

## 2. EXPOSURE TO MEDIA CONTENT

### CHILDREN'S PASSIVE EXPOSURE TO MEDIA

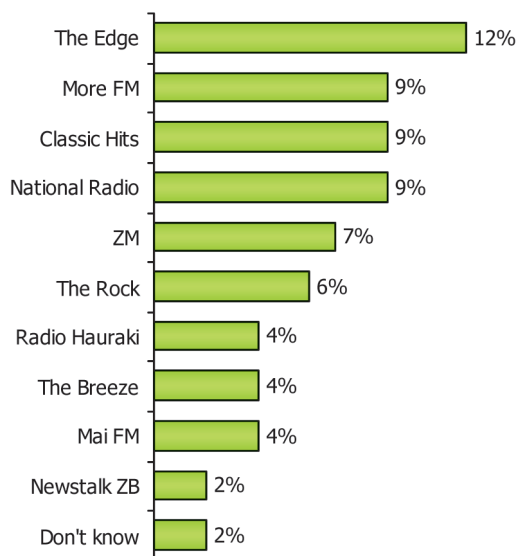
Not all media exposure is active or intentional on the part of the child. In the home, passive media exposure may occur when children are present while others are using media. This section assesses the potential for 6-13 year-old children to be passively exposed to radio and TV content.

#### RADIO CHILDREN HEAR WHEN PARENTS ARE AROUND

All parents were asked to indicate whether they listen to the radio while their child is present. More than three-quarters of all parents (77%) listen to the radio in the presence of their child.

We asked those parents for the name of the radio station that they usually listen to. The most common stations that children will hear passively are The Edge (12%), More FM (9%), Classic Hits (9%) and National Radio (9%).

Figure 32. Top 10 radio stations that parents usually listen to when children are around



Source: Q4b (Parent)

Base: All parents who listen to the radio when child is around (n = 460)

Note: Only the top 10 most mentioned stations are presented

For discussion, radio stations were grouped into seven categories based on the type of station or target market (a list of the stations in each category can be found in Appendix C).

The majority of children who hear their parents' radio listening (59%) will usually hear mainstream music stations, which include stations targeting the 20+ market, the 30+ market, and the under 30s market. Examples of 'mainstream music stations' include The Edge, More FM, Classic Hits, and The Breeze. Twenty-eight percent of children will hear mainstream music stations specifically targeting the under 30s market. Examples of these stations include The Edge, The Rock, ZM, and Kiwi FM.

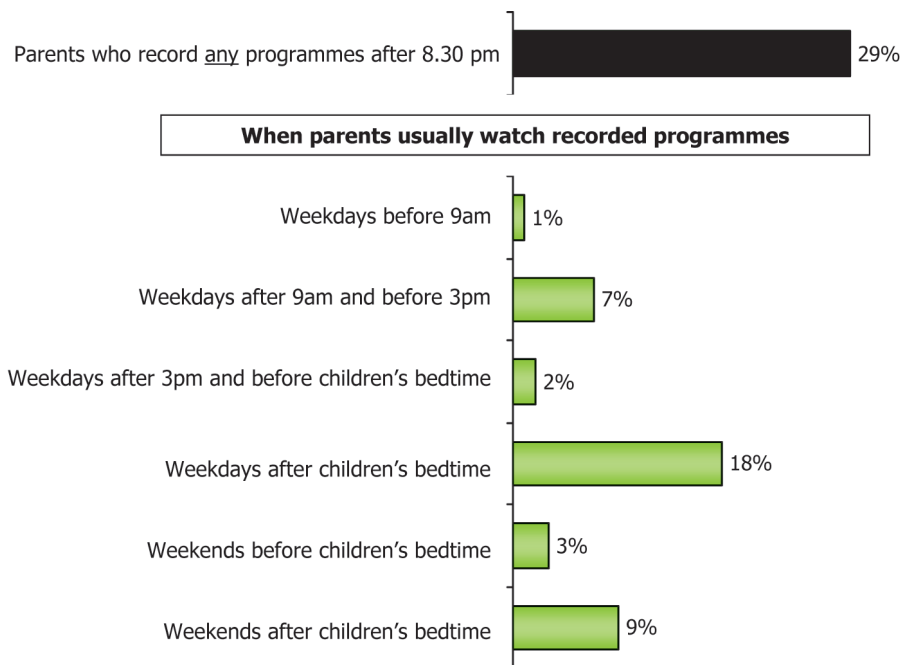
Smaller proportions of children will usually hear public radio stations (9%), Pacific-identity stations (7%), Māori-identity stations (5%), talk stations (5%), and stations targeted at niche markets (5%).

## POTENTIAL EXPOSURE TO TV PROGRAMMES SHOWN AFTER THE 8.30PM WATERSHED<sup>9</sup>

### Time shifting

We asked parents if they record TV programmes shown after the 8.30pm watershed for their own later viewing, and when they usually watch these recorded programmes. Of all parents with children who watch TV, 29% record TV programmes shown after the 8.30pm watershed. However, only 6% of parents with children who watch TV usually watch these programmes during a time their child would most likely be exposed to this content (ie, weekdays before 9am, weekdays after 3pm and before their child's bedtime, or weekends before their child's bedtime).

Figure 33. Parents who record TV programmes shown after the 8.30pm watershed and when they watch these programmes



Source: Q3l and Q3m (Parent)  
 Note: Parents could indicate more than one time period  
 Base: All parents with children who watch television (n=600)

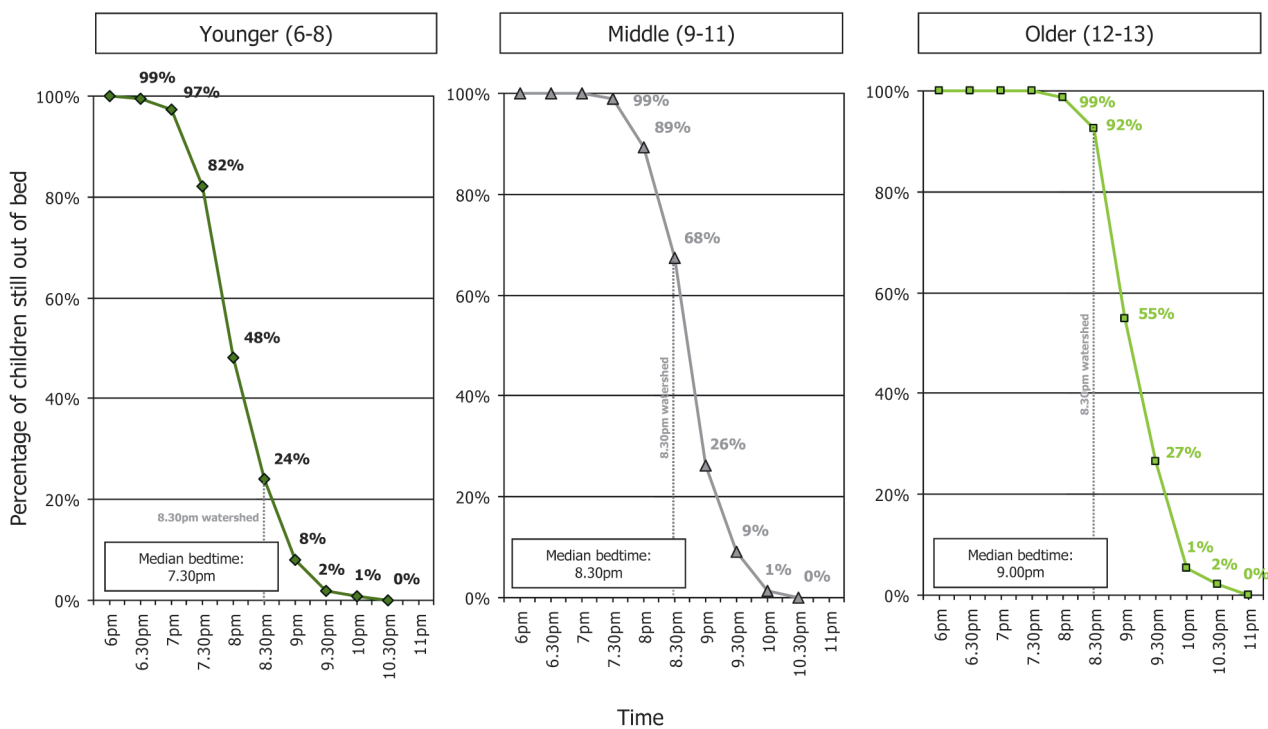
<sup>9</sup> The time after which programmes that are regarded as unsuitable for children are broadcast on television.

### Children’s usual bedtime on weekdays and weekends

We also asked all parents for the time that their child usually goes to bed on a weeknight, and on a weekend night (ie, Friday and Saturday night). The two charts below show the percentage of children still up at each half hour interval on week nights and on weekends. These charts also show the most common (median) bedtime for children in each age group.

Regardless of whether they actively watch TV after the 8.30pm watershed, 92% of 12-13 year-olds, 68% of 9-11 year-olds, and 24% of 6-8 year-olds are still up on a week night, and may be passively exposed to content shown on TV after 8.30pm.

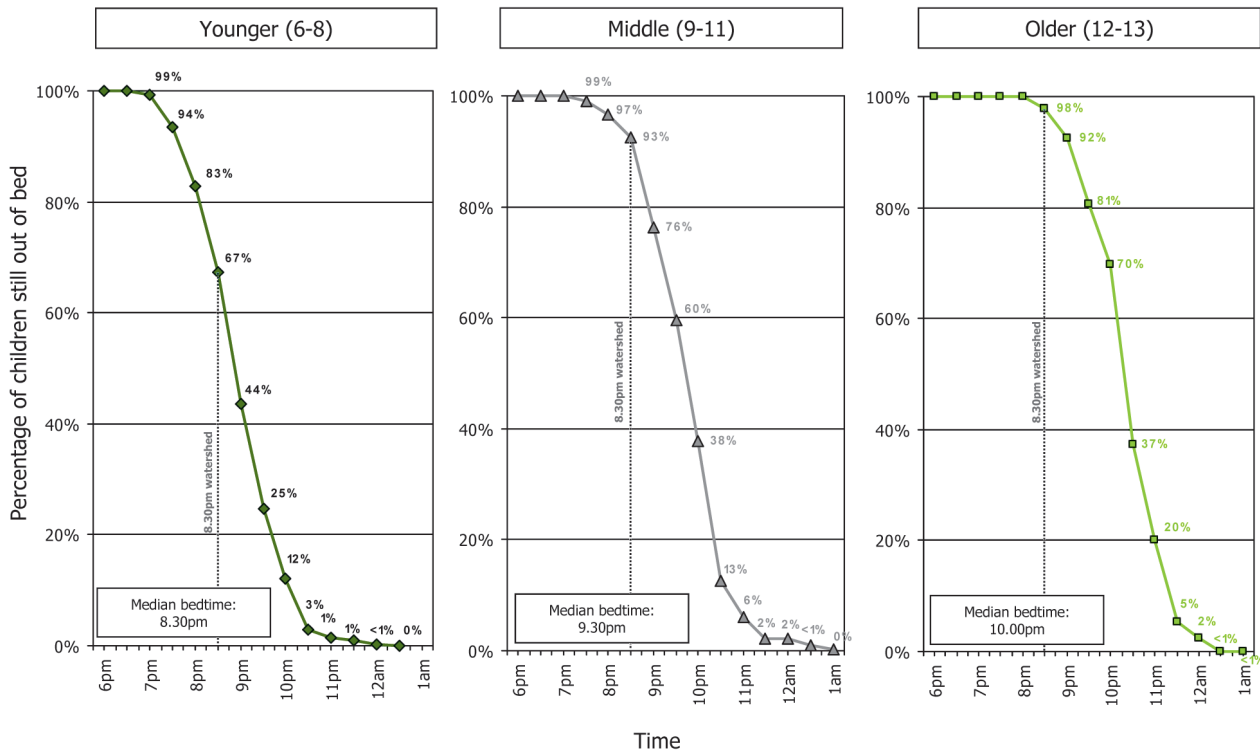
Figure 34. Percentage of children in each age group usually up at half-hour intervals during a week night (Sunday to Thursday)



Source: 8a (Parent)  
 Base: All children (n younger = 213, n middle = 250, n older = 138), excluding those who said 'Don't know'

As may be expected, children tend to stay up later on a Friday or Saturday night. Regardless of whether they actively watch TV after the 8.30pm watershed, 98% of 12-13 year-olds, 93% of 9-11 year-olds, and 67% of 6-8 year-olds are still up on a Friday or Saturday night, and may be passively exposed to content shown on TV after 8.30pm.

