

THE GALLUP ORGANIZATION

ROMANIA

Metro Media Transilvania

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# Children's Exposure to TV and Radio Broadcasting

Final Report



Beneficiary:

**National Audio-Visual Council**

Title of the project:

**Adoption and implementation of the acquis  
communautaire in the audiovisual field**

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# Main Results

# Main Results

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## Introduction

The data presented herein are the result of a survey conducted by Gallup România and Metro Media Transilvania at the request of the National Audio-Visual Council (CNA). These data are representative for the families with children (6-14 years old) in Romania. The sample included 4,000 such families. Two different questionnaires were applied in each family, one addressed to the child and the other one to one of the parents (8,000 questionnaires in total). Many of the data collected from the parents were meant to provide information regarding the children, the type of information collected from the parents partly overlapping (to compare the statements and points of view of the two types of subjects). The main topics investigated regarding children were access to the media, leisure time behaviors (types of activities performed, their frequency, children's preferences, parents' preferences), the meanings of television, TV watching preferences, motivations and satisfactions associated to TV watching, the social context of watching TV, the exposure to potentially negative contents, the freedom to select TV channels and shows, the changes due to TV consumption. .





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## Main Results

86% of the households are endowed with a color TV and almost 70% receive cable or satellite TV channels. 33% of the children have a working TV set in their room, most of which are color. In the urban areas, the number of color TV sets is higher, a larger number of households have at least two TV sets, there are more households connected to cable television (85% versus 36% in the rural areas) and more children have a TV set in their own room.

Watching TV programs is the most frequent leisure time activity. Almost 90% of the children watch TV at least 4-5 days a week (79% daily or almost daily). Television consumption, as the main leisure time activity, is associated to less reading. Children who often watch TV read very little, and those who frequently read books watch TV more rarely. According to the data collected during similar surveys conducted abroad, friends are the main partners for spending the leisure time. The frequency of the cases when the family is the main interaction partner decreases as children are older (45% of the children aged between 6-8 years old spend most of their leisure time with their parents, and only 28% of the children aged between 12-14 years old do that). As far as the parents are concerned, the most desirable activities to be performed by their children in the leisure time are: reading and homework. Children prefer to spend their leisure time with their friends and “playing”. Almost 30% mention television as their favorite option for spending their time. Playing and television also represent the most accessible means to prevent boredom. Any kind of reading (books, comics, magazines, newspapers) and cultural activities (playing an instrument, going to the cinema, concerts/theater) are preferred by a maximum of 3% of the children, as entertainment. Reading books (54%) and watching television shows (29%) are their favorite learning modalities. The definition of television as the main educational means doubles the appeal of television as a means for spending the leisure time.

During the week children listen to the radio, on an average, for 80 minutes every day. On week-ends the average time of listening to the radio increases to 105 minutes. Europa FM, România Actualitati, Kiss FM and PRO FM are the radio stations on top of children’s preferences. Music shows are their favorite type of shows: 80% of the children listen to the radio mainly for the broadcast music.





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During the week children watch TV, on an average, for 151 minutes every day. On week-ends the time spent watching TV increases to 214 minutes. The main interval of the day for watching TV is between 17:00 and 22:00 hours (75% of the children). After 22:00 hours, more than 20% of the children watch TV for almost one hour, on the average. On Sundays and Saturdays such percentage increases to almost 30%, and the average time of TV watching exceeds one hour. The favorite TV channels are: Pro Tv, Antena 1, România 1, Atomic, Fox Kids. These channels were nominated by at least 20% of the children. Children prefer to watch cartoons (64%), movies (42%) and music (25%). These percentages vary according to the age group. Thus, 90% of the children aged between 6-8 years old mention cartoons, while children aged between 12-14 years old indicate movies as their first option (56%). Such preferences indicate both actual behaviors, and expectations regarding the contents of TV shows.

One of the functions of television is to provide models playing an influent role in anticipative socialization. Television is the main means of socialization, which allows the self-selection of normative and axiological contents. Most frequently, this self-selection is influenced by children's favorite stars. Through the identification of such idol and self-reporting to him/her, children become agents of their own socialization. Currently, the model star preferred by Romanian children is Andrea Marin. She holds the leading position, by far, in the top of the "models to follow" among children of all ages. The boys' first five stars are: Dan Negru, Mircea Radu, Van Damme, Andrea Marin and Adrian Mutu.

Almost 50% of the children prefer to watch TV shows alone. Although as far as actual behaviors are concerned, group watching is the most frequent situation, the large number of those who prefer individual watching supports the hypothesis of a negative influence of television on the quality (number and frequency) of the social interactions of children viewers. Also, television consumption is associated in a negative way to the quality of interpersonal relationships.

Most parents (90%) consider it would be a good or a very good idea to ban the broadcasting of certain shows having a high degree of violence and obscene scenes before 22:00 hours. In addition, many of them (30%) consider that such shows should be broadcast after 23:00.



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The shows marked with the symbol “AP” (Parents’ Approval) are viewed by almost 90% of the children (according to their parents’ and their own statements). Only one third of the children aged between 6-8 years old, respectively one quarter of those aged between 9-11 years old never watch TV shows bearing the mark “12”, almost half of those included in each age group watching such shows occasionally. In the case of TV shows bearing the sign “16”, the recommendation seems to have a greater impact. 60% of the children state that they never watch this type of shows. However, a rather high number of children included in each age category watch such shows, although their parents are aware of it.

In many of the surveyed families, the children's watching behavior (the time they are allowed to spend watching TV, what they are allowed to watch) is established in advance. One third of the parents state that they established a maximum number of hours that their children are permitted to spend in front of the TV set (the frequency of this rule is lower as children are older). In most of the cases, such duration is comprised between 2-3 hours. As regards the contents of the shows children are allowed to watch, 42% of the parents state that the entire family established which are the types of programs, shows or movies that their children may watch. The types of shows children are not allowed to watch contain violence, porn/erotic/sex scenes. In most of the cases when children watch this kind of shows, they do this without their parents’ permission (almost 40% of the cases). Children’s misbehavior is the reason standing behind almost 20% of such cases (according to the type of subjects – parents or children). Indifference is the reason for a similar number of cases. If the contents of the shows is explicitly indicated (violence or sex scenes, obscene dialogues), interdiction by the parents is most frequent (71%), although there are still families where the children watch this type of shows (irrespective whether forbidden or not by the parents) (25%).

The presence of interdiction marks, irrespective of the children’s age, has an impact on a very low number of children. Thus, 87% of the children aged between 6-11 years old watch the shows marked with “AP”, 68% of them watching also the shows marked with “12”, and 24% of them when the sign displayed is “16”. Also, almost half of the children aged between 12-14 years old watch shows bearing the sign “16”.

A significant part of the adults watch (occasionally or more often) shows such as Big Brother (29%) or Ciao Darwin (53%). Although they express positive opinions about shows of this type, most of the adults consider that they should be broadcast at later hours (after 22:00).





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The frequency of children's exposure to shows having negative contents (alcohol, violence, sex) is rather high. Thus, 73% of the children watch commercials on alcoholic beverages at least weekly, 22% of the children aged between 9-14 years old have watched at least one porn/erotic movie and 74% of them have watched a horror movie. Television is the main means through which children have access to such movies (porn, horror). The age when children first saw porn movies is generally comprised between 9-13 years old, respectively 8-12 years old in the case of horror movies. Irrespective of the age category, the contact with horror and porn movies is much higher when reported to the period comprised between 1999 and 2002.

Some of the parents consider that the violence presented in television programs is responsible for certain behaviors and attitudes of their children, influencing their socialization process. Offering shows with violent contents, television decreases children's sensitivity with respect to violent behavior and makes some of them think that violence is part of the normal life, that it is something natural (19%), and even to value it in some cases. The effect of TV shows presenting violence, be they news or fiction (movies/cartoons), is even deeper. Almost one third of the parents consider that their children are often disturbed/affected by the violence presented in the media. Due to watching violent scenes, some of the children (17%) tend to imitate such behaviors, such effect being much easier to notice in the case of younger children. Although most parents think that school is still an institution playing an important role in children's socialization, part of them (17%) consider television to have stronger socialization effects.

Sometimes, TV watching is a reason for arguments between children and their parents. In the top regarding reasons for arguments between parents and children, watching TV occupies the second position, being preceded by school homework and equal to going out and helping with the chores. The frequency of this reason is higher in the case of younger children, in the urban areas.

Many parents (42%) are worried about the negative influence of television shows containing physical and verbal violence or sex scenes on their children. Among the most frequent reasons for concern, this reason occupies the second position, after the concern about professional future and equal to street safety.



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# Methodology

## Methodology

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- **Sample size:** 3979 households with children aged 6 to 14 years. From each household a child and one of the parents were interviewed. Overall 7958 interviews were carried out.
- **Sample type:** probability, stratified sample, in two stages
- **Stratification criteria:** 18 cultural areas clustered by historical region and type of settlement (urban - rural), degree of urbanization (4 categories of towns and cities), and the degree of villages development (3 categories).
- **Sampling:** probability selection of the settlements (226) and of children. For the selection of the children there were used mainly the records from The Directorate for Personal Data Protection (within the Ministry of Internal Affairs).
- **Representativeness:** the sample is representative for the population of children aged 6 to 14 in Romania, with a margin error of  $\pm 1,6\%$ .
- **Validation:** the sample was validated through comparisons with population data from the last census in 2002
- The figures reported are those resulted from the field (no adjustments or weighting were performed).
- The interviews were conducted in children's homes.
- **Fieldwork:** 1-26 April 2004.
- The data gathering was provided by two institutes: The Gallup Organization Romania and Metro Media Transilvania.
- The questionnaires were adapted from those used in the European project "*Children and their Changing Media Environment: A European Comparative Study*". These instruments were provided to us by the kindness of Mrs. Sonia Livingstone, professor Ph.D. at London School of Economics, to whom we owe a debt of gratitude.

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# Socio-demographic Profile of the Samples

## Socio-demographic Profile of the Samples

### Children sample

<b>Gender:</b>	boys	50.3%		
	girls	49.7%		
<b>Age</b>	6-8 y.o	25.0%		
	9-11 y.o	34.9%		
	12-14 y.o	40.1%		
<b>Status</b>	school	92.4%		
	kindergarten	6.3%		
	stays at home	1.4%		
<b>If at school...</b>	1st grade	12.5%	5th grade	14.2%
	2nd grade	11.9%	6th grade	13.9%
	3rd grade	12.2%	7th grade	15.0%
	4th grade	13.4%	8th grade	6.9%
	Total	50.0%		50.0%
<b>Residence</b>	urban	49.9%		
	rural	50.1%		

### Parents sample \*

<b>Relationship with child</b>	mother/father	89.8%
	grandmother/father	7.0%
	uncle/aunt	1.4%
	other	1.3%
	NA	0.5%
<b>Gender:</b>	men	26.6%
	women	73.3%
<b>Age</b>	16-34	36.2%
	35-44%	45.2%
	45 and over	18.0%
	NA	0.6%
<b>Education</b>	less than unfinished high-school	54.5%
	high school/post high school	34.3%
	higher education	6.8%
	NR	4.4%

Note:

\* „Parents sample” includes all the adult persons who answered to the “parents questionnaire” regardless of the relationship with the interviewed child.

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# Access to Mass-media

## Access to Mass-media

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In its broader meaning, audience is defined as the population available to receive what communication offers. Availability refers, first of all, to the possibility to access the contents of communication, respectively the existence of media devices in a household.

The media devices existing in a household, the number of TV sets and their distribution, together with the modality of accessing television programs (antenna, satellite, cable television) and the existence of the remote controller are the variables playing the role of cultural contexts in the configuration of TV consumption behaviors.

86% of the households are endowed with a color TV; almost 70% receive cable or satellite TV channels.

33% of the children aged between 6 and 14 years old have a working TV set in their own room (28% have a color TV).

As regards the endowment with media devices, there are significant differences between the urban and the rural areas. There is a higher number of color TVs in the urban areas, a higher number of households have at least 2 TV sets, and more of them are connected to cable television (85% versus 36% in the rural areas). Also, more children living in the urban areas have a TV set in their rooms.

There are no significant differences between boys and girls as regards access to media sources. However, boys have, in more cases than girls, personal computers in their rooms, while girls have in more cases books in their own rooms.

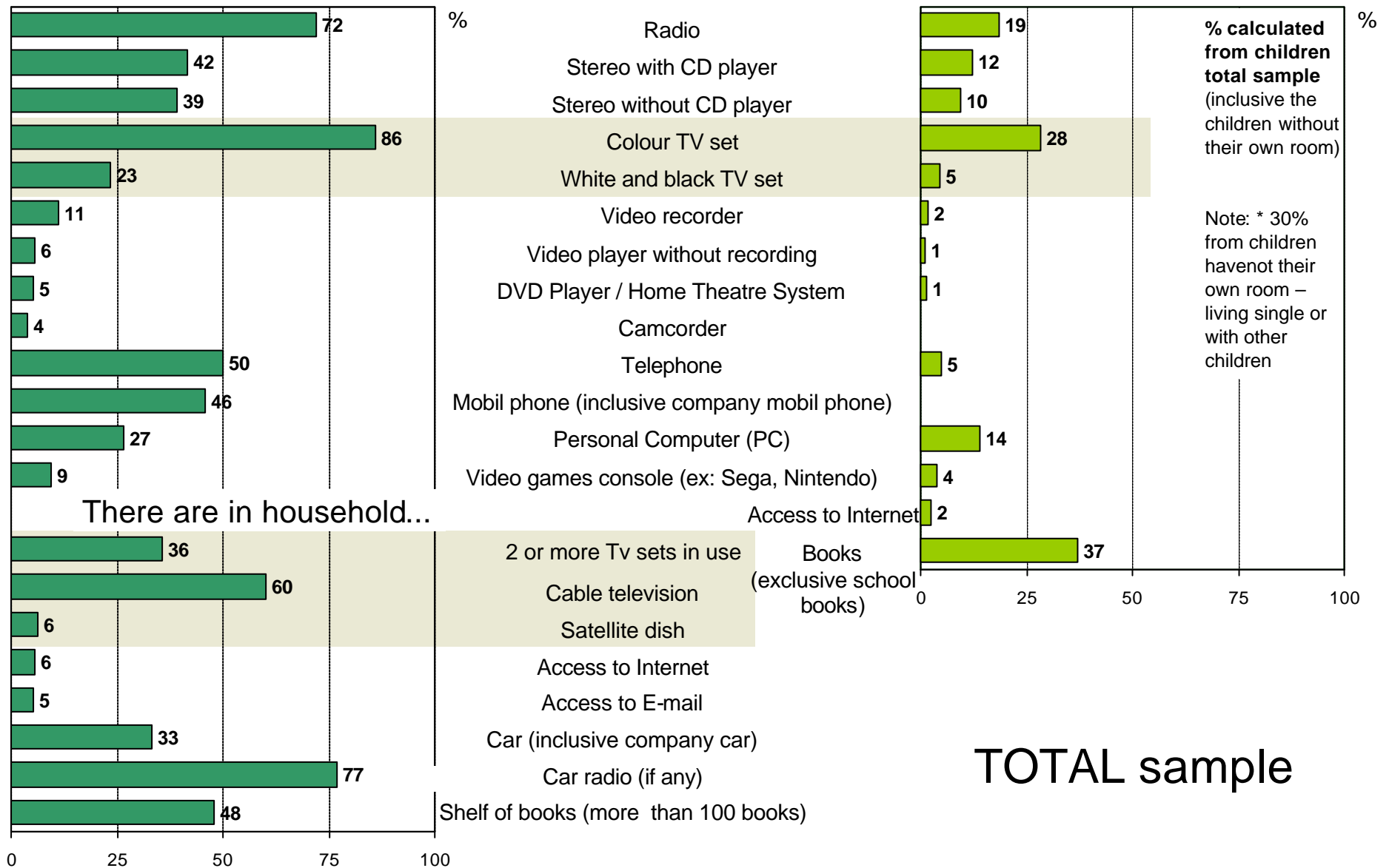
Children's access to media sources is directly related to their age. The number of children aged between 12-14 years old, who have a radio, tape recorder and/or a CD player, a personal computer in their room, is twice higher. As regards television, 27% of the children aged between 6-8 years old and 38% of those aged between 12-14 years old have a TV set in their room.

# Household equipment

There are in use ...

# The child has in his/her room \* ...

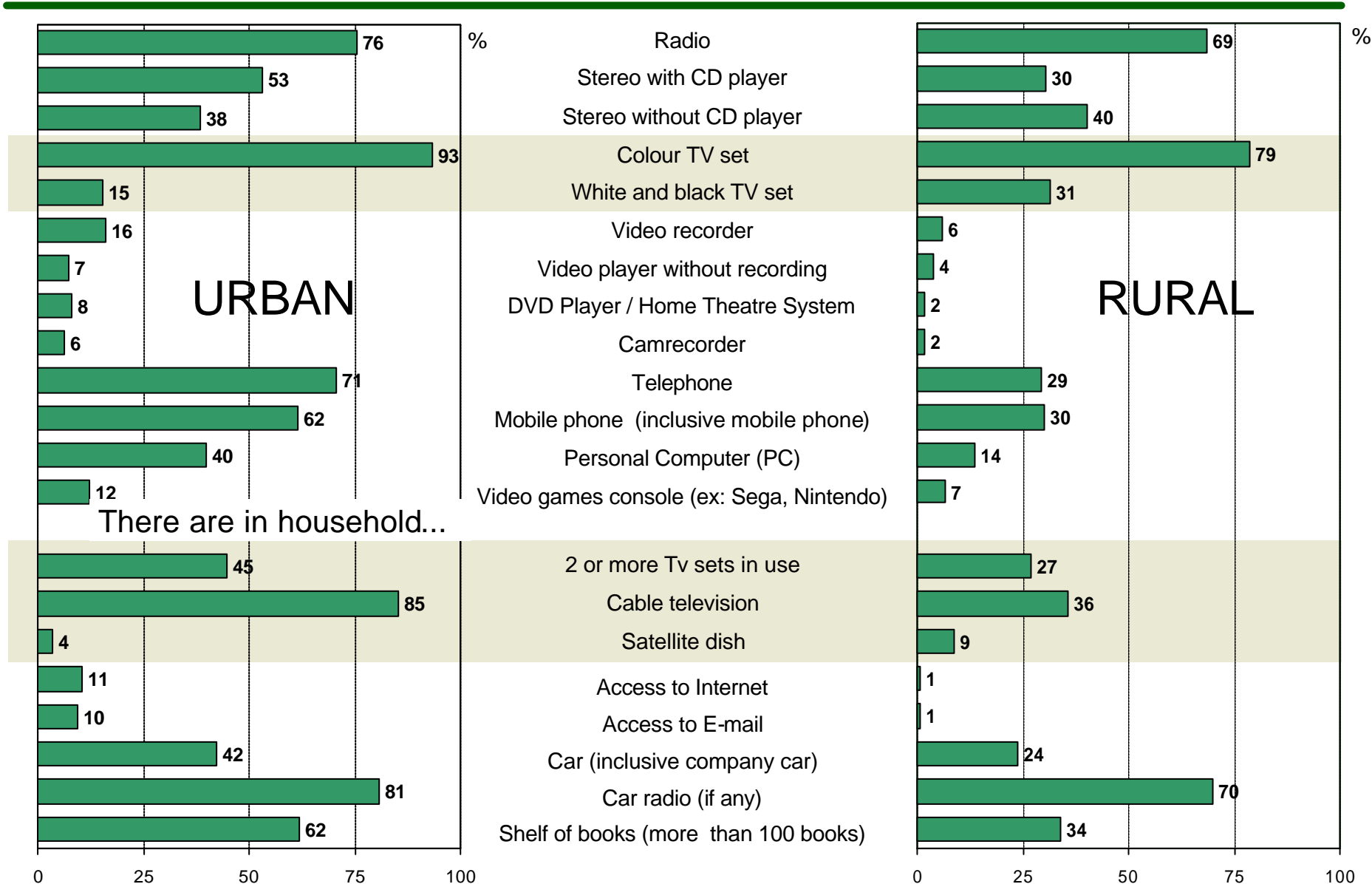
(single in the room/ with other child)



# Household equipment

There are in use ...

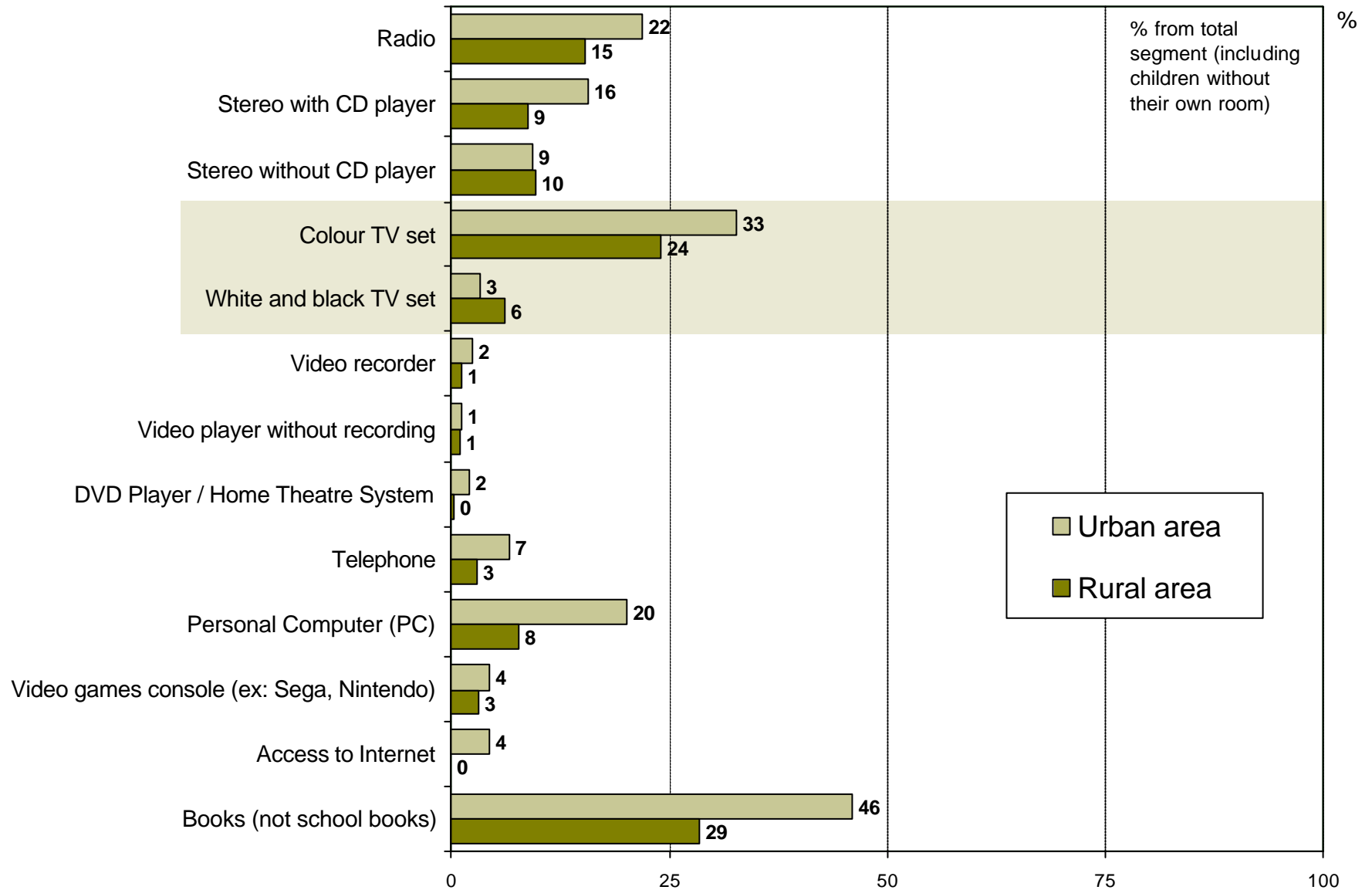
Depending on residential area





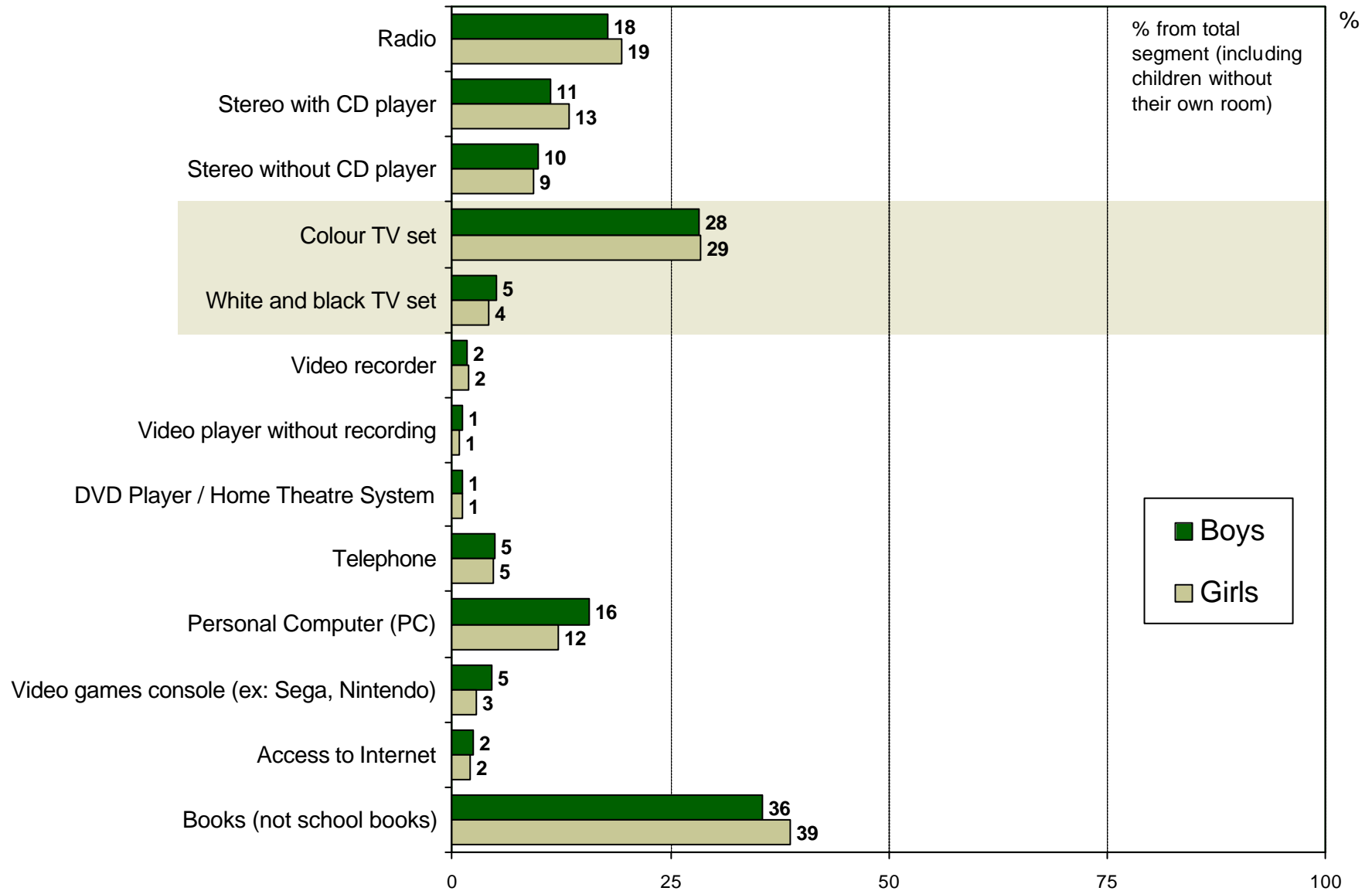
# The child has in his/her room...

(single in the room / with other child)



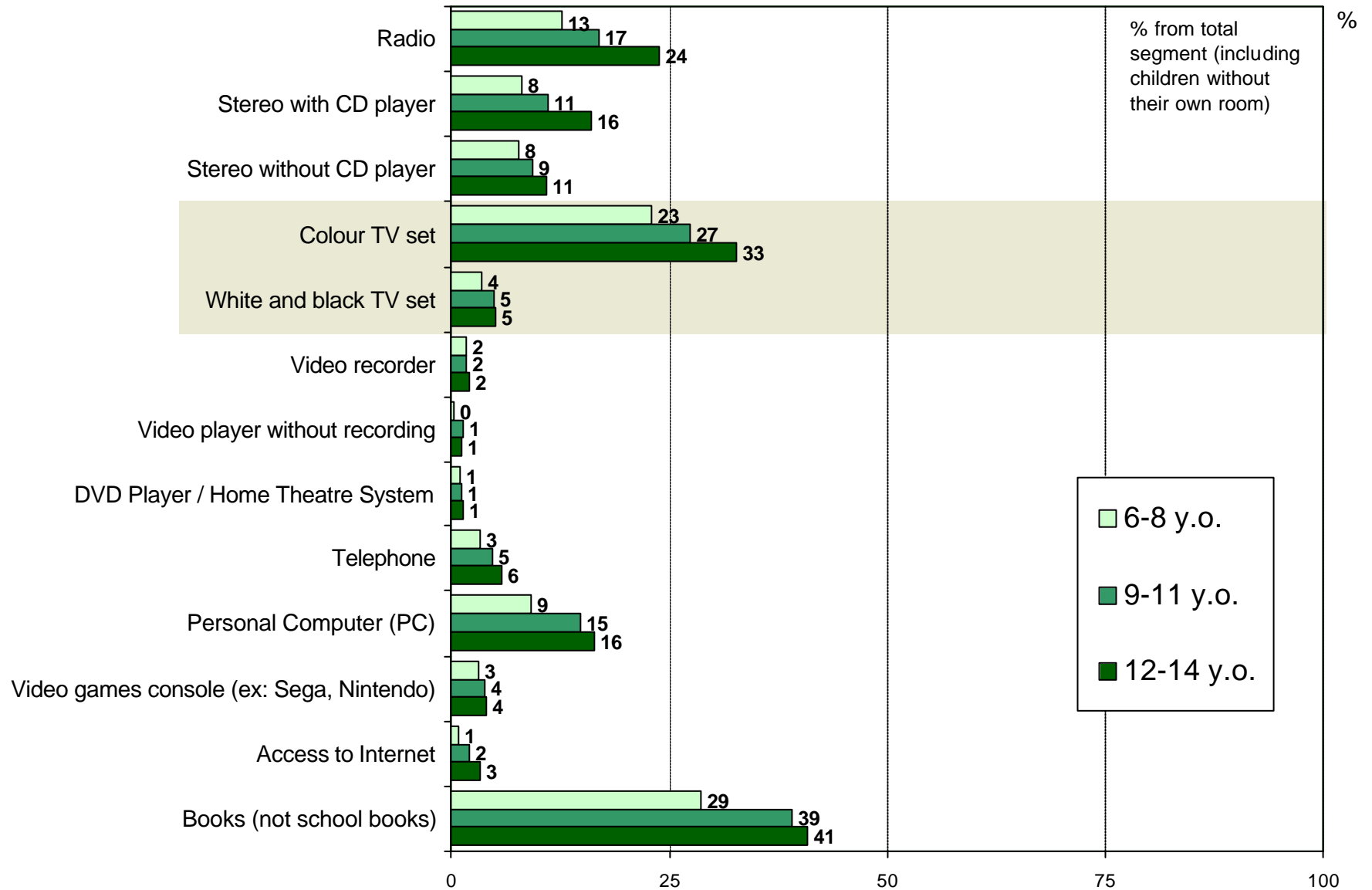
# The child has in his/her room...

(single in the room / with other child)

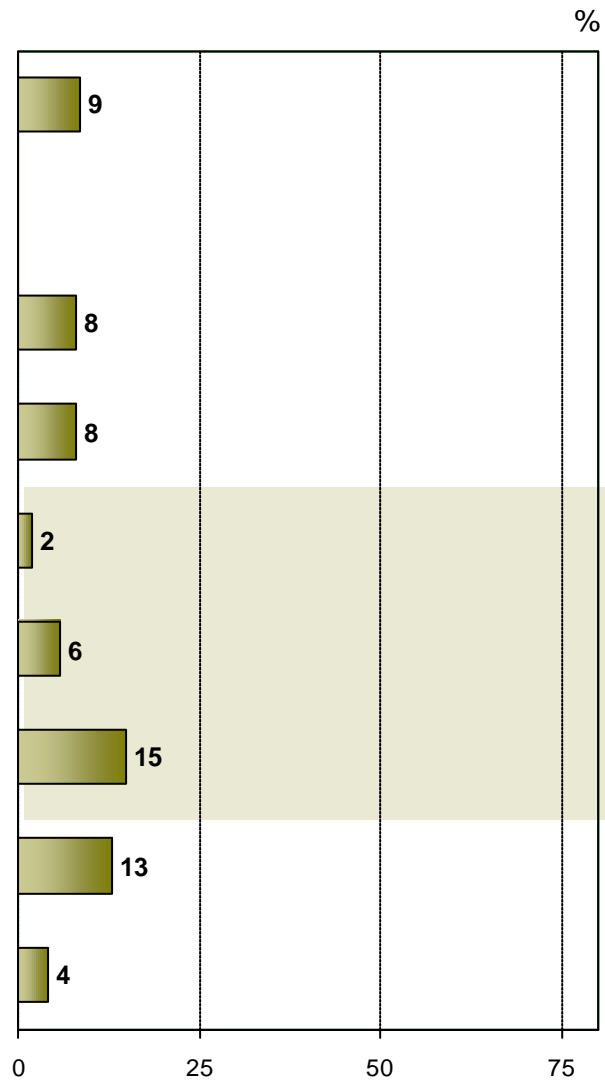


# The child has in his/her room...

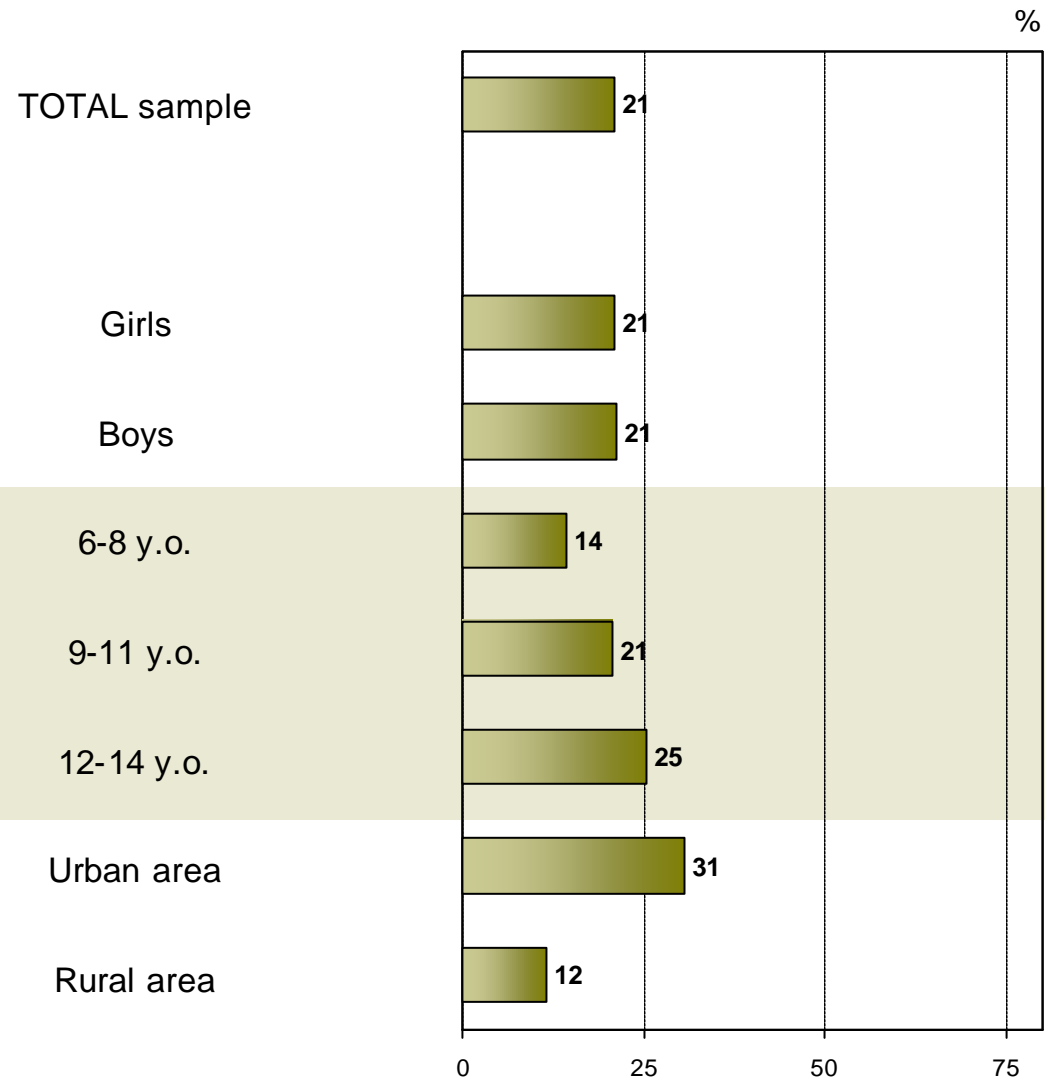
(single in the room / with other child)



## Does your child have a mobile phone?



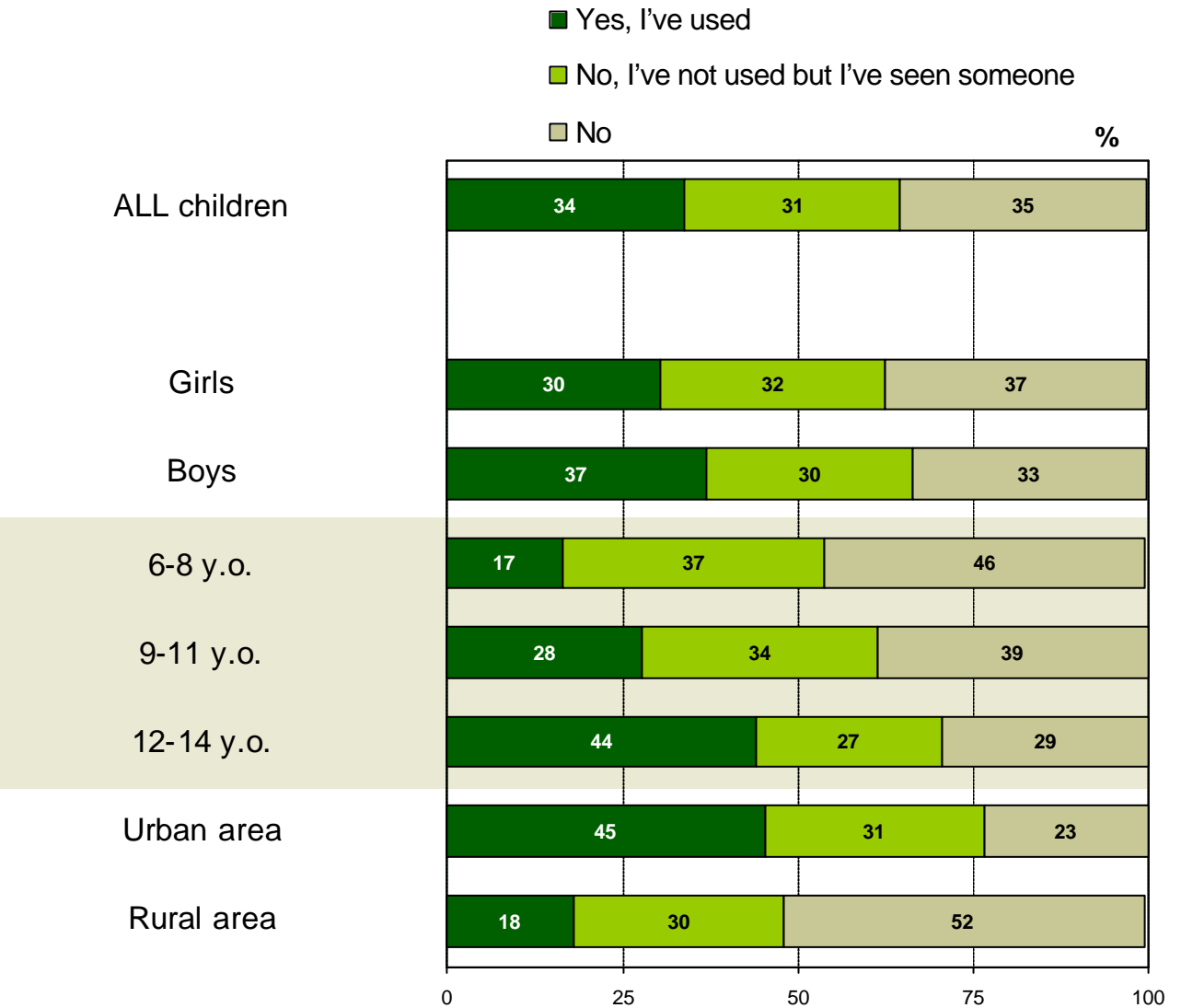
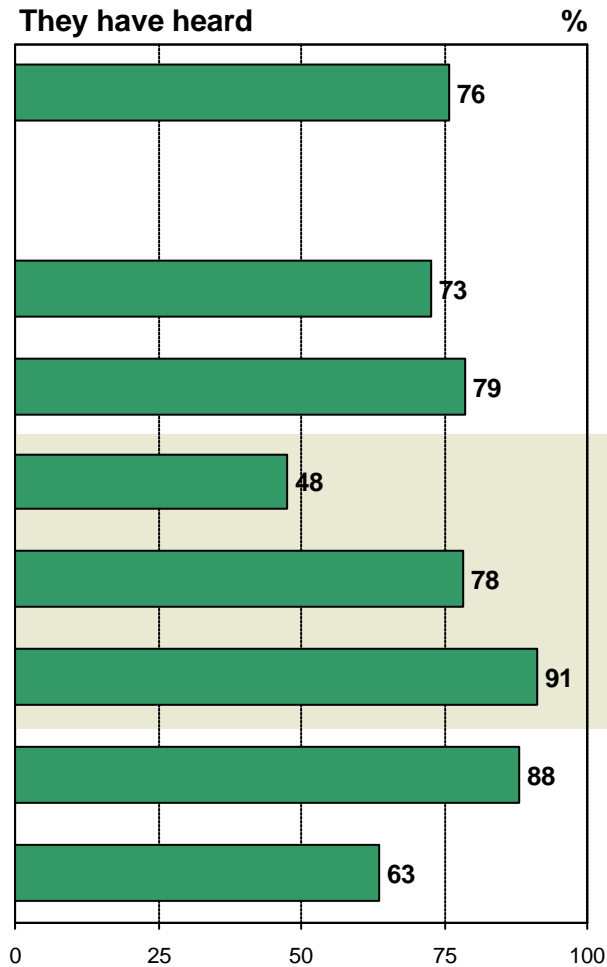
## Does your child have a Walkman or Discman?



