual spread of family situations in each country. In this way, the total score is representative for all households with children in a country.
  - The bonus questions about news and sports hosts are reweighted to the actual spread of gender and age in each country. In this way, the total score is representative for all adults in a country.
- During the fieldwork it turned out that for some countries it was difficult to get the same amount of respondents in each group. For example, in the Netherlands it was difficult to find parents with older children at home, and parents that were younger than 30 years old. So, we often found older people, with young children.
- If we couldn't find enough respondents in one group (50 or more) to report them separately, we have added 2 groups together throughout the report.

# Data collections methods

- The research has been executed with different collections methods.
  - Online interviewing was used in the following countries
    - Netherlands
    - Belgium
    - Germany
    - Ireland
    - Austria
    - France
    - Switzerland
  - In some countries internet penetration is relatively low, so Face-to-Face street intercept interviews were used:
    - Romania
    - Hungary
    - Slovenia
    - Czech Republic
    - Slovakia
  - In Poland, telephone interviewing was used.

# RESEARCH INTERNATIONAL



Nathalie den Hartog

Senior Research Executive

[n.den-hartog@research-int.com](mailto:n.den-hartog@research-int.com)

**Research International**

**Wilhelminaplein 10, 3072 DE / Postbus 50520, 3007 JA Rotterdam**

**Tel +31 10 2894444 Fax +31 10 2894400 Internet [www.research-int.nl](http://www.research-int.nl)**