Figure 35. Percentage of children in each age group usually up at half-hour intervals during a weekend night (Friday and Saturday)



Source: 8b (Parent)  
 Base: All children (n younger = 213, n middle = 242, n older = 132), excluding those who said 'Don't know'

## CHILDREN'S PASSIVE EXPOSURE TO MEDIA CONTENT: SUBGROUP DIFFERENCES

### Radio children hear when parents are around

- Parents of Pākehā children are more likely than the average to listen to the radio when their child is around (83%, compared to 77% of all parents).
- Parents of Asian children are less likely than the average to listen to the radio when their child is around (61%; 77% of all parents).
- Parents of Pacific children are more likely than the average to usually listen to Pacific- and Māori-identity stations (44% and 12%, compared to 7% and 5% of all parents who listen to the radio in the presence of their child, respectively).
- Parents of Pacific children are less likely than the average to usually listen to public radio stations or music stations targeted at those under 30 (< 1% and 5%, compared to 9% and 28% of all parents who listen to the radio in the presence of their child, respectively).
- Parents of Māori children are more likely than the average to usually listen to Māori- and Pacific-identity stations (18% and 15%, compared to 5% and 7% of all parents who listen to the radio in the presence of their child, respectively).
- Parents of Māori children are less likely than the average to usually listen to public radio stations (2%, compared to 9% of all parents who listen to the radio in the presence of their child).
- Parents of Asian children are more likely than the average to usually listen to niche stations (39%, compared to 5% of all parents who listen to the radio in the presence of their child).
- Parents of Asian children are less likely than the average to usually listen to music stations targeted at those under 30 (7%, compared to 28% of all parents who listen to the radio in the presence of their child).
- Rural parents are less likely than urban parents to usually listen to public radio stations (0%, compared to 11% of urban parents who listen to the radio in the presence of their child).
- Rural parents are more likely than urban parents to usually listen to stations targeted at those aged 20 or over (40%, compared to 15% of urban parents who listen to the radio in the presence of their child).

### Time shifting

- Parents of Pākehā children are more likely than the average to record programmes shown after 8.30pm for their own later viewing (38%, compared to 29% of all parents with children who watch TV).
- Parents of Pacific children are less likely than the average to record programmes shown after 8.30pm for their own later viewing (8%, compared to 29% of all parents with children who watch TV).
- Parents of Asian children are less likely than the average to record programmes shown after 8.30pm for their own later viewing (17%, compared to 29% of all parents with children who watch TV).
- Rural parents are more likely than urban parents to record programmes shown after 8.30pm for their own later viewing (41%, compared to 29% of all parents with children who watch TV).
- There are no significant differences in access to or use of recording devices among parents in the different socio-economic groups.

## CHILDREN'S EXPOSURE TO CHALLENGING MEDIA CONTENT

One aim of this research was to find out what challenging content children are exposed to via media. We asked children aged 9 and over if they had seen, heard, or read anything that had bothered or upset them while using media. Those aged 6-8 were not asked this question because we felt that it had the potential to cause confusion or distress for younger children. Tables 4 to 6 present results for these questions.

Table 4. TV content that has bothered or upset 9-13 year-old children

	Total n = 386 %	Middle (9-11) n = 249 %	Older (12-13) n = 137 %
<b>Violence</b>	<b>29</b>	<b>28</b>	<b>29</b>
Violence	14	13	15
Killing	12	13	10
Blood and guts	7	6	10
Fighting	6	5	7
Shooting	3	3	3
Hitting	3	3	2
Cruelty to animals	2	3	-
Death/someone dying	1	1	-
<b>Sexual content / nudity</b>	<b>21</b>	<b>22</b>	<b>19</b>
Rude things	9	9	8
Sex	8	6	11
Naked people/pornography	6	6	6
Kissing	5	6	3
<b>Scary/spooky things</b>	<b>20</b>	<b>24</b>	<b>14</b>
Scary/spooky things	20	24	14
<b>Bad language</b>	<b>13</b>	<b>15</b>	<b>10</b>
Swearing	8	8	9
Bad language	7	9	4
<b>Content not age-appropriate</b>	<b>3</b>	<b>3</b>	<b>3</b>
Things that are hard to understand	3	3	3
<b>Miscellaneous</b>	<b>19</b>	<b>16</b>	<b>24</b>
Suffering in the world eg, wars	3	2	3
Named specific programme/movie	2	2	2
Other	15	11	20
Don't know	10	11	8
<b>Nothing</b>	<b>30</b>	<b>28</b>	<b>32</b>

Source: Q3f (Child)

Base: Children aged 9 years and over who watch TV at home (n = 386)

Note. Like responses have been grouped in categories, and these have been further grouped to illustrate general themes. Themes are highlighted in bold print, and give the percentage of participants that gave at least one of the more detailed suggestions that relate to them.

Table 5. Radio content that has bothered or upset 9-13 year-old children

	Total n = 306 %	Middle (9-11) n = 199	Older (12-13) n = 107 %
<b>Bad language</b>	<b>20</b>	<b>23</b>	<b>16</b>
Swearing	14	17	11
Bad language	9	11	7
<b>Sexual content</b>	<b>5</b>	<b>6</b>	<b>2</b>
Rude things	5	6	2
<b>Content not age-appropriate</b>	<b>4</b>	<b>4</b>	<b>4</b>
Things that are hard to understand	3	3	4
Complicated words or stories	-	1	-
<b>Miscellaneous</b>	<b>13</b>	<b>11</b>	<b>17</b>
Other	13	11	17
Don't know	8	10	5
<b>Nothing</b>	<b>56</b>	<b>54</b>	<b>58</b>

Source: Q4d (Child)

Base: Children aged 9 years and over who listen to the radio (n = 306)

Note. Like responses have been grouped in categories, and these have been further grouped to illustrate general themes. Themes are highlighted in bold print, and give the percentage of participants that gave at least one of the more detailed suggestions that relate to them.

Table 6. Internet content that has bothered or upset 9-13 year-old children

	Total n = 275 %	Middle (9-11) n = 176 %	Older (12-13) n = 99 %
<b>Sexual content / nudity</b>	<b>16</b>	<b>15</b>	<b>18</b>
Naked people/pornography	10	8	13
Rude things	6	7	6
Kissing	1	-	1
<b>Internet-related risk areas</b>	<b>11</b>	<b>9</b>	<b>13</b>
Pop-ups/advertising on website	9	6	13
<i>YouTube</i>	2	3	-
<b>Bad language</b>	<b>5</b>	<b>6</b>	<b>3</b>
Bad language	4	4	3
Swearing	2	2	3
<b>Content not age-appropriate</b>	<b>4</b>	<b>3</b>	<b>5</b>
Content for adults/websites not for children	3	3	3
Complicated words or stories	1	-	2
<b>Violence</b>	<b>4</b>	<b>3</b>	<b>4</b>
Violence	2	3	2
Blood and guts	1	1	1
Killing	1	1	1
Shooting	1	-	1
<b>Scary / spooky things</b>	<b>3</b>	<b>2</b>	<b>4</b>
Scary/spooky things	3	2	4
<b>Miscellaneous</b>	<b>12</b>	<b>9</b>	<b>16</b>
Other	12	9	16
Don't know	5	7	1
<b>Nothing</b>	<b>58</b>	<b>62</b>	<b>53</b>

Source: Q5a (Children)

Base: Children aged 9 years and over who have internet access at home (n = 275)

Note. Like responses have been grouped in categories, and these have been further grouped to illustrate general themes. Themes are highlighted in bold print, and give the percentage of participants that gave at least one of the more detailed suggestions that relate to them.

## Television

Violence (29%) and sexual content/nudity (21%) most commonly bother or upset children. Those aged 9-11 are more likely to report being bothered by scary or spooky things on TV (24% of 9-11 year-olds report being bothered by scary or spooky things, compared to 14% of 12-13 year-olds).

## Radio

As can be seen in Table 5, bad language (20%) dominates children's concerns about what they hear on the radio. Smaller proportions say they have been bothered by sexual content (5%) and by things that are not appropriate for their age level (4%).

Nearly two-thirds were unable to mention anything that bothered them on the radio.

## Internet

Sexual content or nudity (16%) most commonly upset children who have access to the internet. Eleven percent mention internet-related risk areas that bother or upset them, such as *YouTube* or pop-ups and advertising.

Sixty-three percent were unable to mention anything that bothered them.

## CHILDREN'S EXPOSURE TO CHALLENGING MEDIA CONTENT: SUBGROUP DIFFERENCES

### Television

- 9-13 year-old girls who watch TV at home are more likely than boys to say they have been bothered or upset by:
  - sex (12%, compared to 5% of boys who watch TV)
  - kissing (8%, compared to 2% of boys who watch TV)
  - killing (16%, compared to 8% of boys who watch TV).
- 9-13 year-old boys who watch TV at home are more likely than girls to say that nothing has bothered or upset them (35%, compared to 23% of all children who watch TV).
- Pacific children who watch TV are more likely than the average to say that rude things have bothered or upset them (20%, compared to 9% of all children who watch TV).
- Pacific and Māori children who watch TV at home are more likely than the average to say that killing has bothered or upset them (21% of Pacific and Māori children say this, compared to 12% of all children who watch TV).
- Rural children who watch TV at home are more likely than urban children to say that swearing has bothered or upset them (18%, compared to 6% of urban children who watch TV).
- Rural children who watch TV at home are more likely than urban children to say that fighting has bothered or upset them (14%, compared to 4% of urban children who watch TV).

### Radio

- Māori children who listen to the radio are more likely than the average to say that bad language has bothered or upset them (34%, compared to 20% of all children who listen to the radio).
- Asian children who listen to the radio are more likely than the average to say that nothing has bothered or upset them (73%, compared to 56% of all children who listen to the radio).

### Internet

- Girls who use the internet at home are more likely than boys to say that bad language has bothered or upset them (8%, compared to 2% of boys who use the internet).



# 3. RESPONSES TO MEDIA EXPOSURE

## PERCEPTIONS OF INAPPROPRIATE CONTENT

This research also sought to determine children's perceptions of what media content may be harmful to them, as well as their reasons for why such content may be harmful.

### CONTENT THAT CHILDREN FEEL IS INAPPROPRIATE FOR CHILDREN

We asked all children to tell us what things they think are not good for kids their age to see on the TV, hear on the radio, see or do on the internet, and do with a cellphone. Children's responses are shown in Tables 7 to 10 on the following pages.

Overall, across all media types, older children are more likely than younger children to specify content they feel is inappropriate. Older children are also more likely to mention adult or sexual content as being inappropriate.

Notable proportions of children (especially younger children) did not offer an opinion in relation to radio, the internet, and cellphones.

### Television

Consistent with results presented in *The Younger Audience* (BSA, 2001), violence, bad language, and sexual content are most frequently mentioned by children. Just over half (51%) of all 6-13 year-olds feel that it is not good for children to see violence on TV. Younger children are less likely than others to mention violence on TV (41% of 6-8 year-olds mention violence, compared to 60% of 9-11 year-olds, and 52% of 12-13 year-olds).

Thirty-six percent of children mention bad language and 34% mention sexual content on TV. Younger children are less likely than others to mention sexual content (16% of 6-8 year-olds mention sexual content, compared to 41% of 9-11 year-olds and 50% of 12-13 year-olds) and bad language (26% mention bad language, compared to 44% of 9-11 year-olds and 37% of 12-13 year-olds).

One-third of all children (33%) specifically mention that adult programmes and content are not suitable for children.

Table 7. Television content that children feel is inappropriate for children

	Total n = 604 %	Younger (6-8) n = 215 %	Middle (9-11) n = 251 %	Older (12-13) n = 138 %
<b>Violence</b>	<b>51</b>	<b>41</b>	<b>60</b>	<b>52</b>
Violence	34	24	37	44
Killing	16	17	19	12
Fighting	13	13	12	13
Blood and guts	9	7	11	10
Shooting	8	6	9	7
Hitting	6	7	4	6
Seeing dead bodies/people dying	1	1	1	-
Verbal abuse	-	1	-	-
<b>Bad language</b>	<b>36</b>	<b>26</b>	<b>44</b>	<b>37</b>
Swearing	25	19	29	28
Bad language	21	17	25	22
<b>Sexual content / nudity</b>	<b>34</b>	<b>16</b>	<b>41</b>	<b>50</b>
Sex/pornography	14	2	14	31
Rude things	15	10	19	17
Naked people	9	4	11	14
Kissing	5	4	6	3
<b>Programmes for adults / restricted programmes</b>	<b>33</b>	<b>31</b>	<b>34</b>	<b>34</b>
Adult programmes	25	22	27	26
Programmes that have warnings	5	2	8	4
Programmes that are on late at night	3	3	1	5
Unsuitable movies	2	2	-	3
Things that are too hard to understand	1	3	1	-
Complicated words	1	2	-	2
Watching the news / listening to the news	1	2	1	-
Inappropriate advertisements for children	-	-	1	-
<b>Scary / spooky things</b>	<b>24</b>	<b>30</b>	<b>25</b>	<b>16</b>
Scary/spooky things	24	30	25	16
<b>Bad behaviour</b>	<b>1</b>	<b>-</b>	<b>3</b>	<b>1</b>
Drugs/drug abuse	1	-	2	1
Smoking	-	-	1	-
Child may be influenced / may copy what is seen or heard	-	-	-	1
Buying stuff/buying bad stuff	-	-	1	-
<b>Miscellaneous</b>	<b>10</b>	<b>13</b>	<b>8</b>	<b>10</b>
Bad songs/bad music eg, rapping	1	-	-	3
Bad things	1	2	-	1
Named specific programme	1	3	1	-
Not good for your health, eg, eyes, ears	1	1	1	1
Watch at the wrong time	-	1	-	1
Watch without permission	-	-	-	1
Other	6	7	6	5
Don't know	7	12	5	3
Nothing	3	5	-	4

Source: Q2m (Child)  
Base: All children (n=604)

Note. Like responses have been grouped in categories, and these have been further grouped to illustrate general themes. Themes are highlighted in bold print, and give the percentage of participants that gave at least one of the more detailed suggestions that relate to them.