# Have you heard of Internet?

# [If YES] Have you ever used the Internet or seen someone using it?

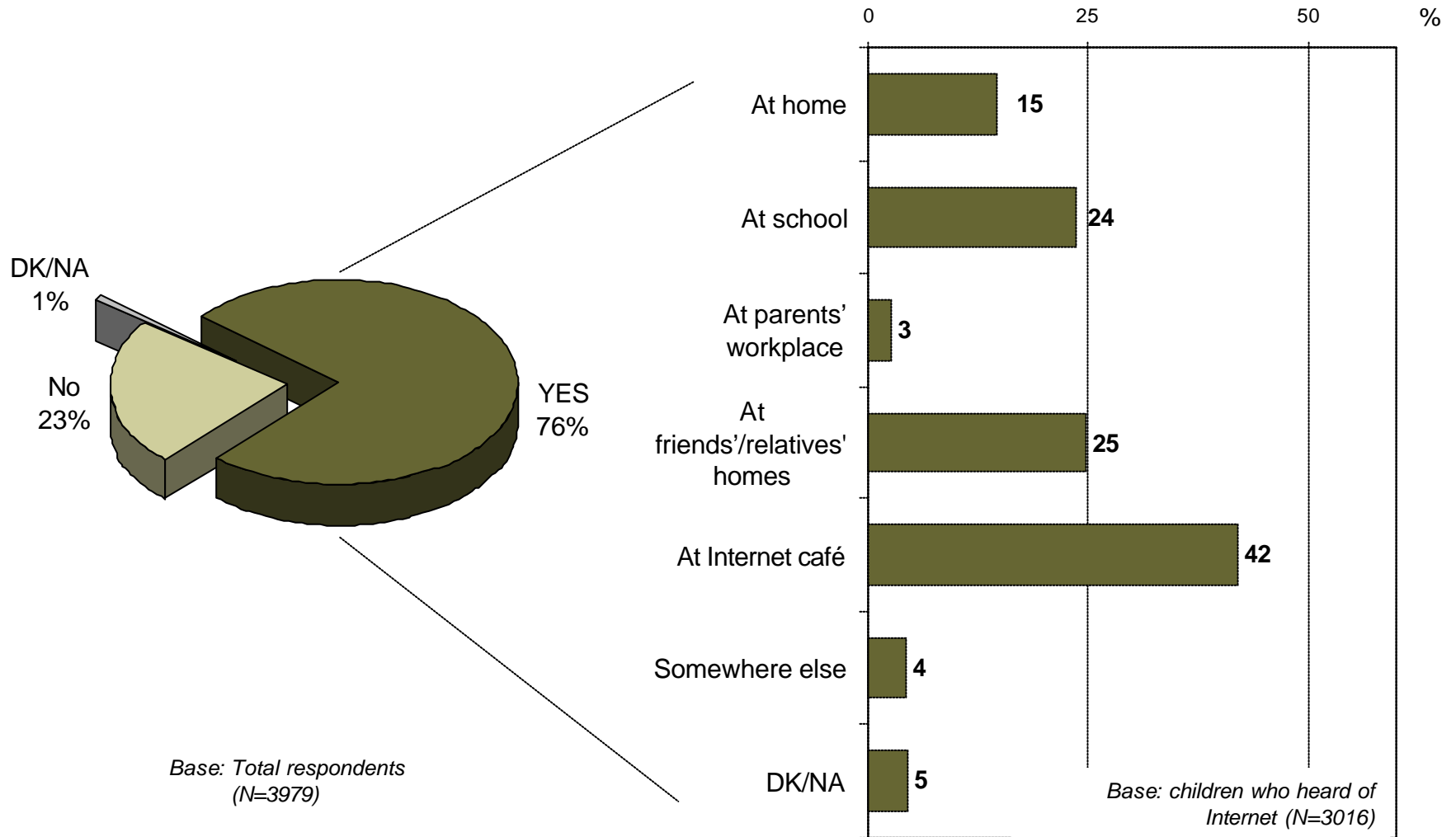
CHILDREN sample



# Have you heard of Internet?

# [If YES] Where have you used the Internet or seen someone using it?

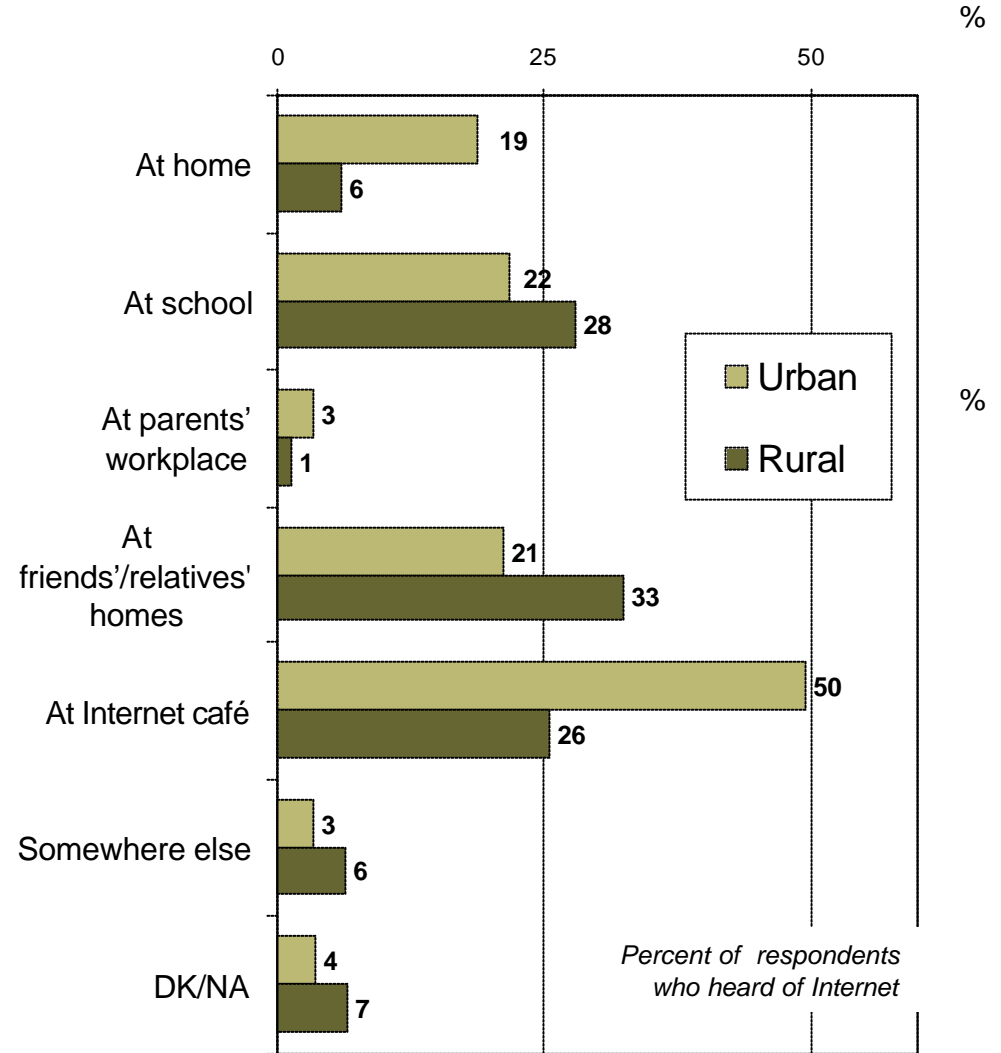
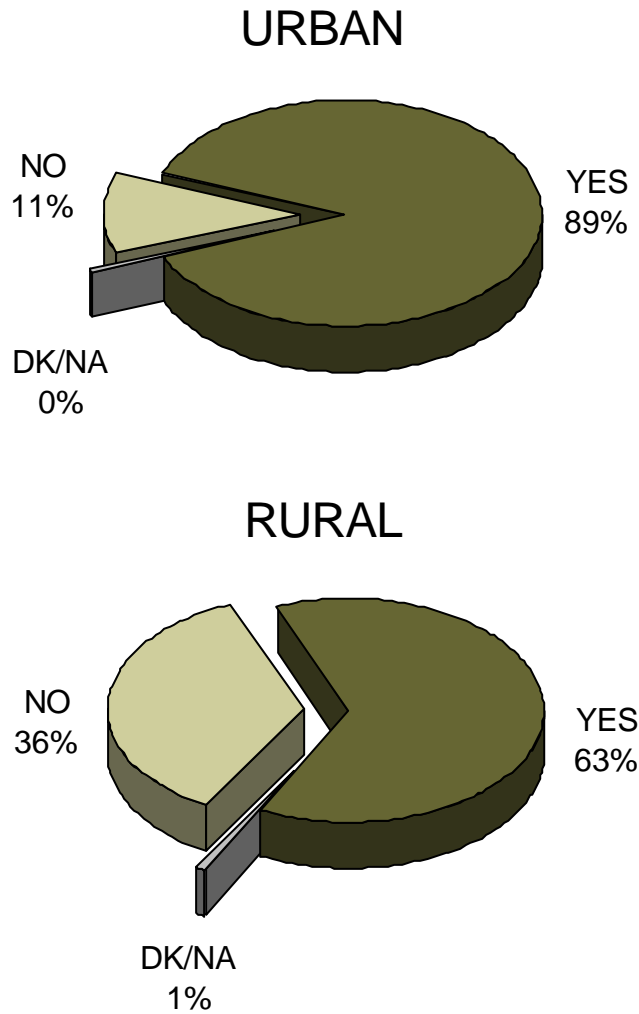
CHILDREN sample



# Have you heard of Internet?

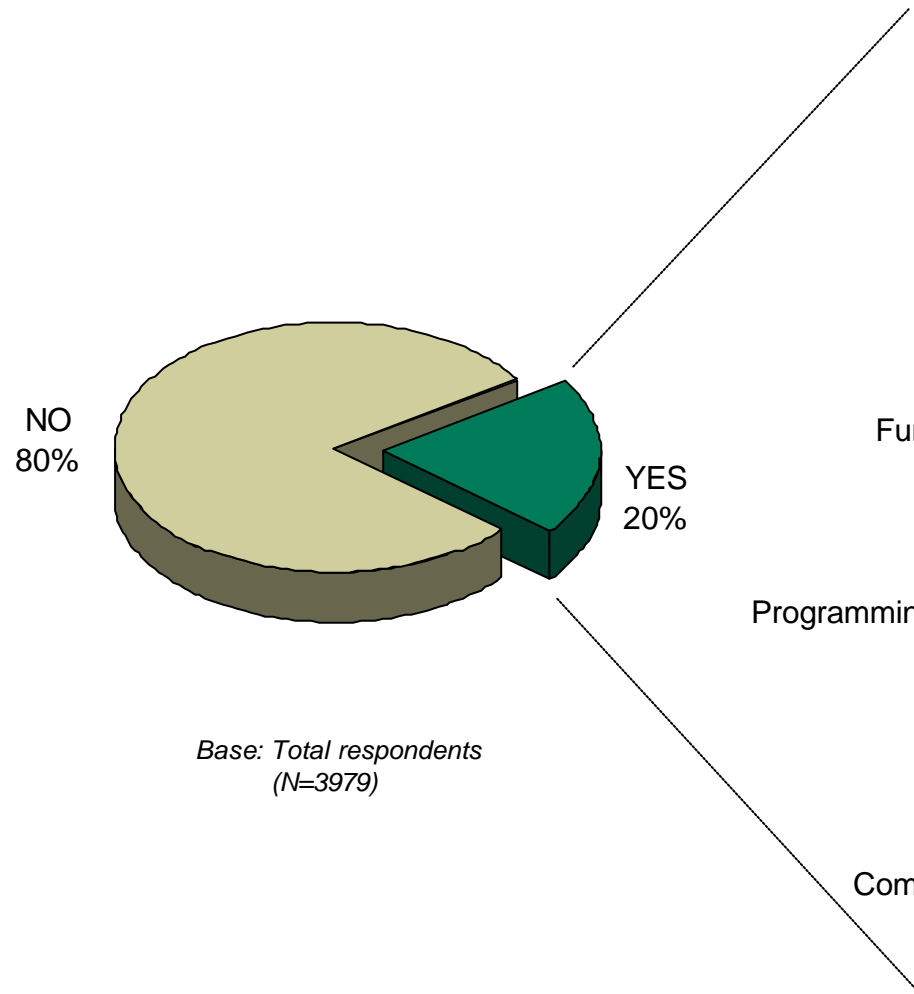
# [If YES] Where have you used the Internet or seen someone using it?

CHILDREN sample

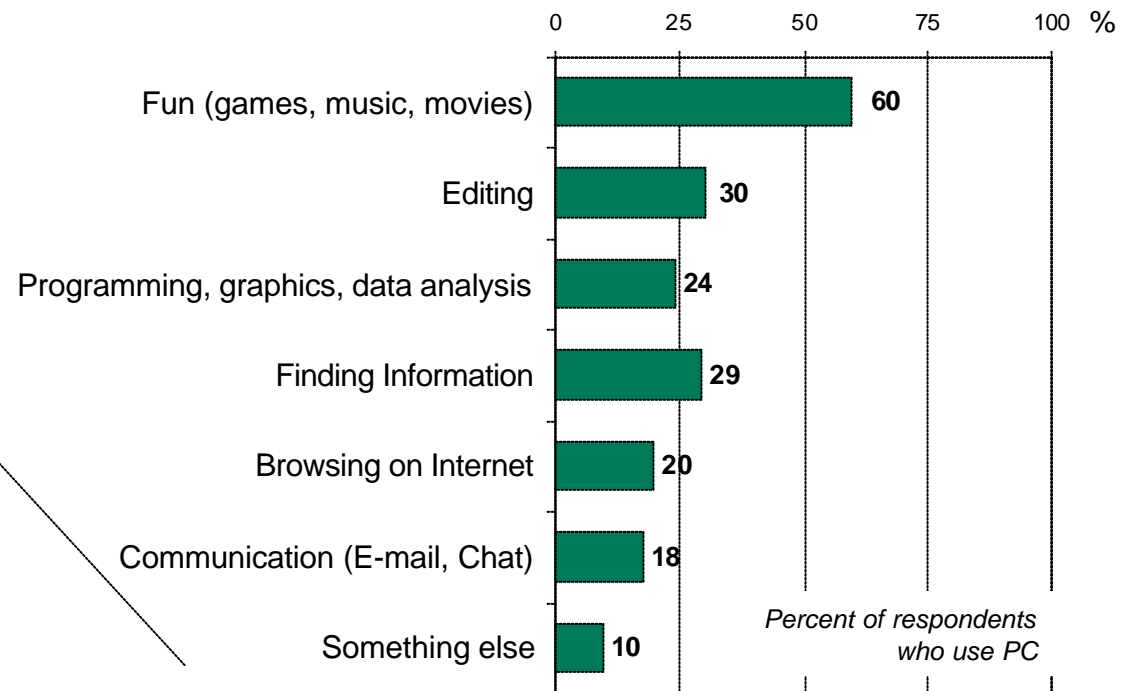
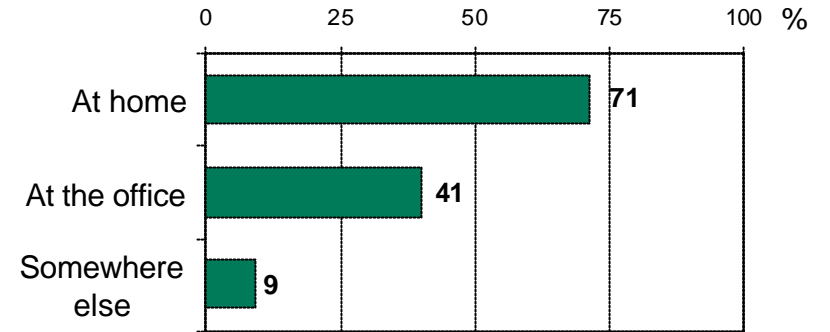


# Do you use a computer?

PARENTS sample



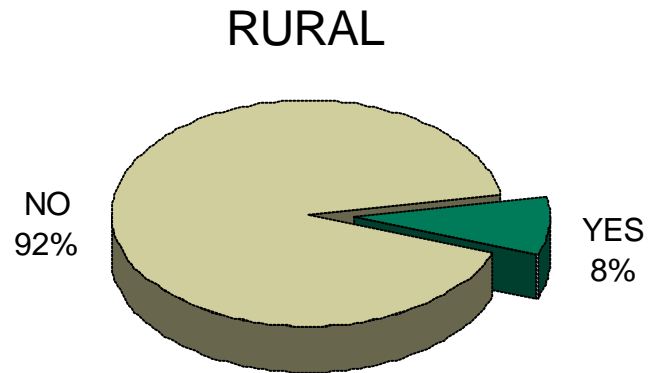
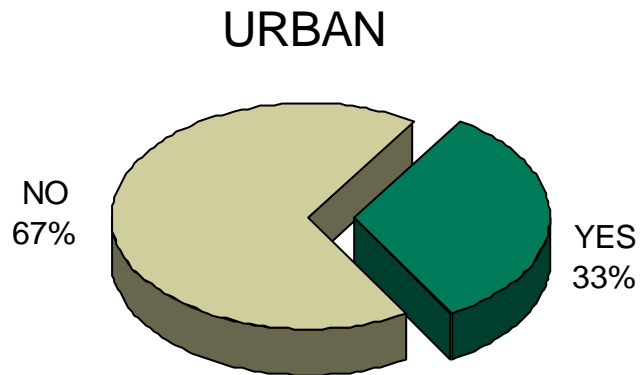
## [If YES] Where? What for?



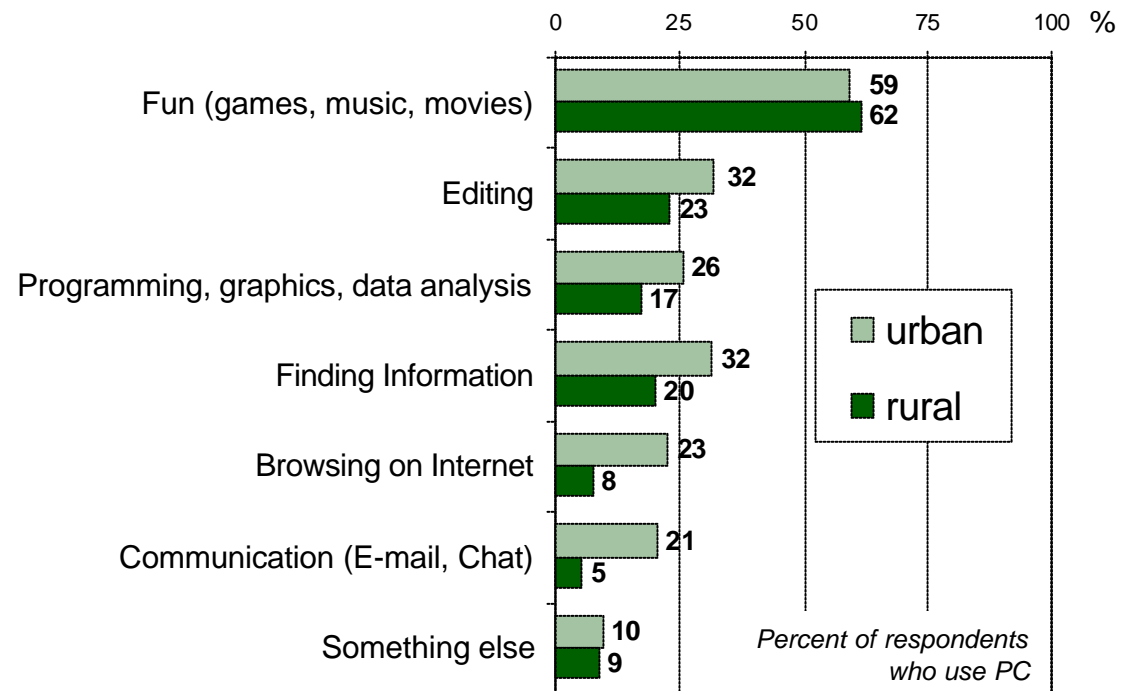
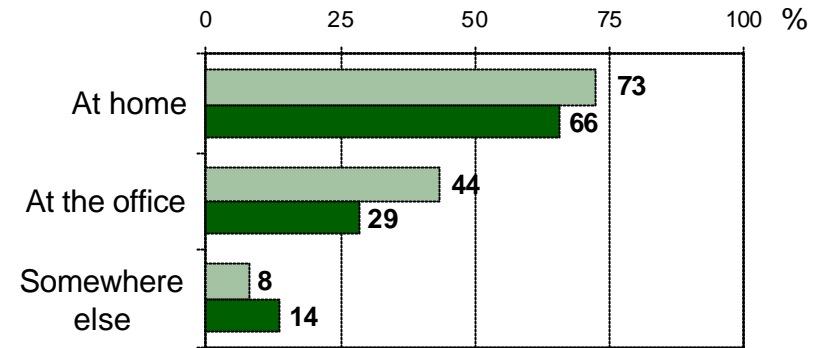


# Do you use a computer?

PARENTS sample



# [If YES] Where? What for?



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# Leisure Time Activities

## Leisure Time Activities

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Watching TV programs is the most frequent activity for spending the leisure time. Almost 90% of the children watch TV at least 4-5 days a week (79% daily or almost daily). Recorded music and the radio are the next two media instances most frequently used for spending the leisure time.

40% of the children never read books (36%) or read them more rarely than once a month (4%).

Television consumption, as the main leisure time behavior, is associated to less reading. Television and reading are mutually exclusive media instances at the level of children's consumption behavior. Children who watch TV more often read less, and those who frequently read, watch TV more rarely.

There is a certain agreement between children's assessments regarding television consumption, and those of their parents. However, parents overvalue the frequency of certain behaviors having a higher cultural value: listening to the radio and reading.

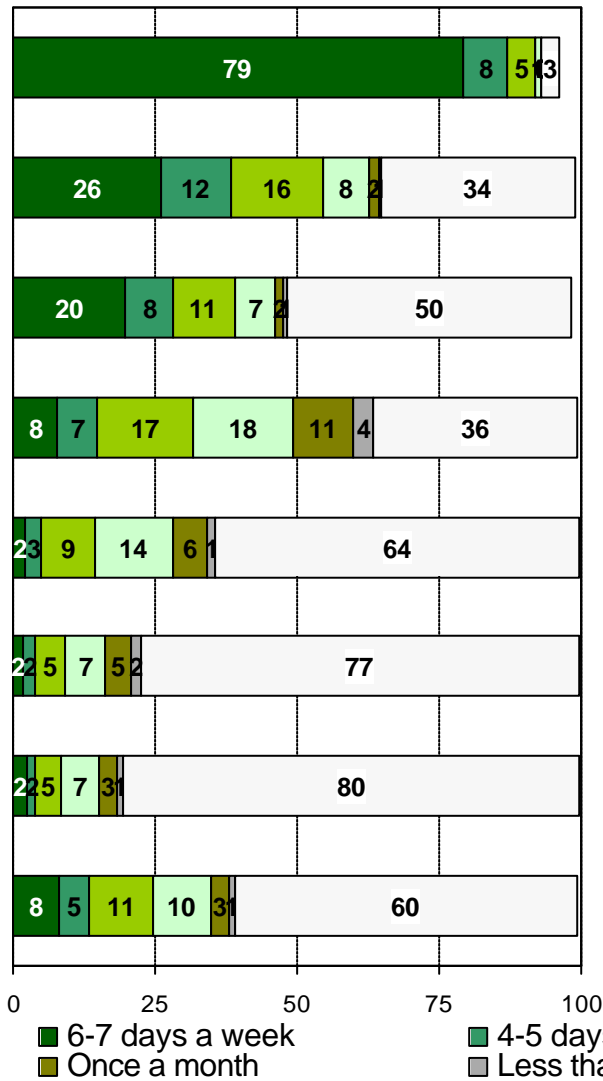
According to the data collected during similar surveys conducted abroad, friends are the main partners for spending the leisure time. The family as a main partner of interaction is less frequently mentioned as children are older (45% of the children aged between 6-8 years old spend most of their leisure time with their parents, while 28% of those aged between 12-14 years old do that).

As far as the parents are concerned, the most desirable activities to be performed by their children in the leisure time are: reading and homework. Children prefer to spend their leisure time with their friends and "playing". Almost 30% mention television as their favorite option for spending their time. Playing and television also represent the most accessible means to prevent boredom. Any kind of reading (books, comics, magazines, newspapers) and cultural activities (playing an instrument, going to the cinema, concerts/theater) are preferred by a maximum of 3% of the children, as entertainment.

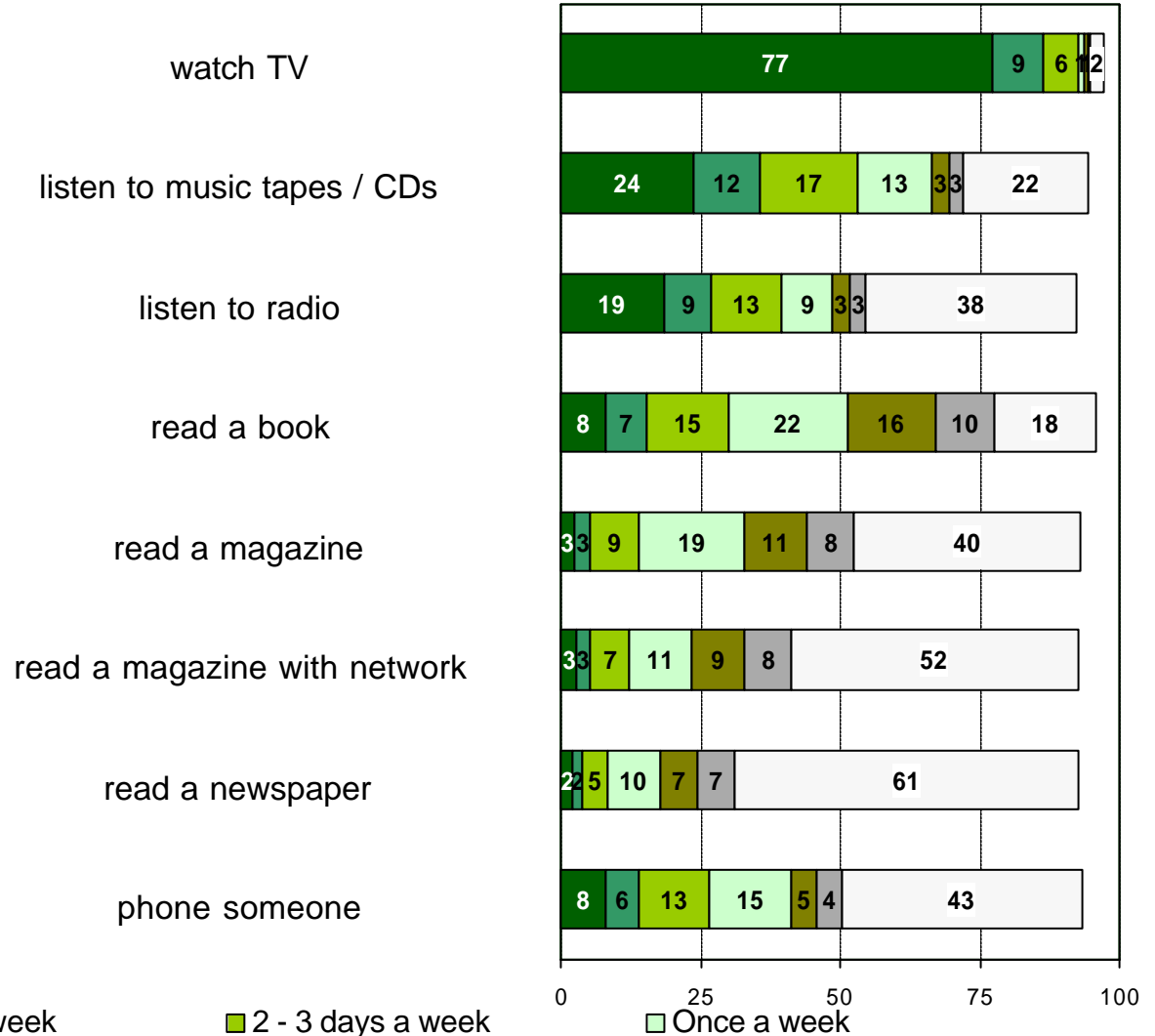
Reading books (54%) and watching television shows (29%) are their favorite learning modalities. The definition of television as the main educational means doubles the appeal of television as a means for spending the leisure time.

# Spare time children activities: “traditional” media using

Total CHILDREN sample %

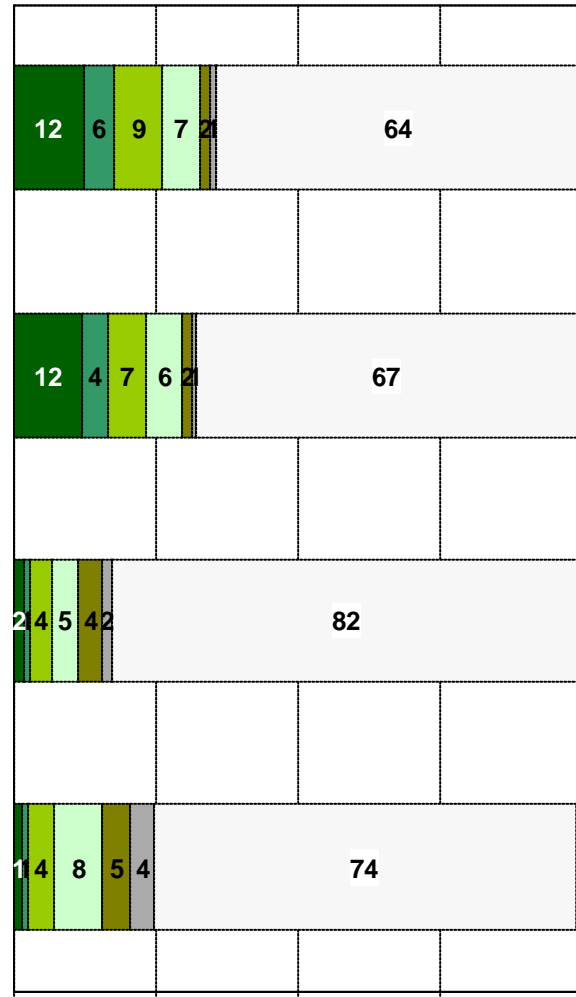


Total PARENTS sample %

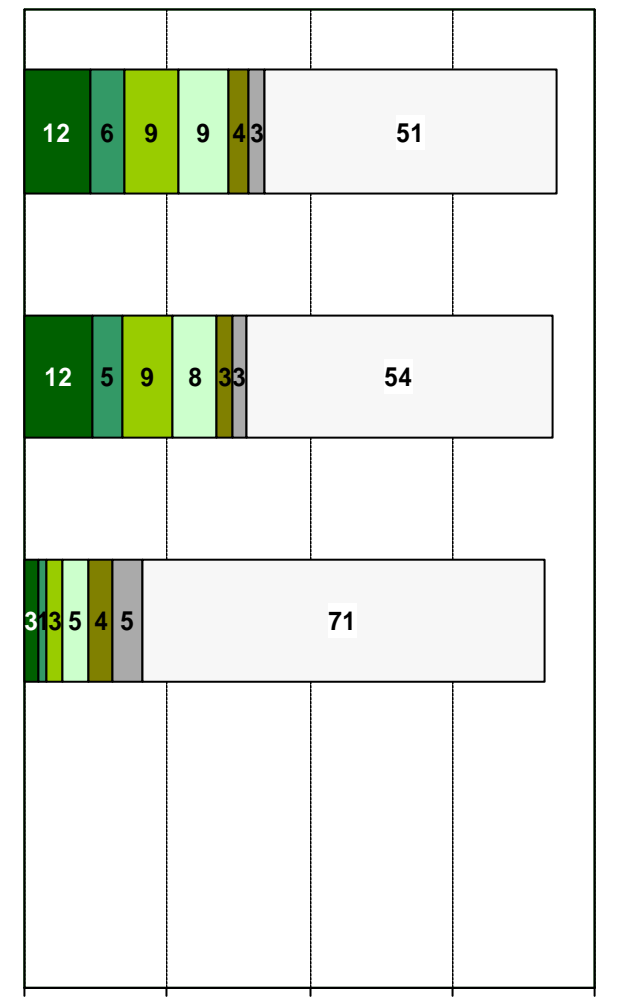


# Spare time children activities: “new” media using

Total CHILDREN sample %



Total PARENTS sample %

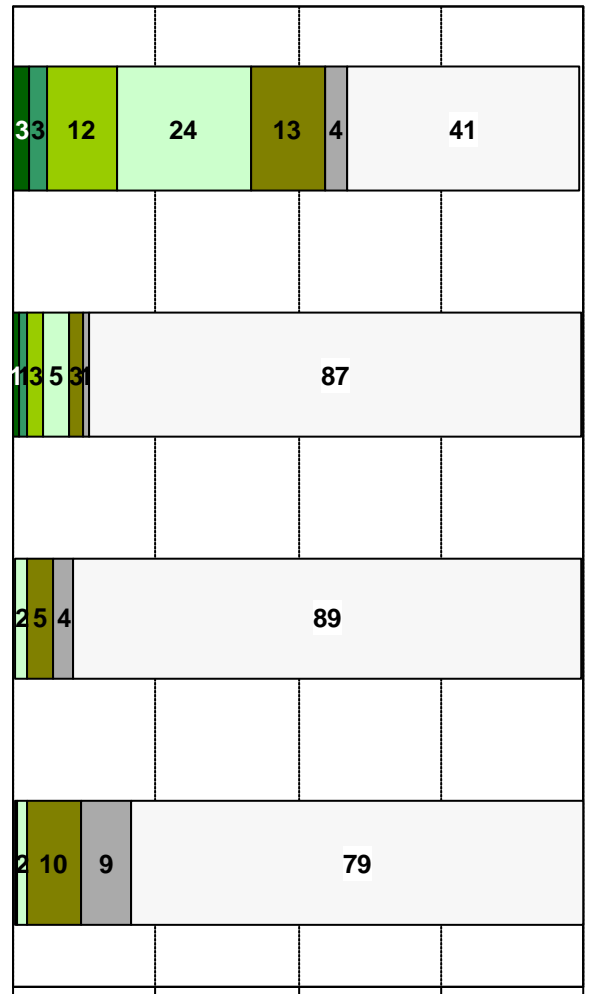


0 25 50 75 100  
 ■ 6-7 days a week ■ 4-5 days a week ■ 2-3 days a week ■ Once a week  
 ■ Once a month ■ Less than once a month □ Not at all

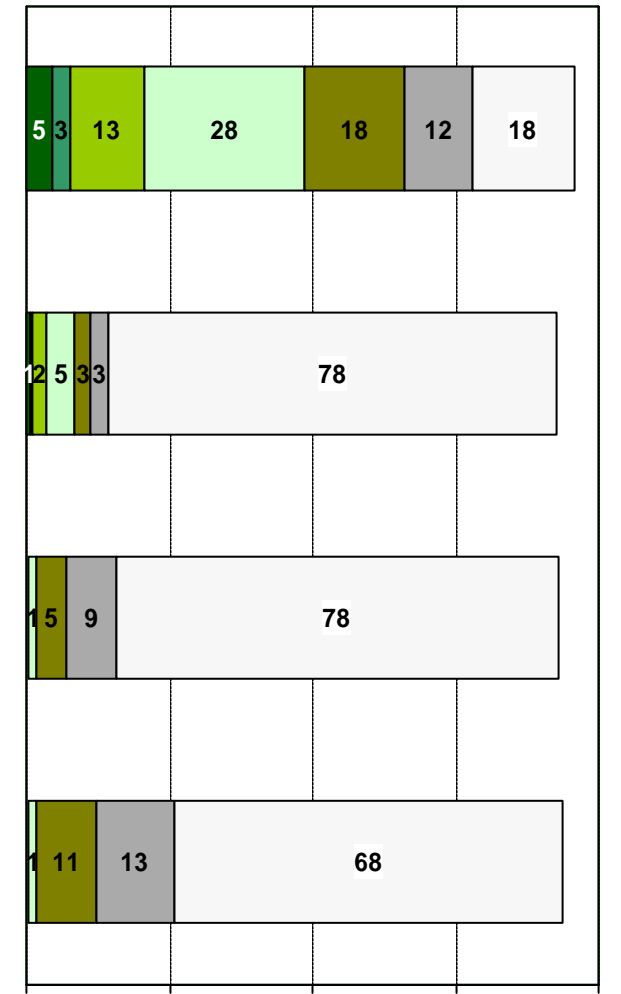
0 25 50 75 100

# Spare time children activities:

Total CHILDREN sample %



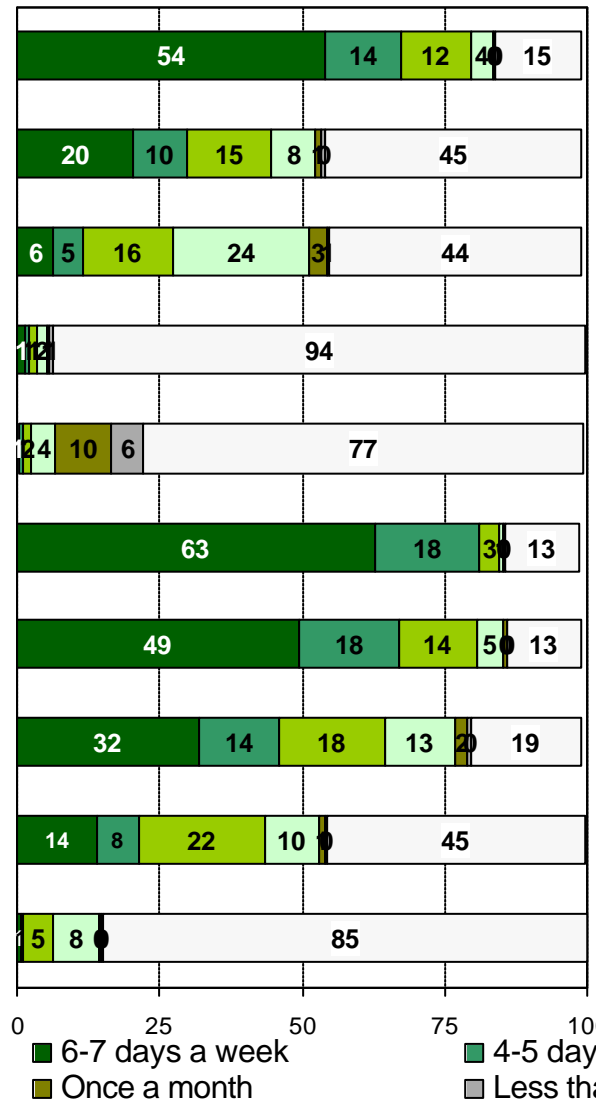
Total PARENTS sample %



0 25 50 75 100  
 ■ 6-7 days a week    ■ 4-5 days a week    ■ 2 - 3 days a week    ■ Once a week  
 ■ Once a month    ■ Less than once a month    □ Not at all