## Radio

Bad language clearly dominates what children think is inappropriate to hear on the radio. Older children are more likely than younger children to mention bad language (53% of 12-13 year-olds mention bad language, compared to 47% of 9-11 year-olds and 26% of 6-8 year-olds).

Table 8. Radio content that children feel is inappropriate for children

	Total n = 604 %	Younger (6-8) n = 215 %	Middle (9-11) n = 251 %	Older (12-13) n = 138 %
<b>Bad language</b>	<b>41</b>	<b>26</b>	<b>47</b>	<b>53</b>
Swearing	32	19	36	44
Bad language	17	13	22	17
<b>Sexual content</b>	<b>8</b>	<b>5</b>	<b>10</b>	<b>10</b>
Rude things	6	5	9	5
Sex	2	1	1	5
<b>Violence</b>	<b>6</b>	<b>7</b>	<b>5</b>	<b>5</b>
Violence	4	3	4	3
Killing	2	3	1	-
Fighting	1	1	1	1
Hitting	1	-	1	-
Dead bodies/people dying	-	1	-	-
Verbal abuse	-	-	-	1
<b>Programmes for adults / restricted programmes</b>	<b>4</b>	<b>5</b>	<b>4</b>	<b>2</b>
Adult programmes	2	2	-	2
Programmes that are on late at night	1	1	-	1
Things that are too hard to understand	1	-	2	-
Complicated words	-	1	-	-
Unsuitable programmes	-	-	1	-
Listening to the news	-	1	-	-
Inappropriate advertisements for children	-	-	1	-
<b>Scary / spooky things</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>-</b>
Scary/spooky things	2	3	3	-
<b>Bad behaviour</b>	<b>1</b>	<b>-</b>	<b>1</b>	<b>3</b>
Child may be influenced/may copy what is heard	1	-	1	3
Drugs/drug abuse	-	-	-	1
<b>Miscellaneous</b>	<b>8</b>	<b>8</b>	<b>9</b>	<b>5</b>
Bad songs/bad music eg, rapping	3	2	3	2
Not good for your health, eg, ears	1	1	1	-
Bad things	1	-	1	1
Other	4	5	5	2
Don't know	27	40	23	15
Nothing	18	17	15	23

Source: Q2m (Child)

Base: All children (n = 604)

Note. Like responses have been grouped in categories, and these have been further grouped to illustrate general themes. Themes are highlighted in bold print, and give the percentage of participants that gave at least one of the more detailed suggestions that relate to them.

## Internet

Children most commonly say that sexual content and nudity (29%) are not good for children to see on the internet. Thirteen percent of children also refer to adult sites, which for some children is likely to be an indirect reference to sexual content. Older children are more likely than younger children to mention sexual content and nudity (51% of 12-13 year-olds mention this, compared to 32% of 9-11 year-olds and 11% of 6-8 year-olds), and adult or restricted sites (20% of 12-13 year-olds mention adult sites, compared to 17% of 9-11 year-olds and 8% of 6-8 year-olds).

Table 9. Internet content that children feel is inappropriate for children

	Total n = 604 %	Younger (6-8) n = 215 %	Middle (9-11) n = 251 %	Older (12-13) n = 138 %
<b>Sexual content / nudity</b>	<b>29</b>	<b>11</b>	<b>32</b>	<b>51</b>
Sex/pornography	15	1	13	38
Rude things	12	10	14	13
Naked people	6	1	9	10
Kissing	1	-	3	1
<b>Sites for adults / restricted sites</b>	<b>14</b>	<b>8</b>	<b>17</b>	<b>20</b>
Adult sites	13	5	15	20
Sites that have warnings	1	-	1	-
Looking at sites late at night	1	1	1	-
Bad pictures	1	1	-	-
Things that are too hard to understand	-	-	-	1
Complicated words	-	-	1	-
Looking at the news	-	-	1	-
<b>Violence</b>	<b>13</b>	<b>8</b>	<b>14</b>	<b>18</b>
Violence	8	5	7	14
Killing	4	4	5	4
Fighting	3	4	3	3
Blood and guts	2	2	2	3
Shooting	2	3	1	1
Hitting	2	2	2	1
Verbal abuse	-	-	-	1
Seeing dead bodies/people dying	-	1	-	-
<b>Bad language</b>	<b>10</b>	<b>5</b>	<b>11</b>	<b>16</b>
Swearing	7	3	8	13
Bad language	6	3	7	9
<b>Scary / spooky things</b>	<b>6</b>	<b>8</b>	<b>6</b>	<b>4</b>
Scary/spooky things	6	8	6	4
<b>Risky use of Internet</b>	<b>5</b>	<b>-</b>	<b>6</b>	<b>10</b>
Contacting unknown people/giving out personal details	2	-	2	5
Pop-ups	1	-	1	1
Viruses	1	-	2	1
Downloading things that cost money/sites that cost money	1	-	1	1
Buying stuff/buying bad stuff	1	-	1	2

<b>Specific sites</b>	<b>4</b>	<b>2</b>	<b>5</b>	<b>4</b>
Chatrooms	4	-	7	7
<i>Bebo</i>	3	2	4	3
<i>YouTube</i>	1	-	2	-
<b>Observing bad behaviour</b>	<b>1</b>	<b>-</b>	<b>1</b>	<b>2</b>
Smoking	1	-	-	2
Child may be influenced/may copy what is seen	-	-	1	-
<b>Miscellaneous</b>	<b>13</b>	<b>13</b>	<b>15</b>	<b>11</b>
Use without permission	2	2	3	-
Use at the wrong time	1	-	2	2
Bad things	-	1	-	-
Other	11	11	11	9
Don't know	29	43	26	13
Nothing	10	17	6	7

Source: Q2m (Child)

Base: All children (n = 604)

Note. Like responses have been grouped in categories, and these have been further grouped to illustrate general themes. Themes are highlighted in bold print, and give the percentage of participants that gave at least one of the more detailed suggestions that relate to them.

## Cellphones

When it comes to cellphone use, the most frequently mentioned inappropriate behaviour is text bullying or playing pranks on other people (30% of children mention this). Older children are much more likely than younger children to mention this kind of behaviour (55% of 12-13 year-olds mention specific risk or prank behaviour, compared to 39% of 9-11 year-olds and just 7% of 6-8 year-olds).

Six percent of children mention sexual content and nudity in relation to cellphone use. This may relate to inappropriate text or picture messages, or accessing pornographic pictures through a telecommunications provider.

Table 10. Cellphone use that children feel is inappropriate for children

	Total n = 604 %	Younger (6-8) n = 215 %	Middle (9-11) n = 251 %	Older (12-13) n = 138 %
<b>Cellphone-specific risk or prank behaviour</b>	<b>43</b>	<b>19</b>	<b>52</b>	<b>65</b>
Text bullying/play pranks or jokes on other people/send mean texts	30	5	35	55
Contacting people we don't know	18	13	20	21
Hoax calls/calling wrong/random numbers deliberately	1	-	3	-
Mistakenly dial 111/dialling 111 when it is not an emergency	1	1	2	-
Bad pictures	-	-	1	-
<b>Rules around cellphone usage</b>	<b>12</b>	<b>15</b>	<b>11</b>	<b>10</b>
Misuse of cellphone	4	10	1	1
Talking for long time/too much talking/texting	2	1	3	3
Doing things that cost money	2	1	3	3
Use at the wrong time	2	-	2	4
Use without permission	2	3	2	-
Using cellphone at school	1	1	2	-
<b>Sexual content / nudity</b>	<b>6</b>	<b>3</b>	<b>7</b>	<b>9</b>
Rude things	4	2	5	5
Sex/pornography	2	1	1	4
Naked people	1	-	2	-
Kissing	-	-	1	-
<b>Bad language</b>	<b>5</b>	<b>2</b>	<b>6</b>	<b>8</b>
Swearing	4	1	4	6
Bad language	3	1	4	3
<b>Sites for adults / restricted sites</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>1</b>
Adult sites	1	1	2	1
Sites that have warnings	-	-	1	-
<b>Violence</b>	<b>1</b>	<b>-</b>	<b>1</b>	<b>1</b>
Violence	1	-	1	-
Fighting	-	-	-	1
<b>Miscellaneous</b>	<b>10</b>	<b>8</b>	<b>14</b>	<b>8</b>
Bad things	1	-	1	-
Not good for your health, eg, eyes, ears	1	-	1	1
Other	9	8	12	7
Don't know	28	45	26	9
Nothing	11	12	8	14

Source: Q2m (Child)

Base: All respondents (n = 604)

Note. Like responses have been grouped in categories, and these have been further grouped to illustrate general themes. Themes are highlighted in bold print, and give the percentage of participants that gave at least one of the more detailed suggestions that relate to them.

## ASSOCIATIONS BETWEEN CHILDREN'S EXPOSURE TO CHALLENGING CONTENT AND PERCEPTIONS OF CONTENT THAT IS INAPPROPRIATE FOR CHILDREN

There is a strong association between the media content that has bothered 9-13 year-old children and their perceptions of what content is inappropriate for children.

### Television

- Those who have been bothered or upset by violence on TV are more likely than others to say that violence is inappropriate (71%, compared to 57% of all 9-13 year-olds).
- Those who have been bothered or upset by sexual content on TV are more likely than others to say that sexual content is inappropriate (74%, compared to 45% of all 9-13 year-olds).
- Those who have been bothered or upset by bad language on TV are more likely than others to say that bad language is inappropriate (81%, compared to 41% of all 9-13 year-olds).

### Radio

- Those who have been bothered or upset by bad language on the radio are more likely than others to say that bad language is inappropriate (85%, compared to 50% of all 9-13 year-olds).

### Internet

- Those who have been bothered or upset by sexual content on the internet are more likely than others to say that sexual content is inappropriate (66%, compared to 46% of all 9-13 year-olds).
- Those who have been bothered or upset by violence on the internet are more likely than others to say that risky use of the internet is inappropriate (41%, compared to 8% of all 9-13 year-olds).
- Those who have been bothered or upset by specific internet-related risk areas, such as pop-up advertising and *YouTube*, are more likely than others to say that such areas are inappropriate (13%, compared to 3% of all 9-13 year-olds).

## KNOWLEDGE OF WHAT IS APPROPRIATE: SUBGROUP DIFFERENCES

- Children with parents who have rules for their media use appear to be more aware of the kinds of things that are inappropriate than children with parents who do not have rules.
- Children with parents who have rules for their television use are more likely to say that TV programmes for adults or restricted programmes are inappropriate (35%, compared to 21% who don't have rules).
- Children with parents who have rules for their radio use are more likely to mention that examples of bad behaviour (4%, compared to 1% who don't have rules) and bad songs or music (7%, compared to 1% who don't have rules) on the radio are inappropriate. They are also less likely to say that they don't know what is inappropriate (18%, compared to 28% who don't have rules).
- Children with parents who have rules for their computer use are more likely to say that violence (16%, compared to just 2% who don't have rules), bad language (13%, compared to 5% who don't have rules), and scary or spooky things (8% versus 1% who don't have rules) on the internet are inappropriate.
- Children with parents who have rules for their computer use are less likely to say that they don't know what is inappropriate (24%, compared to 37% who don't have rules).
- Children with parents who have rules for their cellphone use are more likely to say that contacting people they don't know is inappropriate (26%, compared to just 9% of those who don't have rules). They are also less likely to say that 'nothing' is inappropriate (6%, compared to 21% who don't have rules).

## CHILDREN'S REASONS FOR WHY THEY SHOULD NOT DO, HEAR, OR SEE INAPPROPRIATE THINGS

We followed up this series of questions by asking children to tell us why they feel the things they mentioned are inappropriate. Three in every five children (59%) state that such content may have an undesirable influence on children's behaviour. Children in the older and middle age groups are more likely than younger children to mention the influence of media on behaviour (71% of 12-13 year-olds and 67% of 9-11 year-olds say this, compared to 41% of 6-8 year-olds).

Younger children are more likely than those in the middle or older age groups to mention the negative emotive effects of media, such as getting scared and having nightmares (47% of 6-8 year-olds say this, compared to 32% of 9-11 year-olds and 23% of 12-13 year-olds).

Children's responses are largely consistent with those presented in *The Younger Audience* (BSA, 2001), where 50% mentioned that children may imitate behaviour, and 37% mentioned negative emotive effects such as getting scared or having nightmares.

Table 11. Children's reasons why they should not do, hear, or see inappropriate things

	Total n = 575 %	Younger (6-8) n = 196 %	Middle (9-11) n = 242 %	Older (12-13) n = 137 %
<b>Challenging influence on behaviour</b>	<b>59</b>	<b>41</b>	<b>67</b>	<b>71</b>
Could be a bad influence	43	21	49	60
Might copy	29	22	37	26
Learn bad language/influenced by bad language/might swear	2	5	1	2
<b>Negative emotive effect</b>	<b>34</b>	<b>47</b>	<b>32</b>	<b>23</b>
Get scared	22	27	20	17
Nightmares	18	26	17	7
Make you feel bad/offended/worried/uncomfortable	2	1	3	2
Make you/other people sad/make them cry	1	2	1	1
<b>Content for adults / inappropriate for children</b>	<b>24</b>	<b>17</b>	<b>24</b>	<b>31</b>
Not old enough	15	12	15	20
Might not understand	7	5	5	11
Don't need to know these things	4	4	5	3
Inappropriate	2	1	3	2
Adult-only material	1	-	1	1
<b>Dangerous</b>	<b>11</b>	<b>12</b>	<b>10</b>	<b>10</b>
Can be dangerous	9	10	8	10
Could make contact with unknown persons	1	1	2	1
<b>Miscellaneous</b>	<b>11</b>	<b>13</b>	<b>12</b>	<b>9</b>
Could get into trouble	3	6	3	1
Not good for your health eg, eyes, ears	3	2	4	1
It's rude/might be rude	2	3	1	1
Violence	1	2	1	-
Other	9	10	9	8
Don't know	6	9	4	5

Source: Q2n (Child)

Base: All children who were able to comment on what's inappropriate for children to see/hear/do with regard to at least one medium (n = 575)

Note: Like responses have been grouped in categories, and these have been further grouped to illustrate general themes. Themes are highlighted in bold print, and give the percentage of participants that gave at least one of the more detailed suggestions that relate to them.



## Associations between children's exposure to challenging content and reasons why they should not do, hear, or see inappropriate things

Children who are aged 9-13 and who have been bothered or upset by violence or content that is not age-appropriate on TV are more likely than other 9-13 year-olds to mention negative emotive effects of inappropriate media (40% of those who have been bothered by violence and 64% who have been bothered by content that is not age-appropriate mention negative emotive effects, compared to 28% of all 9-13 year-olds).

## HOW CHILDREN KNOW THAT A TV PROGRAMME IS NOT FOR THEM

We asked all children who watch TV at home to tell us how they know that a programme is not for kids (this was an unprompted question). As can be seen in Table 12, below, classifications and warnings play a vital role in helping children to discern unsuitable programming (73% mention classifications or warnings). Interestingly, more children mention 'AO programmes' than in 2001 (48% mention AO programmes, compared to 33% in 2001) but fewer mention warning messages on TV (27% mention warning messages, compared to 44% in 2001).

Table 12. How children know that a TV programme is not for them

	Total n = 597 %	Younger (6-8) n = 211 %	Middle (9-11) n = 249 %	Older (12-13) n = 137 %
<b>Classifications and warnings</b>	<b>73</b>	<b>48</b>	<b>85</b>	<b>87</b>
AO programme	48	30	60	54
Warning/message on TV	27	17	30	37
R rating/restricted age rating	20	9	25	28
PGR programme	12	8	15	14
<b>Content</b>	<b>19</b>	<b>19</b>	<b>20</b>	<b>16</b>
Content – unsuitable/yucky/bad/boring	16	18	16	14
Violent action eg, shooting / killing	2	3	1	1
Bad language/rude words	2	1	2	2
Looks/sounds scary	1	-	2	1
<b>Timing</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>2</b>
Programme is on after 8.30pm	2	1	3	2
Programme is on late at night	2	2	2	1
<b>Miscellaneous</b>	<b>20</b>	<b>27</b>	<b>17</b>	<b>14</b>
Mum/dad/other adults say so	15	21	14	9
Other	4	6	2	5
Don't know	9	16	5	5

Source: Q3c (Child)

Base: Children who watch TV at home (n = 597)

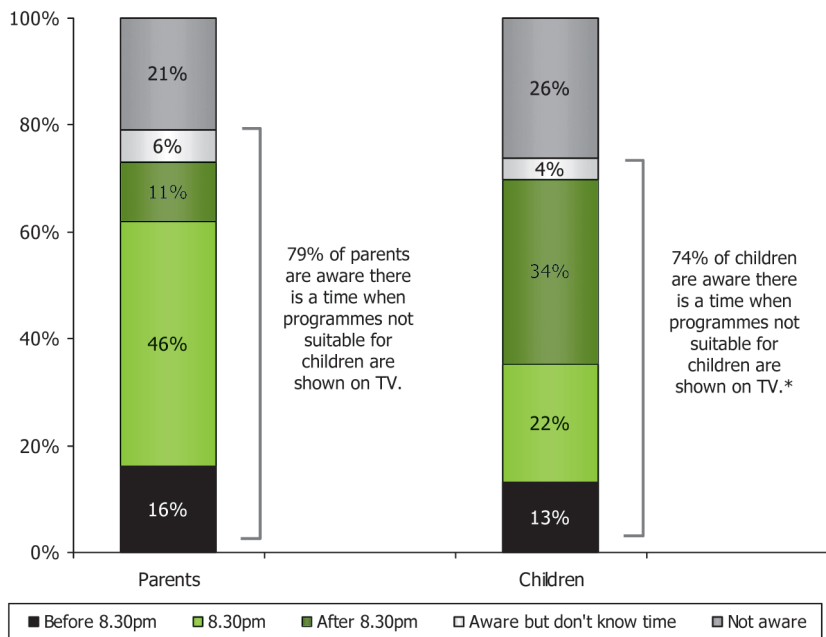
Note. Like responses have been grouped in categories, and these have been further grouped to illustrate general themes. Themes are highlighted in bold print, and give the percentage of participants that gave at least one of the more detailed suggestions that relate to them.

Children in the middle and older age groups are more likely than younger children to mention classifications or warnings (86% of 9-13 year-olds mention classifications or warnings, compared to 48% of 6-8 year-olds). Younger children are more likely than others to rely on an adult, such as their mum or dad, to tell them that a programme is not suitable for a person their age (21% of 6-8 year-olds say they rely on an adult, compared to 14% of 9-11 year-olds and 9% of 12-13 year-olds).

## AWARENESS AND USE OF THE 8.30PM WATERSHED

We asked all parents with children who watch TV, and all children who watch TV, if they knew whether there is a certain time after which programmes that are not suitable for children are shown on TV. As can be seen in the chart below, 79% of parents say they are aware that there is such a time. Almost three-quarters of 6-13 year-olds (74%) are aware that there is a watershed.

Figure 36. Parents' and children's awareness of the time when programmes not suitable for children are shown on TV



Source: Q3i (Parent) and Q3d (Child)

Base: All parents with children who watch TV at home (n = 600) and all children who watch TV at home (n = 597)

\*Percentages of children who are aware of a watershed add to 74% due to rounding

However, knowledge of the actual watershed time is lower. Nearly half (46%) of parents surveyed know that the watershed is 8.30pm. The telephone survey of parents of 4-13 year-olds conducted for *The Younger Audience* (BSA, 2001) reported that 63% were aware that the watershed is 8.30pm. This suggests a drop in awareness since 2001.<sup>10</sup>

Just over one in five children who watch TV knows that the watershed is at 8.30pm (22%). This is a 10-percentage point increase since 2001, where 12% of children were aware of the 8.30pm watershed. Younger children are less likely to say 8.30pm than those in the middle or older age groups (13% of 6-8 year-olds know the correct time, compared to 27% of 9-13 year-olds).

<sup>10</sup> Results should be interpreted with caution as the research used a different methodology and sampling scheme.

Table 13. Parents' and Children's awareness and use of the 8.30pm watershed

	Parents n=600 %	Total n=597 %	Children		
			Younger (6-8) n=211 %	Middle (9-11) n=249 %	Older (12-13) n=137 %
Aware of a time after which it is not suitable for children to watch TV	79	74	60	79	86
Before 8.30pm	16	13	21	11	7
8.30pm	46	22	13	27	26
8.31pm – 9.00pm	5	6	4	6	8
9.01pm – 9.30pm	4	11	4	13	15
9.31pm – 10.00pm	1	5	2	4	10
10.01 – 10.30pm	-	5	3	6	8
After 10.30pm	1	7	5	8	11
Don't know	6	4	9	3	-

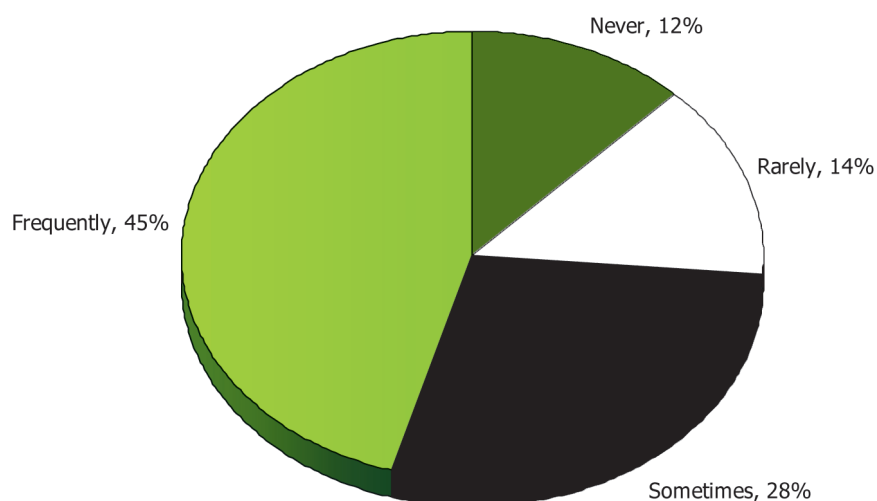
Source: Q3i, Q3j (Parent) and Q3d, Q3e (Child)

Base: All parents with children who watch TV at home (n = 600), all children who watch TV at home (n = 597)

### USE OF CLASSIFICATIONS TO GUIDE CHILDREN'S TV VIEWING

All parents with children who watch TV were shown the different symbols used to classify TV programmes (ie, AO, PGR, and G). Parents were then asked about how often they use TV broadcasters' classification symbols and warnings on programme content to decide whether their child will watch a particular programme.

Figure 37. Frequency of parents' use of classifications and warnings to guide their children's viewing behaviour



Source: Q3k (Parent)

Base: All parents with children who watch television (n=600)

As can be seen in Figure 37, almost three-quarters of parents (73%) use these symbols and warnings to guide their child's TV viewing. Parents of older children are more likely than others to say that they rarely use classification symbols or warnings (20% of parents of 12-13 year-olds say they rarely use symbols and warnings, compared to 11% of parents of 9-11 year-olds, and 12% of parents of 6-8 year-olds).

## KNOWLEDGE OF WHAT IS APPROPRIATE: SUBGROUP DIFFERENCES

### Content that children feel is inappropriate for children

#### TELEVISION

- Girls are more likely than boys to mention adult programmes (39%, compared to 27% of boys).
- Boys are more likely than girls to mention violence (55%, compared to 47% of girls).
- Pacific children are more likely than the average to mention bad language (48%, compared to 36% of all children).
- Children who live in a home with young adults (ie, those aged 14-17) are more likely than others to mention sexual content on TV (44%, compared to 29% of those who do not live in a home with young adults).

#### RADIO

- Pacific children are more likely than the average to say 'Don't know' (38%, compared to 27% of all children).
- Urban children are more likely than rural children to say 'Don't know' (29%, compared to 15% of rural children).
- Children who live in a home with young adults (ie, those aged 14-17) are more likely than others to mention sexual content on the radio (13%, compared to 6% of those who do not live in a home with young adults).
- Children who live in a home with more than two adults are more likely than others to mention bad language (54%, compared to 40% of those who live with two adults and 37% of those who live with one adult).

#### INTERNET

- Girls are more likely than boys to mention adult sites (17%, compared to 11% of boys).
- Boys are more likely than girls to mention violence (16%, compared to 10% of girls).
- Pacific children are more likely than the average to say 'Don't know' (45%, compared to 29% of all children).
- Asian children are more likely than the average to mention risky use of the internet (11%, compared to 5% of all children).
- Rural children are more likely than urban children to mention bad language on the internet (21%, compared to 8% of urban and semi-urban children).

#### CELLPHONES

- Pacific children are more likely than the average to say 'Don't know' (42%, compared to 28% of all children).
- Rural children are more likely than urban children to mention swearing or bad language (10%, compared to 4% of urban children).

- Children who live in a home with young adults (ie, those aged 14-17) are more likely than others to mention risky or prank behaviour (44%, compared to 25% of children who do not live in a home with young adults).
- Children who do not live in a home with young adults (ie, those aged 14-17) are more likely than others to say 'Don't know' (33%, compared to 19% of children who live in a home with young adults).