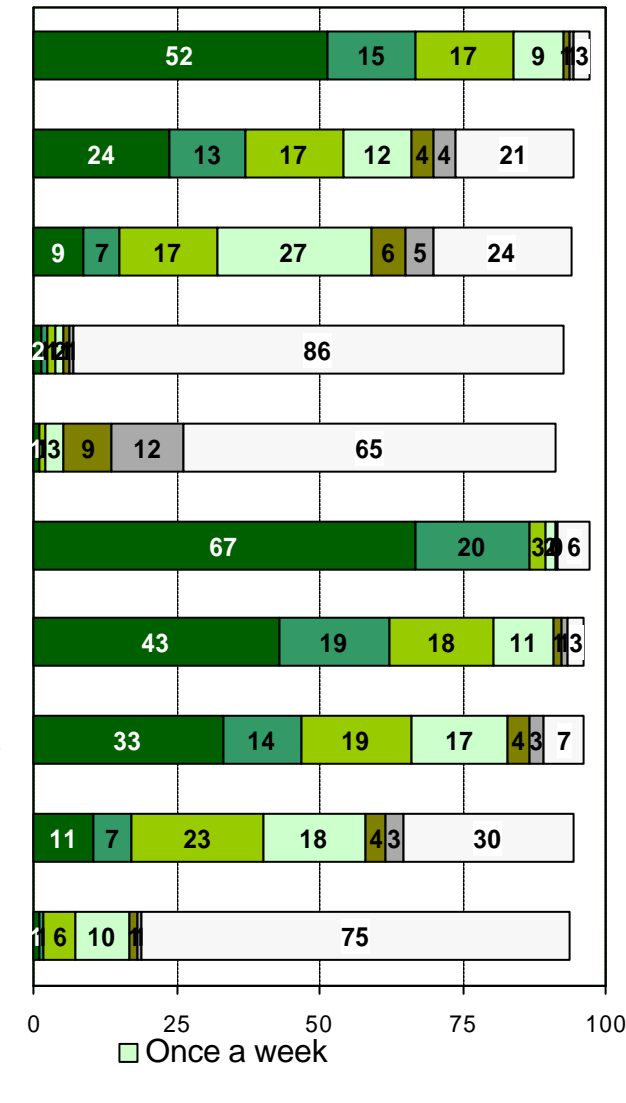
# Spare time children activities:

Total CHILDREN sample %



Total PARENTS sample %

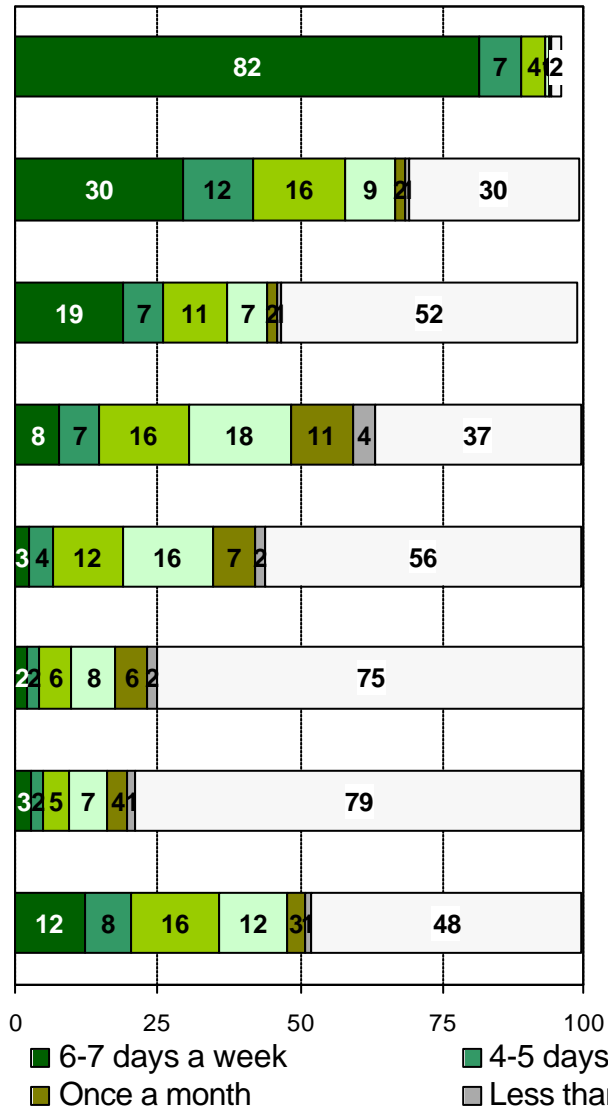
- play outdoors (front of the block/house, in park, etc.)
- play alone indoors
- paint, draw
- play a musical instrument
- write a letter
- do housework
- spend time with friends
- help parents/make household activities
- practice sports
- take private lessons (foreign languages, play an instrument)



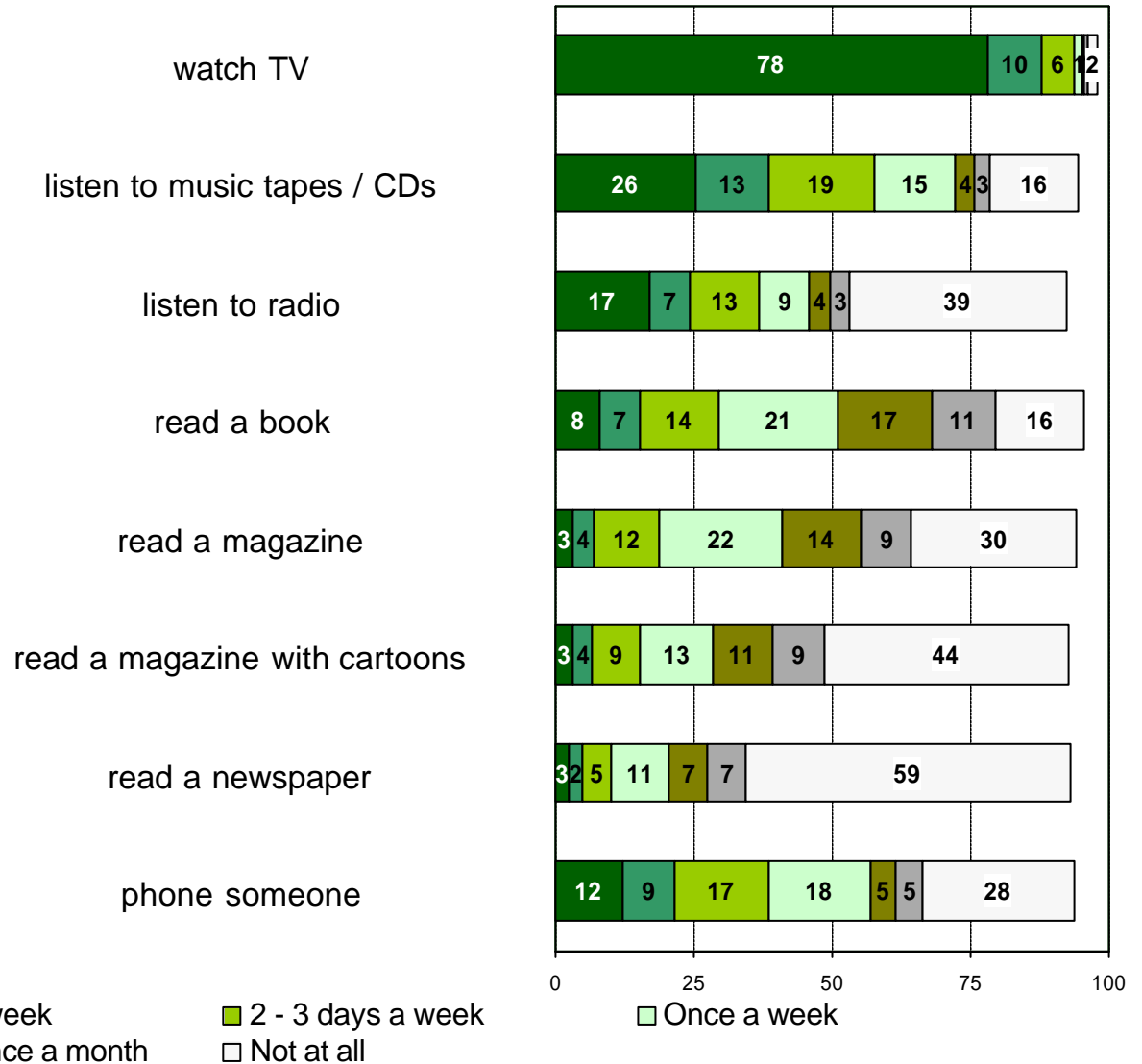
# Spare time children activities: “traditional” media using

## URBAN area

CHILDREN sample %



PARENTS sample %

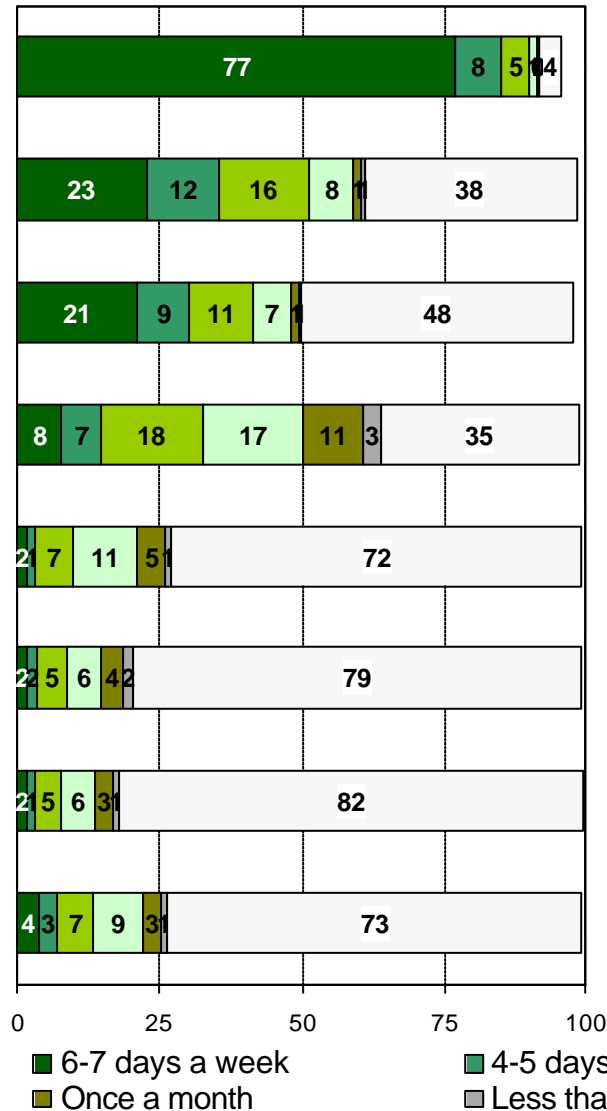




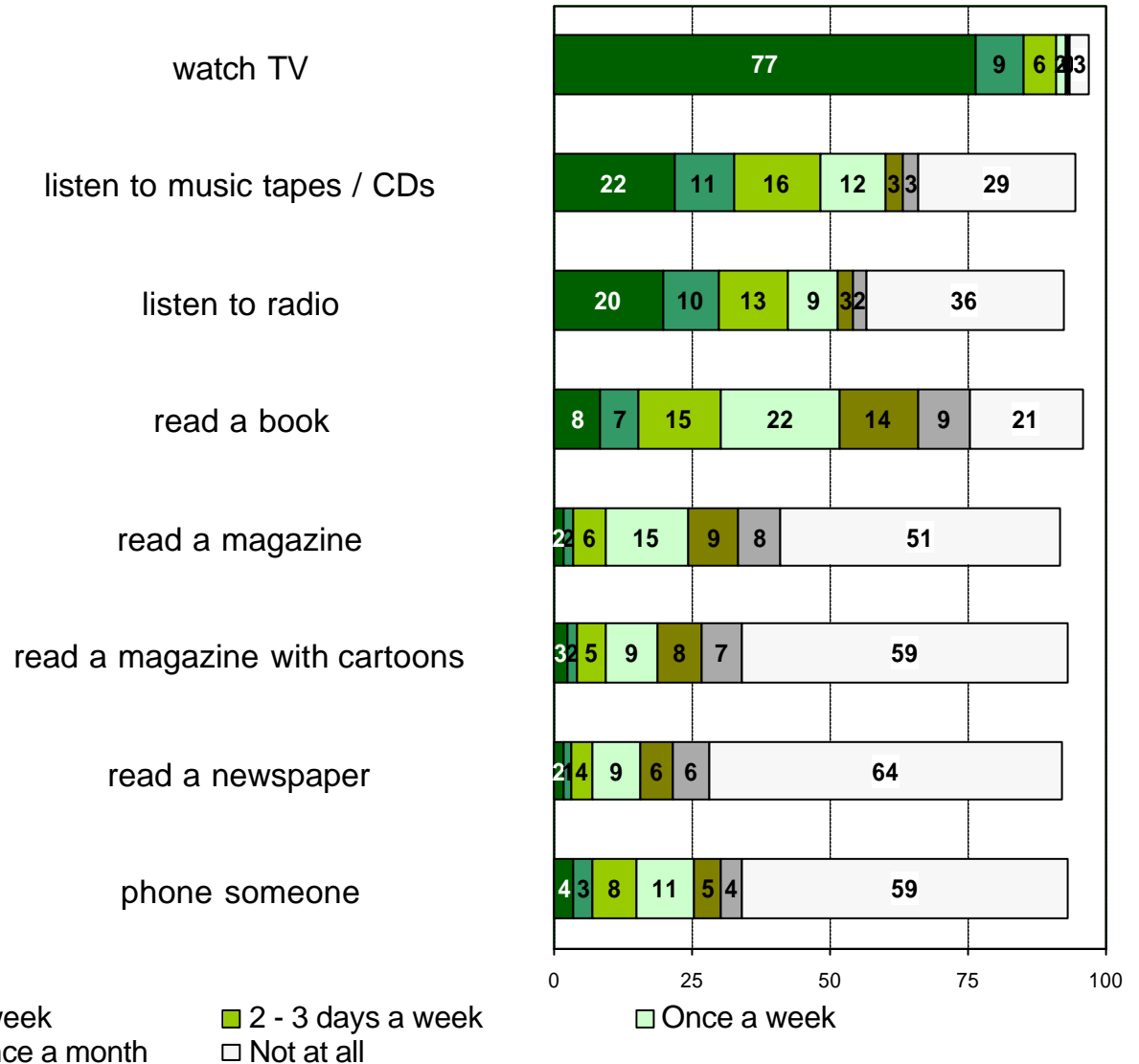
# Spare time children activities: “traditional” media using

## RURAL area

CHILDREN sample %



PARENTS sample %

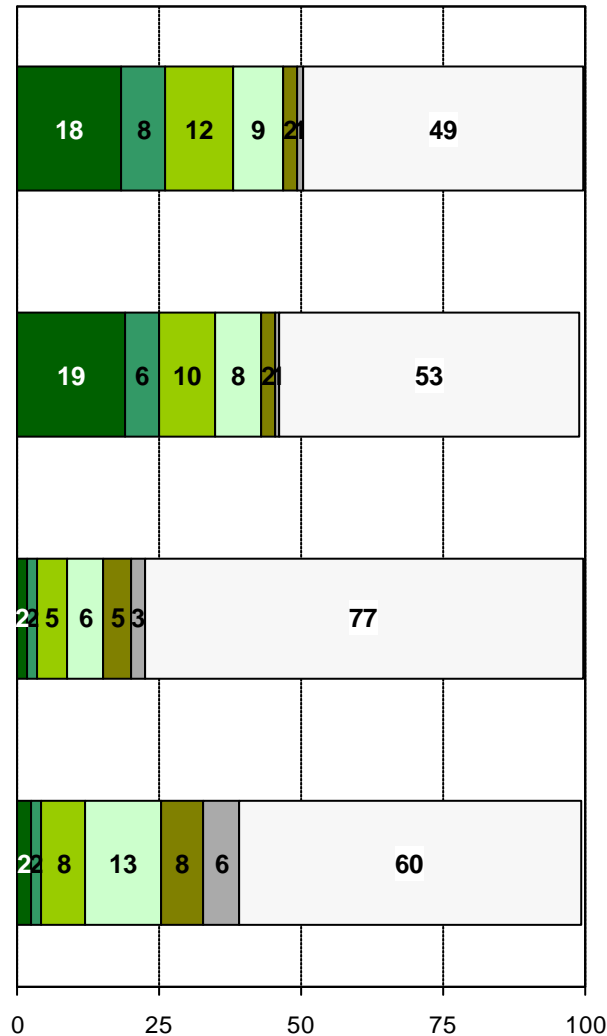


# Spare time children activities: “new” media using

URBAN area

CHILDREN sample

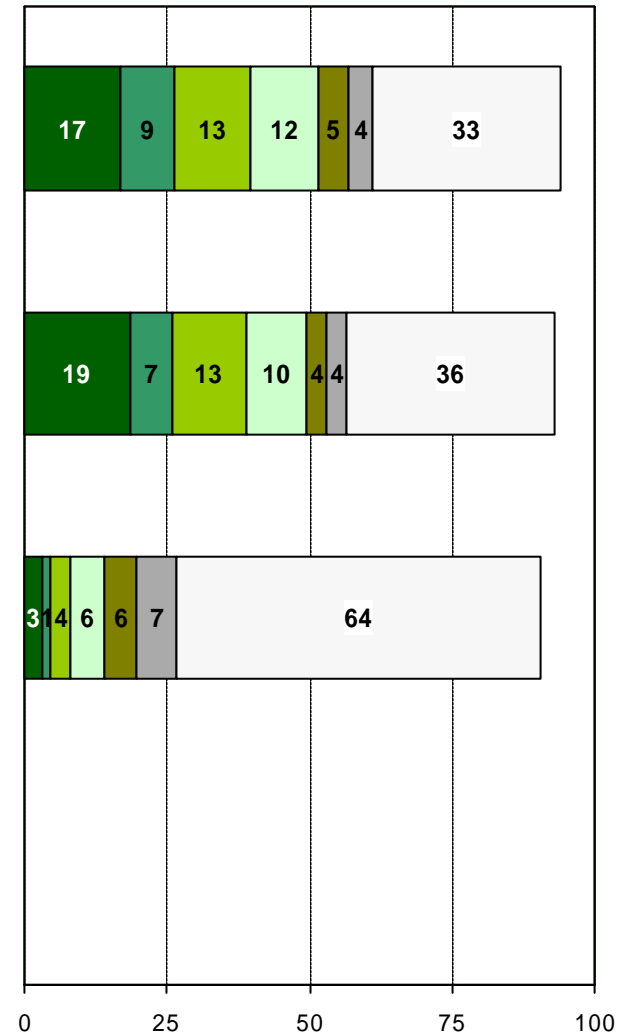
%



PARENTS sample

%

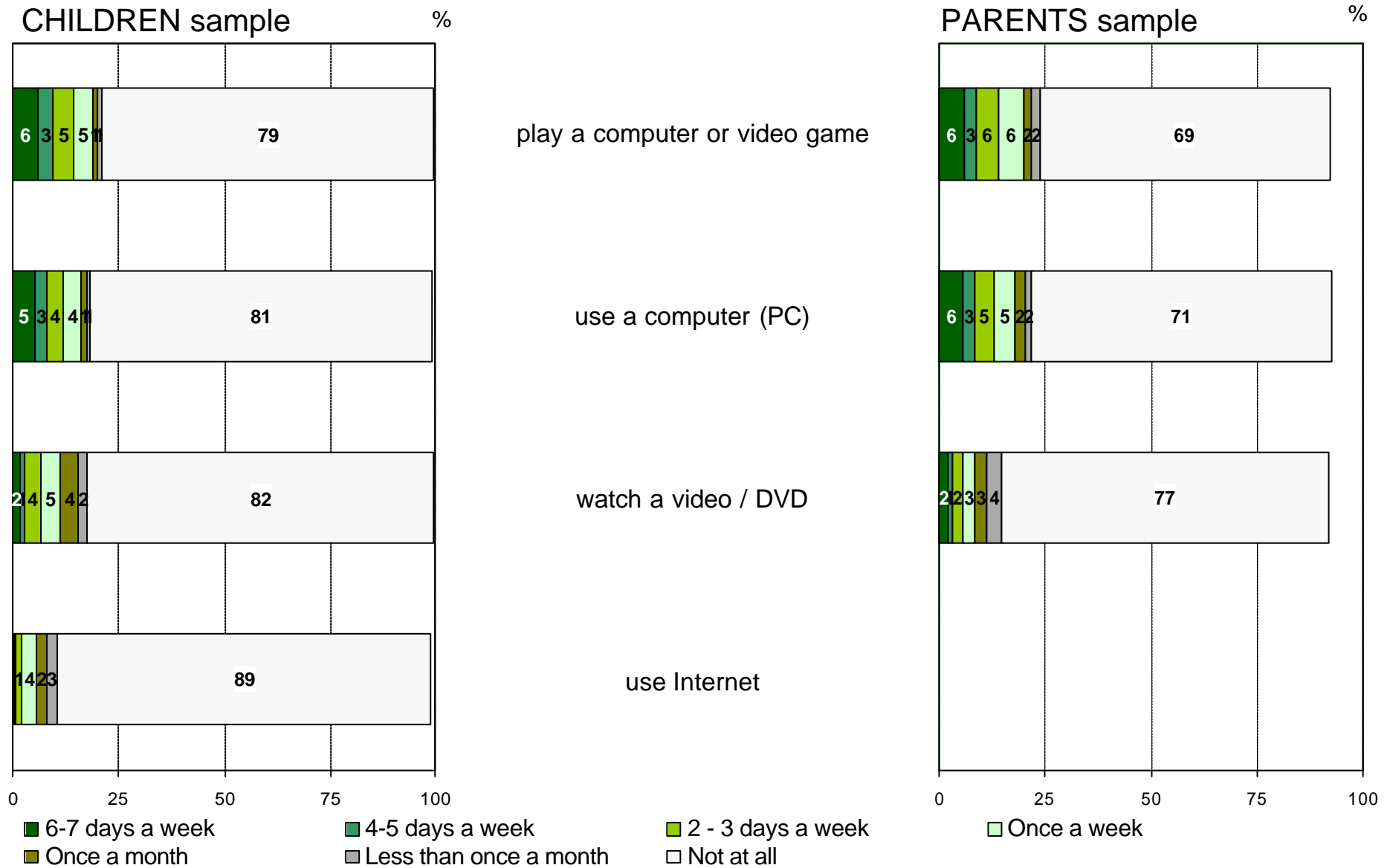
play a computer or video game



6-7 days a week
  4-5 days a week
  2 - 3 days a week
  Once a week
  Once a month
  Less than once a month
  Not at all

# Spare time children activities: “new” media using

RURAL area

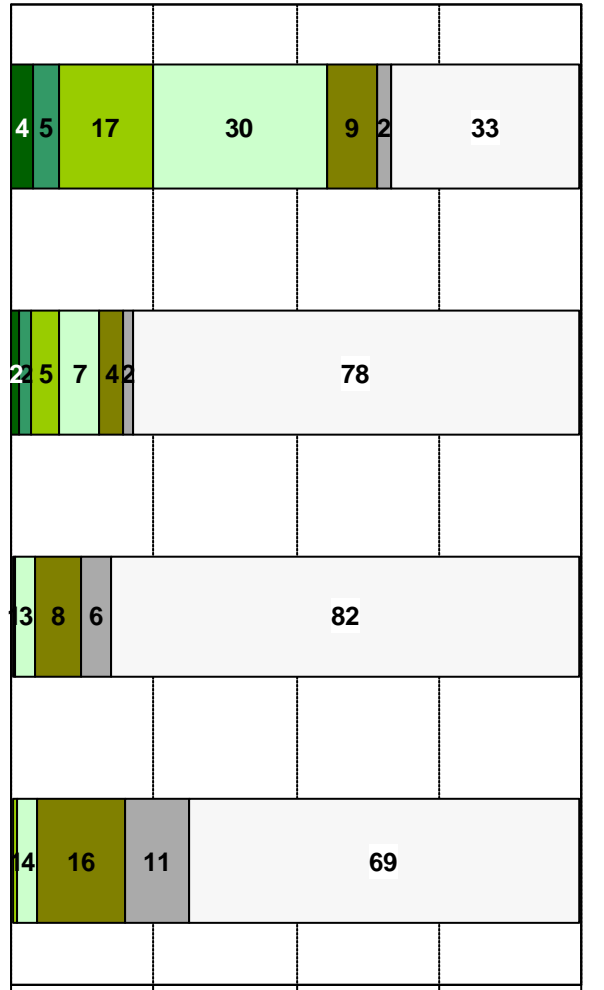


# Spare time children activities:

## URBAN area

CHILDREN sample

%



PARENTS sample

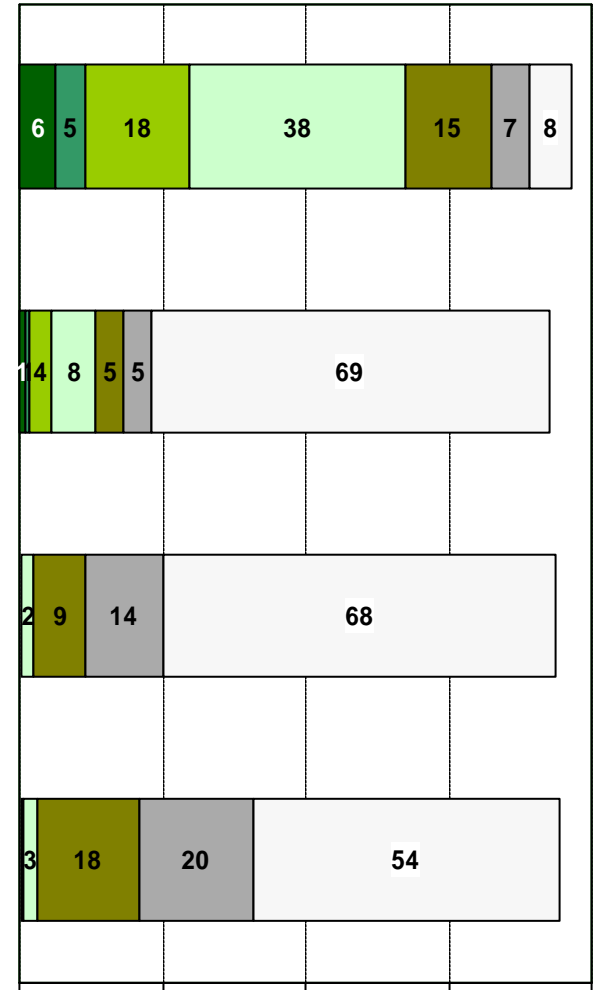
%

go out with your parents

go out to Internet Cafe / electronics games room

go to the cinema

go to concerts / theatre



0 25 50 75 100

0 25 50 75 100

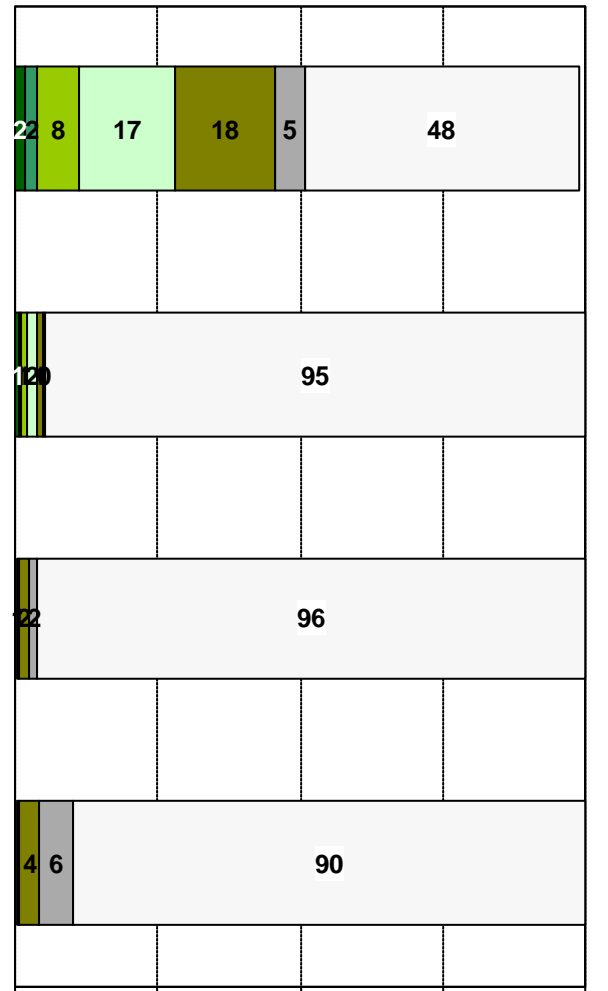
6-7 days a week
  4-5 days a week
  2-3 days a week
  Once a week
  Once a month
  Less than once a month
  Not at all

# Spare time children activities:

RURAL area

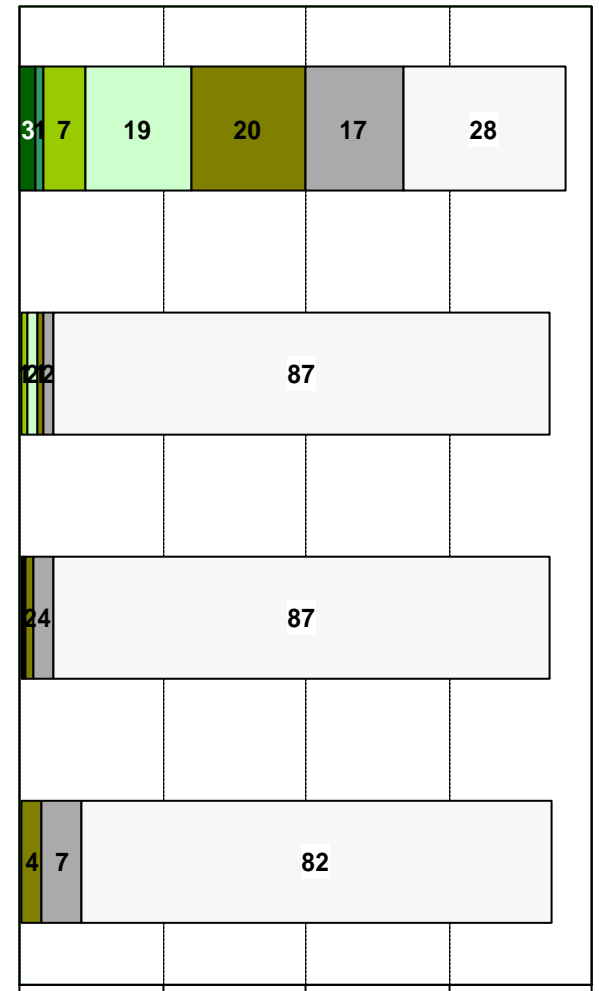
CHILDREN sample

%



PARENTS sample

%



go out with your parents

go out to Internet Cafe / electronics games room

go to the cinema

go to concerts / theatre

0 25 50 75 100

0 25 50 75 100

6-7 days a week    
  4-5 days a week    
  2-3 days a week  
 Once a month    
  Less than once a month    
  Not at all

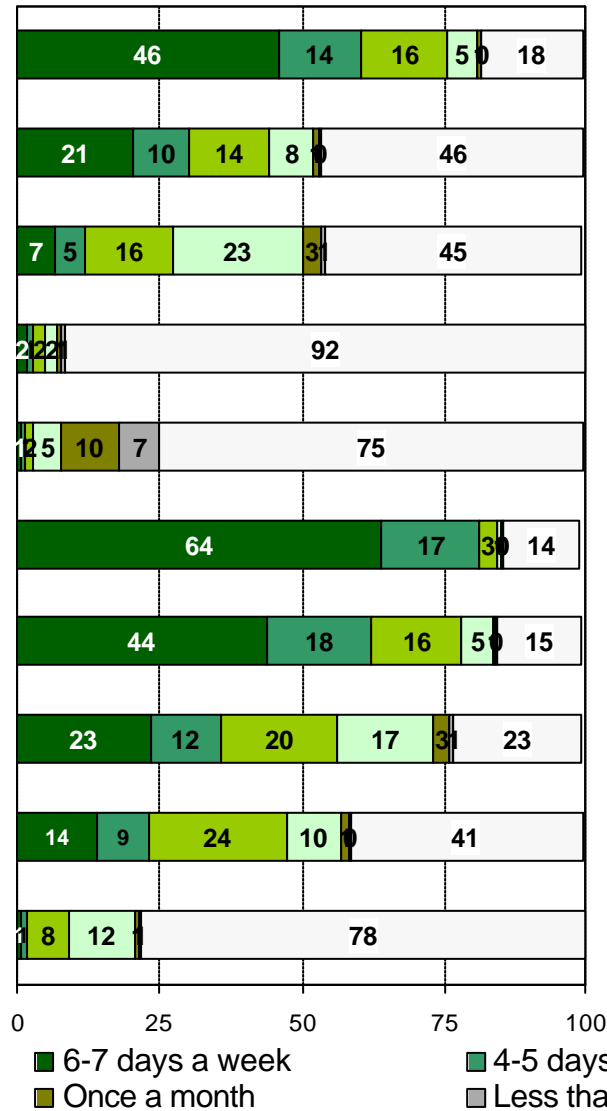
Once a week

# Spare time children activities:

## URBAN area

CHILDREN sample

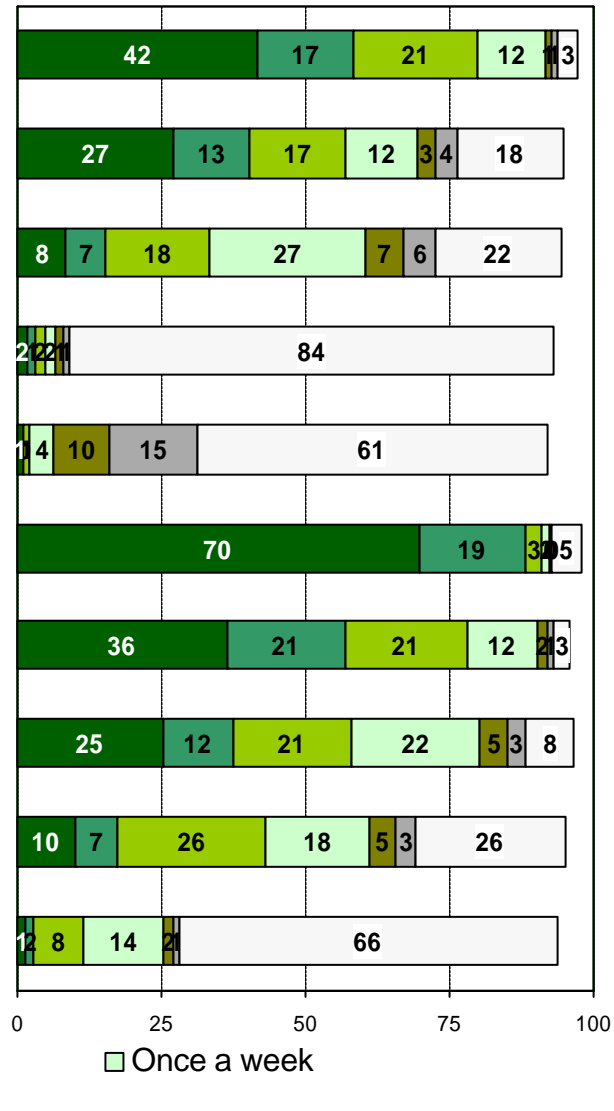
%



PARENTS sample

%

- play outdoors (front of the block/house, in park, etc.)
- play alone indoors
- paint, draw
- play a musical instrument
- write a letter
- do housework
- spend time with friends
- help parents/make household activities
- practice sports
- take private lessons (foreign languages, play an instrument)