### **Children's reasons why they should not do, hear, or see inappropriate things**

- Girls are more likely than boys to mention negative emotive effects (39%, compared to 30% of boys who commented on media that is inappropriate).
- Girls are more likely than boys to mention dangerous effects (14%, compared to 7% of boys who commented on media that is inappropriate).
- Pacific children are more likely than the average to say 'Don't know' (17%, compared to 6% of all children who commented on media that is inappropriate).
- Children who live in a home with just one adult over the age of 18 are more likely to mention dangerous effects (19%, compared to 9% who live with two adults and 5% who live with more than two adults and who commented on media that is inappropriate).

### **How children know that a TV programme is not for them**

- Children who live in a home with young adults (ie, those aged 14-17) are more likely than others to mention classifications and warnings (80%, compared to 69% of those who don't live in a home with a young adult).

### **Awareness and use of the 8.30pm watershed**

- Parents of Māori, Pacific, and Asian children who watch TV are less likely than parents of Pākehā children to be aware that there is a time after which programmes not suitable for children are shown on TV (75% of parents of Māori children, 74% of parents of Pacific children, and 77% of parents of Asian children are aware, compared to 85% of parents of Pākehā children who watch TV).
- Pacific children who watch TV are less likely than the average to be aware that there is a time after which programmes not suitable for children are shown on TV (59%, compared to 74% of all children who watch TV).
- Children who watch TV and who do not live in a home with other children under 14 are more likely than the average to know that there is a time after which programmes not suitable for children are shown on TV (81%, compared to 74% of all children who watch TV).

### **Use of classifications to guide children's TV viewing**

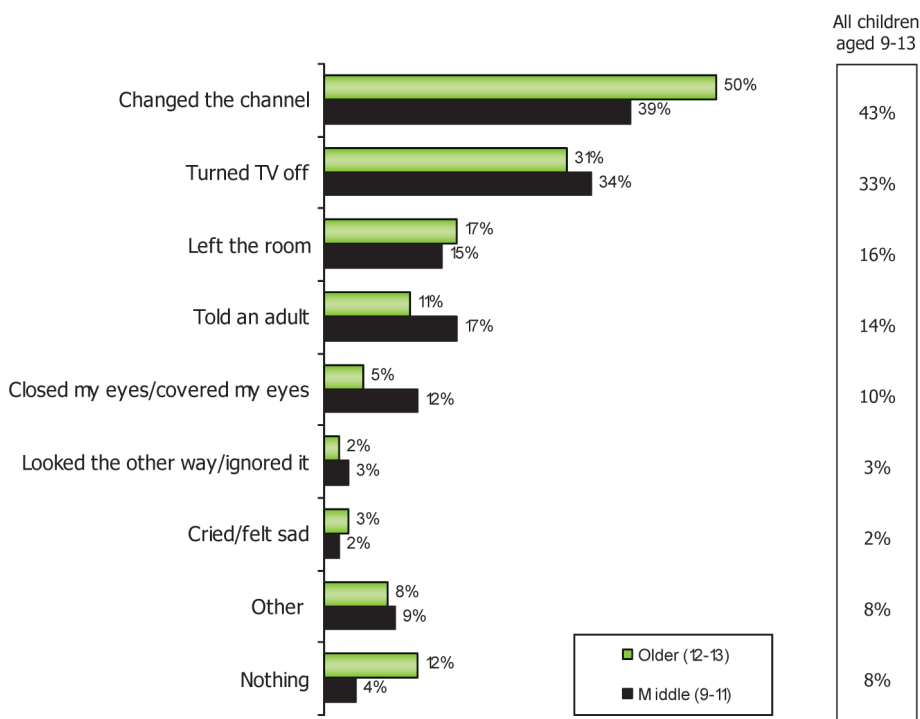
- Female parents with children who watch TV are more likely than male parents to say that they frequently use classification symbols and warnings to guide decisions on their child's viewing behaviour (47%, compared to 34% of male parents with children who watch TV).
- Parents of Pacific children who watch TV are more likely than the average to say that they never or rarely use classification symbols and warnings to guide decisions on their child's viewing behaviour (37%, compared to 26% of all parents with children who watch TV who never or rarely use these symbols and warnings).

## CHILDREN'S REACTIONS WHEN THEY SEE OR HEAR CHALLENGING CONTENT

We sought to determine how children aged 9-13 react when they see or hear challenging content on the TV, radio, or internet. We asked all children (who had seen or heard something that bothered or upset them) what they did when they came across those things.

On the whole, children are able to easily articulate how they react to challenging content across the various media. The majority of children commonly 'exit' the situation by turning off the media device or switching to different content. Around one in seven tells an adult.

Figure 38. Children's reactions when they see challenging content on TV

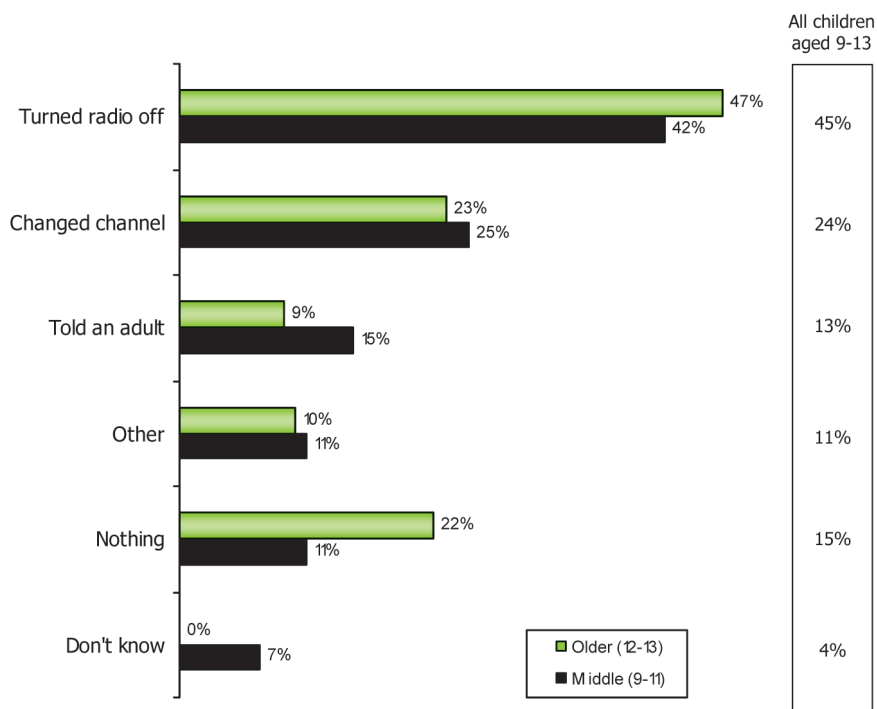


Source: Q3g (Child)

Note: Children could provide a combination of responses, therefore percentages will not add to 100

Base: Children aged 9 or above who saw something on TV which upset or bothered them (n older = 83, n middle = 150)

Figure 39. Children’s reactions when they hear challenging content on the radio

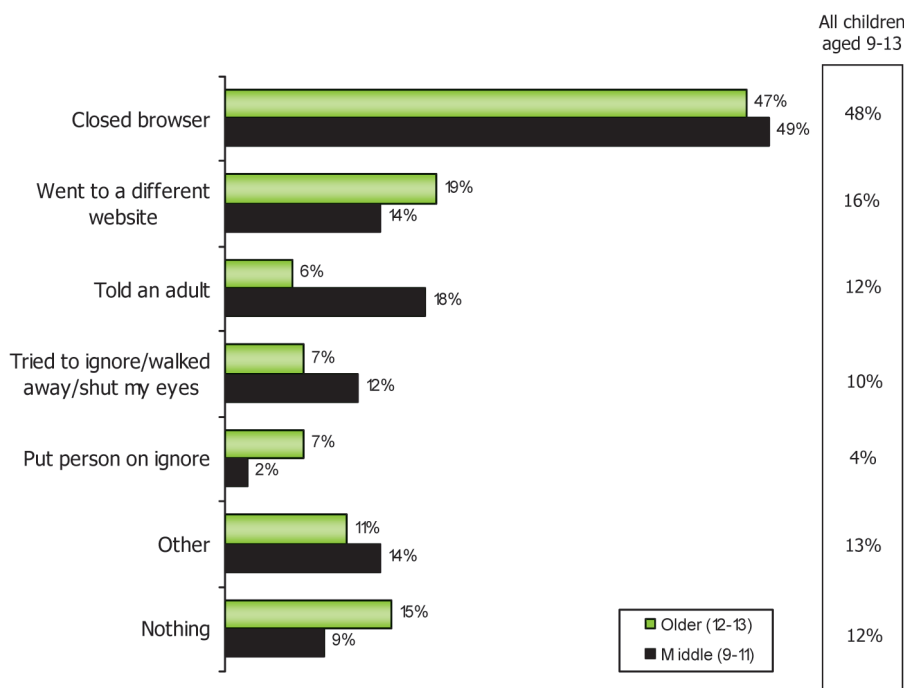


Source: Q4e (Child)

Note: Children could provide a combination of responses, therefore percentages will not add to 100

Base: Children aged 9 or above who heard something on the radio which upset or bothered them (n older = 33, n middle = 75)

Figure 40. Children’s reactions when they see challenging content on the internet



Source: Q5b (Child)

Note: Children could provide a combination of responses, therefore percentages will not add to 100

Base: Children aged 9 or above who saw something on the internet which upset or bothered them (n older = 40, n middle = 51)

## CHILDREN'S REACTIONS WHEN THEY SEE OR HEAR INAPPROPRIATE CONTENT: SUBGROUP DIFFERENCES

### Challenging television content

- Girls are more likely than boys to say that they turn the TV off when they see challenging content (41%, compared to 24% of boys who have seen challenging content and turned the TV off).
- Boys are more likely than girls to say that they close or cover their eyes when they see challenging content (15%, compared to 5% of girls who have seen challenging content and covered or closed their eyes).
- Children who live in a home with young adults (ie, those aged 14-17) are less likely than others to say that they tell an adult when they see challenging content on TV (8%, compared to 20% of those who do not live with any young adults and who have seen challenging content and told an adult about it).
- Children who live with more than two adults are less likely than others to say they would tell an adult when they see challenging content on TV (3%, compared to 13% of all children who live with two adults and 26% of children who live with just one adult and who have seen challenging content and told an adult about it).
- Children who live with more than two adults are more likely than those who live with one or two adults to say that they change the channel when they see challenging content (63%, compared to 40% of those who live with two adults and 37% of those who live with just one adult and who have seen challenging content and changed the channel).

### Challenging radio content

- Asian children are more likely than the average to say that they turn the radio off when they hear challenging content (83%, compared to 45% of all children who have heard challenging content and turned the radio off).

### Challenging internet content

- Pacific children are more likely than the average to say that they do nothing when they see challenging content on the internet (52%, compared to 12% of all children who have seen challenging content on the internet and said they do nothing).



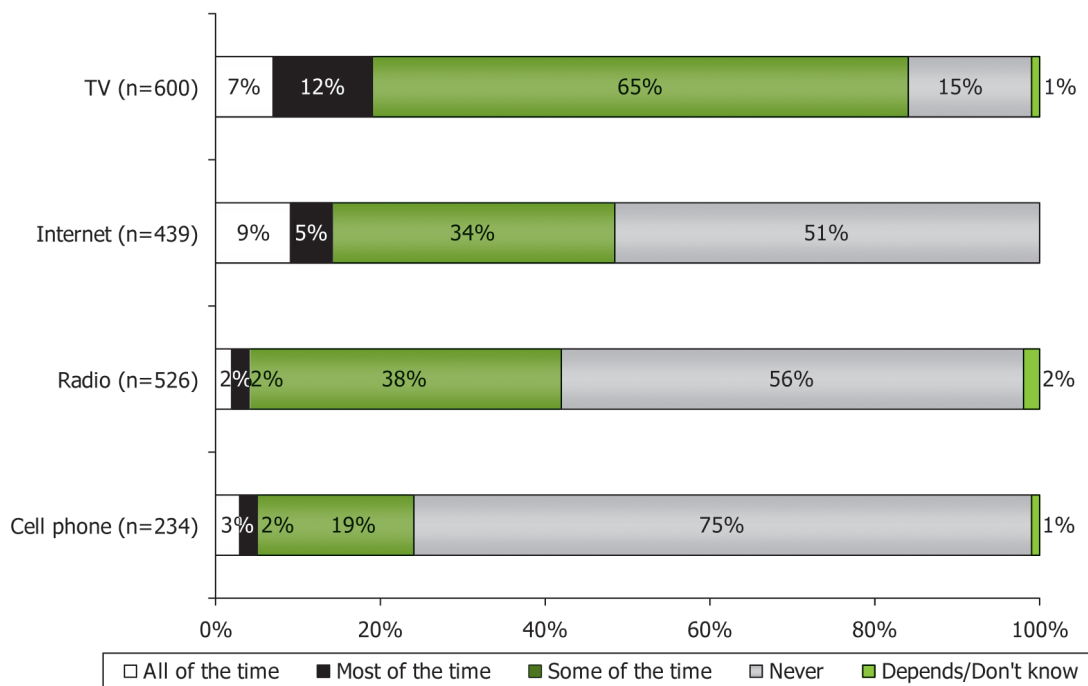
## PARENTS' CONCERNS ABOUT CHILDREN'S EXPOSURE TO MEDIA CONTENT

### FREQUENCY OF CONCERN

All parents with children who watch TV, use the internet, listen to a radio, or use a cellphone were asked to indicate how frequently they felt concerned about their child's exposure to the content of these media. As can be seen in the chart below, the majority (84%) of parents are concerned at least 'some of the time' about their child's exposure to TV content. Nearly half (48%) of all parents with children who use the internet, and 42% of parents with children who listen to the radio, are concerned at least 'some of the time' about their child's use of these media.

Concerns about cellphone use are less frequent. Nearly one-quarter (24%) of parents with children who use a cellphone are concerned at least 'some of the time' about their child's cellphone use.

Figure 41. Frequency of parents' concerns about their children's exposure to content on TV, the internet, the radio, or on cellphones



Source: Q3g, Q4d, Q5e, Q6c (Parent)  
 Base: All parents with children who watch/listen/use the various media

## PARENTS WHO ARE MORE LIKELY TO NEVER HAVE CONCERNS

Parents in lower socio-economic groups are more likely than others to never have concerns about the content of TV and radio.

- 22% of those in NZSEI 6 never have concerns about TV content, compared to 14% of those in NZSEI 2-5, and 2% of those in NZSEI 1.
- 65% of those in NZSEI 4-6 never have concerns about radio content, compared to 45% in NZSEI 1-3.

Parents of younger children are more likely than others to never have concerns about their child's internet or cellphone use.

- 64% of parents of 6-8 year-olds who use the internet never have concerns, compared to 45% of parents of 9-12 year-olds.
- 90% of parents of 6-8 year-olds who use a cellphone never have concerns, compared to 78% of parents of 9-11 year-olds and 66% of parents of 12-13 year-olds.

Parents of Asian children who listen to the radio are more likely than others to never have concerns about their child's radio use.

- 78% of parents of Asian children who listen to the radio have no concerns, compared to 56% of all parents.

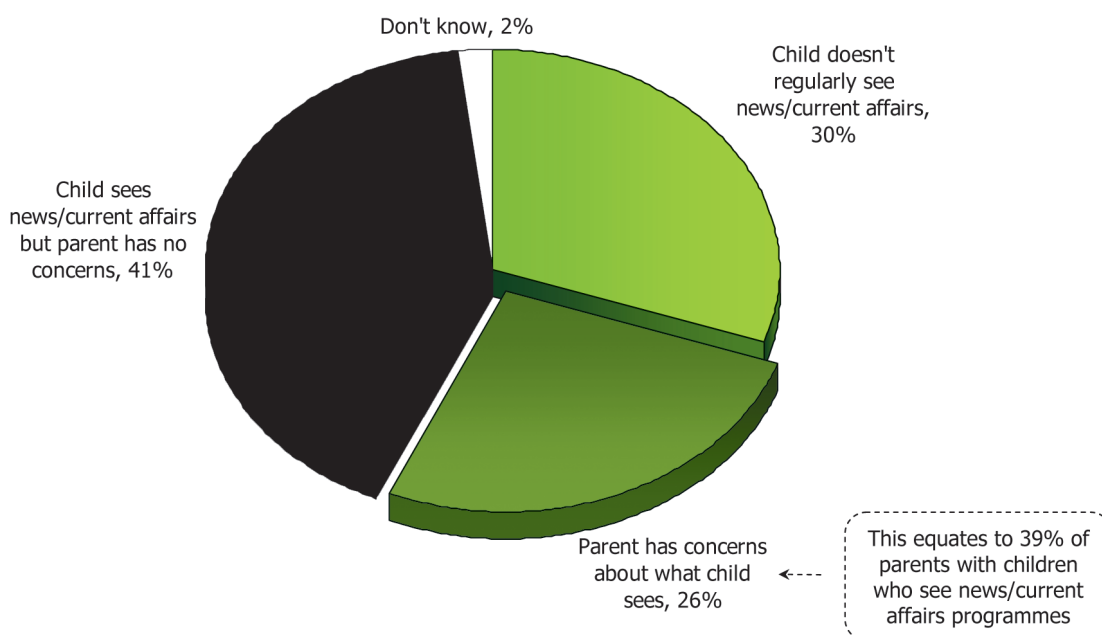
The likelihood of having concerns does not differ significantly by gender of the primary caregiver.

## CONCERN ABOUT NEWS CONTENT

We also asked parents with children who watch TV whether their child regularly sees any of the early evening news programmes, and whether they were concerned about what their child sees on the news.

Around two thirds of 6-13 year-olds (67%) regularly see the early evening news. Of those parents with children who regularly see the early evening news, two in every five (39%) are concerned about what their child sees.

Figure 42. Parents' concerns about the content of news or current affairs programmes



Source: Q3e, Q3f (Parent)  
Base: All parents with children who watch television (n=600)

Parents who are more likely to have concerns about the content of early evening news and current affairs shows are those in a higher socio-economic group (33% of parents in NZSEI 1-3 have concerns, compared to 21% of parents in NZSEI 4-6), as well as parents of children in the younger or middle age groups (30% of parents of 6-8 year-olds and 28% of parents of 9-11 year-olds have concerns, compared to just 19% of parents of 12-13 year-olds).

## THE CONCERNS OF PARENTS

We asked all parents who experienced concerns about media content at least 'some of the time' to tell us about the kinds of things they have concerns or worries about. Tables 14 to 17 on the following pages illustrate parental concerns regarding TV, internet, radio, and cellphone use.

Note that all percentages are based on parents who expressed at least some concerns.

## Concerns regarding television use

Results are consistent with those presented in *The Younger Audience* in 2001. The top three concerns of parents are violence and crime (51%), sexual material (33%), and inappropriate language (20%).

Twenty-two percent of parents who have concerns mention specific programmes they are concerned about. The news is mentioned by 15% of concerned parents. These parents mention concerns about violence, rape, murder, car crashes, crime and inappropriate language contained in the news.<sup>11</sup>

Table 14. Concerns that parents have about their child's television viewing

	Total n = 503 %
<b>Violence and crime</b>	<b>51</b>
Violence (hitting, killing, shooting, war, crime, animal cruelty)	51
<b>Sexual material</b>	<b>33</b>
Sex/sexual material	27
Nudity	5
Inappropriate dress	2
Sexual innuendo/references	1
<b>Specific kinds of programmes</b>	<b>31</b>
Adult programmes/AO programmes	9
Cartoons	8
Cartoons – violent/abusive	5
Cartoons – other	3
Scary/spooky programmes	5
Music videos/channels/programmes	4
Adult movies/movies for people over 18	4
Other kinds of programmes	6
<b>Specific programmes</b>	<b>22</b>
News (violence, rape, murder, car crashes, crime, language)	15
<i>Shortland Street</i> (same sex relationships, murder, promiscuity)	5
<i>The Simpsons</i> (violence, language)	4
<b>Inappropriate language</b>	<b>20</b>
Swearing/bad language	20
<b>Miscellaneous</b>	<b>39</b>
Advertising	9
Promos for upcoming late shows	6
Things child may be influenced by/may copy behaviour	4
Other	25
Have child's TV viewing under control	1
Don't know	1

Source: Q3h (Parent)

Base: Parents who have at least some concern about what their child sees on TV (n = 503)

Note. Like responses have been grouped in categories, and these have been further grouped to illustrate general themes. Themes are highlighted in bold print, and give the percentage of participants that gave at least one of the more detailed suggestions that relate to them.

11 This percentage may have been inflated by one of the preceding survey questions, which asked some parents if they have any concerns about what their child sees on the news.

*Shortland Street* and *The Simpsons* feature among programmes specifically mentioned by parents – 5% of parents with concerns mention *Shortland Street*, and 4% mention *The Simpsons*. When it comes to *Shortland Street*, parents express concerns about same-sex relationships, murder, and people going in and out of relationships. Concerns about *The Simpsons* tend to centre around violence and the language used on the show. Eight percent of parents express similar concerns about non-specific cartoons.

Parents of older children are more likely than parents of those in the middle or younger age groups to express concerns about sexual material (46% of parents of 12-13 year-olds express these concerns, compared to 28% of parents of 6-11 year-old children). Parents of children in the younger or middle age groups are more likely to mention specific programmes they are concerned about (27% of parents of 6-11 year-olds express these specific concerns, compared to 9% of parents of 12-13 year-olds).

Some comments made by parents:

*There is often graphic violence or sexual innuendo on TV, and there is often adult content. With the comedies that older siblings watch, I'm worried he may take it on board. He may take on board values that could be harmful to his enquiring mind.*

*The language used today – how can you teach children to be pleasant when they see bad examples on TV? I'm worried about him watching violence, or seeing adverts, for example, for Viagra during the news, which are not appropriate for him to see.*

*I am concerned about things like 'Shortland Street', which is on at 7:30pm, which shows teenagers sleeping around. Music videos which are bad for body image – skinny girls with hardly any clothes on.*

### Concerns regarding radio use

Also consistent with *The Younger Audience* (BSA, 2001), when it comes to children's radio listening, parents are mainly concerned about inappropriate language, including swearing and explicit music lyrics (56%), and sex and sexual inferences (22%).

Table 15. Concerns that parents have about their child's radio listening

	Total n = 220 %
<b>Inappropriate language</b>	<b>56</b>
Swearing/bad language	34
Music lyrics/explicit or inappropriate lyrics	31
<b>Sexual material</b>	<b>22</b>
Sex/sexual connotations/inferences	22
<b>Specific content / programming</b>	<b>14</b>
News	5
Advertisements	4
Reports of crimes and robberies	4
Talkback radio	2
<b>Adult topics</b>	<b>9</b>
Adult topics in general	9
<b>Violence</b>	<b>6</b>
Violence	6
<b>Miscellaneous</b>	<b>39</b>
Inappropriate content (non-specific)	8
Drug use/normalises drug use	4
Sexist references/comments	3
Other	26
Only listen to radio in the car	1
Have child's radio listening under control	3
Don't know	1

Source: Q4e (Parent)

Base: Parents who have at least some concern about what their child hears on the radio (n = 220)

Note. Like responses have been grouped in categories, and these have been further grouped to illustrate general themes. Themes are highlighted in bold print, and give the percentage of participants that gave at least one of the more detailed suggestions that relate to them.

Some comments made by parents:

*I don't like the language on Mai FM – they play a lot of 'rap music' which has a lot of swearing, so I am constantly changing the channels.*

*I'm concerned about the language used, references to sex and some of the pranks they get up to.*

*When listening to the news something might come on that is inappropriate – I just switch it off.*

## Concerns regarding internet use

When it comes to children's internet use, parents are mainly concerned about their children accessing (be it intentionally or unintentionally) adult websites or images (57% of parents with concerns mention adult material on the internet).

Parents also express concerns about specific sites, such as *Bebo*, *YouTube*, as well as chatrooms or forums (25% of parents with concerns mention this internet content). Parents of older children are more likely than other parents to mention these concerns (44% of concerned parents of 12-13 year-olds mention these, compared to 21% of parents of 9-11 year-olds, and just 10% of parents of 6-8 year-olds).

Table 16. Concerns that parents have about their child's internet use

	Total n = 215 %
<b>Sites for adults / restricted sites</b>	<b>57</b>
Sex/sexual material/pornography	30
Unintentional access of inappropriate sites/images	22
Accessing adult sites	11
<b>Specific sites</b>	<b>25</b>
Chatrooms/forums	14
<i>Bebo</i>	8
<i>YouTube</i>	5
<b>Unsolicited material</b>	<b>21</b>
Pop-up advertising on websites	12
Spam/junk mail	3
Viruses	6
<b>Contact with people</b>	<b>18</b>
Making contact with unknown people	16
Paedophiles	1
<b>Violence</b>	<b>11</b>
Violence	10
Violent games	3
<b>Inappropriate language</b>	<b>3</b>
Swearing	3
Other	32
Have control over what child sees/does on internet	4

Source: Q5f (Parent)

Base: Parents who have at least some concern about what their child sees or does on the internet

Note. Like responses have been grouped in categories, and these have been further grouped to illustrate general themes. Themes are highlighted in bold print, and give the percentage of participants that gave at least one of the more detailed suggestions that relate to them.

Around one in every five parents who have concerns is worried about their child accessing unsolicited material (21%) or coming into contact with unknown people (18%). Parents of younger children are more likely than other parents to mention concerns about unsolicited material (32% of concerned parents of 6-8 year-olds mention unsolicited material, compared to 19% of parents of 9-11 year-olds, and just 13% of parents of 12-13 year-olds).