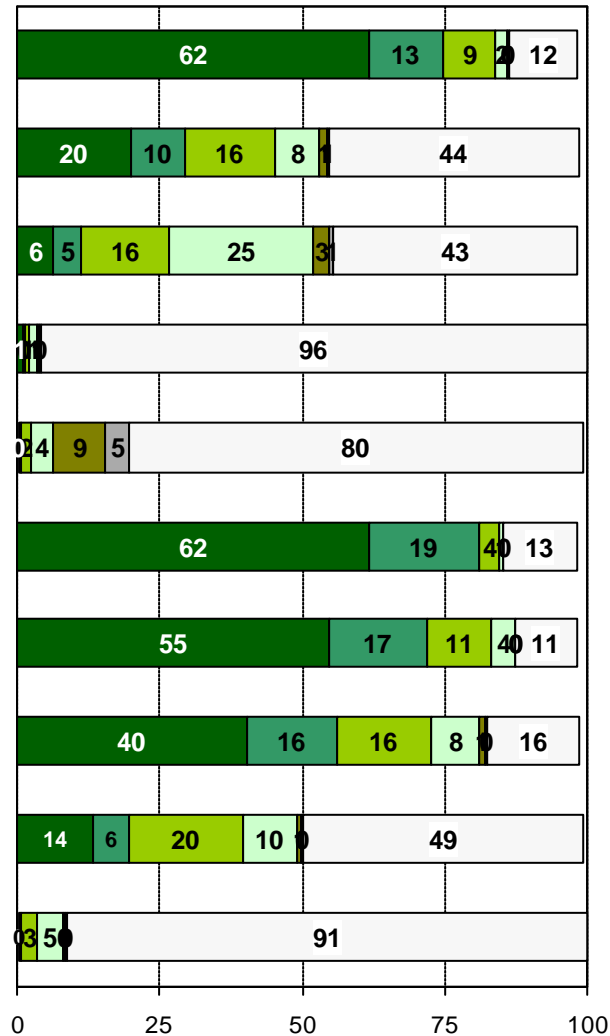


# Spare time children activities:

## RURAL area

CHILDREN sample

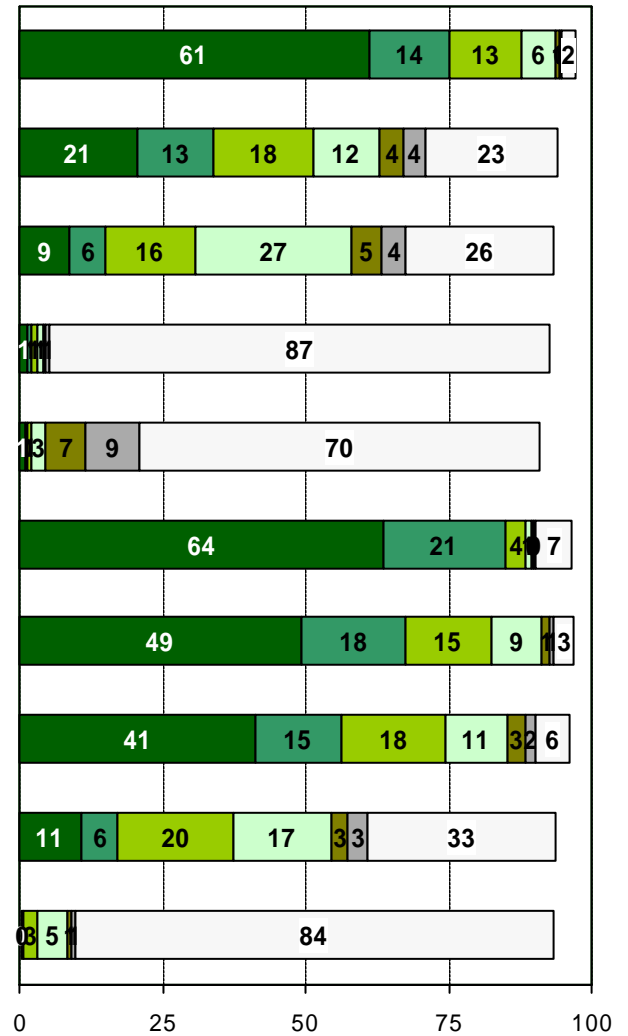
%



PARENTS sample

%

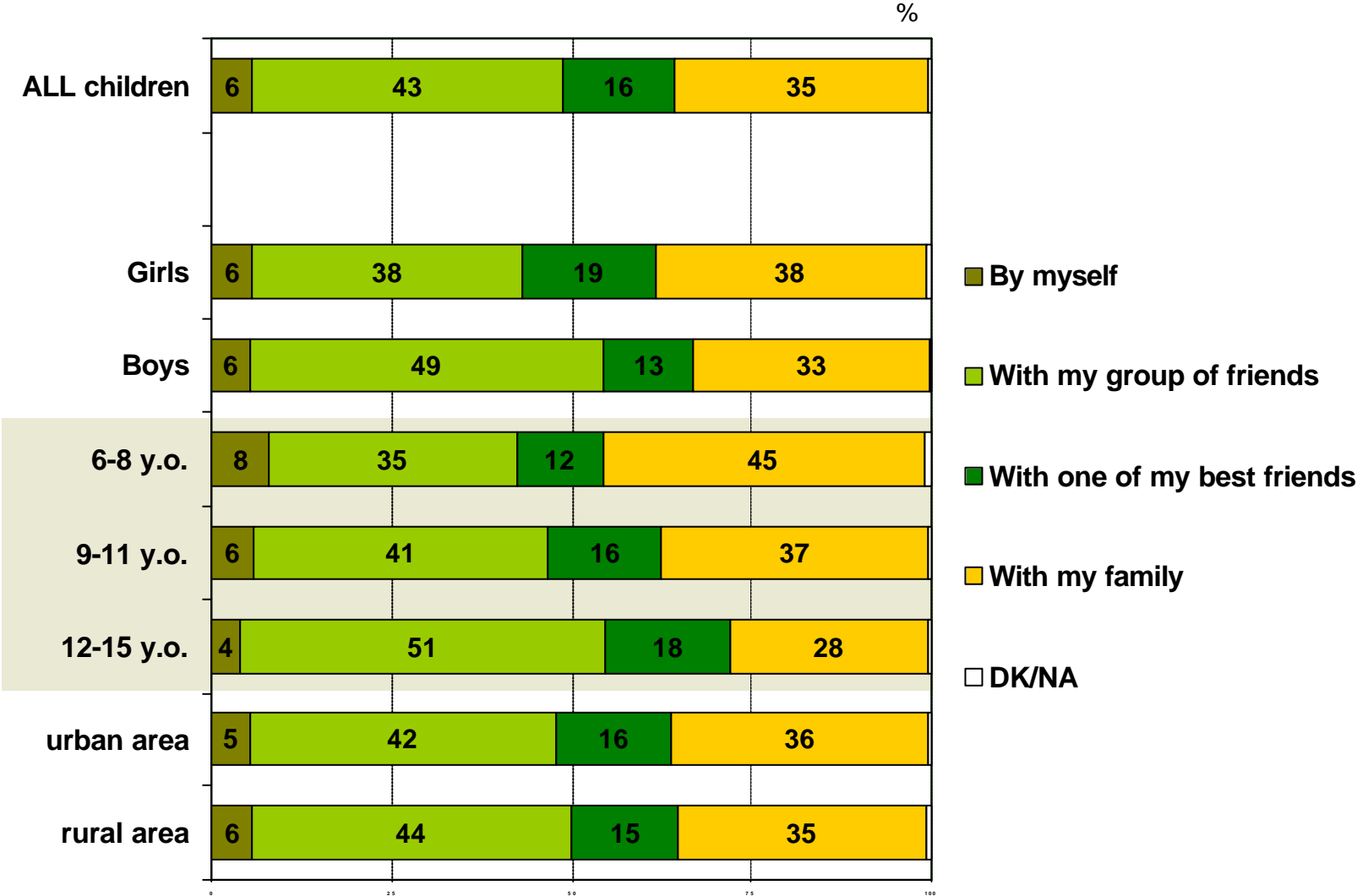
- play outdoors (front of the block/house, in park, etc.)
- play alone indoors
- paint, draw
- play a musical instrument
- write a letter
- do housework
- spend time with friends
- help parents/make household activities
- practice sports
- take private lessons (foreign languages, play an instrument)



6-7 days a week
  4-5 days a week
  2-3 days a week
  Once a week
  Less than once a month
  Not at all