Some comments made by parents:

*He has some access to YouTube. Some of the videos and images he sees and some of the people he has access to in his friends' group are unknown to me. He is very trusting and they may not be who they say they are. They may be paedophiles or pranksters. They may want to upset people. I don't want him influenced by people's antics online.*

*I'm worried about him accessing pornographic or sexual sites. YouTube has some inappropriate things. I'm worried about chatrooms too, and the amount of time he spends on the internet. The antisocial aspect of being on the computer and not outside kicking the ball around or whatever. I would not like him to access pictures of women that are degrading.*

*I'm worried she might accidentally get into a porn site. Talking to weird people in chatrooms. Some sites of a sexual nature – the software is not perfect and different websites just pop up out of nowhere.*

### Concerns regarding cellphone use

The most common concern that parents have about their child's cellphone use is their sending or receiving of inappropriate text messages (38% of concerned parents mention inappropriate text messages), followed by concerns about who their child is texting or talking to (26% of concerned parents mention this). One in every four parents with concerns (25%) mentions text bullying.

Overall, 46% of responses were diverse (28 comments in total), and were not able to be grouped into more finite categories.<sup>12</sup> Some examples of these comments are 'playing games', 'using cellphone at night', 'bad grammar from texting', 'amount of time spent texting', and 'strange text messages'.

Table 17. Concerns that parents have about their child's cellphone use

	Total n = 63 %
Receiving or sending inappropriate text messages	38
Who the child is talking to/texting	26
Text bullying	25
Other	46

Source: Q6d (Parent)

Base: Parents who have at least some concern about what their child does with a cellphone

<sup>12</sup> Our general practice is to categorise comments made by 10% of respondents or more (ie, 6 comments for this question, where n = 63).



Some comments made by parents:

*I'm concerned about text bullying/sending or receiving unpleasant texts or saying things in text he wouldn't say face-to-face. Texting unsavoury people I don't know.*

*She might receive some strange texts – I want her to tell me and as soon as I know I will take it off her – it is quite dangerous out there.*

*Jokes that come through. Some text conversations – it's too easy to be nasty and you don't know if someone is being serious.*

## PARENTS' CONCERNS ABOUT CHILDREN'S EXPOSURE: SUBGROUP ANALYSES

### Television

- Older parents who have concerns are more likely than younger parents to say that sexual material on TV is a concern (62% of primary caregivers over the age of 50 who have concerns state that they are concerned about sexual material on TV, compared to 34% of those aged 40-49, 29% of those aged 35-39, and 27% of those aged under 35).
- Parents of boys who have concerns are more likely than parents of girls to say that they are concerned about violence on TV (56%, compared to 46% of parents of girls who have concerns).

### Radio

- Parents of Asian children who listen to the radio are less likely than the average to have concerns about their child's radio listening at least 'some of the time' (20%, compared to 42% of all parents with children who listen to the radio).
- Parents of Pacific and Asian children who have concerns are less likely than the average to say that sexual material on the radio is a concern (5% of parents of Pacific children and no parents of Asian children say this, compared to 22% of all parents who have concerns about their child's radio listening).
- Parents of Pacific children who have concerns are more likely than the average to say they are concerned about their child hearing reports of crimes and robberies (14%, compared to 4% of all parents with concerns).

### Internet

- Parents of boys who have concerns about what their child sees on the internet are more likely than parents of girls to say that they are concerned about adult material (67%, compared to 47% of concerned parents of girls) and violence on the internet (17%, compared to 7% of concerned parents of girls).
- Parents of Pacific children who have concerns are more likely than the average to say they have their child's internet usage under control (23%, compared to 4% of all parents who have concerns who say this).

## RULES AND PROTECTIONS PUT IN PLACE BY PARENTS

We sought to determine the rules and restrictions that parents put in place regarding their children's use of TVs, radios, computers, and cellphones.

### Rules and restrictions for TV viewing

Two thirds (66%) of all parents with children who watch TV say they restrict TV watching at certain times of the day or the amount of time their child spends watching TV. Parents of children in the younger or middle age groups are more likely than parents of older children to say that they use time restrictions (72% of parents of 6-8 year-olds use time restrictions, compared to 68% of parents of 9-11 year-olds and 56% of parents of 12-13 year-olds).

Table 18. Parents' rules and restrictions regarding their child's television viewing

	Total n = 600 %
<b>No rules</b>	<b>16</b>
<b>Time restrictions / time of day</b>	<b>66</b>
Restrict number of hours	39
No TV after a certain time	28
After homework	15
Restrict TV at certain times – mornings/before school/after dinner/dinner	6
Restrict the days the child is allowed to watch, eg, weekends only	2
<b>Restricted according to ratings / content</b>	<b>41</b>
Don't watch AO classification	22
Only children's programmes	14
Don't watch PGR	2
Parental control settings on decoder	4
Only watch videos	5
No pay TV	2
No violence	1
Restrict what child watches – non-specific	1
Allow news/documentaries/Triangle/current affairs/educational	1
<b>Adult control / supervision</b>	<b>31</b>
Check on what child is watching	18
Switch channels if adult decides to	7
Watch PGR with adult present	6
Can only watch with an adult	4
Watch AO with adult present	4
Remote control used by adults	1
<b>Miscellaneous</b>	<b>13</b>
Not allowed to watch in bedroom	4
Go outside if it's a nice day/fine weather/no TV on a fine day	1
Use as punishment/reward	1
Other	8

Source: Q3d (Parent)

Base: Parents who have a TV in their home (n = 600)

Note. Like responses have been grouped in categories, and these have been further grouped to illustrate general themes. Themes are highlighted in bold print, and give the percentage of participants that gave at least one of the more detailed suggestions that relate to them.

Having said this, parents of children in the older or middle age groups are more likely than parents of younger children to restrict TV viewing after a certain time at night – specifically, 33% of parents of 9-13 year-olds do this, compared to 18% of parents of 6-8 year-olds.

Two in every five parents with children who watch TV (41%) say that they restrict TV watching according to programme content. Parents of younger children are more likely to do this than parents of older children (44% of parents of 6-11 year-olds restrict TV watching according to programme content, compared to 34% of parents of 12-13 year-olds).

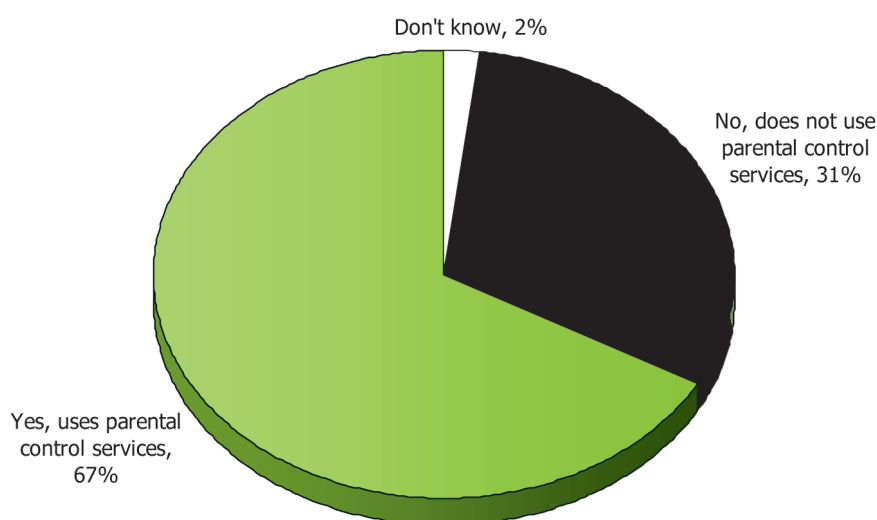
Almost two-thirds of parents with children who watch TV (31%) use adult control or supervision of some nature.

A small proportion of parents (3%) said they had no rules but then explained that they do use restrictions of some kind. Therefore overall, 13% of parents with children who watch television have no rules.

### Use of parental control facilities on television decoders

TV decoders or pay TV channels can offer services that require a pin, or that allow parents to lock out certain channels and movies. We asked all parents who have a decoder if they use these services. As can be seen in the chart below, 67% of parents of 6-13 year-old children who own a decoder use parental control services.

Figure 43. Use of parental controls on TV decoders and pay TV channels



Source: Q2c (Parent)  
Base: All parents with a decoder in the home (n = 278)

## Rules and restrictions for radio listening

Most parents who have a radio say that they have no rules for restricting radio listening (69%). A small proportion of these (4%) said they had no rules but then explained that they did use restrictions of some kind.

Table 19. Parents' rules and restrictions regarding their child's radio listening

	Total n = 579 %
<b>No rules</b>	<b>69</b>
<b>Adult control / supervision</b>	<b>11</b>
Switch over if adult decides to	8
Only listen supervised	3
Check on what child is listening to	1
<b>Restricted according to station / content</b>	<b>5</b>
Only certain stations	3
No swearing	1
Only listens to music/mainly listens to music	1
Only children's programmes	1
<b>Time restrictions / time of day</b>	<b>4</b>
No radio after a certain time	2
Don't listen to radio during certain times	1
Length of time listening	1
<b>Miscellaneous</b>	<b>6</b>
Don't play too loud	3
Other	3
Child does not listen to radio	15

Source: Q4c (Parent)

Base: Parents who have a radio in their home (n = 579)

Note. Like responses have been grouped in categories, and these have been further grouped to illustrate general themes. Themes are highlighted in bold print, and give the percentage of participants that gave at least one of the more detailed suggestions that relate to them.

The most common restriction is the use of adult control or supervision of radio listening, with 11% of parents with a radio saying they do this. Parents of children in the younger or middle age groups are more likely to say that they do this than parents of older children (13% of parents of 6-11 year-olds say they do this, compared to 6% of parents of 12-13 year-olds). There are no other statistically significant age differences.

## Rules and restrictions for computer use

Most parents who have a computer in their home implement restrictions for their child's computer use (only 12% do not). Parents of older children are more likely to say they have no rules than parents of younger children (19% of parents of 12-13 year-olds say they have no rules, compared to 8% of parents of 9-11 year-olds and 12% of parents of 6-8 year-olds).

Just over half (55%) of all parents who have a computer maintain control or supervise their child's computer use. Adult supervision is more likely to occur with younger children (26% of parents of 6-11 year-olds say that they do this, compared to 12% of parents of 12-13 year-olds).

Having said this, parents of older children are more likely than parents of children in the younger or middle age groups to check what their child has done on the computer (13% of parents of 12-13 year-olds say that they do this, compared to 3% of parents of 6-11 year-olds).

Fourteen percent of parents say that they only let their children use the internet to obtain information for homework or research purposes.

Table 20. Parents' rules and restrictions regarding their child's computer use

	Total n = 507 %
<b>No rules</b>	<b>12</b>
<b>Adult control / supervision</b>	<b>55</b>
Only websites agreed with parent	24
Only use when adult in room/must have adult supervision	22
Regularly check what they are doing online	19
Check what they have done later/check emails	5
Must have adult's permission to use internet	4
<b>Time restrictions / time of day</b>	<b>43</b>
Restrict the number of hours child on computer	39
No computer after certain time	4
<b>Restricted according to ratings / content / use</b>	<b>35</b>
Only use internet for homework/information/research	14
Blocked access to types of websites/have filtering software (eg, Netnanny, Cyber-safe)	9
Children's websites	9
No chatrooms	6
No rude/porn websites	4
No downloading	4
No emails	4
No instant messaging	3
Only play games	3
No buying over internet	2
Don't give out personal details	1
Has own password/sign-on	1
Only uses for word processing /clip-art etc.	1
<b>Miscellaneous</b>	<b>15</b>
Computer position	6
Other	9
No access / not allowed / does not use Internet	9

Source: Q5c (Parent)

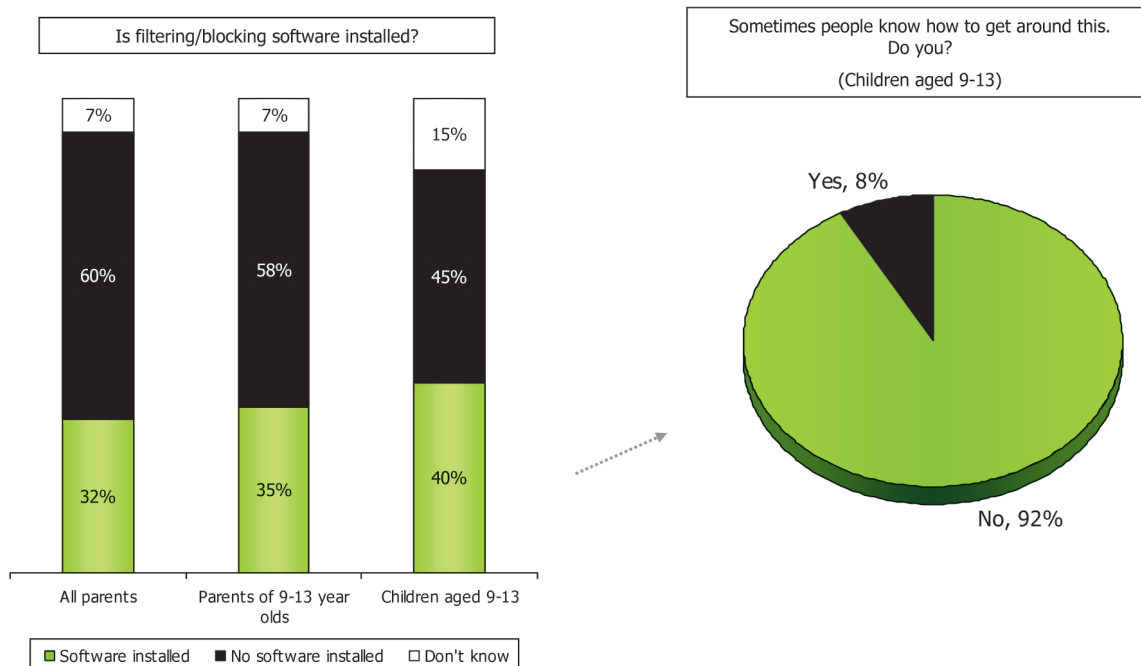
Base: Parents who have a computer in their home (n = 507)

Note. Like responses have been grouped in categories, and these have been further grouped to illustrate general themes. Themes are highlighted in bold print, and give the percentage of participants that gave at least one of the more detailed suggestions that relate to them.