# Who do you spend most often you spare time with?

CHILDREN sample

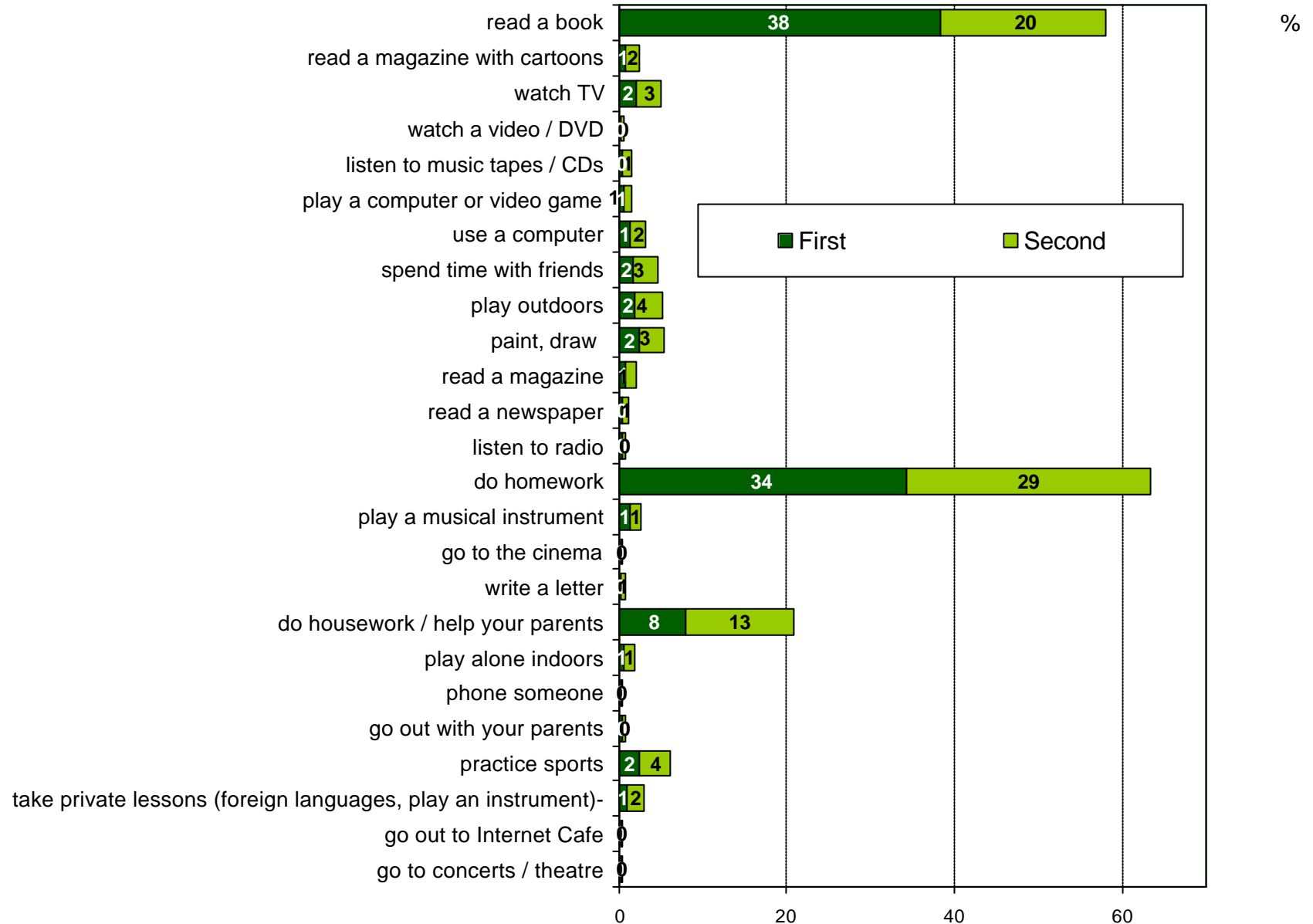




# Which are those activities your parents encourage you to do?

CHILDREN sample

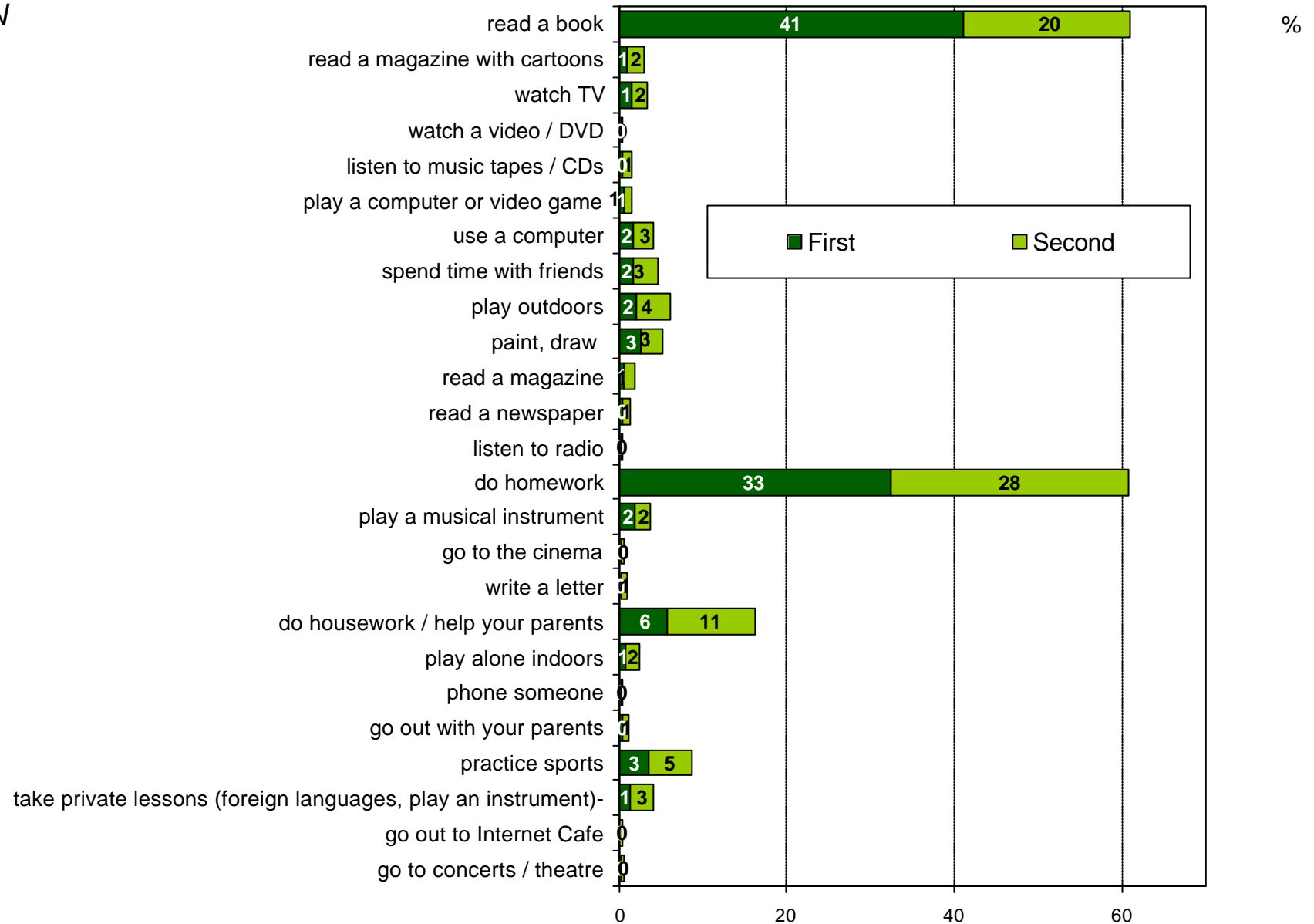
TOTAL



# Which are those activities your parents encourage you to do?

CHILDREN sample

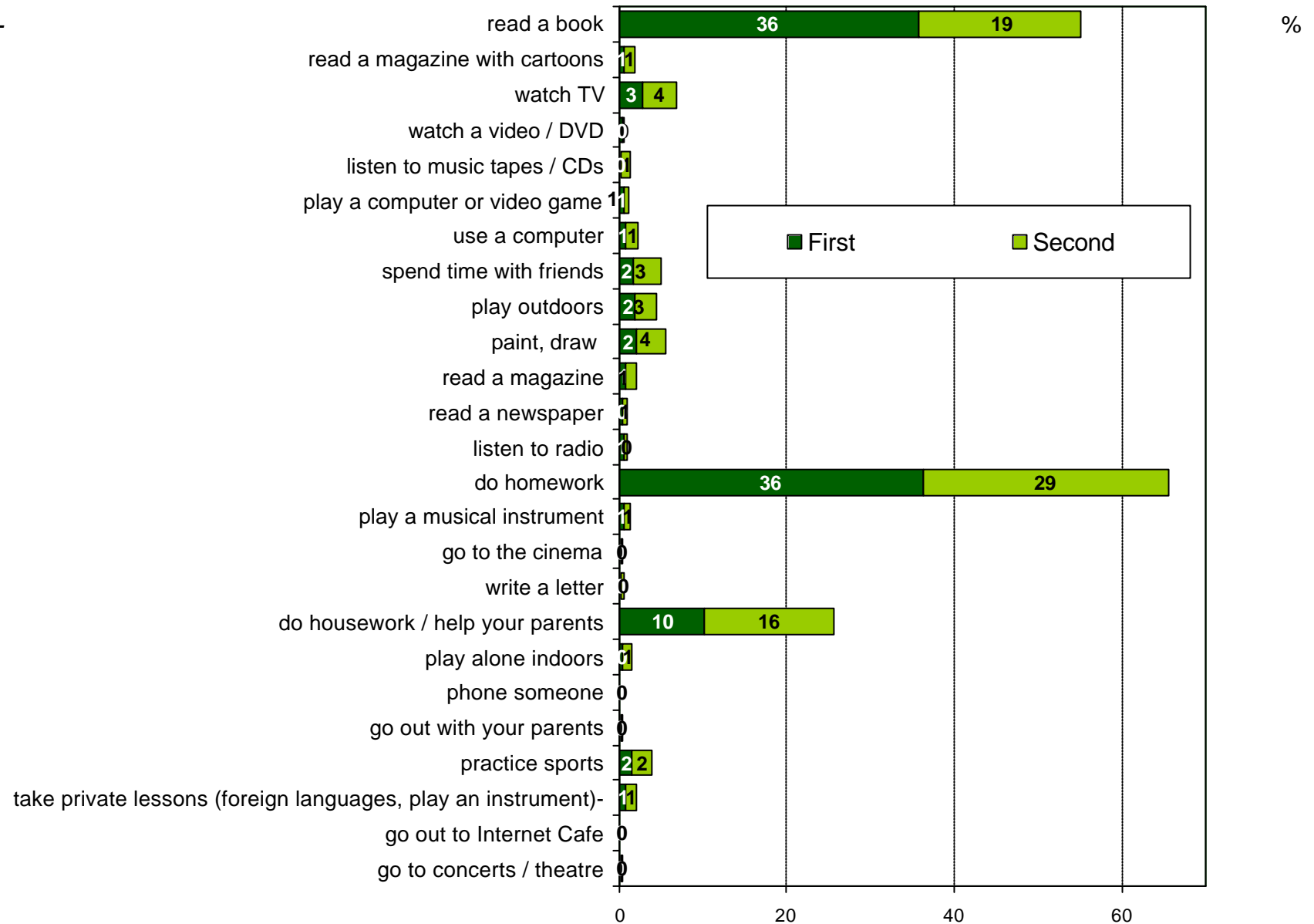
URBAN



# Which are those activities your parents encourage you to do?

CHILDREN sample

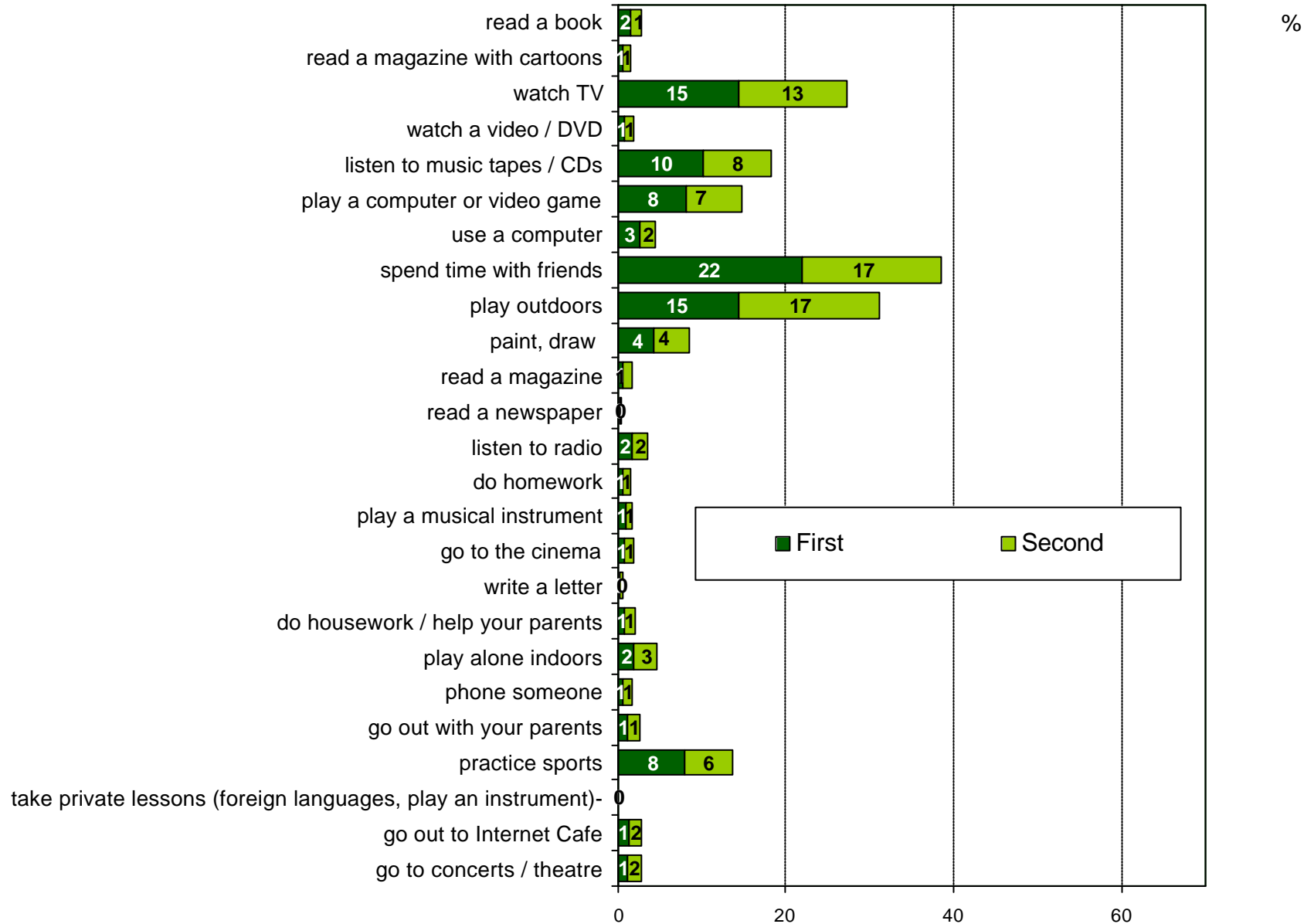
RURAL



# Activities chosen by children to have fun

CHILDREN sample

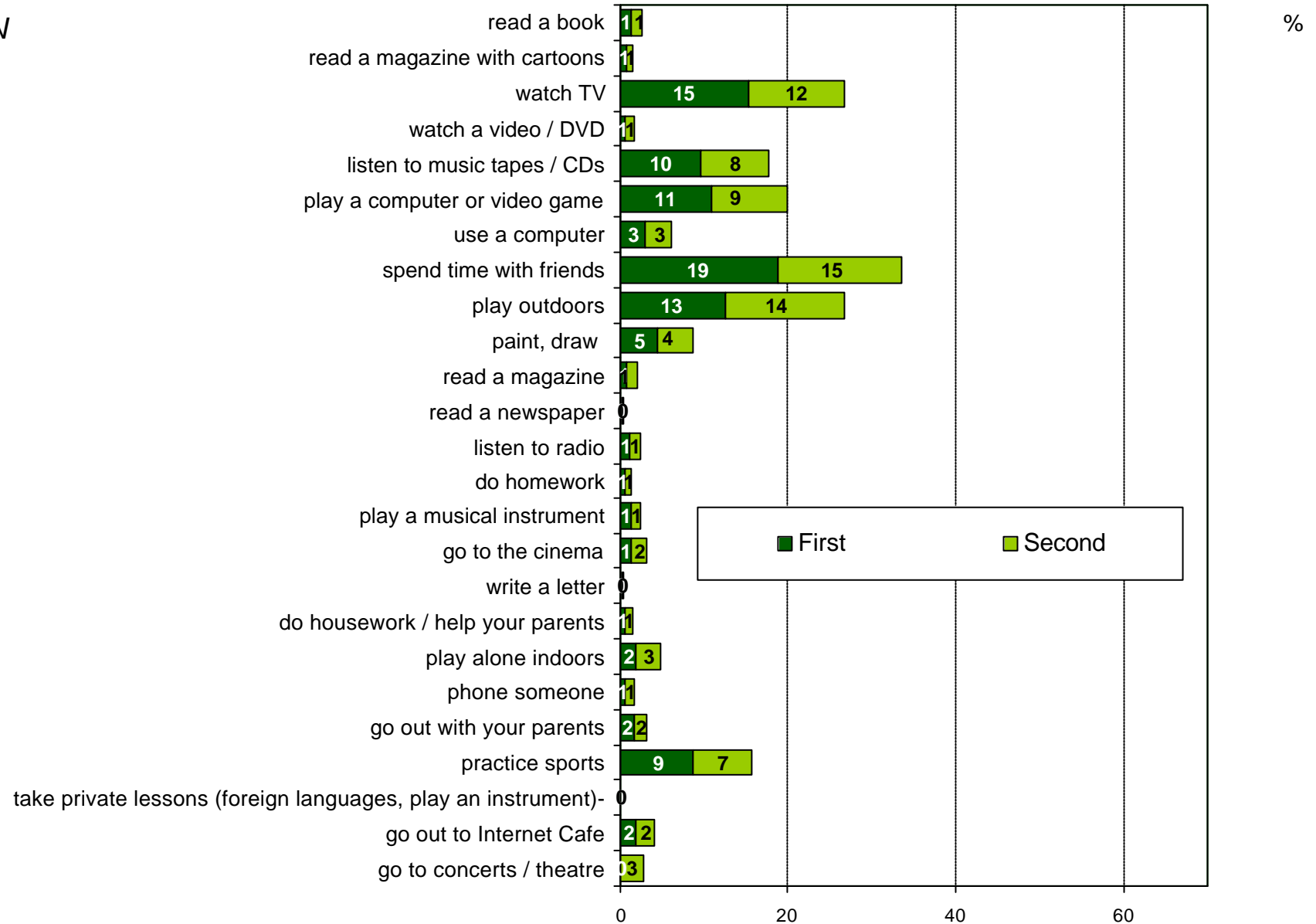
TOTAL



# Activities chosen by children to have fun

CHILDREN sample

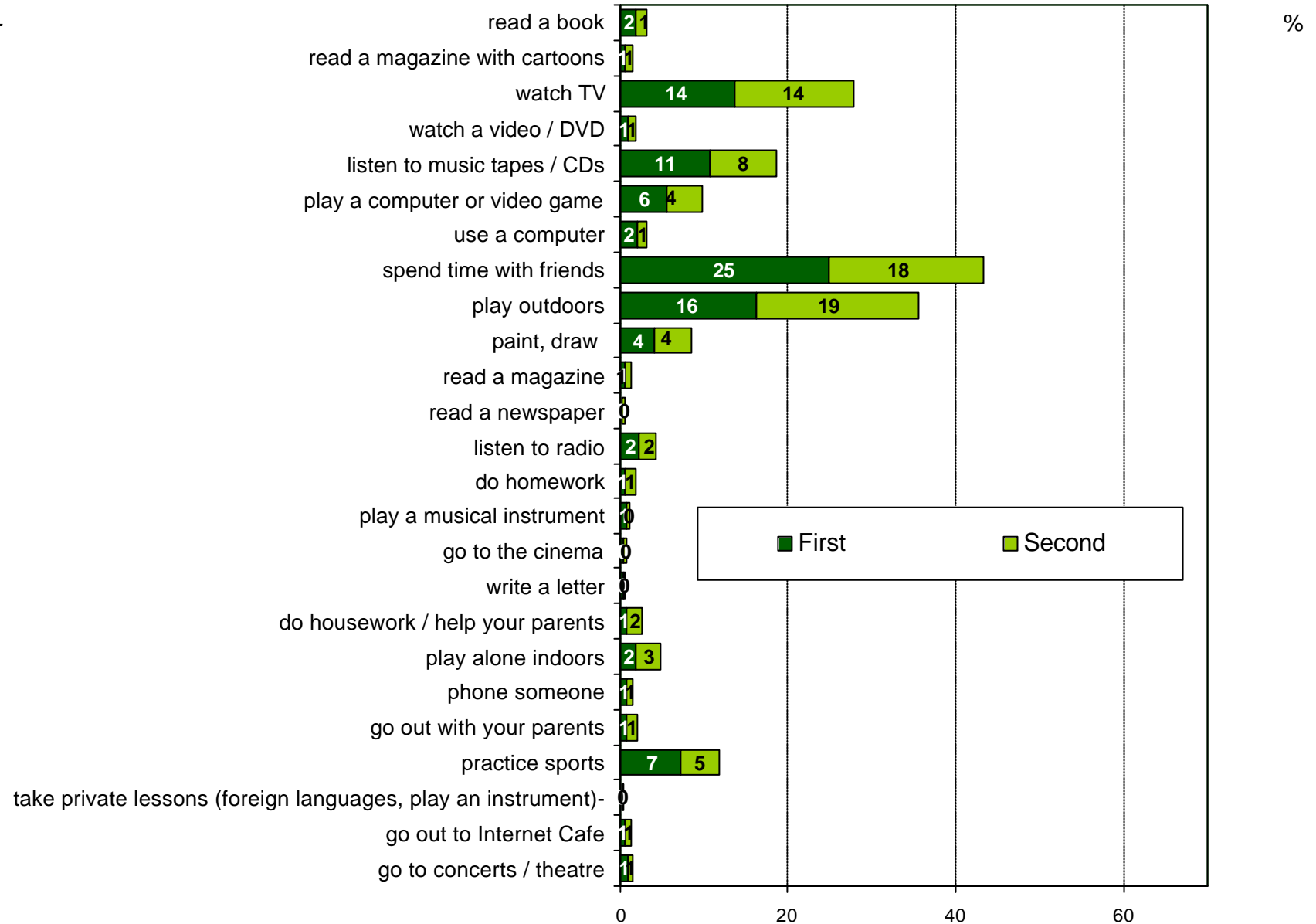
URBAN



# Activities chosen by children to have fun

CHILDREN sample

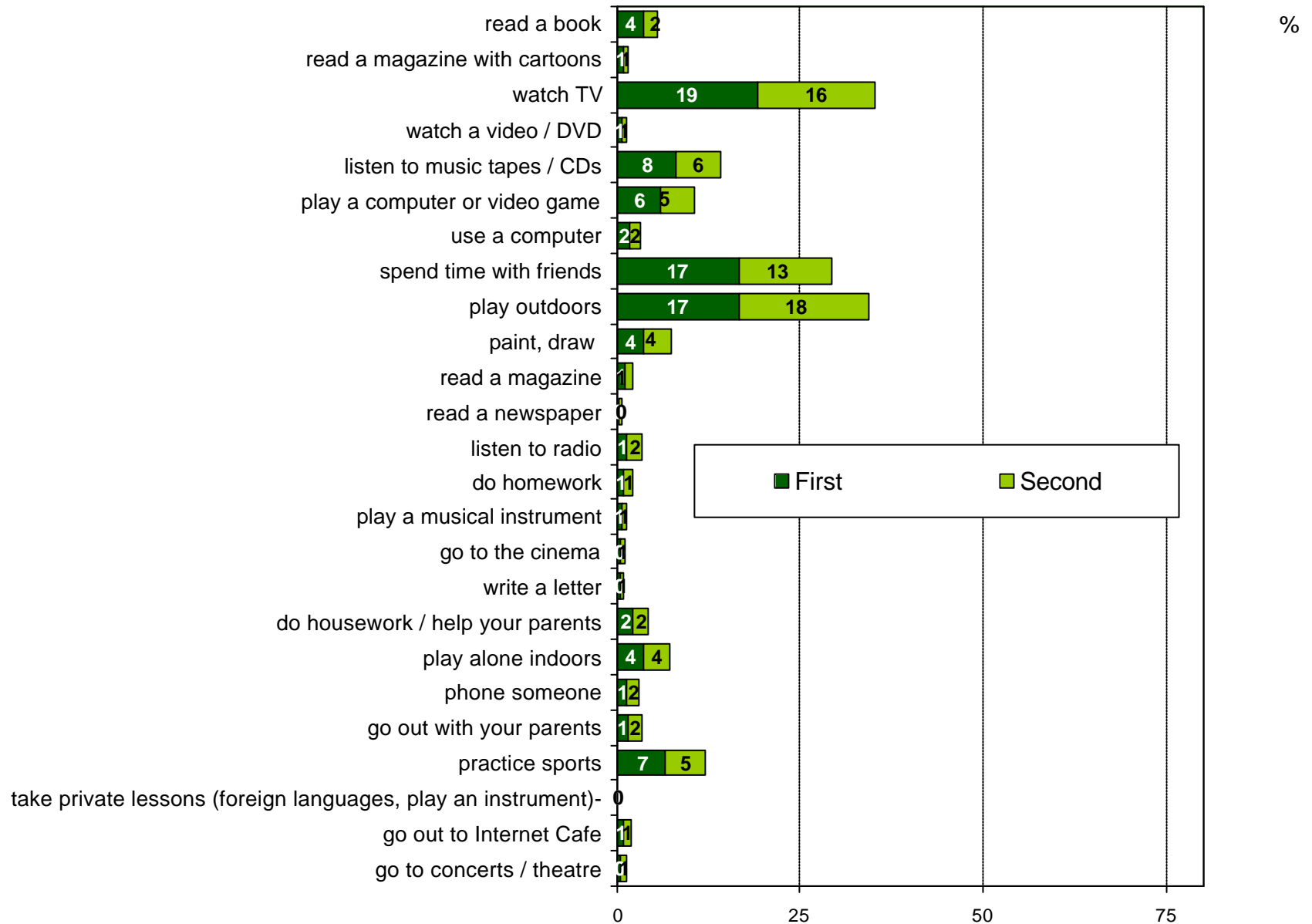
RURAL



# Activities chosen by children who want to get rid of boredom

CHILDREN sample

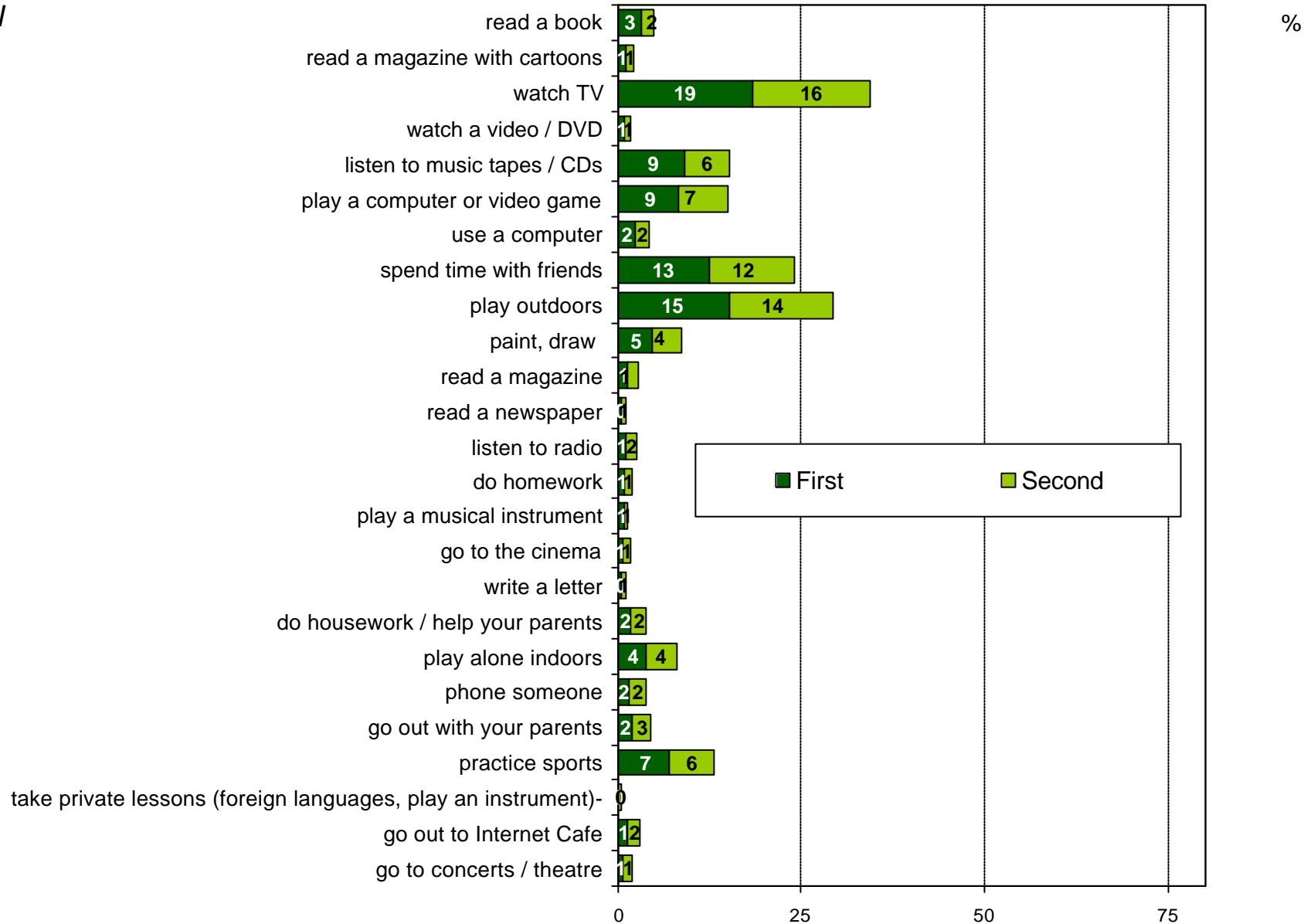
TOTAL



# Activities chosen by children who want to get rid of boredom

CHILDREN sample

URBAN

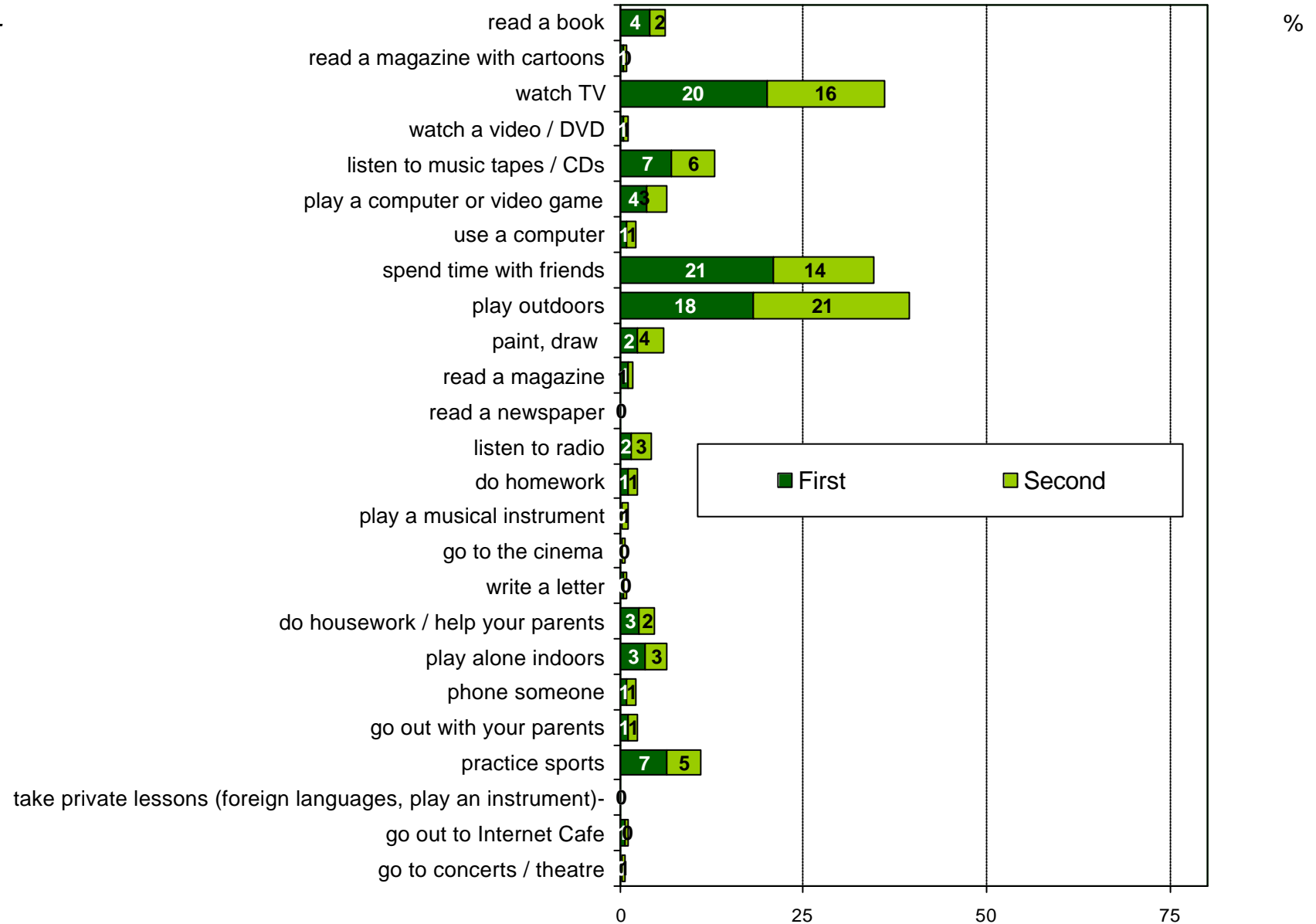




# Activities chosen by children who want to get rid of boredom

CHILDREN sample

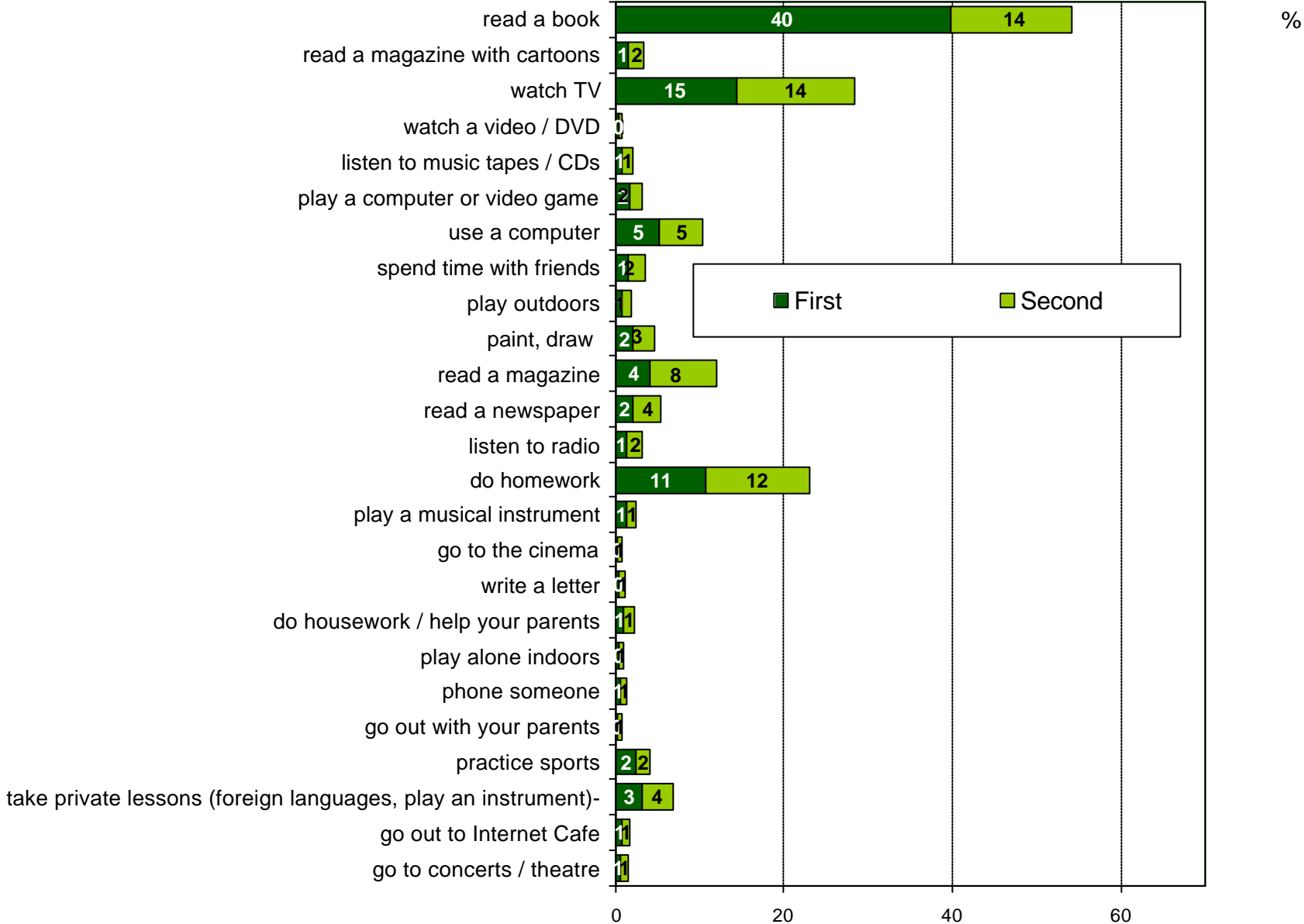
RURAL



# Activities chosen by children who want to learn about something

CHILDREN sample

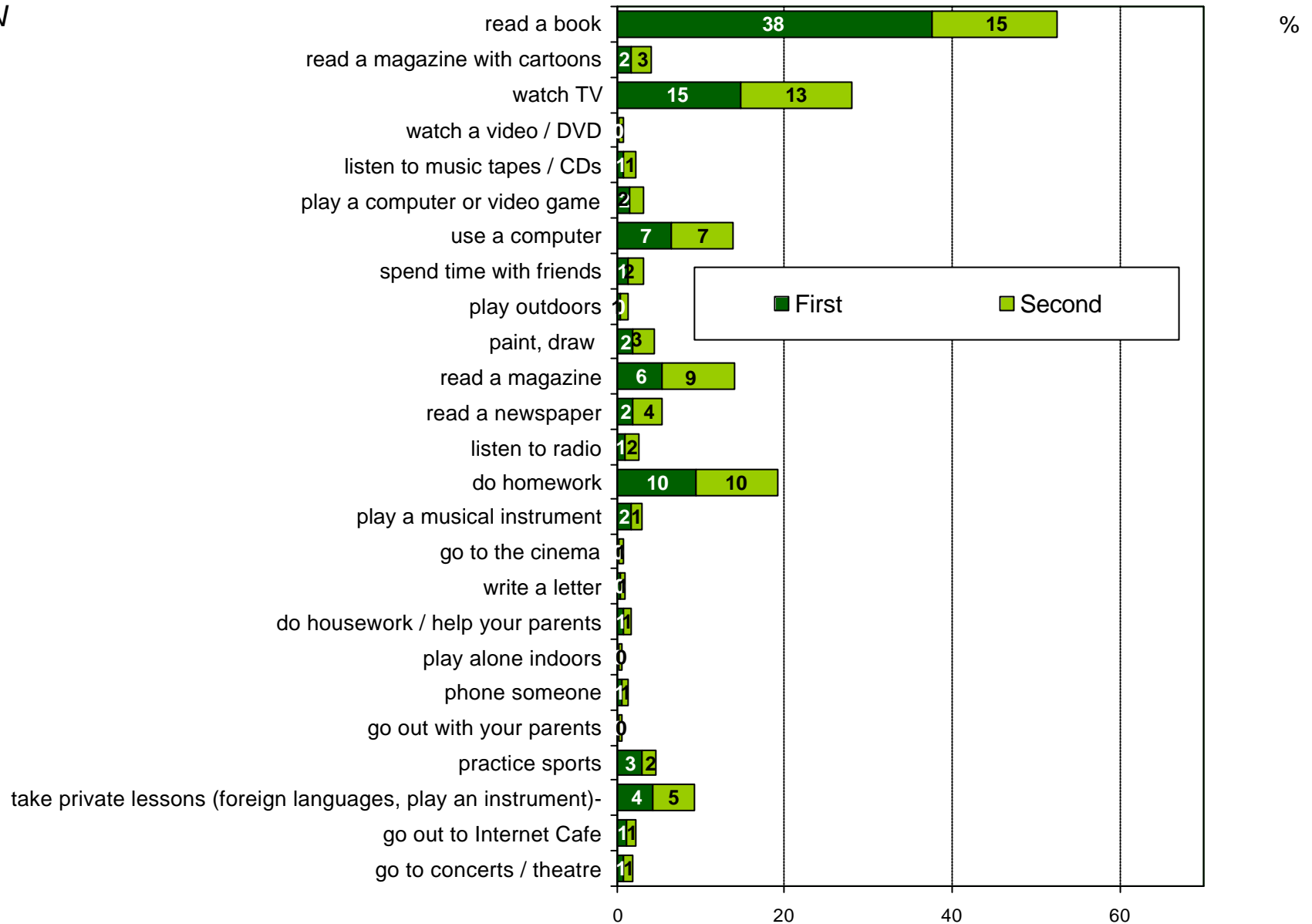
TOTAL



# Activities chosen by children who want to learn about something

CHILDREN sample

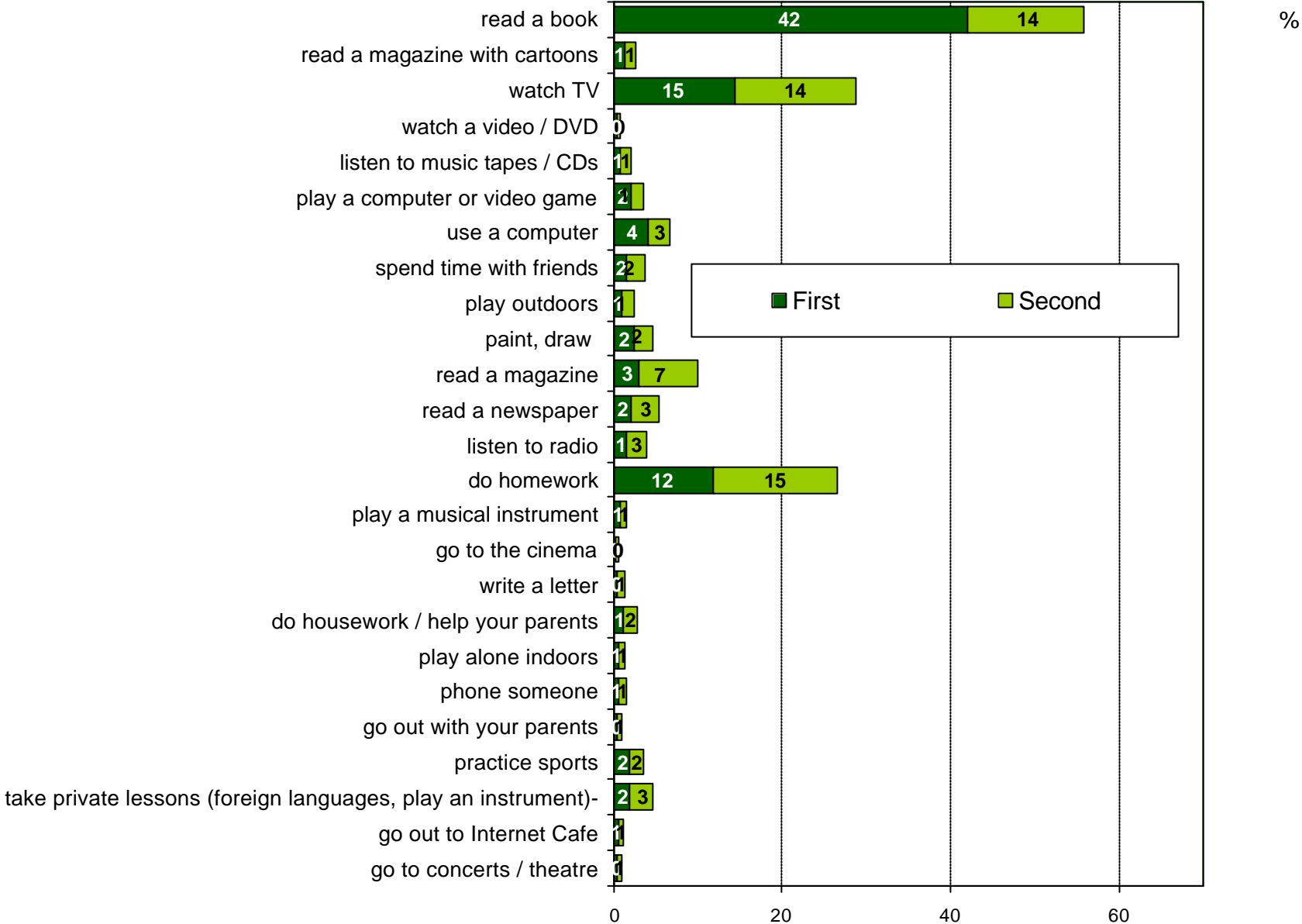
URBAN



# Activities chosen by children who want to learn about something

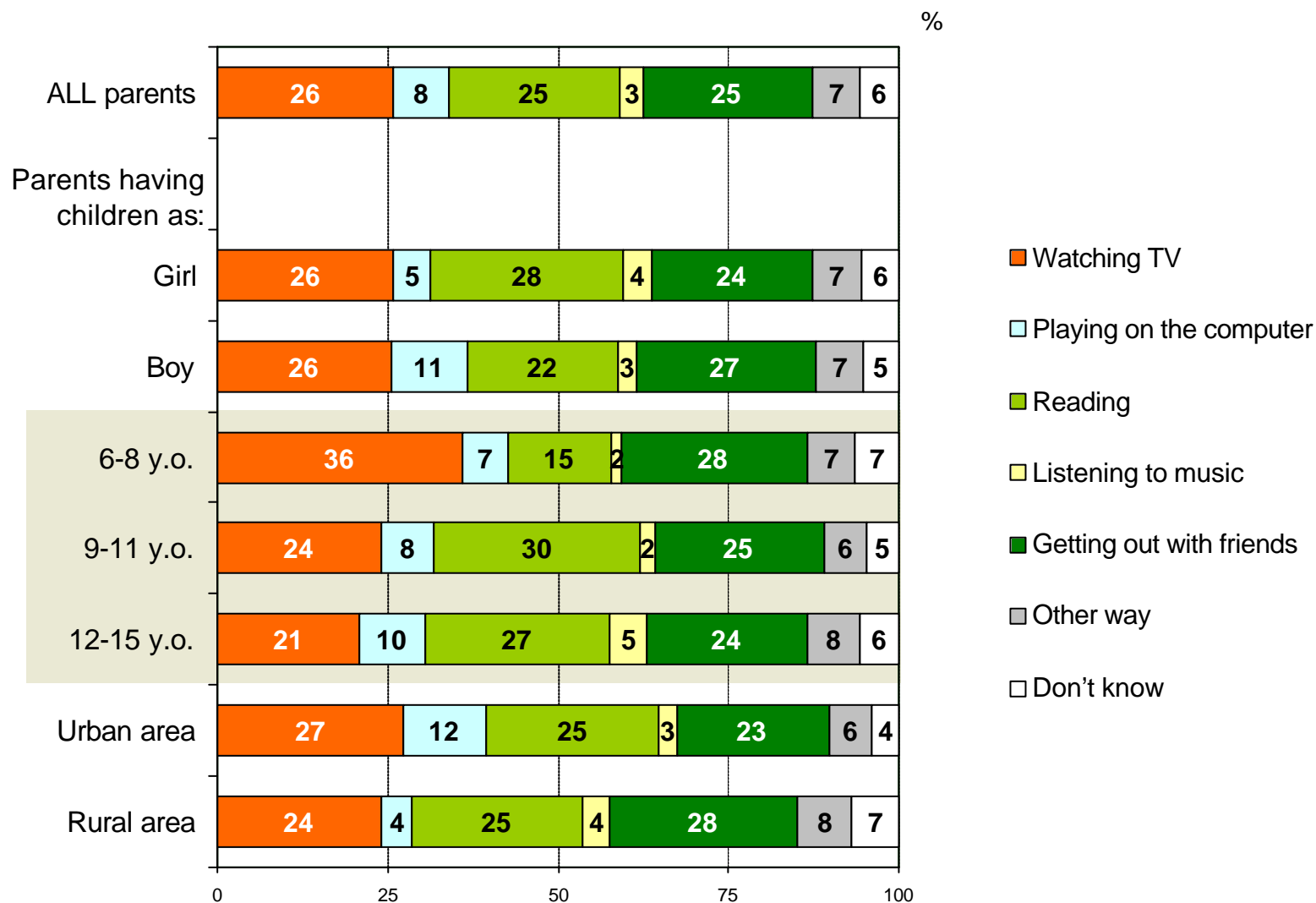
CHILDREN sample

RURAL



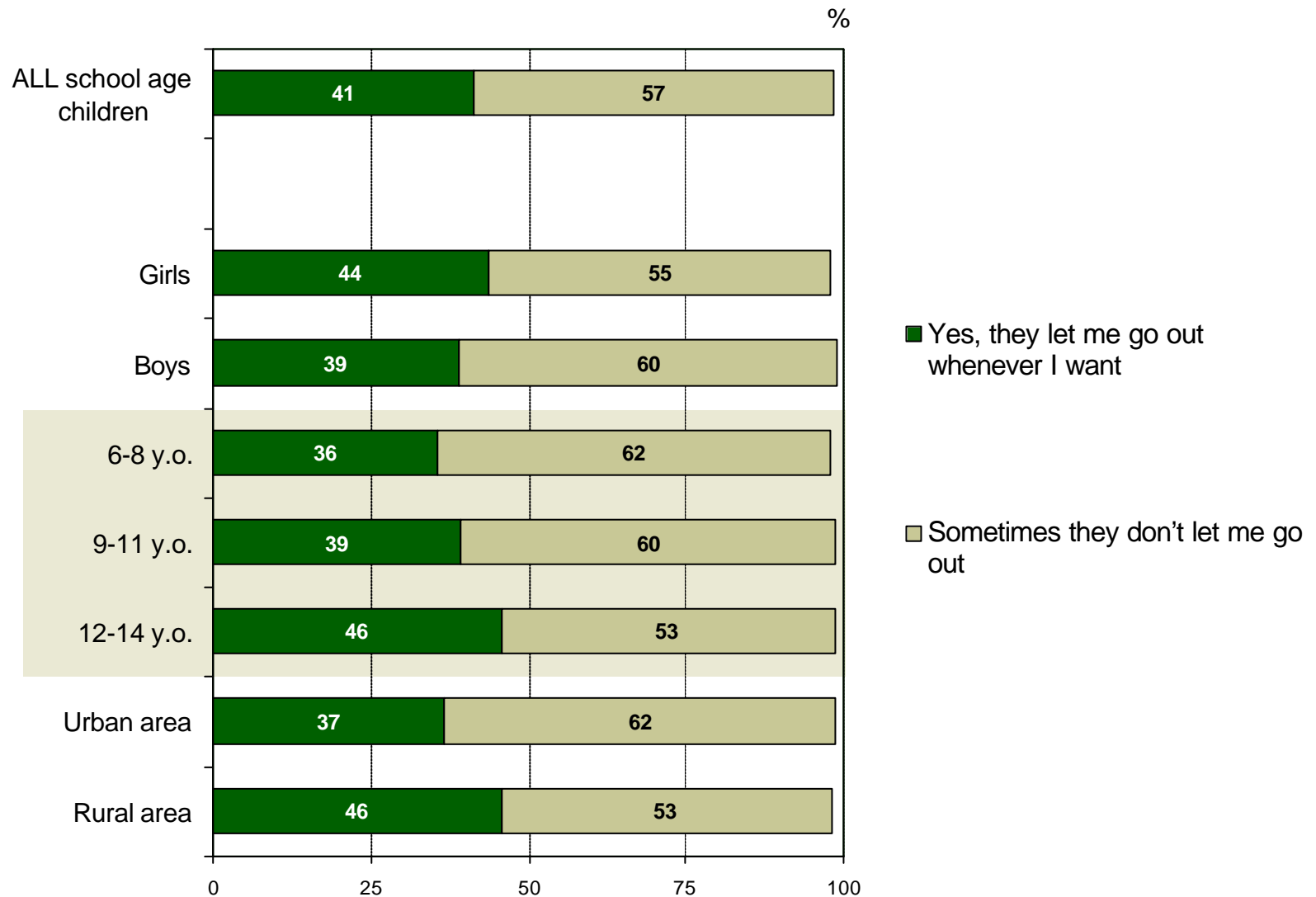
# When your child has free time and you cannot stay with him/her, how is more comfortable for you to keep him/her busy?

PARENTS sample



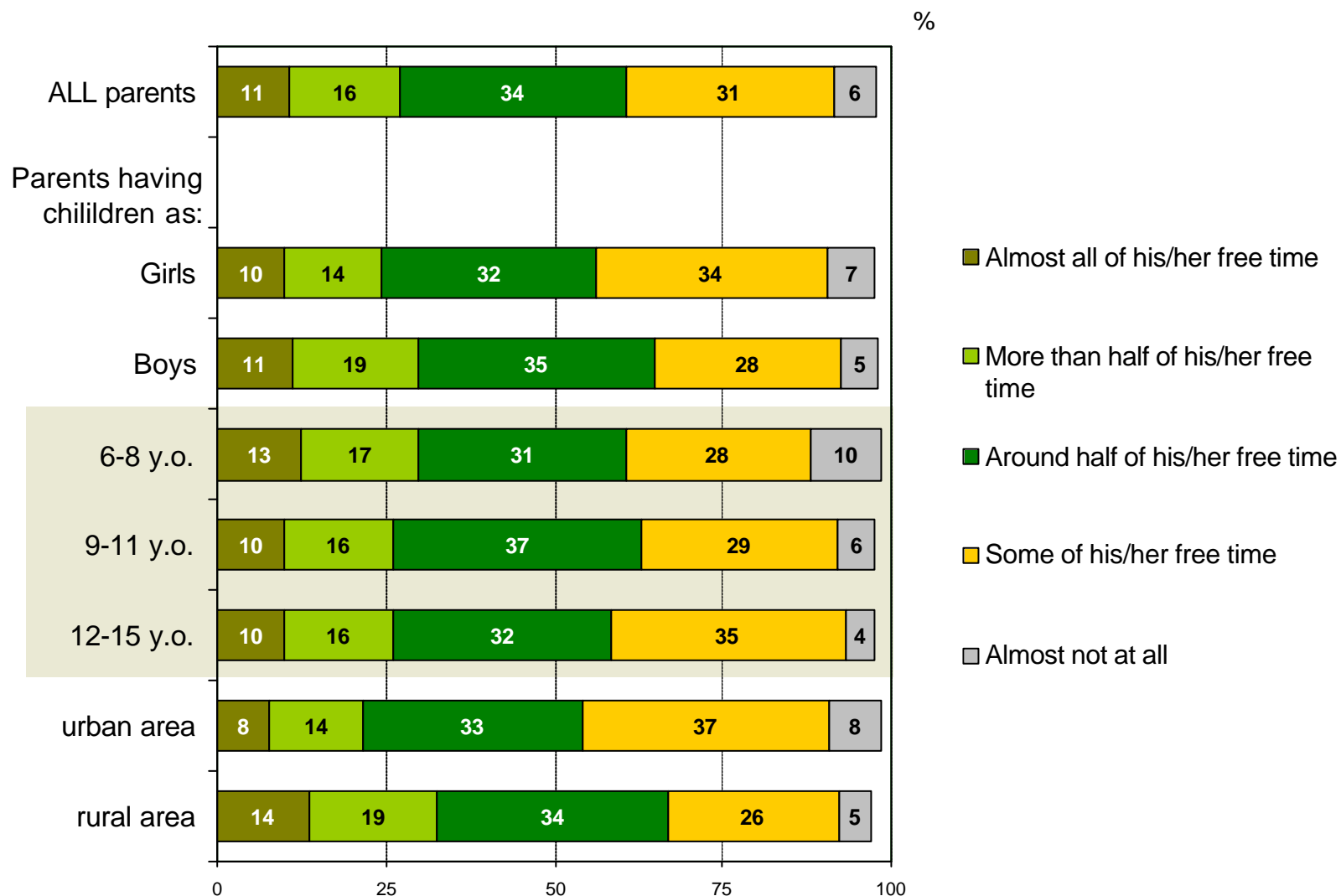
# Do your parents let you go outside whenever you want, or do they sometimes forbid you to do so?

CHILDREN sample – only school age children



# In an ordinary day, how much of his / her free time does your child spend outdoors without you or other adults?

PARENTS sample

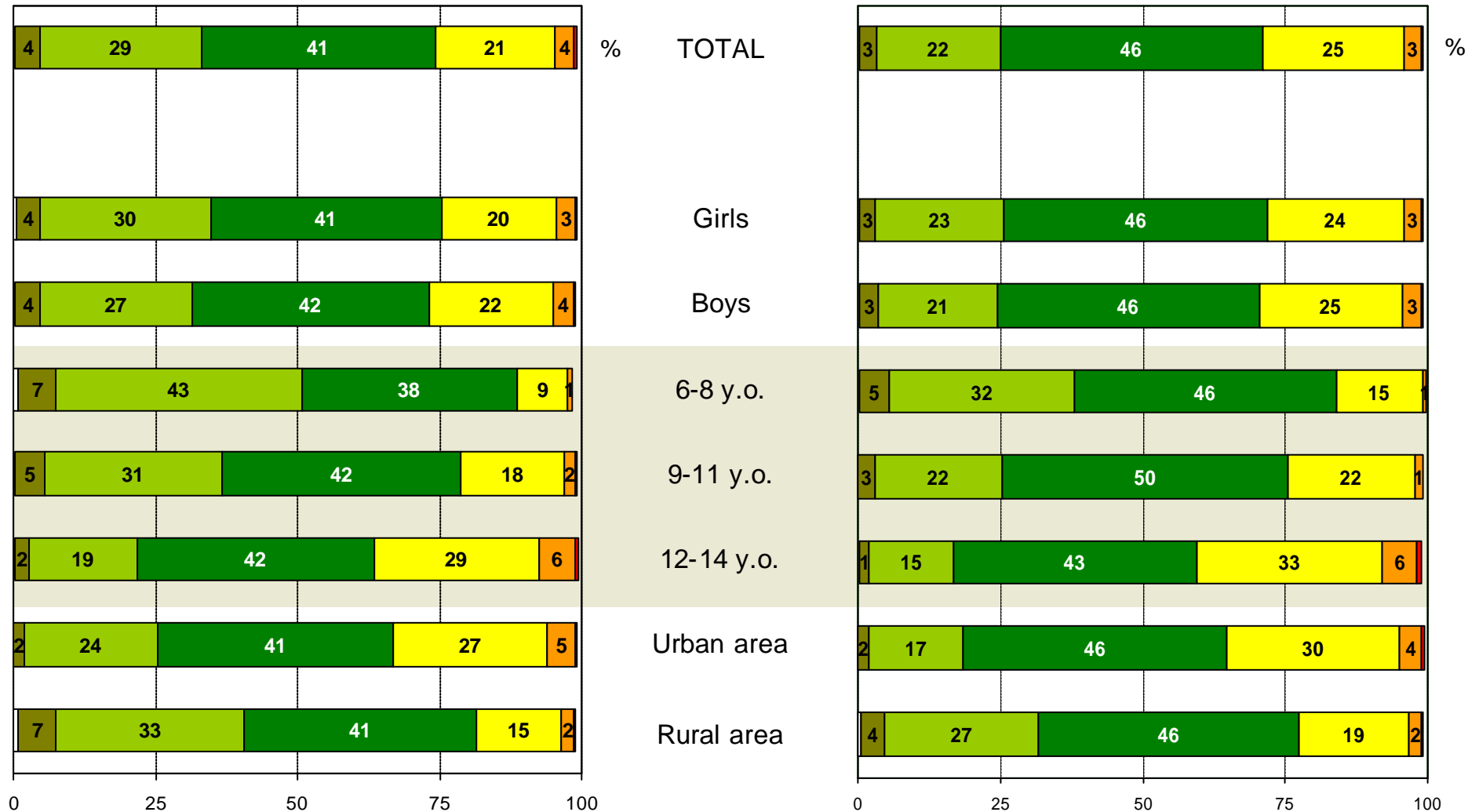


# What time does your child usually go to bed when there is school or work the next day?

## CHILDREN answer

## PARENTS answer

□ before 19:00 
 ■ 19:00–19:59 
 ■ 20:00–20:59 
 ■ 21:00–21:59 
 ■ 22:00–22:59 
 ■ 23:00–24:00 
 ■ after midnight



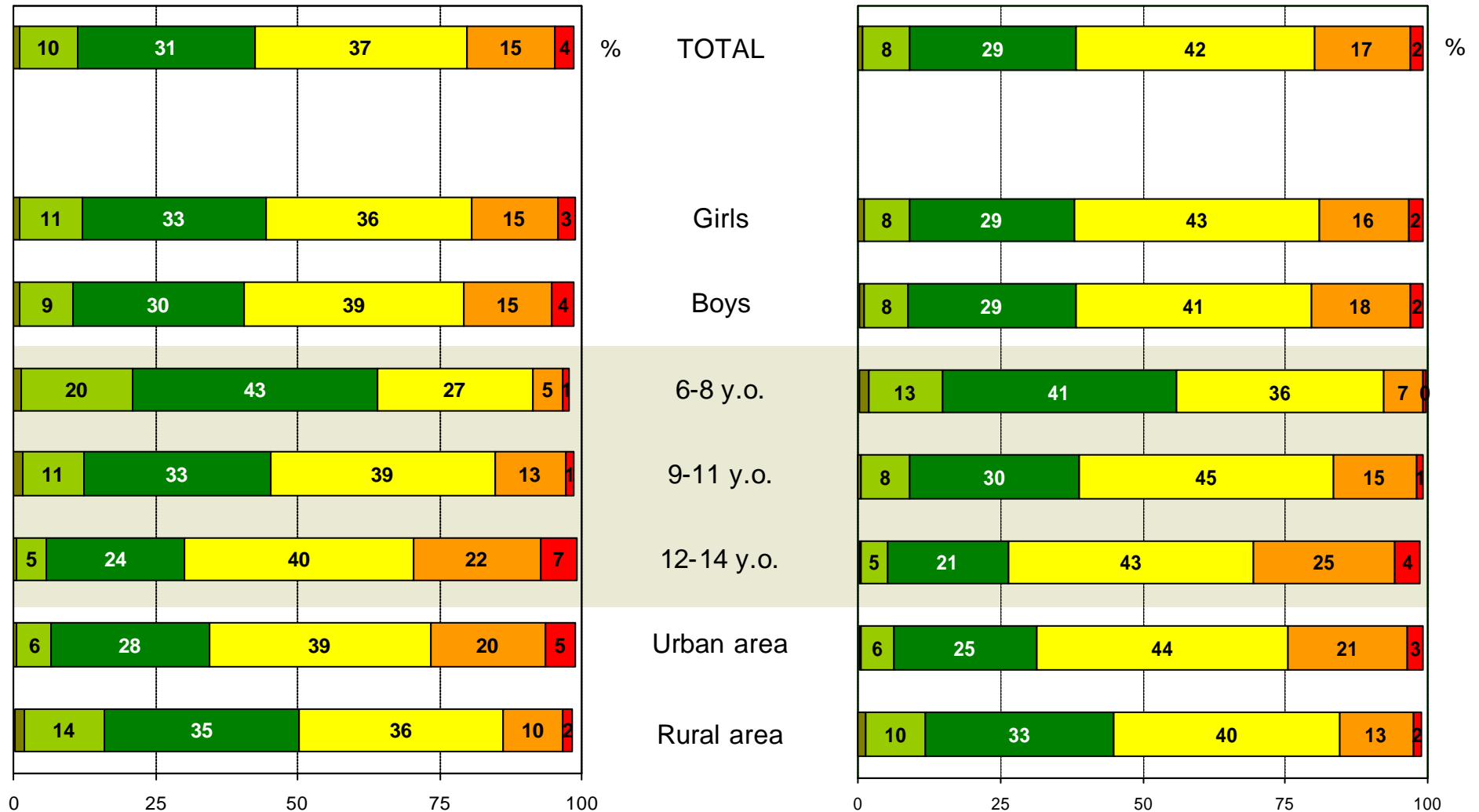


# And what time does your child usually go to bed on Friday or Saturday

## CHILDREN answer

## PARENTS answer

before 19:00
  19:00–19:59
  20:00–20:59
  21:00–21:59
  22:00–22:59
  23:00–24:00
  after midnight



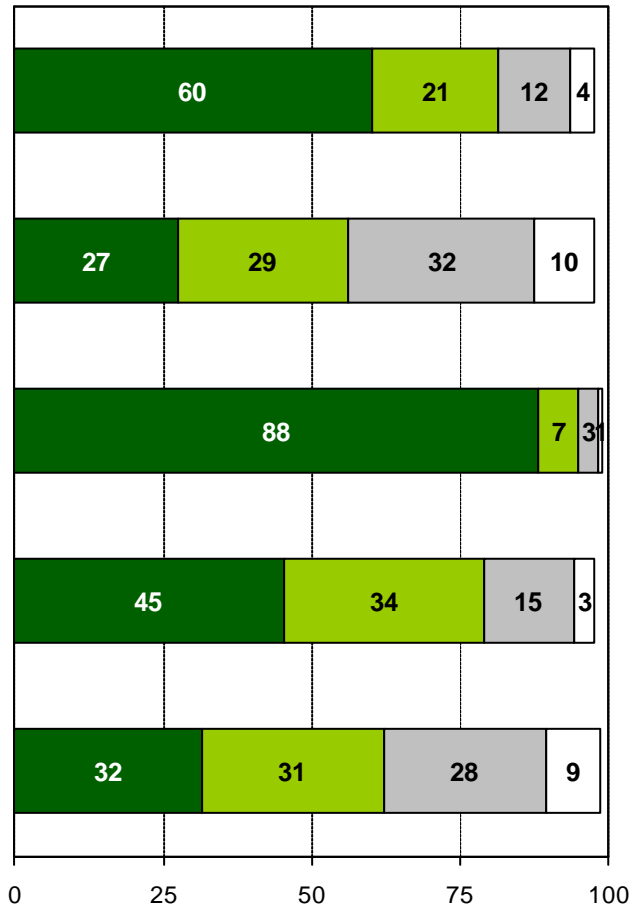
# Frequency of doing several activities together: children and parents

Total

■ Almost everyday    
 ■ Once or twice a week    
 ■ More rarely    
 ■ Never

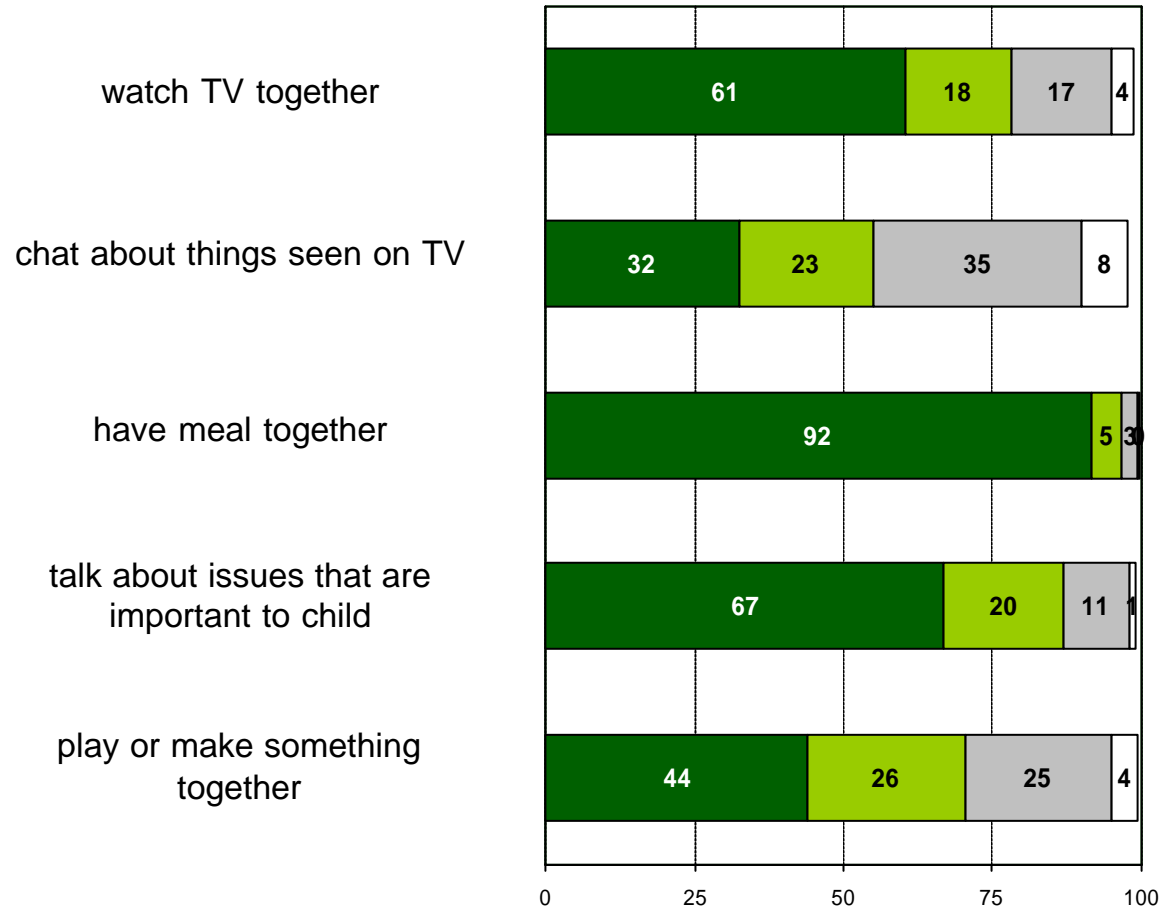
CHILDREN answer

%



PARENTS answer

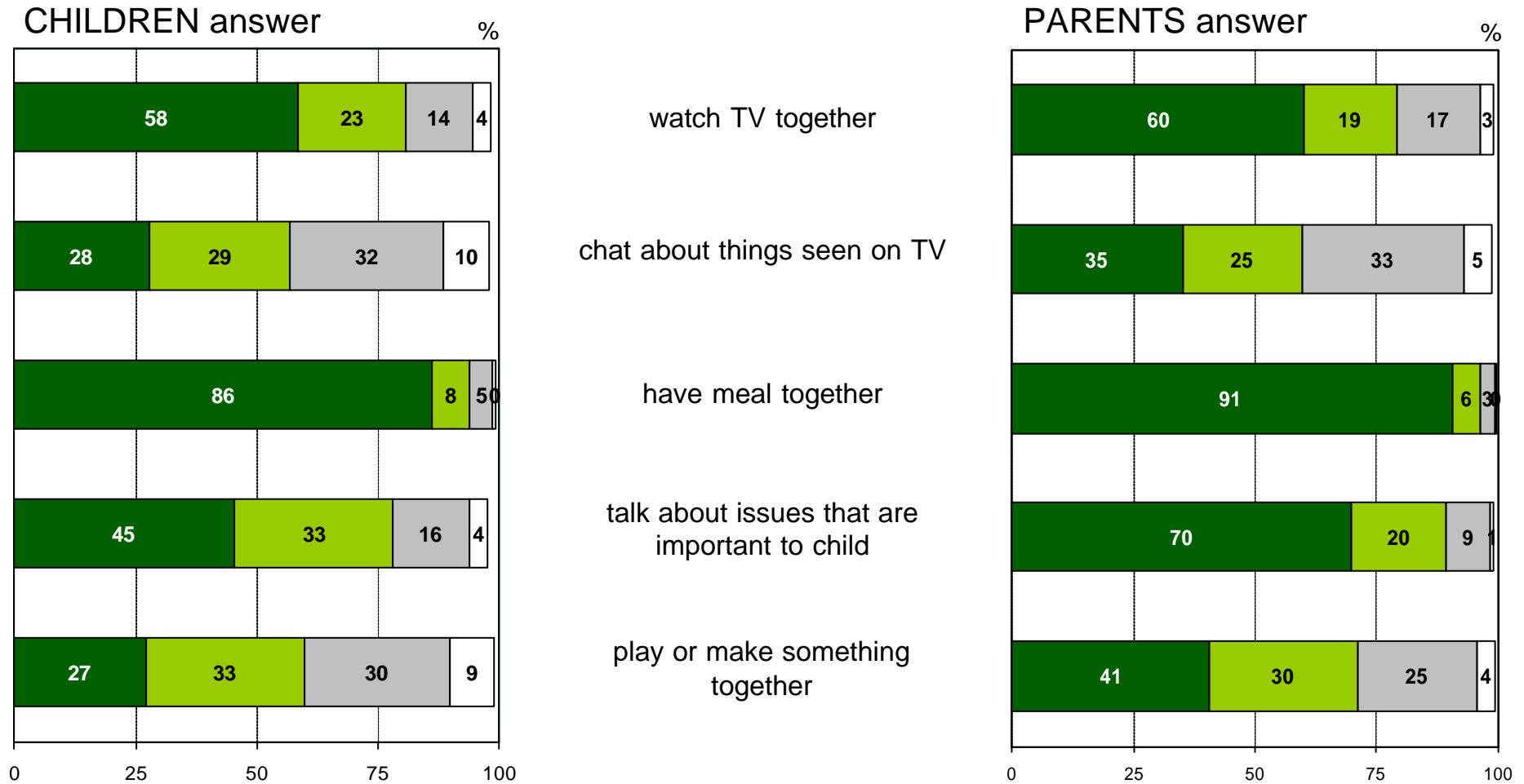
%



# Frequency of doing several activities together: children and parents

URBAN area

■ Almost everyday    
 ■ Once or twice a week    
 ■ More rarely    
 ■ Never



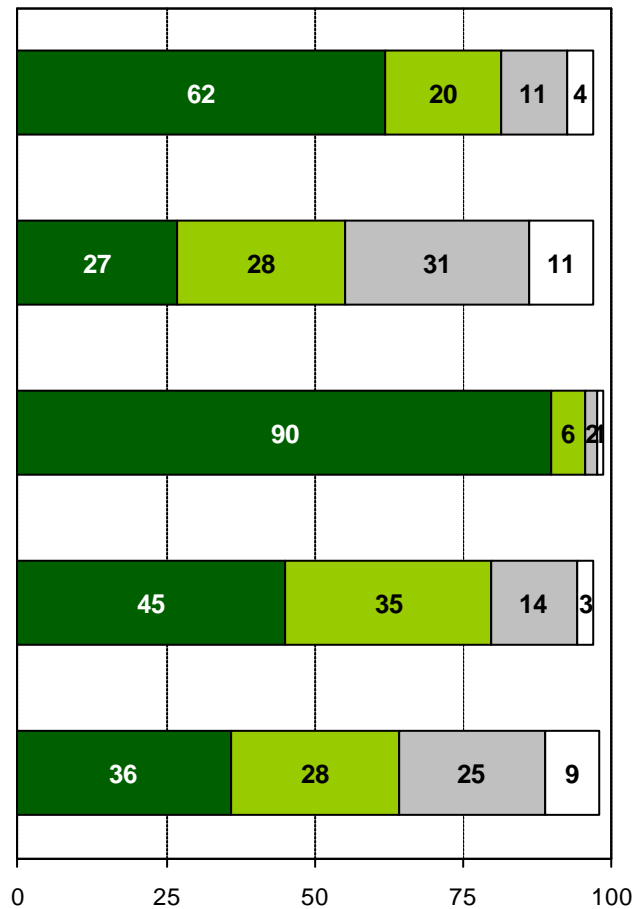
# Frequency of doing several activities together: children and parents