### Use of filtering/blocking software to restrict internet access

Only 9% of parents mention unprompted that they have installed filtering or blocking software to restrict their child's internet access. We also prompted parents to find out if they have installed such software. Overall, 32% of all parents with children who can access the internet (ie, their child uses a computer that can access the internet) have installed this software on one or more of their computers.

Figure 44. Use of blocking/filtering software to restrict internet access and the percentage of children who say they can bypass this software



Source: Q5c, Q5d (Parent) and Q5c, Q5d (Child)  
 Base: Q5c - All parents with a child who can access the internet (n = 439) / Q5d - All parents of 9-13 year olds who say their child uses a computer at home that can access the internet (n = 292) / Q5c - All 9-13 year olds who say they use the internet at home (n = 275) / Q5d - All 9-13 year olds who say that filtering/blocking software is installed (n = 98)

We asked all 9-13 year-olds who use the internet at home whether the computer they mainly use has software that can stop them from seeing certain websites. Two in every five 9-13 year-olds who use the internet at home (40%) say that filtering/blocking software is installed. Of those who say this software is installed, few (8%) say they know how to get around this software.

### Rules and restrictions for cellphone use

When it comes to cellphone use, 29% of parents with a child who uses a cellphone say that they have no rules for their child's cellphone use. Parents of older children are more likely than parents of younger children to say that they have no rules (37% of parents of 12-13 year-olds have no rules, compared to 23% of parents of 9-11 year-olds and 19% of parents of 6-8 year-olds).

Two in every five parents with a child who uses a cellphone say that they restrict certain kinds of cellphone use (39%). Parents of younger children are more likely than parents of older children to say that they do this (55% of parents of 6-8 year-olds do this, compared to 46% of parents of 9-11 year-olds and 28% of parents of 12-13 year-olds).

Table 21. Parents' rules and restrictions regarding their child's cellphone use

	Total n = 234 %
<b>No rules</b>	<b>29</b>
<b>Restricted according to use</b>	<b>39</b>
Only call certain people	18
Only calls and texts	13
Only in emergencies	10
Only used for playing games	5
Only to call / text parents/family	4
No playing games	1
<b>Adult control / supervision</b>	<b>21</b>
Check on what child is doing	16
Child must ask to use cellphone	3
Totally supervised by parent	3
<b>Monetary restrictions</b>	<b>14</b>
Child pays for top-ups	7
Limit top ups	7
<b>Time restrictions / time of day / place</b>	<b>12</b>
Cellphone taken away/switched off at night time	7
Not to be used at school	5
After homework is done	1
<b>Miscellaneous</b>	<b>20</b>
Other	18
Use as form of discipline/incentive	2

Source: Q6b (Parent)

Base: Adults with children who use a cellphone (n = 234)

Note. Like responses have been grouped in categories, and these have been further grouped to illustrate general themes. Themes are highlighted in bold print, and give the percentage of participants that gave at least one of the more detailed suggestions that relate to them.

Adult control or supervision of their child's cellphone use is mentioned by one in five parents (21%). Again, parents of younger children are more likely to do this than parents of older children (39% of parents of 6-8 year-olds do this, compared to 28% of parents of 9-11 year-olds and 10% of parents of 12-13 year-olds).

Fourteen percent of parents with a child who uses a cellphone use monetary restrictions, such as limiting 'top-ups' on prepaid phones or requiring the child to pay for these out of their own pocket money. Parents of older children are more likely to do this than parents of younger children (17% of parents of 12-13 year-olds and 15% of parents of 9-11 year-olds do this, compared to just 3% of parents of 6-8 year-olds).

## PARENTS WHO HAVE NO RULES AND RESTRICTIONS REGARDING THEIR CHILD'S MEDIA USE

Parents who have no rules regarding their child's TV use are more likely to say they never have concerns about what their child sees on TV, hears on the radio, and does on the internet.

- 33% of parents with no rules for TV watching say that they never have any concerns about what their child sees on TV, compared to just 12% of parents who do have rules.
- 75% of parents with no rules for TV watching, and who say their child listens to the radio, say that they never have any concerns about what their child hears on the radio, compared to 54% of those who do have rules.
- 72% of parents with no rules for TV watching, and who say their child uses the internet, say that they never have any concerns about what their child does on the internet, compared to 48% of those who do have rules.

Parents who have no rules regarding their child's radio listening are more likely to say they never have concerns about what their child hears on the radio.

- 64% of parents with no rules for listening to the radio say that they never have any concerns about what their child hears on the radio, compared to just 33% of parents who do have rules.

### Age of children

Parents of older children are more likely than parents of those in younger age groups to have no rules about their child's media use.

- 19% of parents of 12-13 year-olds who have a TV in their home have no rules for their child's TV watching, compared to 10% of parents of 9-11 year-olds and 11% of parents of 6-8 year-olds.
- 19% of parents of 12-13 year-olds who have a computer in their home have no rules for their child's computer use, compared to 8% of parents of 9-11 year-olds and 12% of parents of 6-8 year-olds.
- 36% of parents of 12-13 year-olds who use a cellphone have no rules for their child's cellphone use, compared to 23% of parents of 9-11 year-olds and 19% of parents of 6-8 year-olds.

### Influence of having no rules on children

- Children aged 9-13 with parents who have no rules are more likely to say they have been bothered or upset by fighting (22%) and killing (14%) on TV, compared to 10% (fighting) and 5% (killing) of those with rules respectively.

### Gender of primary caregiver and rules for media use

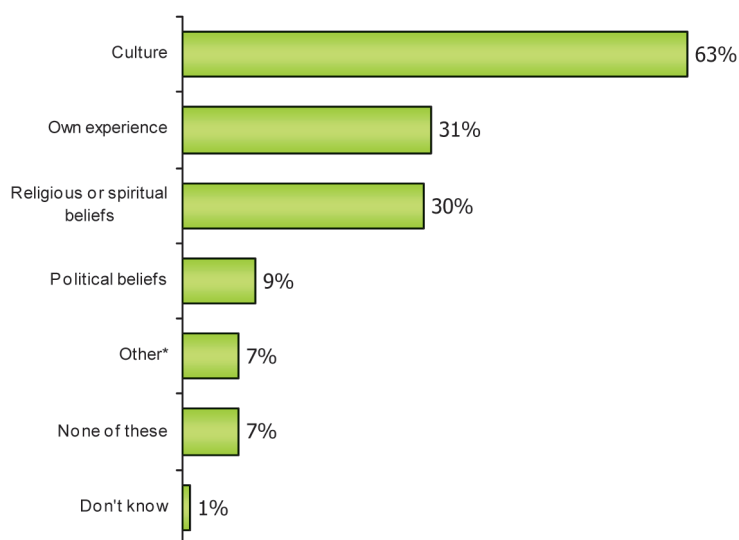
- There are no significant differences in the likelihood of having rules and restrictions by gender of the primary caregiver.

## FACTORS THAT HELP SHAPE PARENTS' RULES REGARDING CHILDREN'S MEDIA EXPOSURE

We asked all parents about the things that have contributed to, or helped to shape, the rules they have for their child, or the way they like their child to use different media. As can be seen in the following chart, 63% of parents say that their culture helped shape their views. Around 30% of parents say that their own upbringing or their religious or spiritual beliefs helped to shape their views.



Figure 45. Influences on parents' rules about children's media behaviour



\* 'Other' includes educational material/reading/parenting courses (2%), family/friends/other parents (2%), own personal values/morals (1%)

Source: Q7a (Parent)

Base: All parents (n = 604)

## RULES AND PROTECTIONS PUT IN PLACE BY PARENTS: SUBGROUP DIFFERENCES

### Rules and restrictions for TV viewing

- Parents of Māori children who watch TV are more likely than the average to say that they have no rules (27%, compared to 16% of all parents with a TV) and are less likely than the average to restrict TV watching by programme content (28%, compared to 41% of all parents with a TV) or to maintain close supervision or control over their child's TV watching (19%, compared to 31% of all parents with a TV).
- Parents of Pacific children who watch TV are less likely than the average to say that they maintain close supervision or control over their child's TV watching (20%, compared to 31% of all parents with a TV).
- Parents who have young adults living in their home (ie, those aged 14-17) are more likely than other parents to say that they have no rules (23%, compared to 12% of parents who have a TV and who have no young adults living in their home).
- Parents who have more than one other adult living in their home are more likely than the average to say they have no rules (24%, compared to 16% of all parents with a TV).
- Parents in lower socio-economic groups are more likely than parents in higher socio-economic groups to say that they have no rules for TV watching (0% of parents in NZSEI 1 with a TV say they have no rules, compared to 11% in NZSEI 2, 13% in NZSEI 3, 18% in NZSEI 4, 17% in NZSEI 5, and 23% in NZSEI 6).

### Rules and restrictions for radio listening

- Parents who live in a home with young adults (ie, those aged 14-17) are less likely than others to say they restrict radio listening by station or programme content (2% of parents who have a radio and who

live with at least one young adult restrict radio listening by station or programme content, compared to 7% of parents who have a radio and who do not live in a home with a young adult).

### Rules and restrictions for computer use

- Parents over the age of 50 with a computer are more likely than average to say that they have no rules for their child's computer use (25%, compared to 12% of all parents with a computer).
- Parents of girls with a computer are more likely than parents of boys to maintain close supervision or control of their child's computer use (60%, compared to 51% of parents of boys with a computer).
- Parents of Pacific children are less likely than the average to maintain close supervision or control of their child's computer use (38%, compared to 55% of all parents with a computer).
- Parents of Asian children are more likely than the average to use time restrictions (56%, compared to 43% of all parents with a computer) and to restrict computer use by the content of websites or type of use (48%, compared to 35% of all parents with a computer).
- Urban parents are more likely than rural parents to use time restrictions (46%, compared to 31% of rural parents with a computer).
- Parents who live in a home with at least one young adult (ie, those aged 14-17) are less likely than others to maintain close supervision or control of their child's computer use (47%, compared to 60% of parents with a computer who do not live with any young adults).
- Parents in lower socio-economic groups are more likely than parents in higher socio-economic groups to say that they have no rules for computer use (9% of parents in NZSEI 1 with a computer say they have no rules, compared to 7% in NZSEI 2, 6% in NZSEI 3, 15% in NZSEI 4, 12% in NZSEI 5, and 28% in NZSEI 6).

### Rules and restrictions on cellphone use

- Parents over the age of 50 with a child who uses a cellphone are more likely than the average to say that they have no rules regarding their child's cellphone use (54%, compared to 29% of all parents with a child that uses a cellphone).
- Parents of Asian children who use a cellphone are less likely than the average to maintain close supervision over their child's cellphone use (3%, compared to 21% of all parents with a child that uses a cellphone).
- Parents of urban children who use a cellphone are less likely than parents of rural children to restrict certain kinds of cellphone use (35%, compared to 65% of parents of rural children with a child that uses a cellphone).
- Parents who live in their home with no other adults are less likely than the average to restrict certain kinds of cellphone use (22%, compared to 39% of all parents with a child that uses a cellphone).

### Influences on views regarding child's interaction with media

- Parents over the age of 50 are more likely than parents under the age of 50 to say that spiritual or religious beliefs have influenced their views (52%, compared to 28% of parents under the age of 50).
- Parents of Pacific children are more likely than the average to say religious or spiritual beliefs (43%, compared to 30% of all parents), and less likely than the average to say culture (52%, compared to 63% of all parents) or 'own experience' (49%, compared to 61% of all parents).
- Parents of Asian children are more likely than the average to say 'none of these' (15%, compared to 7% of all parents), and are less likely than the average to say culture (51%, compared to 63% of all parents) or 'own experience' (47%, compared to 61% of all parents).