RURAL area

■ Almost everyday    
 ■ Once or twice a week    
 ■ More rarely    
 ■ Never

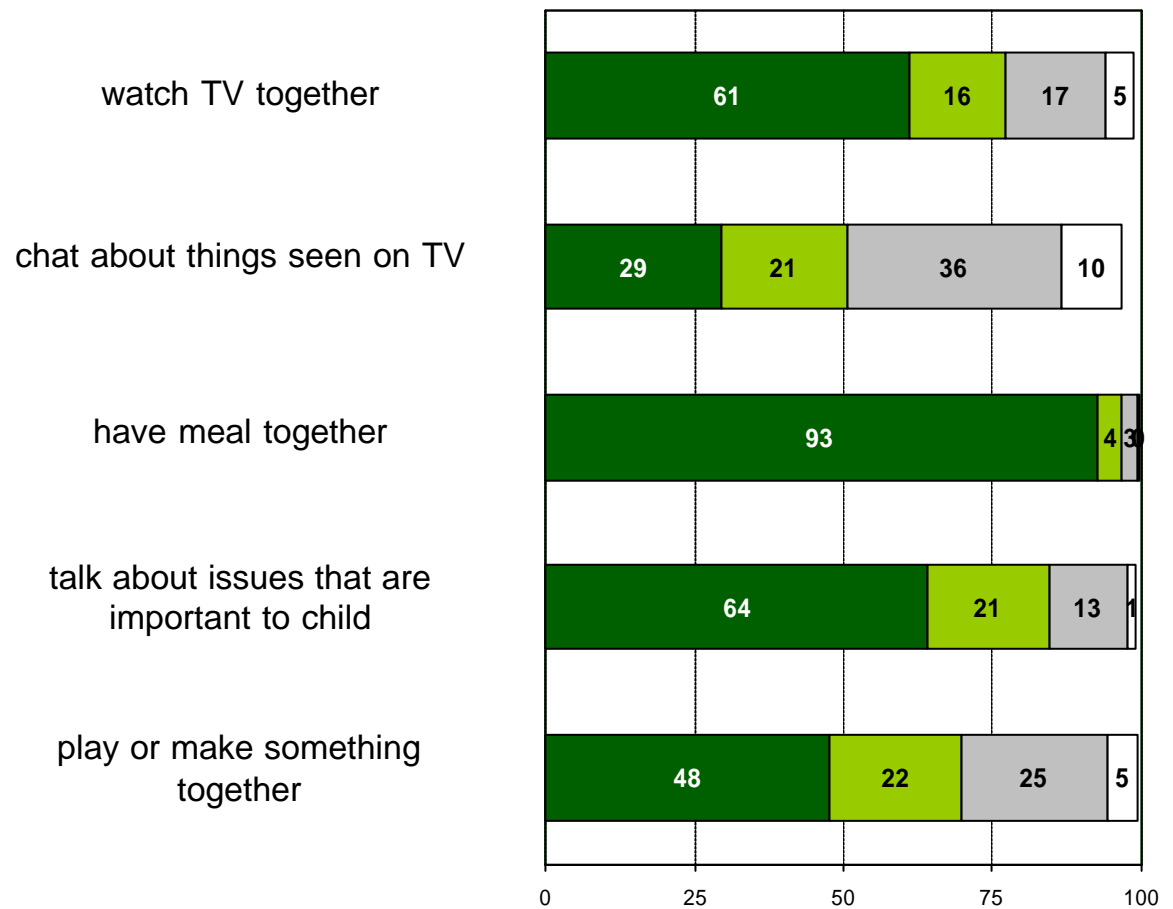
CHILDREN answer

%



PARENTS answer

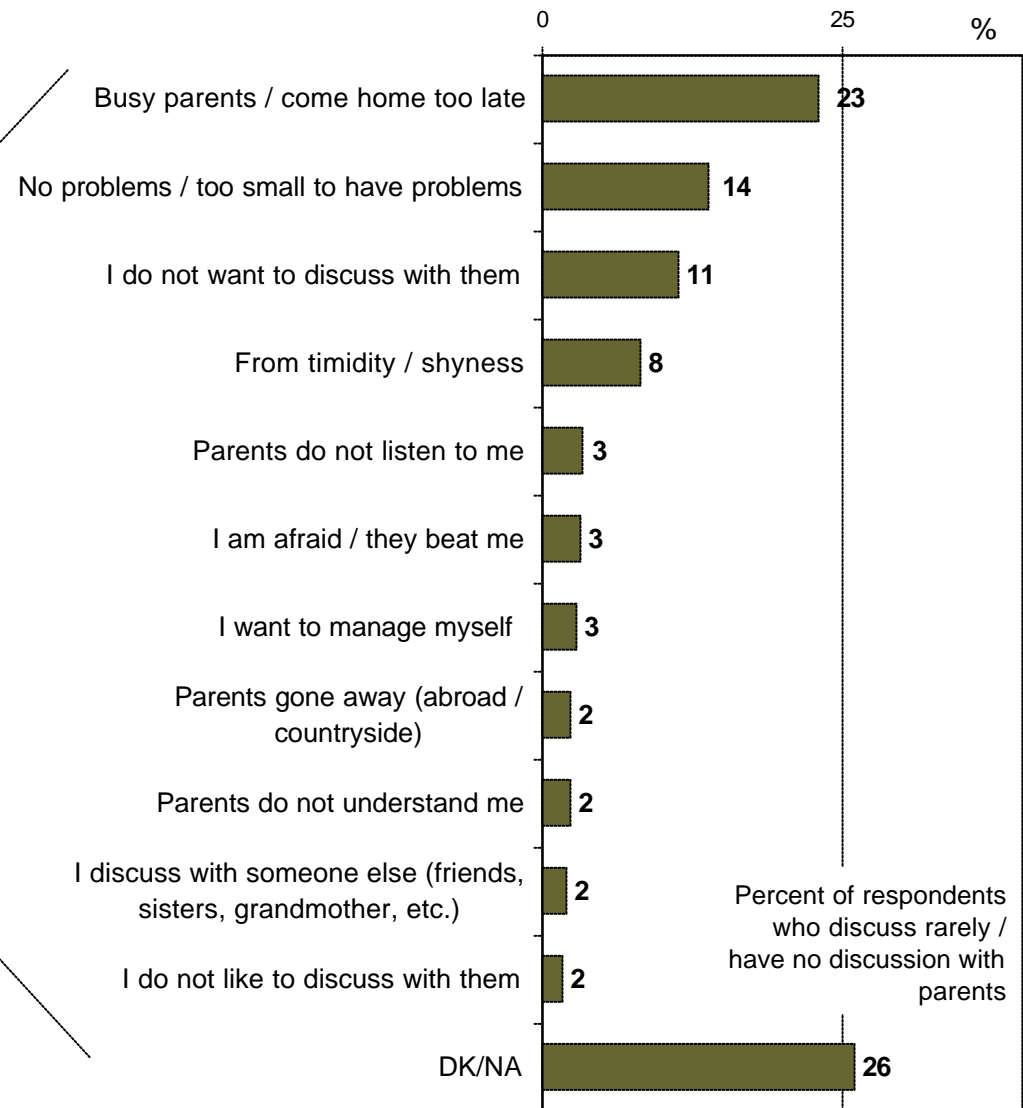
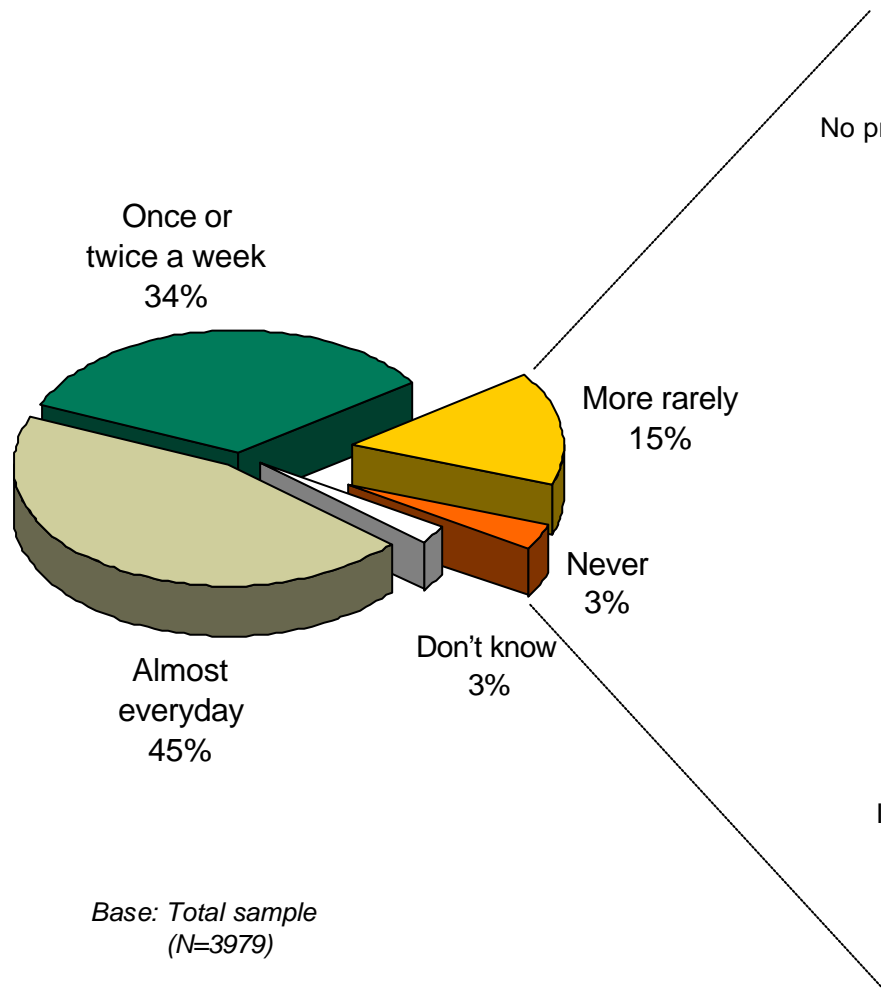
%



# How often do you talk with parents about important issues for you?

# [If NOT] Why don't you talk with your parents?

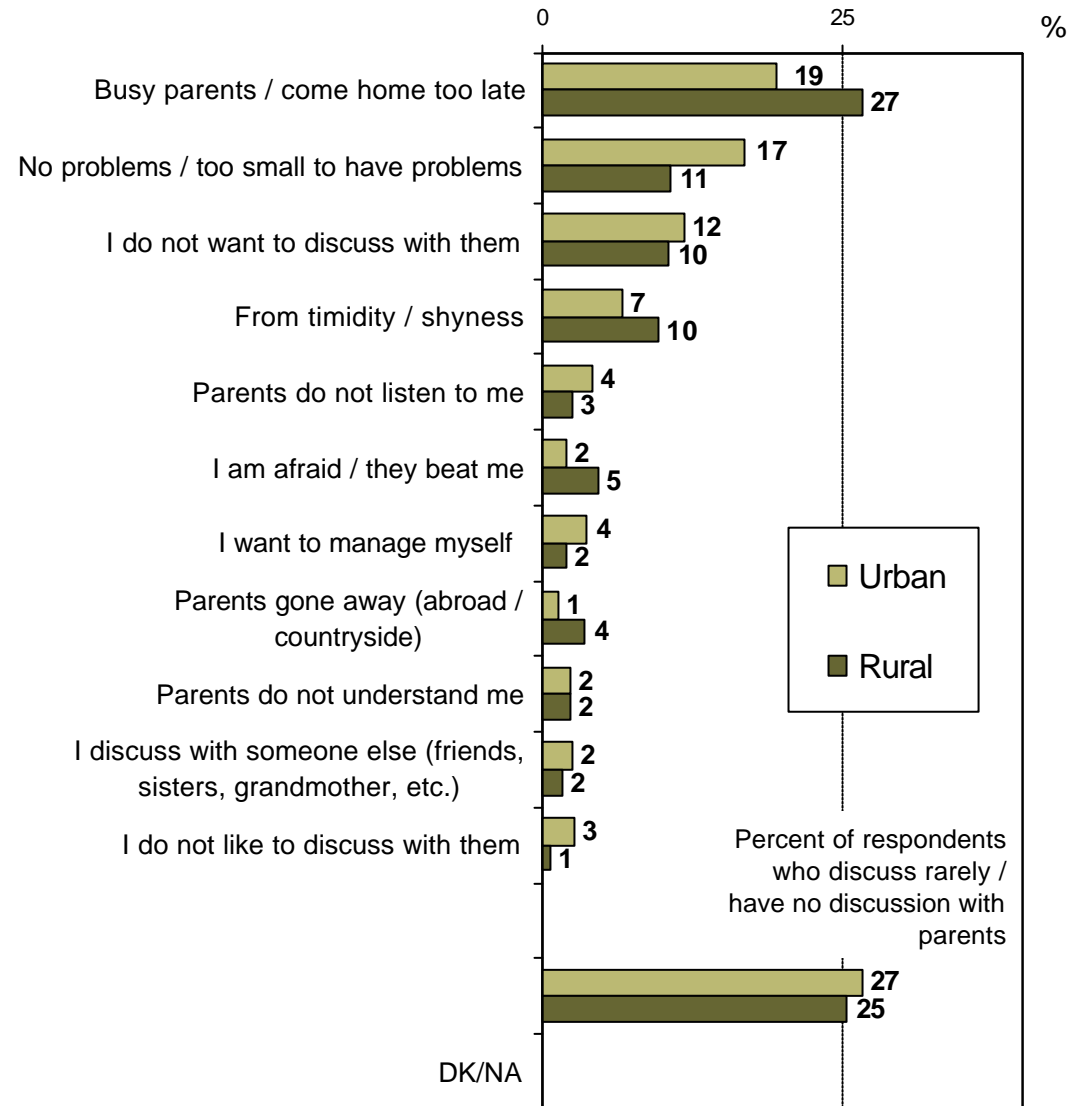
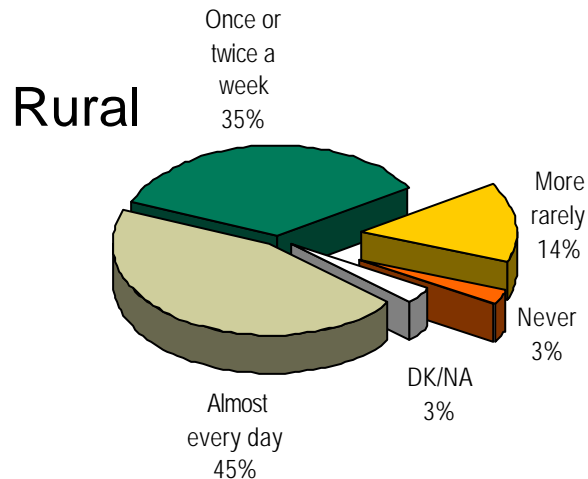
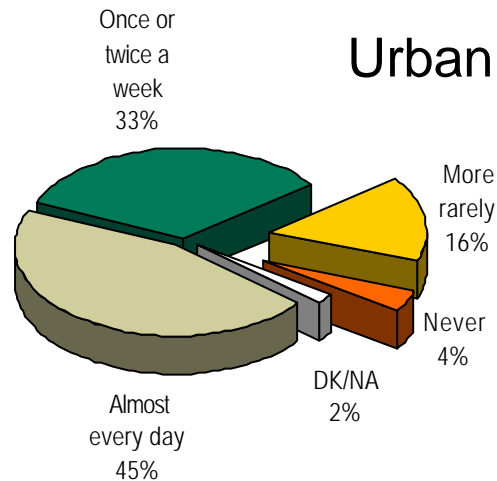
CHILDREN sample



# How often do you talk with parents about important issues for you?

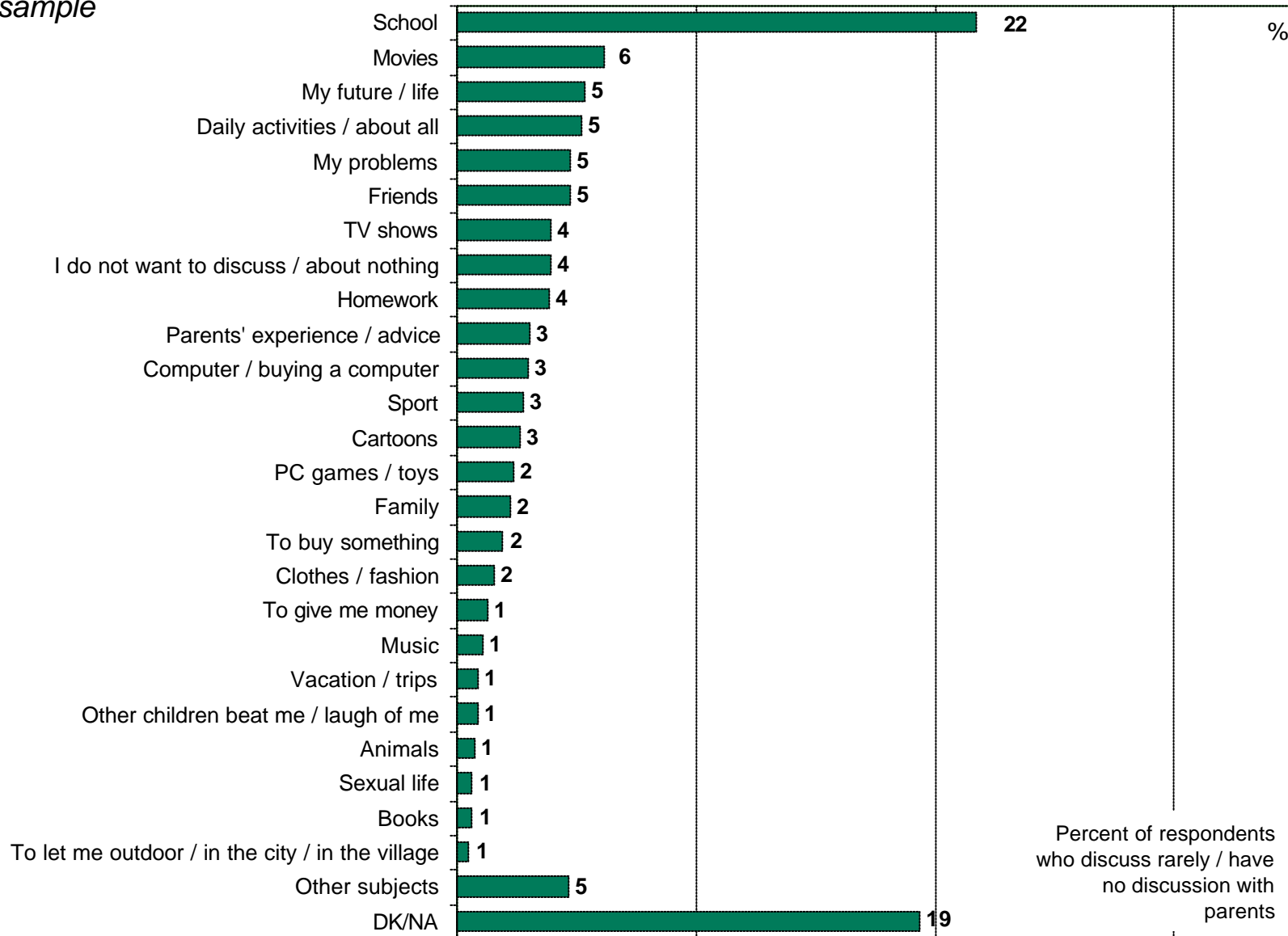
# [If NOT] Why don't you talk with your parents?

CHILDREN sample



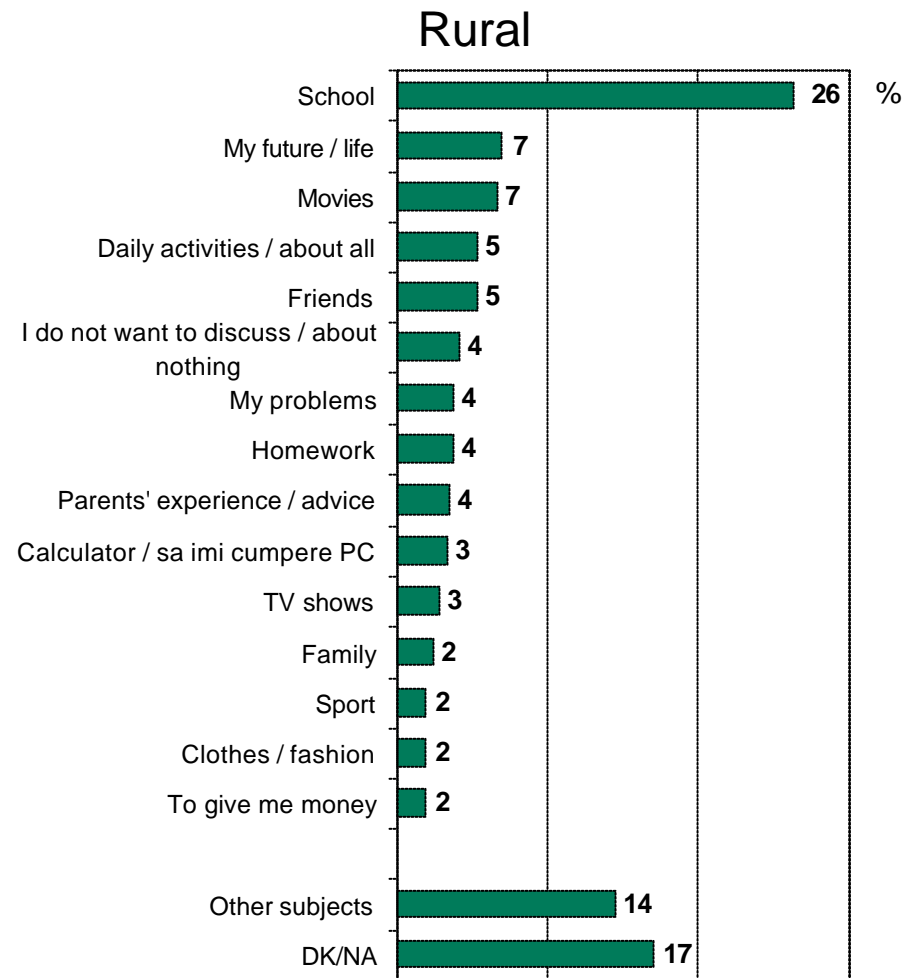
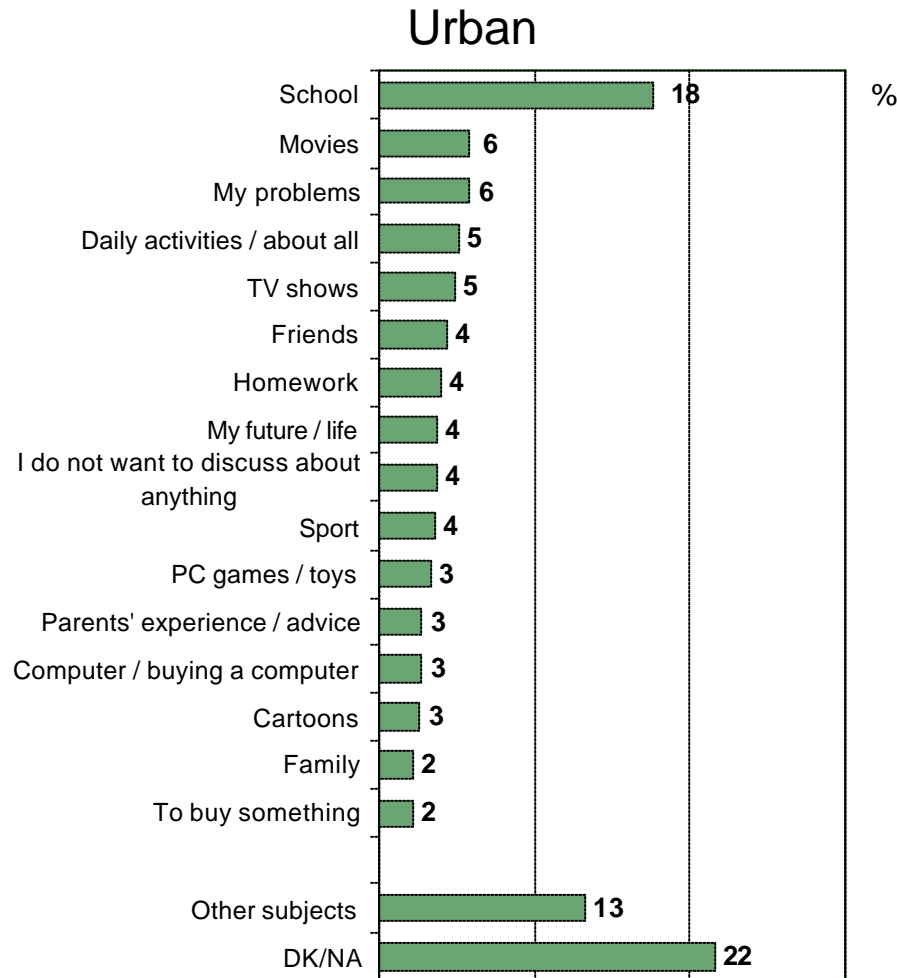
# [If discuss rarely / do not discuss] What would you like to talk about with your parents?

CHILDREN sample



# [If discuss rarely / do not discuss] What would you like to talk about with your parents?

CHILDREN sample



Percent of respondents who discuss rarely / have no discussion with parents



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# Radio and Television Consumption Behaviors and Preferences

## Radio and Television Consumption • Behaviors and Preferences

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### Radio

During the week children listen to the radio for an average time of 80 minutes daily. On week-ends the average time spent listening to the radio is 105 minutes. One may notice differences related to age and gender. Thus, a higher number of girls listen to the radio than boys, and more of the children aged between 12-14 years old than those aged between 9-11 years old. As regards urban and rural areas, the average time spent listening to the radio is practically equal (107 versus 104 minutes).

Europa FM, România Actualitati, Kiss FM and PRO FM are the radio stations which occupy the leading positions in the top of children's preferences. Their favorite shows are those broadcasting music: 80% of the children listening to the radio mainly listen to the music broadcast.

### Television

During the week children watch TV for an average time of 151 minutes daily. On week-ends, the average viewing time increases to 214 minutes. During the week, children of 6-8 years old watch TV more than two hours a day, on an average, and more than three hours on week-ends. The average viewing time is higher in the case of children aged between 12-14 years old. They spend two hours and forty minutes on every week day and almost four hours a day on week-ends watching TV.

The main interval when children watch TV is between 17:00 and 22:00 hours (75% of the children). After 22:00 hours, more than 20% of the children watch TV for one hour, on the average. On Saturdays and Sundays their number increases to almost 30%, and the average viewing time exceeds one hour.

On week days, 9% of the children aged between 6-8 years old watch TV after 22:00 hours, for an average time of 43 minutes daily. Twice as many children of 9-11 years old watch TV after 22:00 hours (20%, average time – 52 minutes).





(continued)

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When referring to the same time interval, 30% of the children aged between 12-14 years old watch TV during the week, and almost 40% of them on week-ends, for an average time of one hour during the week and one hour and a quarter on week-ends.

The favorite TV channels are: Pro TV, Antena 1, România 1, Atomic, Fox Kids. They were nominated by at least 20% of the children. Children prefer to watch cartoons (64%), movies (42%) and music (25%) on TV. Such percentages differ according to the age group. Thus, 90% of the children of 6-8 years old mention cartoons, while the children of 12-14 years old mention movies as their main option (56%). When asked about the shows they “try to never miss”, children indicated *Ciao Darwin* and *Surprize-surprize* (20% each), then *Vacanța Mare*, *La Bloc* and cartoons (10-12% each).

One of the functions of television is to provide models playing an influent role in anticipative socialization. Television is the main instance of socialization, which allows the self-selection of normative and axiological contents. Most frequently, this self-selection is influenced by children’s favorite stars. Through the identification of an idol and self-reporting to him/her, children become agents of their own socialization. Currently, the model star preferred by Romanian children is Andrea Marin. She holds the leading position, by far, in the top of the “models to follow” among children of all ages. The boys’ first five stars are: Dan Negru, Mircea Radu, Van Damme, Andrea Marin and Adrian Mutu.

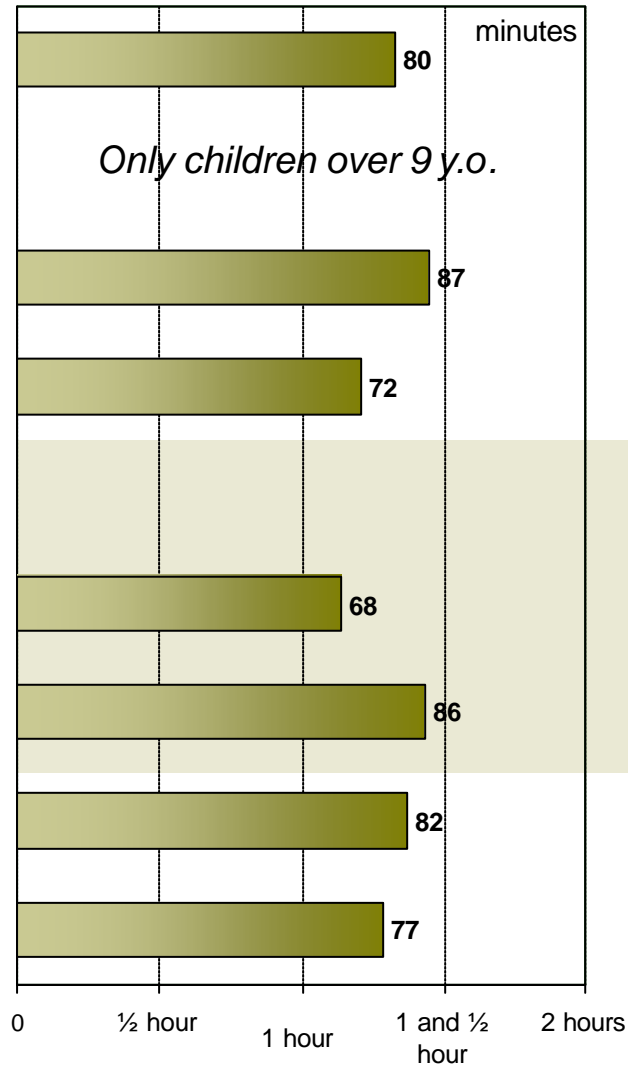
Almost 50% of the children prefer to watch TV shows alone. The existence of a TV set in children’s own rooms does not influence this option. Although as far as actual behaviors are concerned, group watching is the most frequent situation, the large number of those who prefer individual watching supports the hypothesis of a negative influence of television on the quality (number and frequency) of the social interactions of children viewers. Also, television consumption is associated in a negative way to the quality of interpersonal relationships.

More than 60% of the children select TV programs through zapping.

# How many minutes per day does the child spend listening to radio? Monday-Friday

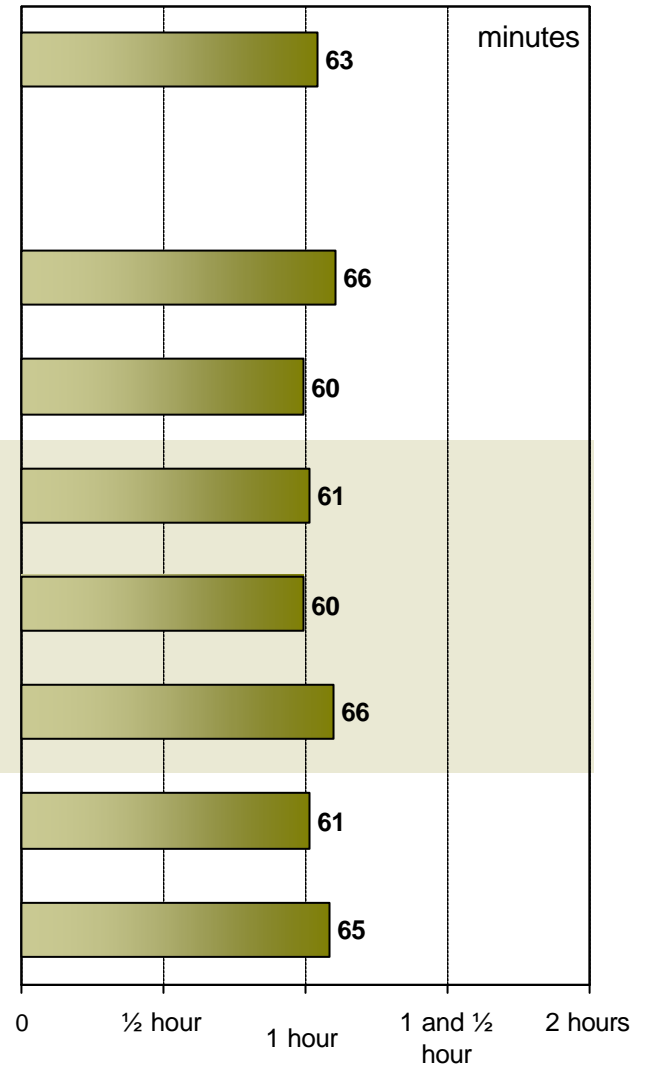
Average calculated for children who listen to radio

CHILDREN answer



PARENTS answer

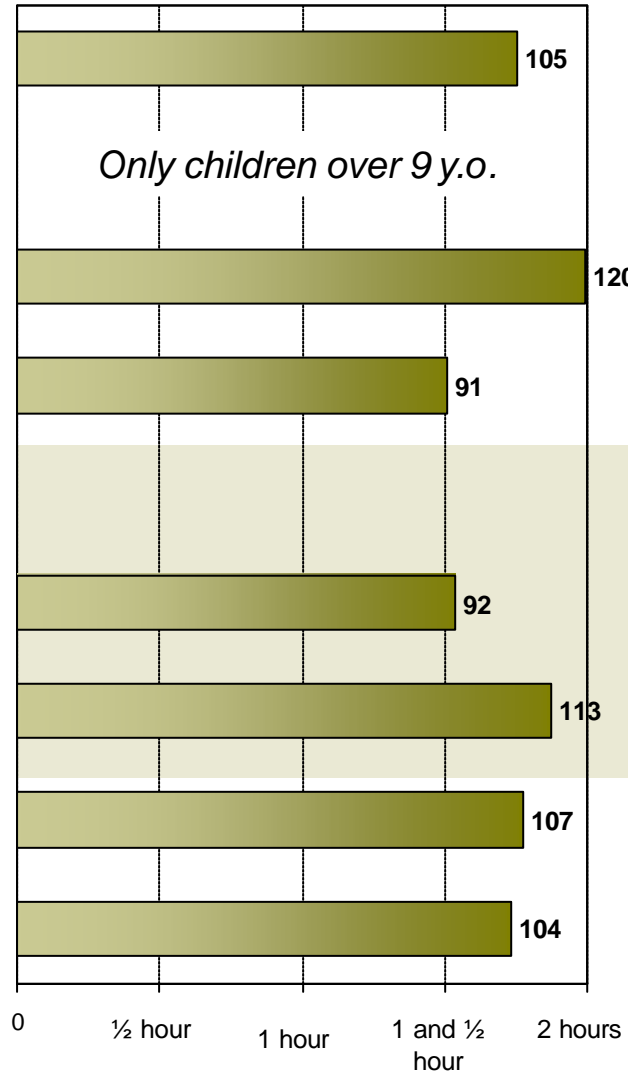
TOTAL sample children / parents



# How many minutes per day does the child spend listening to radio? Saturday-Sunday

Average calculated for  
children who listen to radio

CHILDREN answer minutes



TOTAL sample children / parents

Girls

Boys

6-8 y.o.

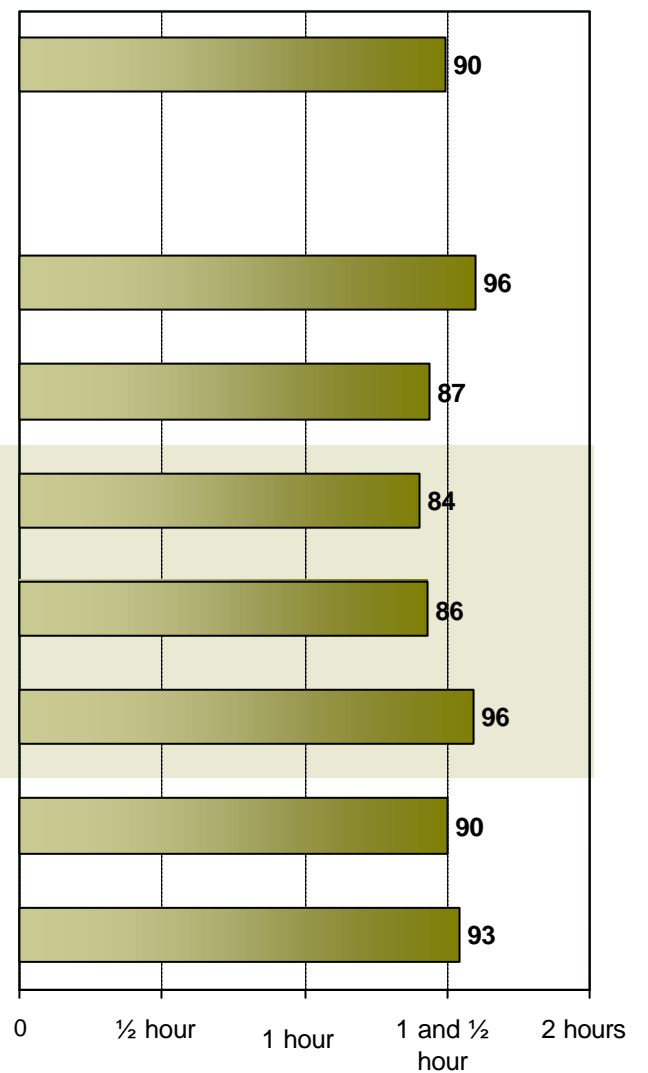
9-11 y.o.

12-14 y.o.

Urban area

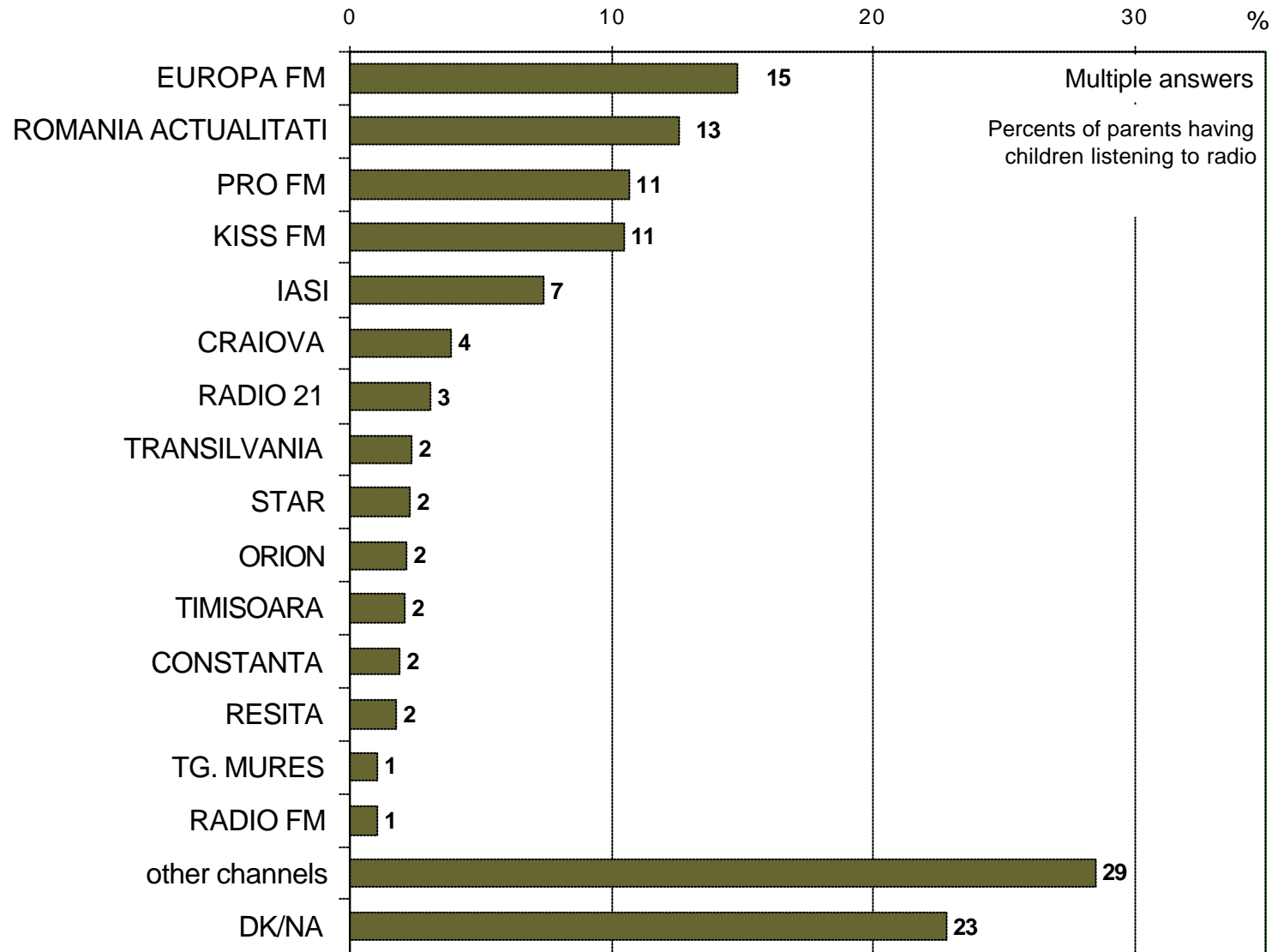
Rural area

PARENTS answer minutes



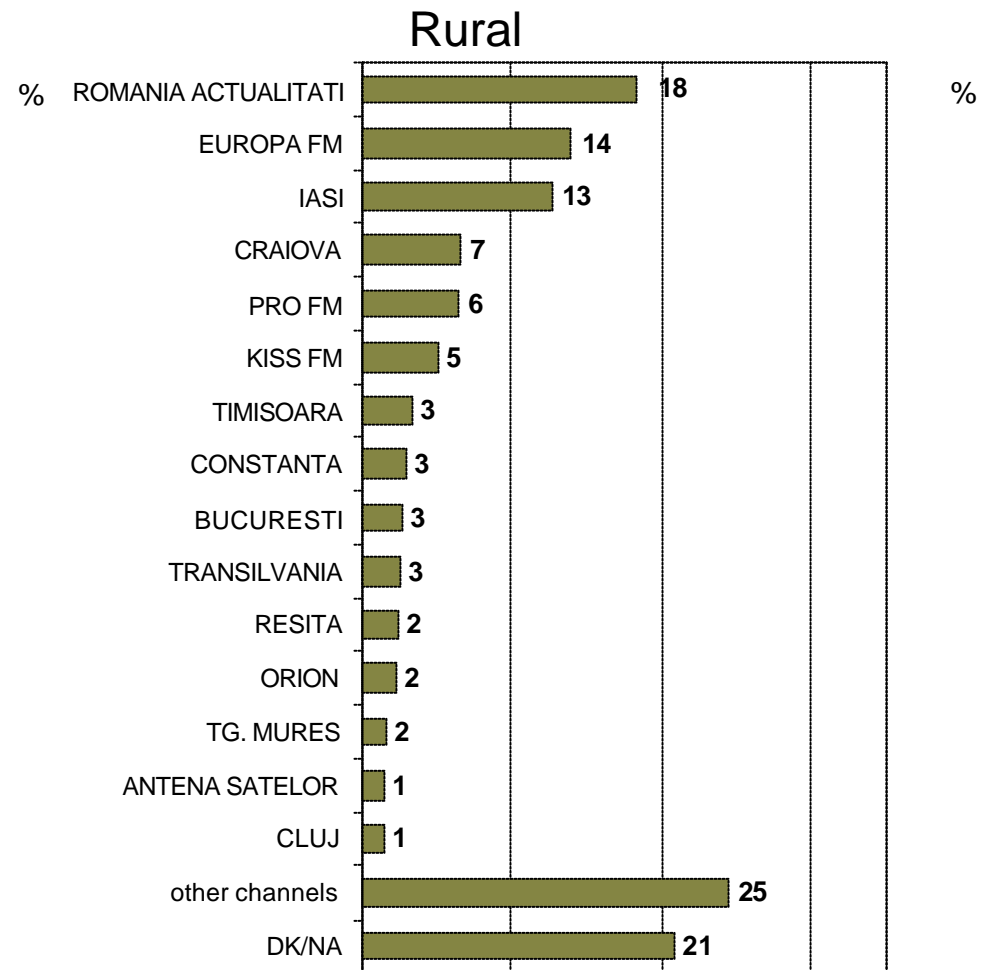
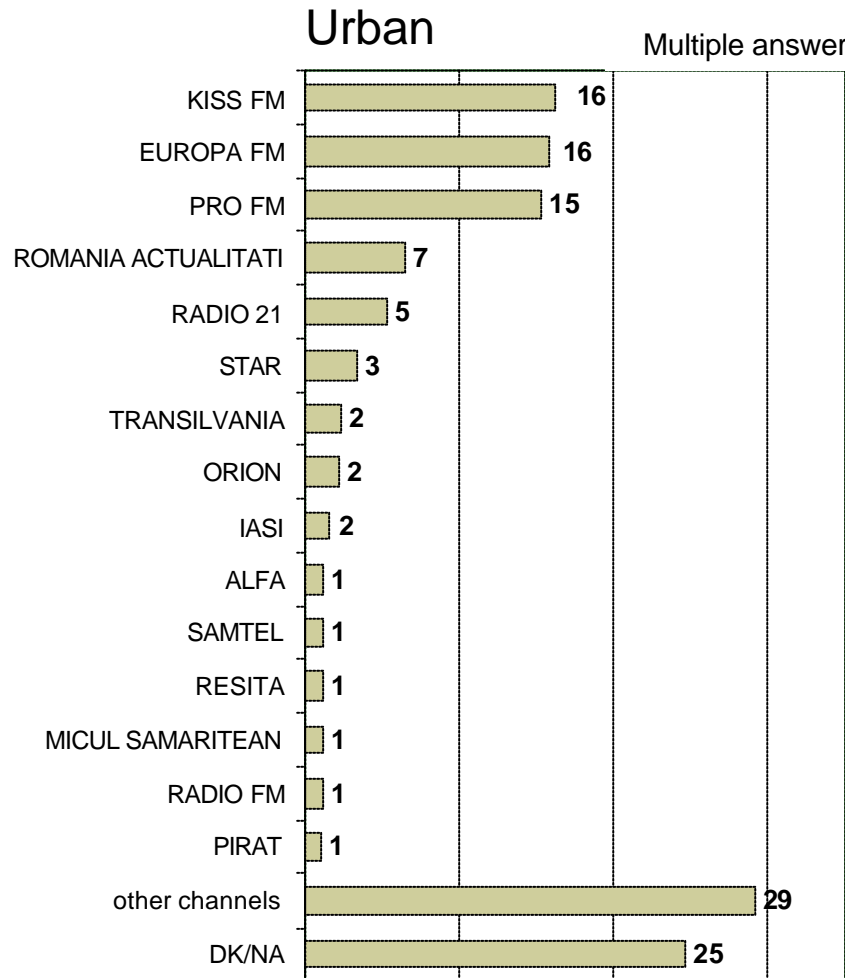
# Which are the radio stations your child listens most often to?

PARENTS sample



# Which are the radio stations your child listens most often to?

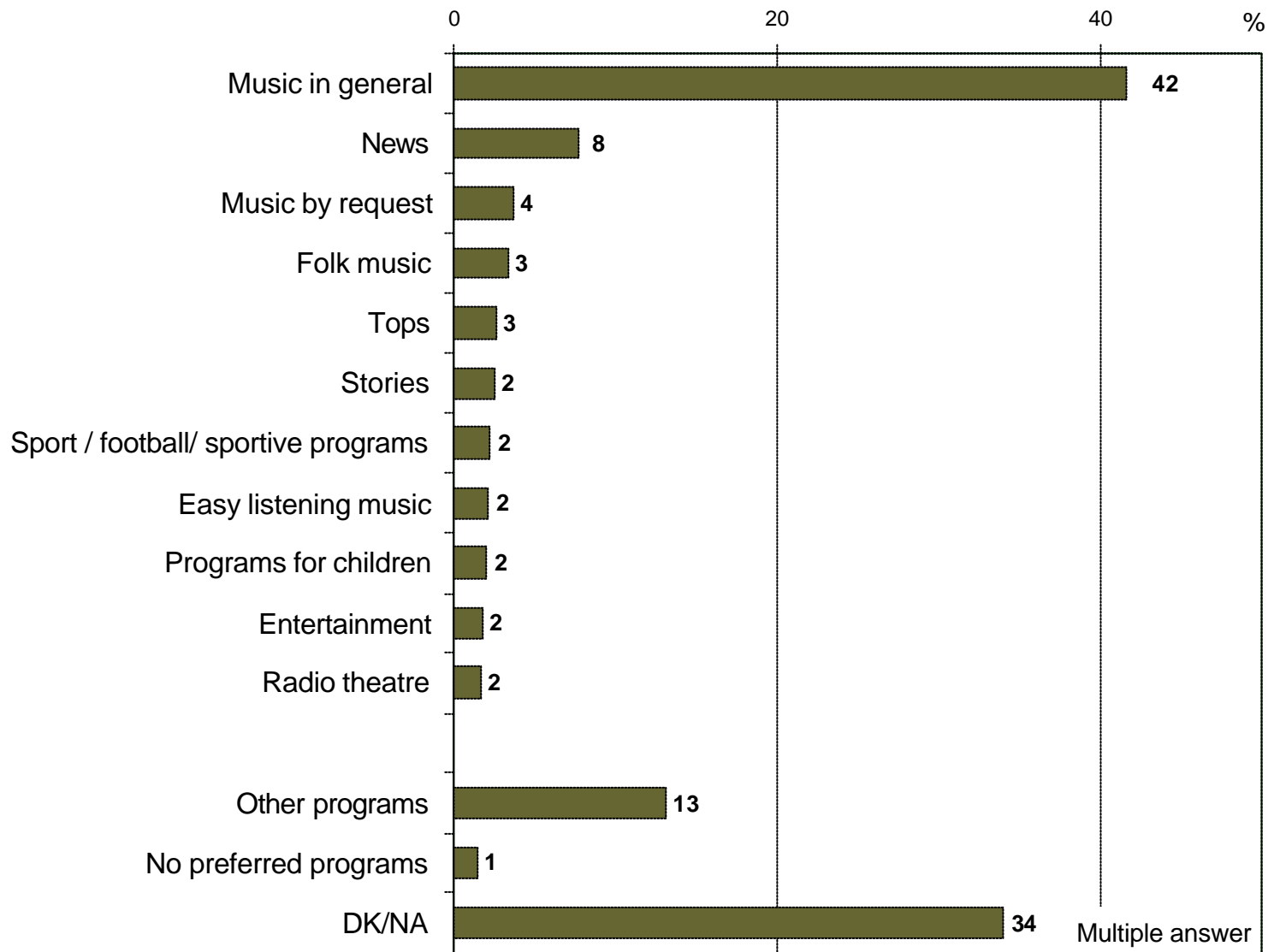
PARENTS sample



Percents of parents having children listening to radio

# Which are the radio programs your child listens most often to?

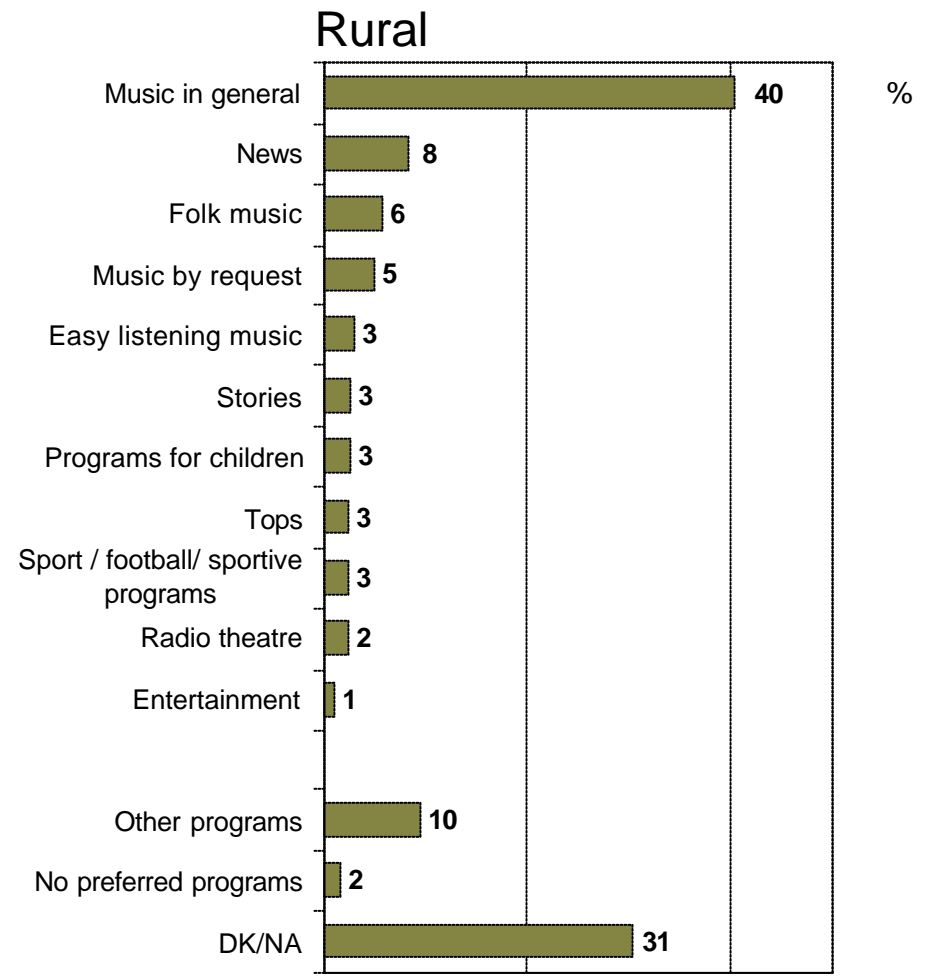
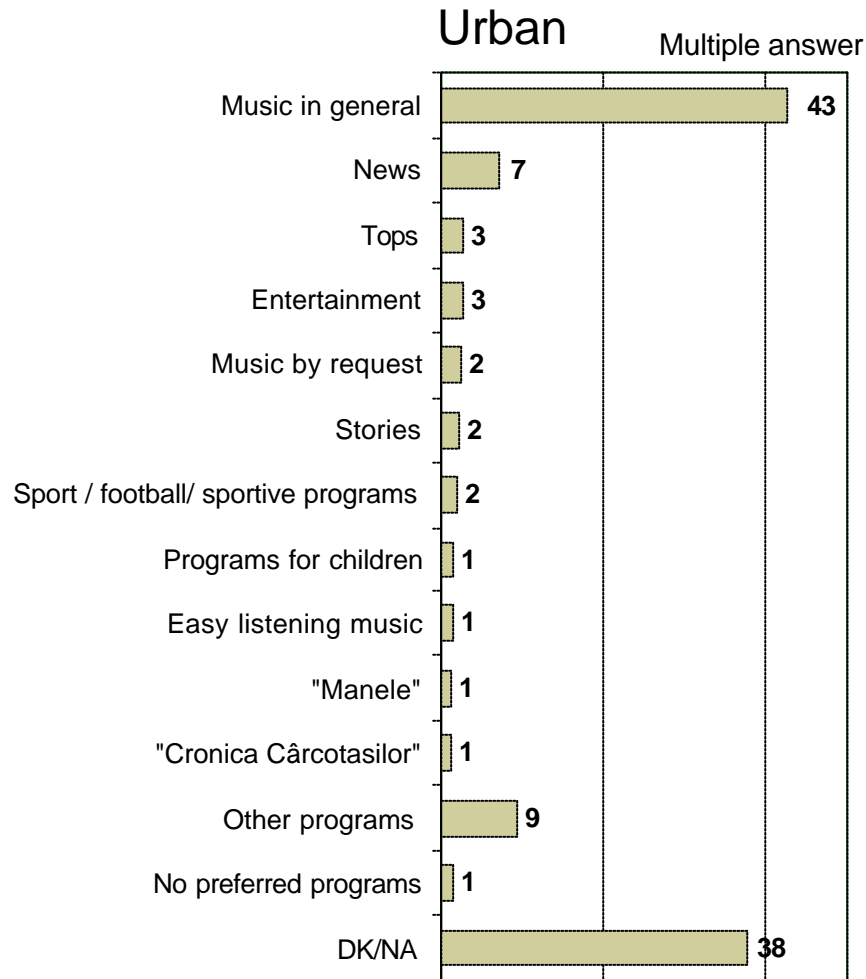
PARENTS sample





# Which are the radio programs your child listens most often to?

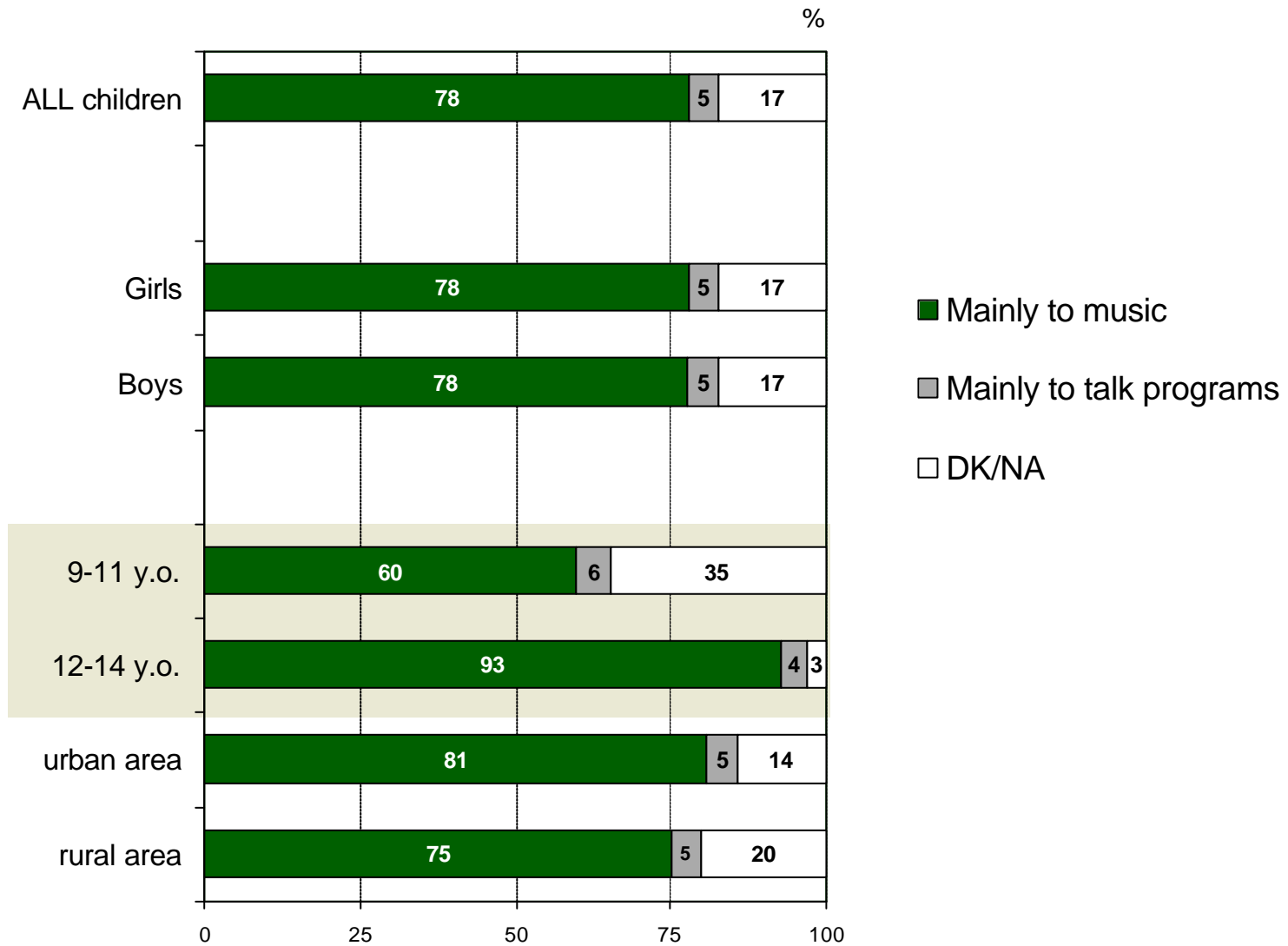
PARENTS sample



Percents of parents having children listening to radio

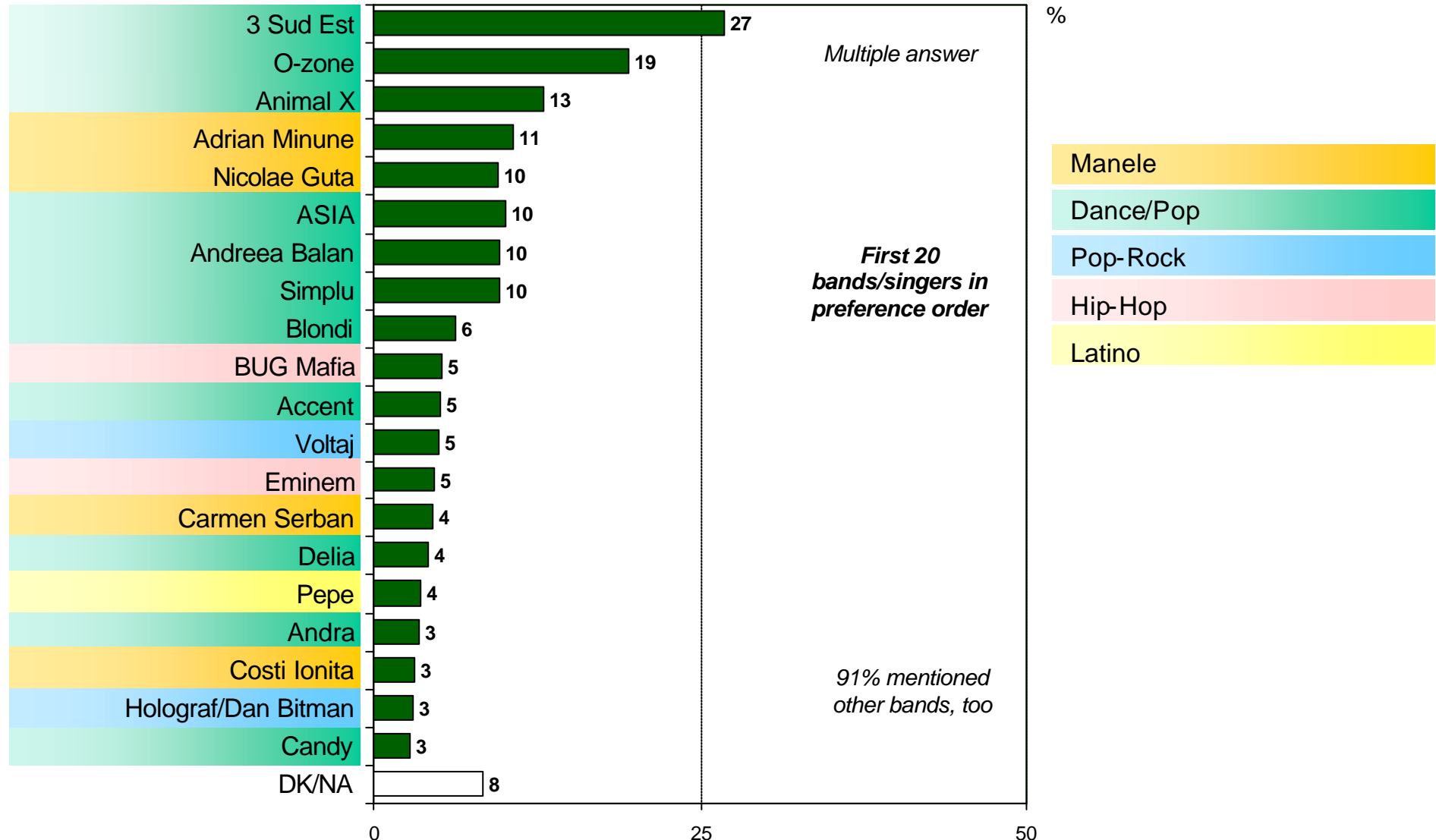
# Some radio programs are mainly music and others are mainly talk. When you listen to radio is it...?

CHILDREN sample (over 9 y.o.)



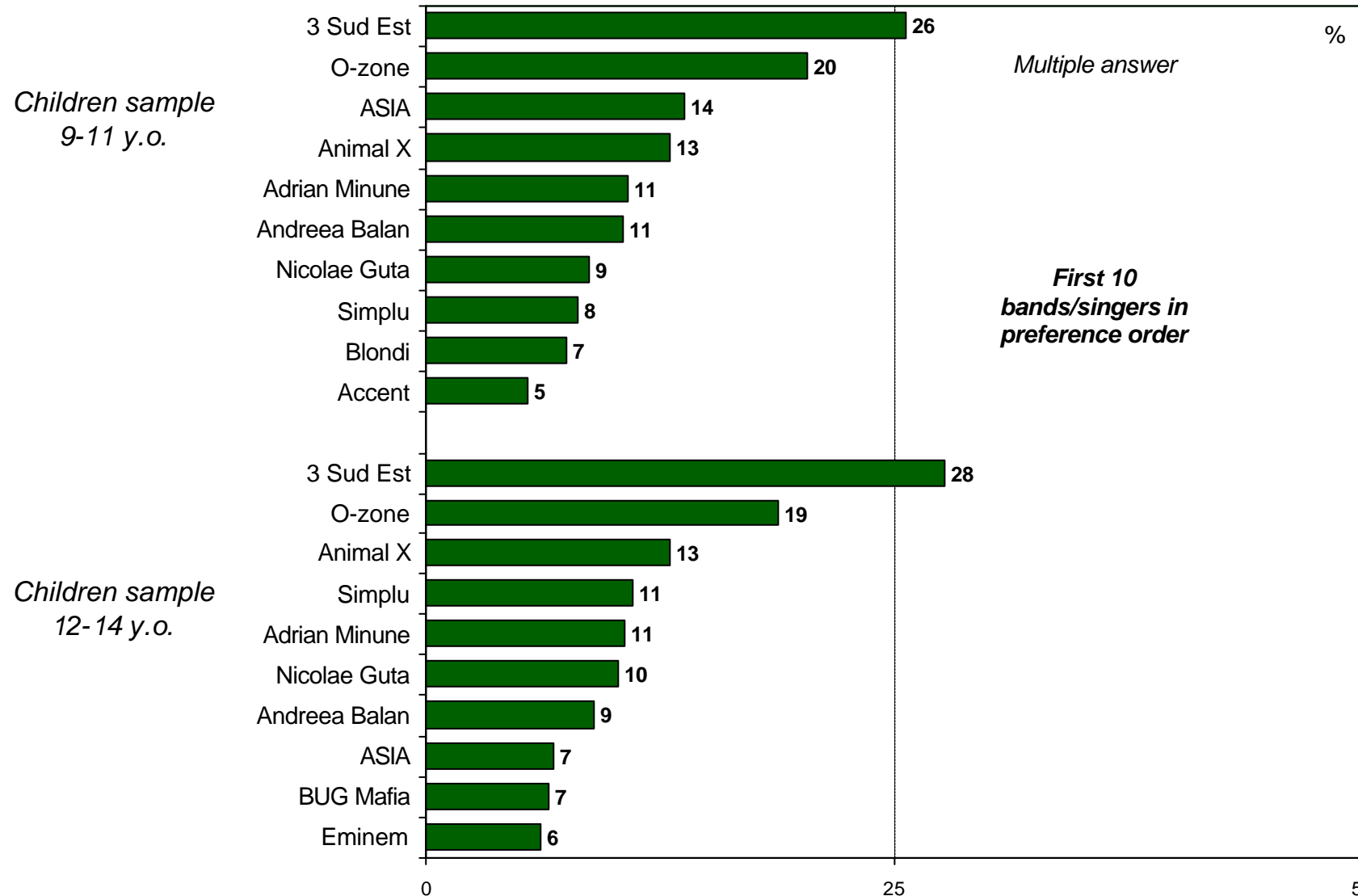
# Which are your favourite singers or bands? Tell me three names of singers or bands you like most

CHILDREN sample (over 9 y.o.)



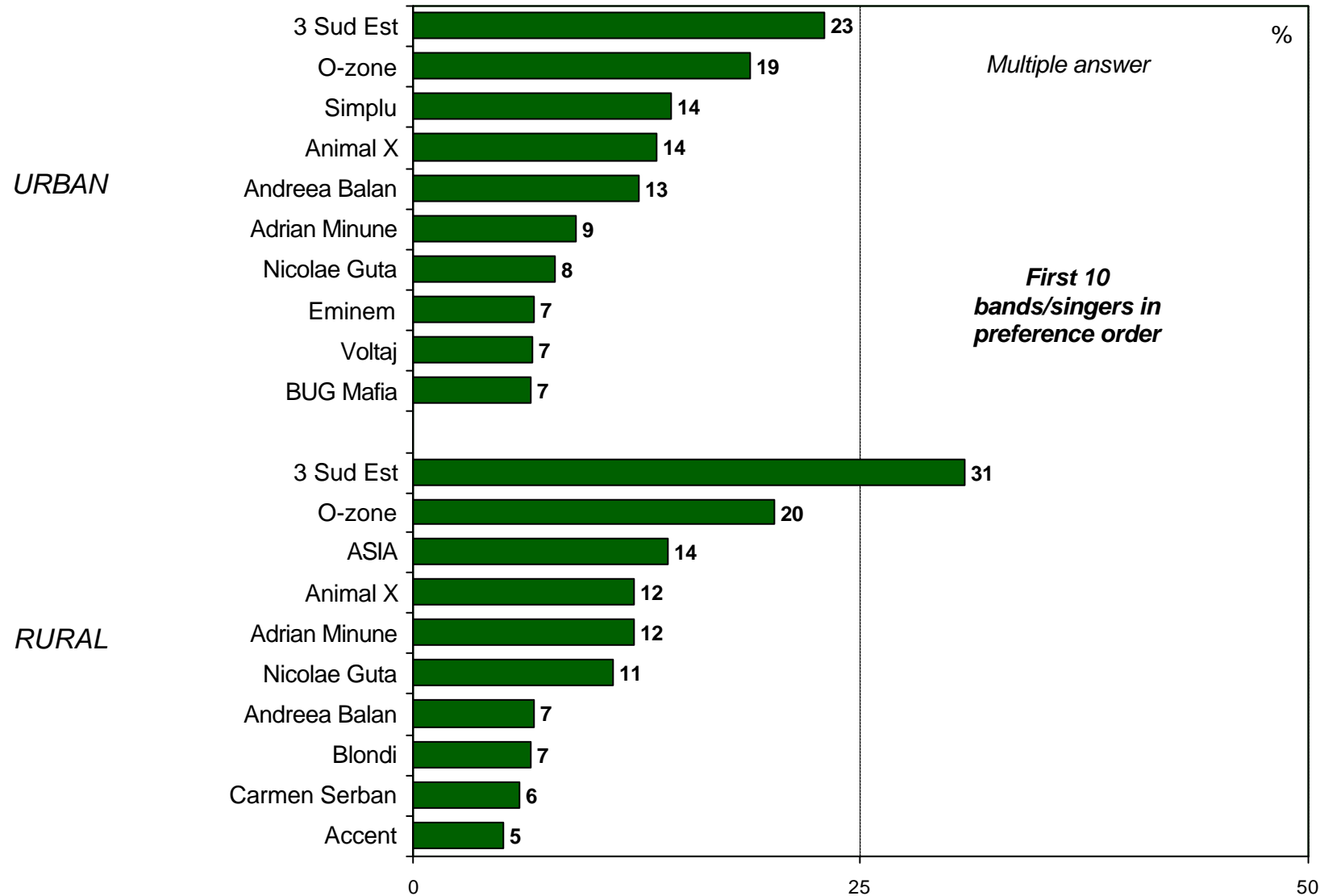
# Which are your favourite singers or bands? Tell me three names of singers or bands you like most

CHILDREN sample (over 9 y.o.)



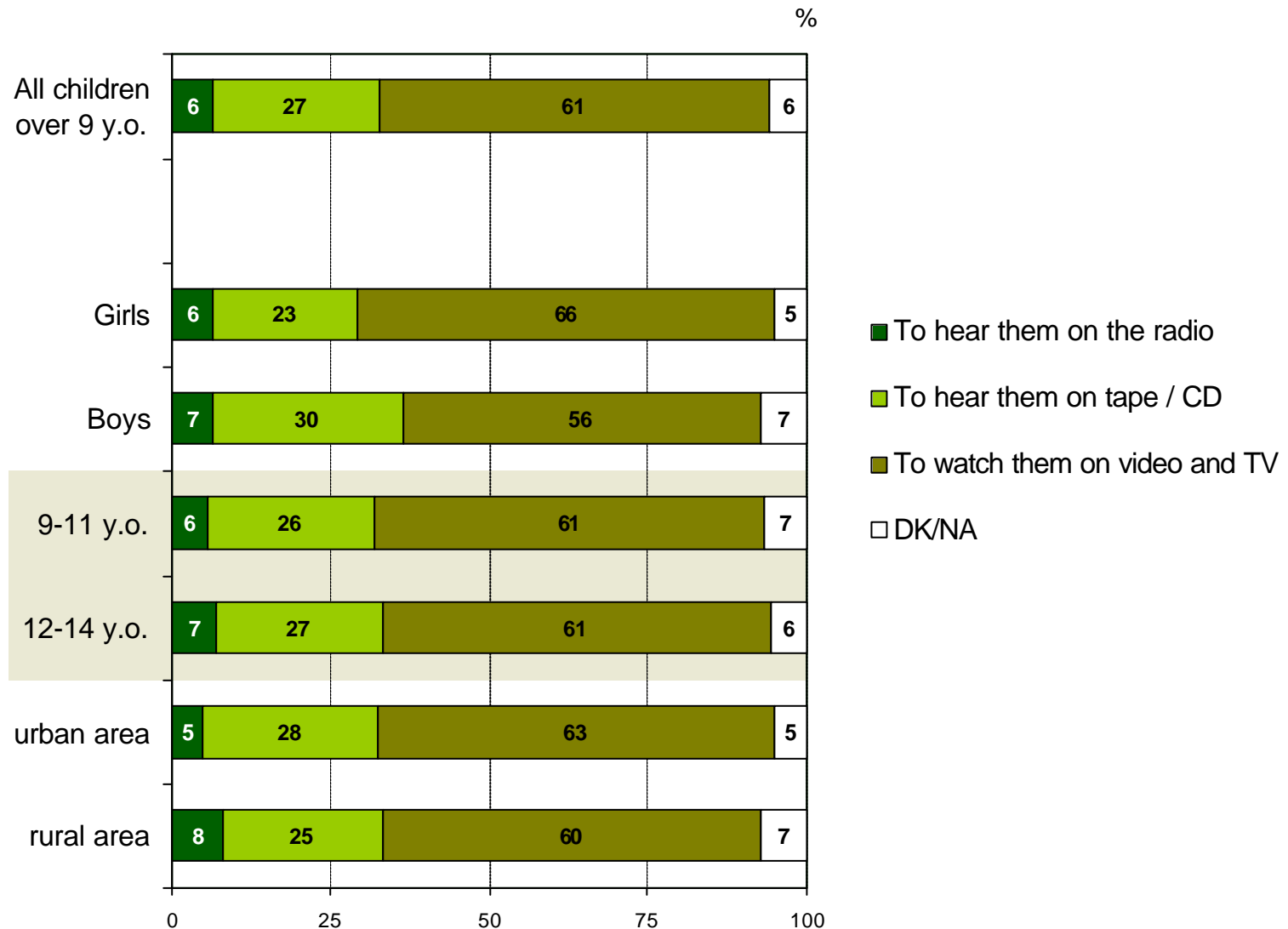
# Which are your favourite singers or bands? Tell me three names of singers or bands you like most

CHILDREN sample (over 9 y.o.)



# About your favourite singers and bands, what do you prefer: hear them on the radio, hear them on CD or tape, or see them on videos at TV?

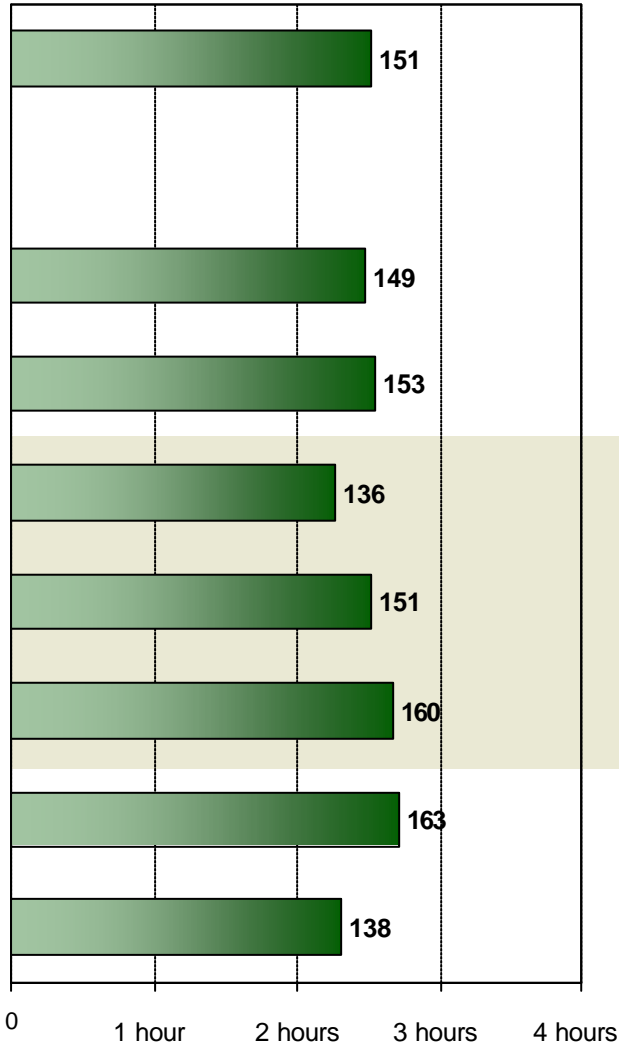
CHILDREN sample (over 9 y.o.)



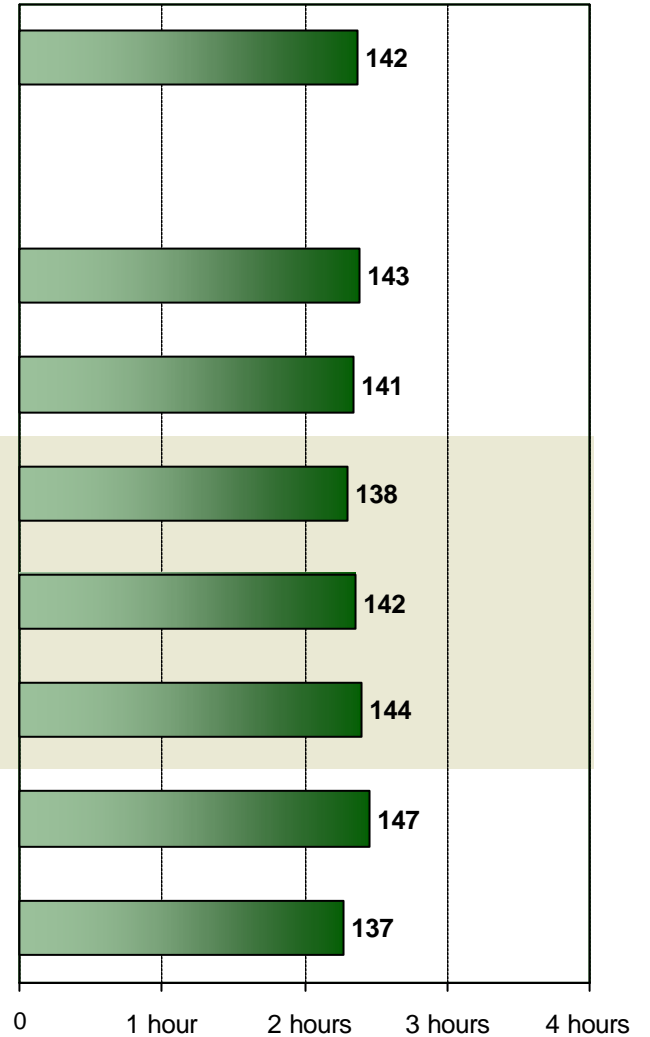
# How many minutes per day the child watches TV Monday-Friday

Average calculated for  
children watching TV

CHILDREN answer minutes



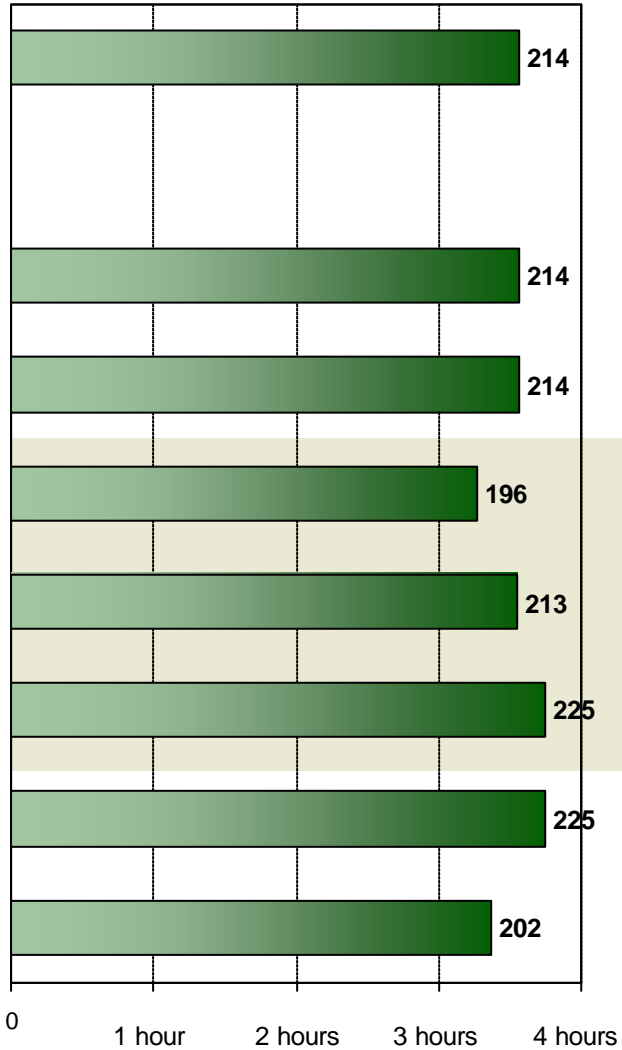
PARENTS answer minutes



# How many minutes per day the child watches TV Saturday-Sunday

Average calculated for  
children watching TV

CHILDREN answer minutes



TOTAL sample children / parents

Girls

Boys

6-8 y.o.

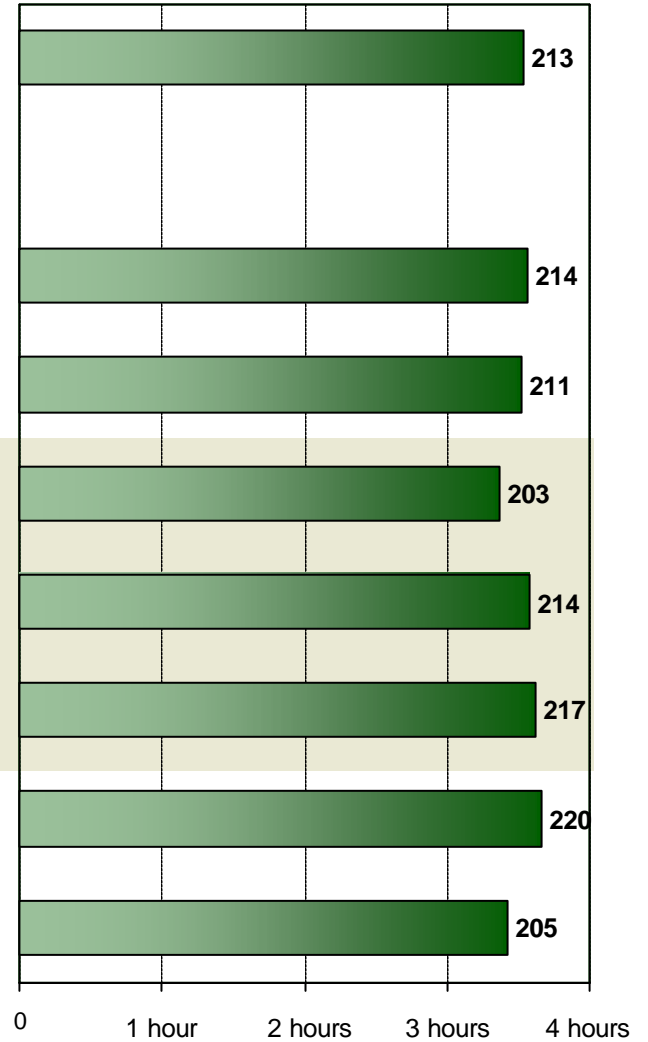
9-11 y.o.

12-14 y.o.

Urban area

Rural area

PARENTS answer minutes

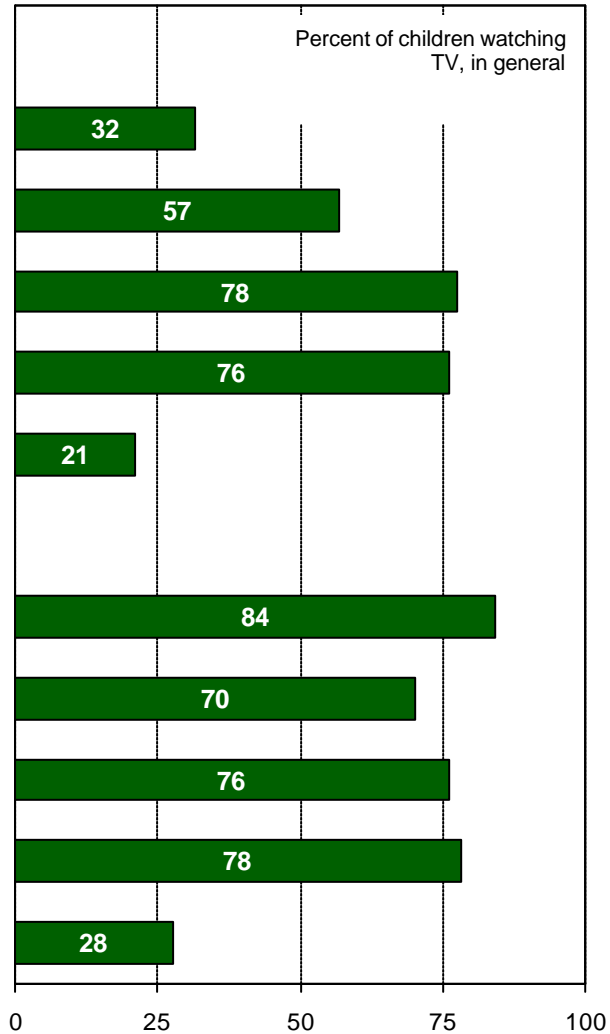




# How many children watch TV in several time intervals

CHILDREN sample

## Total



# How many minutes

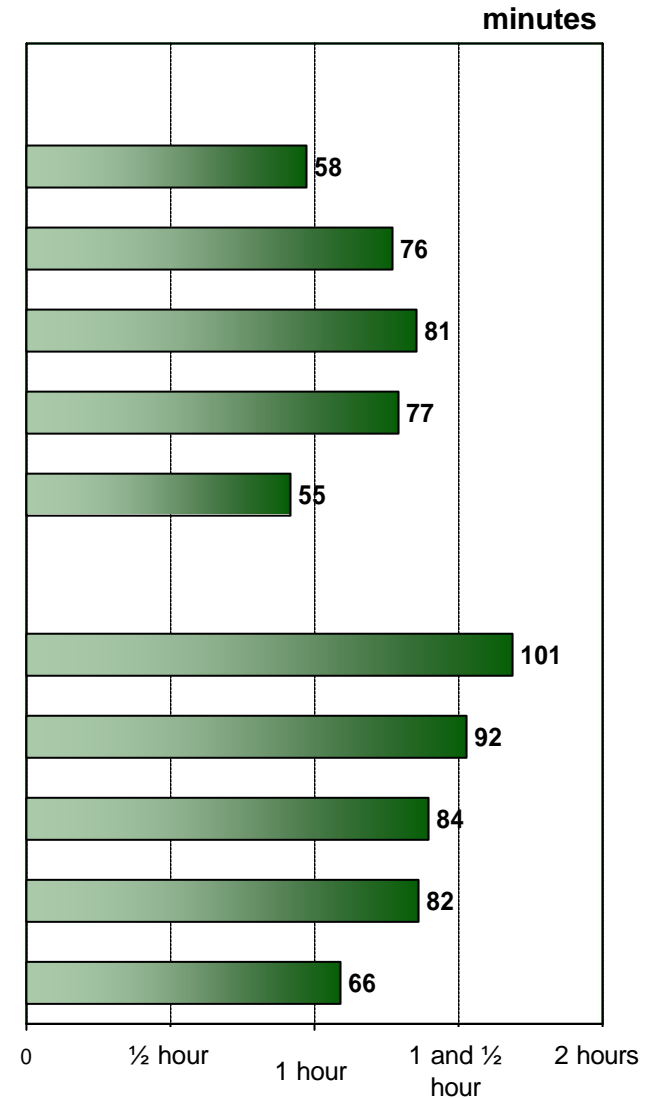
Average calculated for children watching TV in the following time intervals

## Monday-Friday

- Early morning before 12:00
- Between 12:00 and 15:00
- Early evening between 5:00 - 8:00
- Late evening between 8:00 - 10:00
- In the night, after 10:00

## Saturday - Sunday

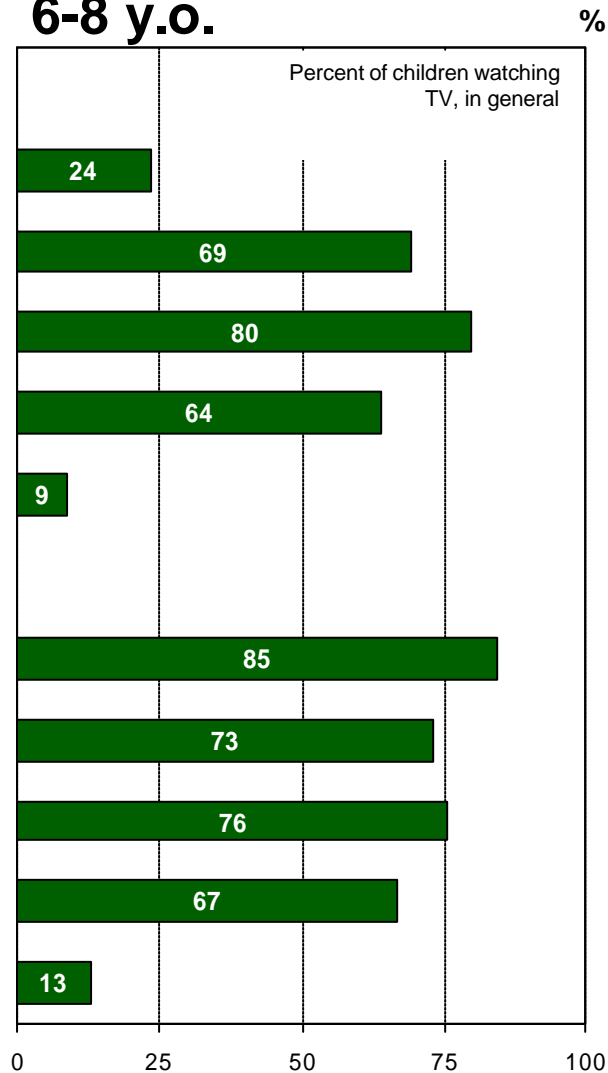
- Early morning before 12:00
- Between 12:00 and 15:00
- Early evening between 5:00 - 8:00
- Late evening between 8:00 - 10:00
- In the night, after 10:00



# How many children watch TV in several time intervals

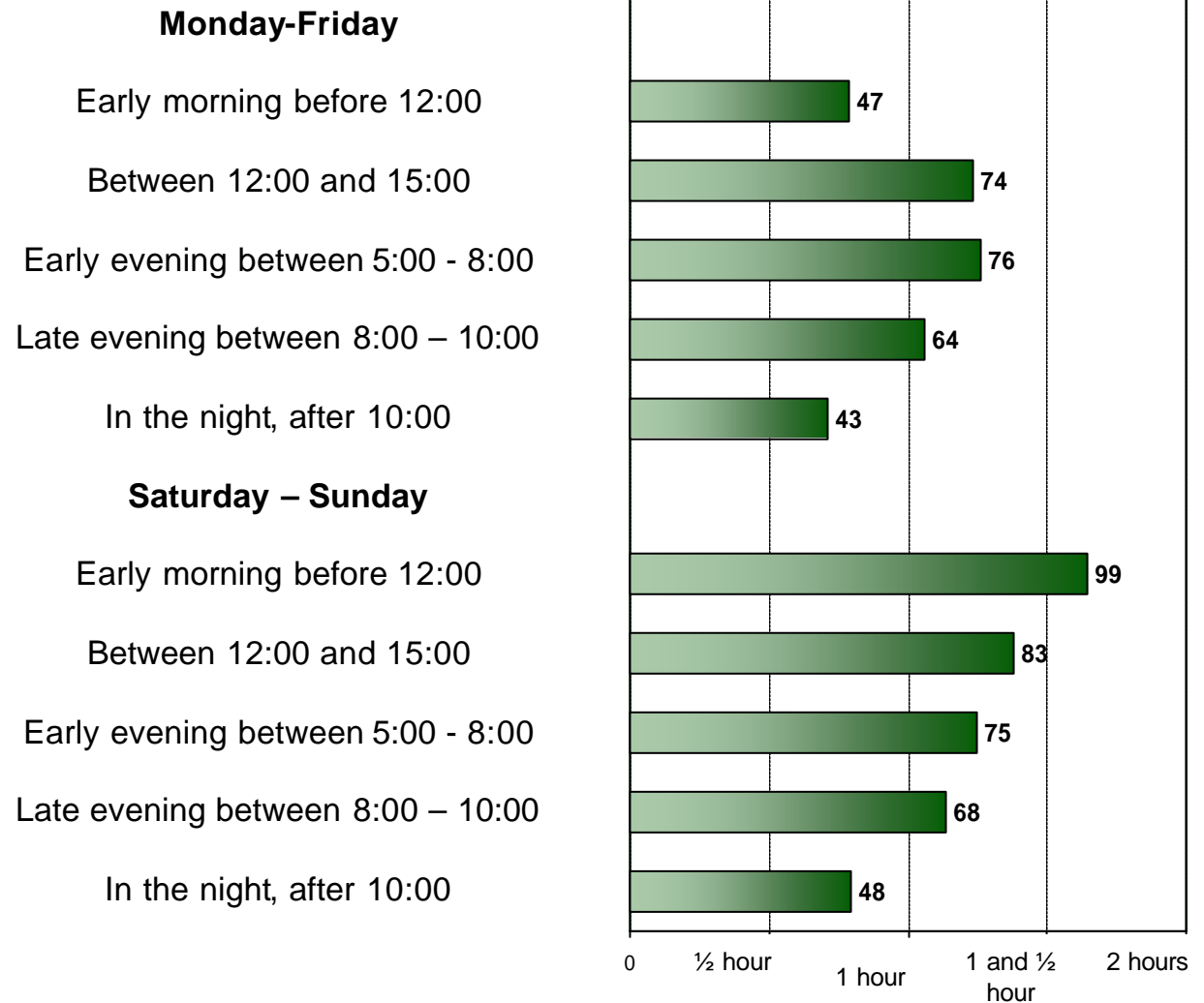
CHILDREN sample

6-8 y.o.



# How many minutes

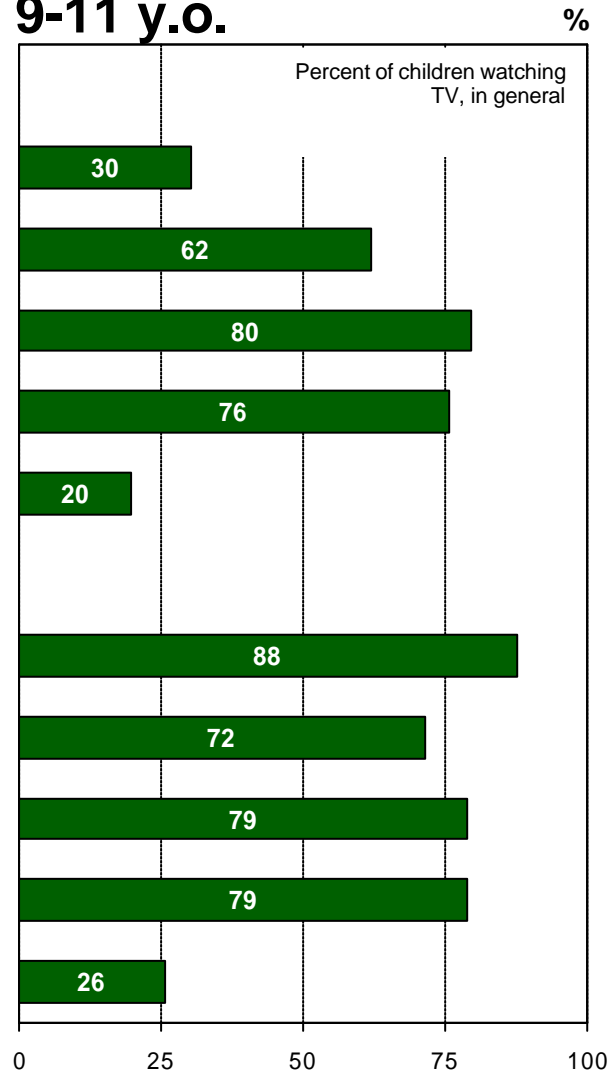
Average calculated for children watching TV in the following time intervals



# How many children watch TV in several time intervals

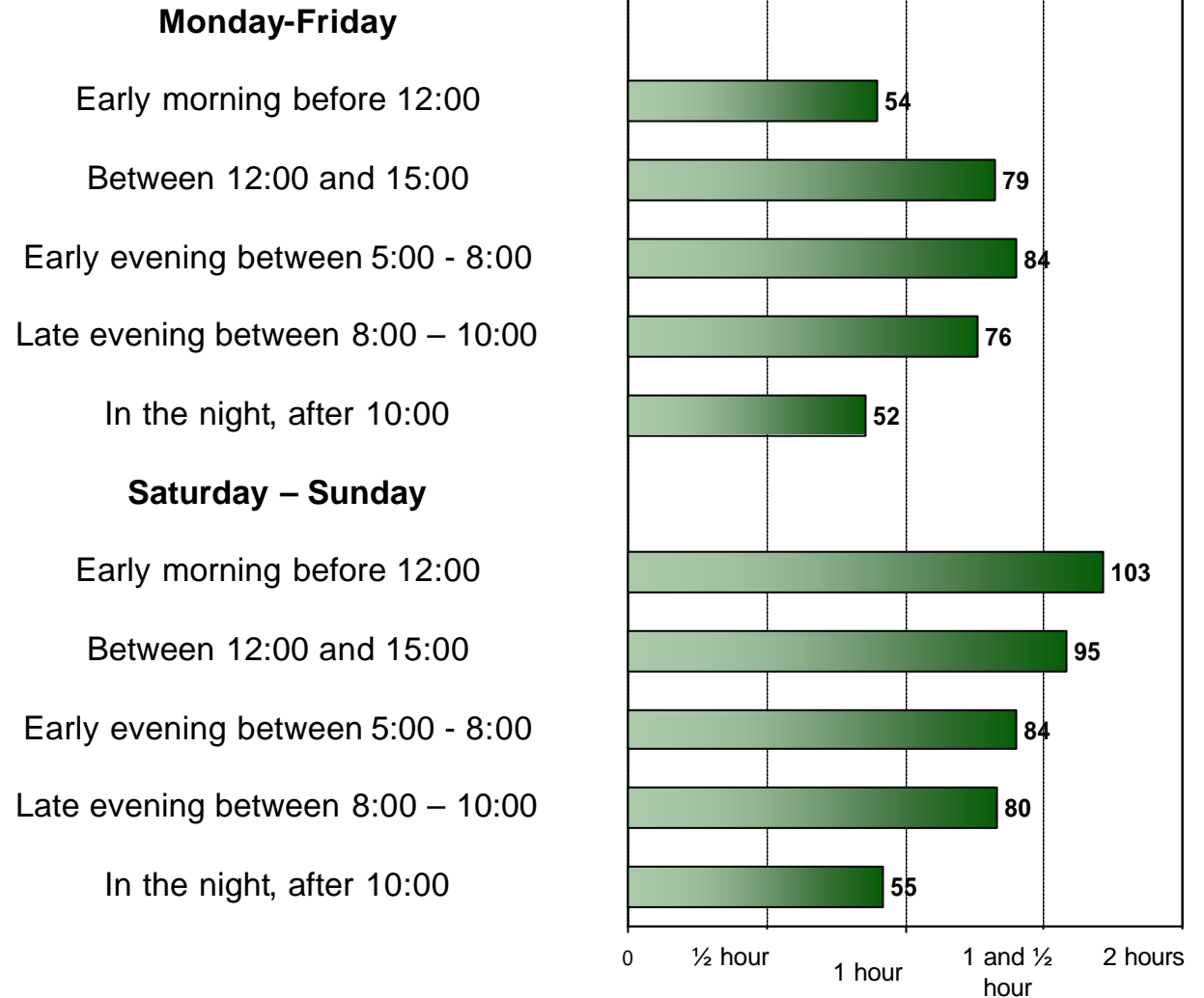
CHILDREN sample

9-11 y.o.



# How many minutes

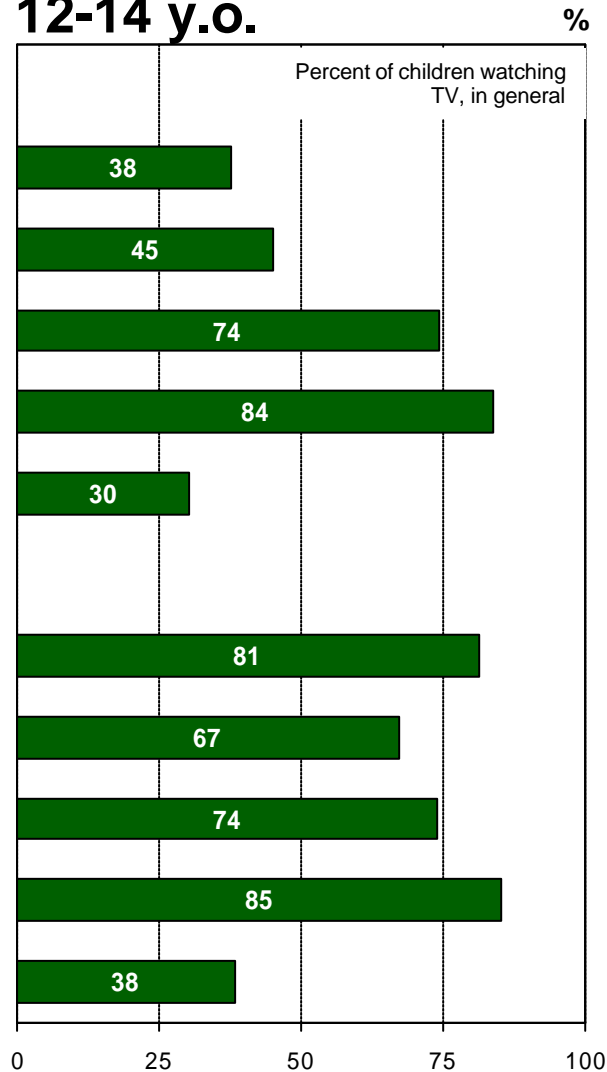
Average calculated for children watching TV in the following time intervals



# How many children watch TV in several time intervals

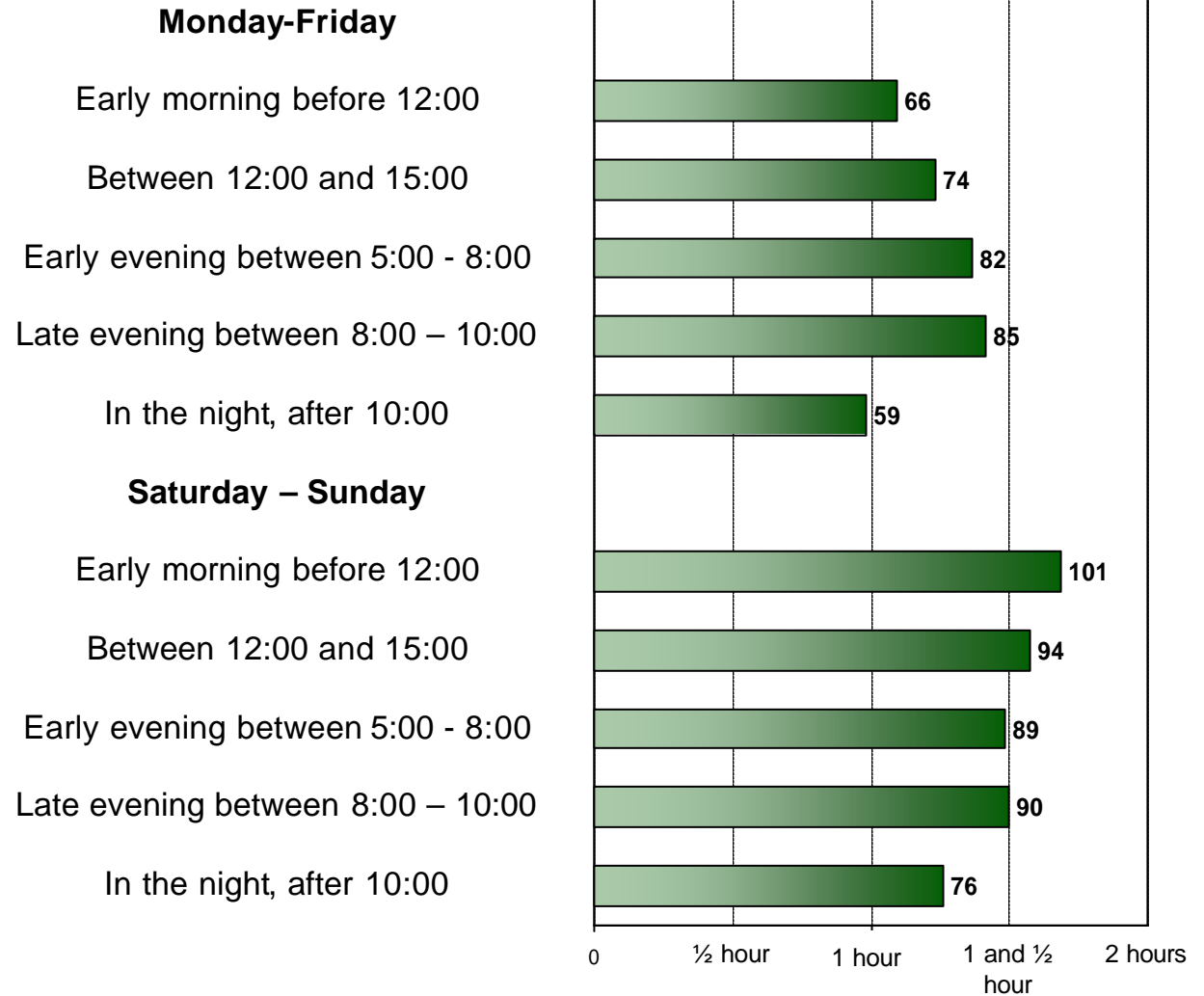
CHILDREN sample

12-14 y.o.



# How many minutes

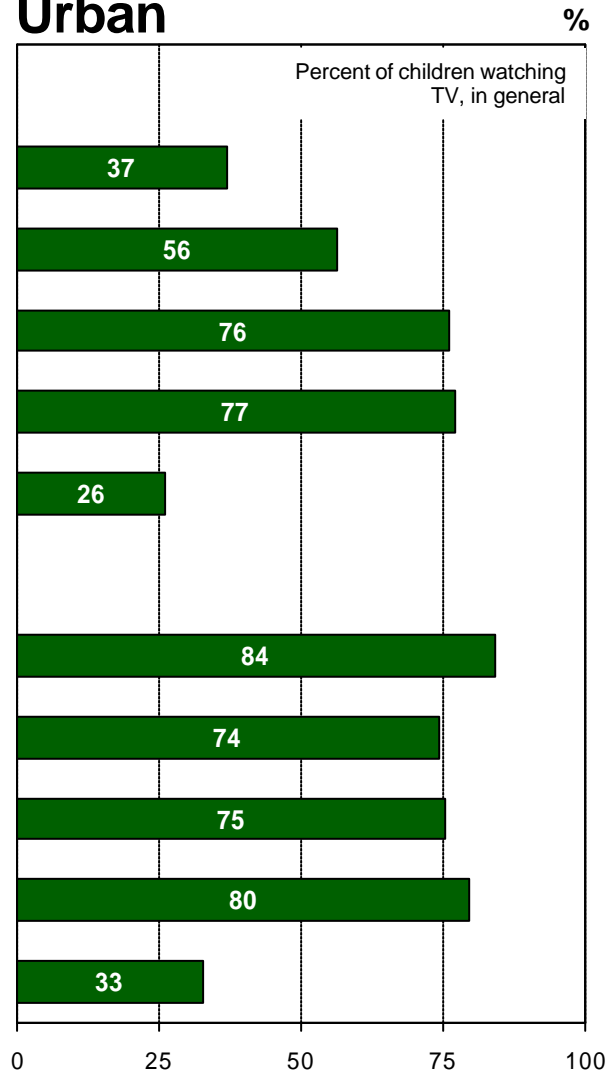
Average calculated for children watching TV in the following time intervals



# How many children watch TV in several time intervals

CHILDREN sample

## Urban



# How many minutes

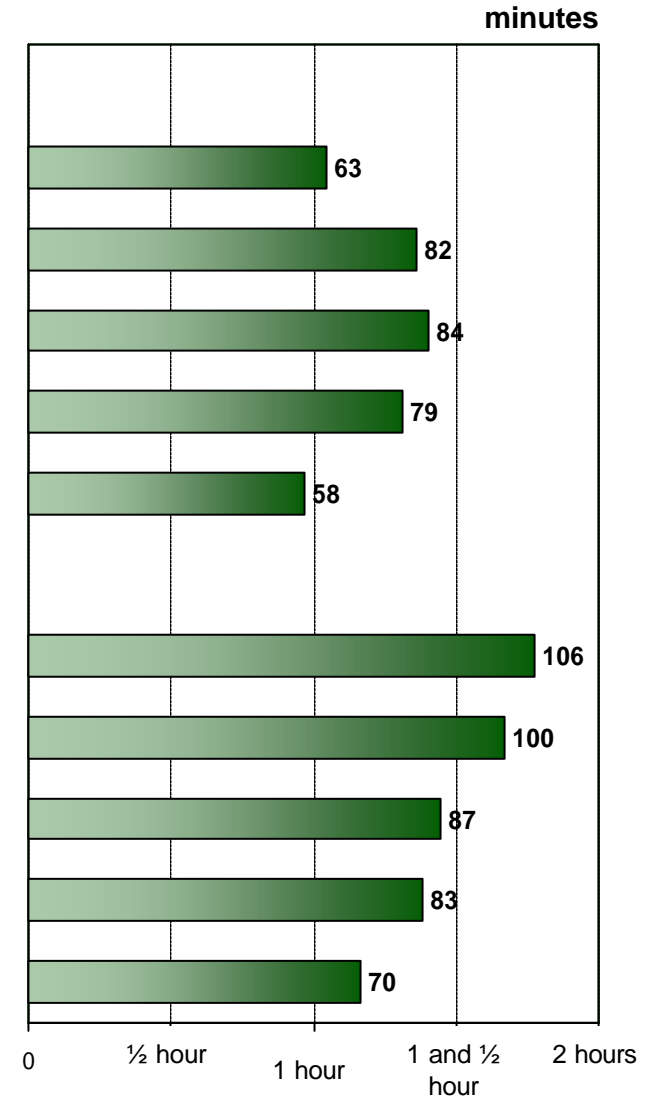
Average calculated for children watching TV in the following time intervals

## Monday-Friday

- Early morning before 12:00
- Between 12:00 and 15:00
- Early evening between 5:00 - 8:00
- Late evening between 8:00 - 10:00
- In the night, after 10:00

## Saturday - Sunday

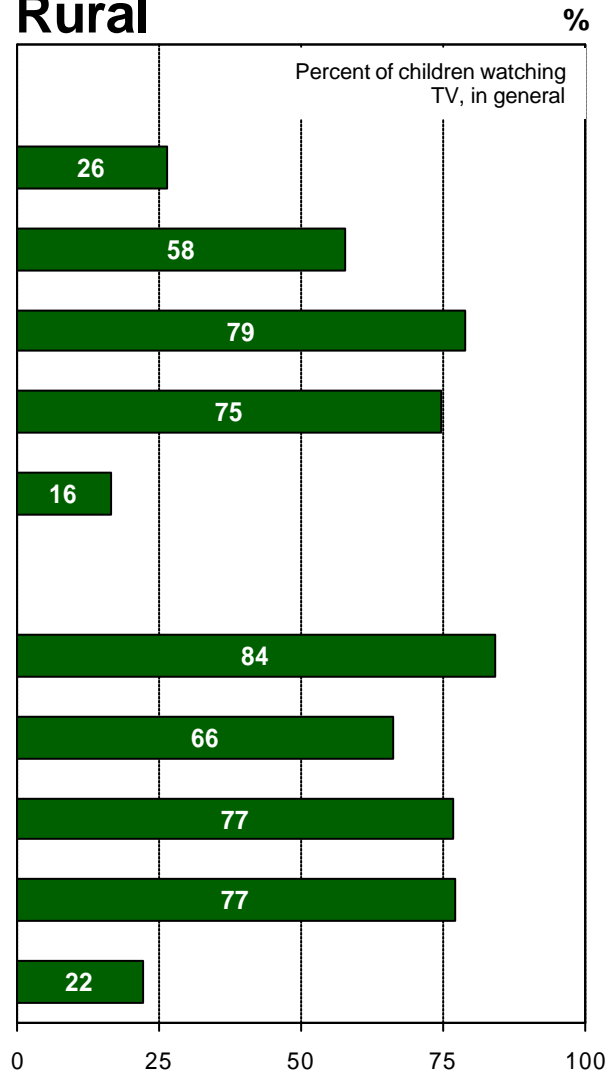
- Early morning before 12:00
- Between 12:00 and 15:00
- Early evening between 5:00 - 8:00
- Late evening between 8:00 - 10:00
- In the night, after 10:00



# How many children watch TV in several time intervals

CHILDREN sample

## Rural



# How many minutes

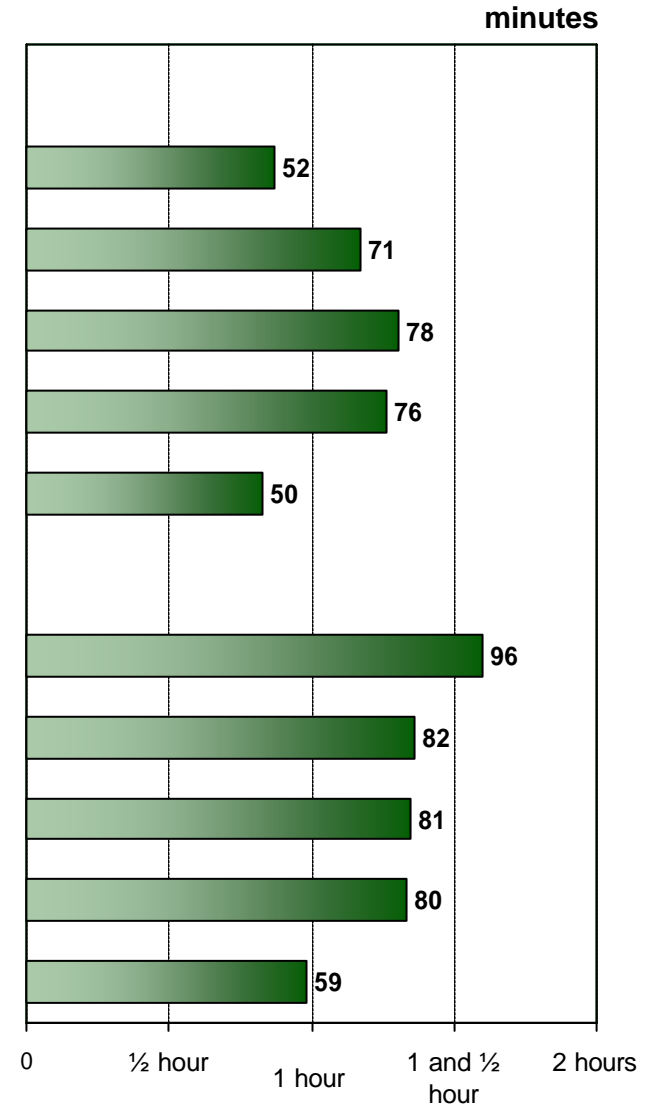
Average calculated for children watching TV in the following time intervals

## Monday-Friday

- Early morning before 12:00
- Between 12:00 and 15:00
- Early evening between 5:00 - 8:00
- Late evening between 8:00 - 10:00
- In the night, after 10:00

## Saturday - Sunday

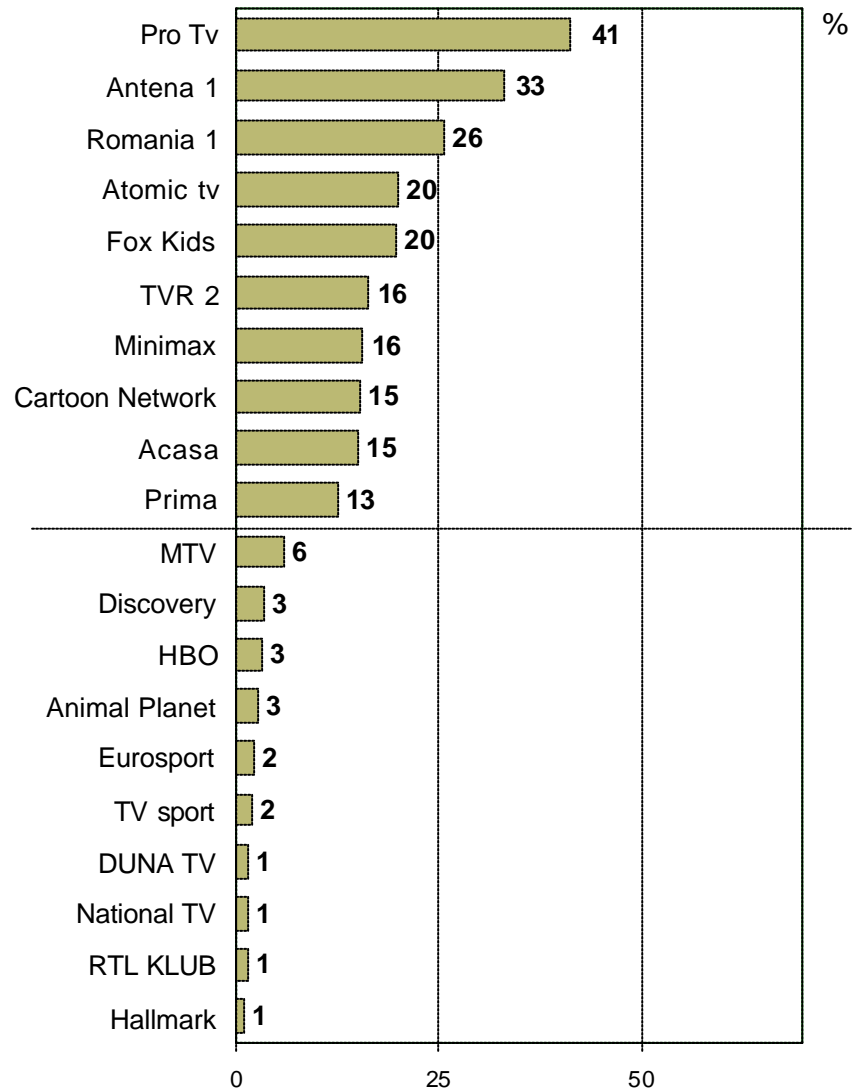
- Early morning before 12:00
- Between 12:00 and 15:00
- Early evening between 5:00 - 8:00
- Late evening between 8:00 - 10:00
- In the night, after 10:00



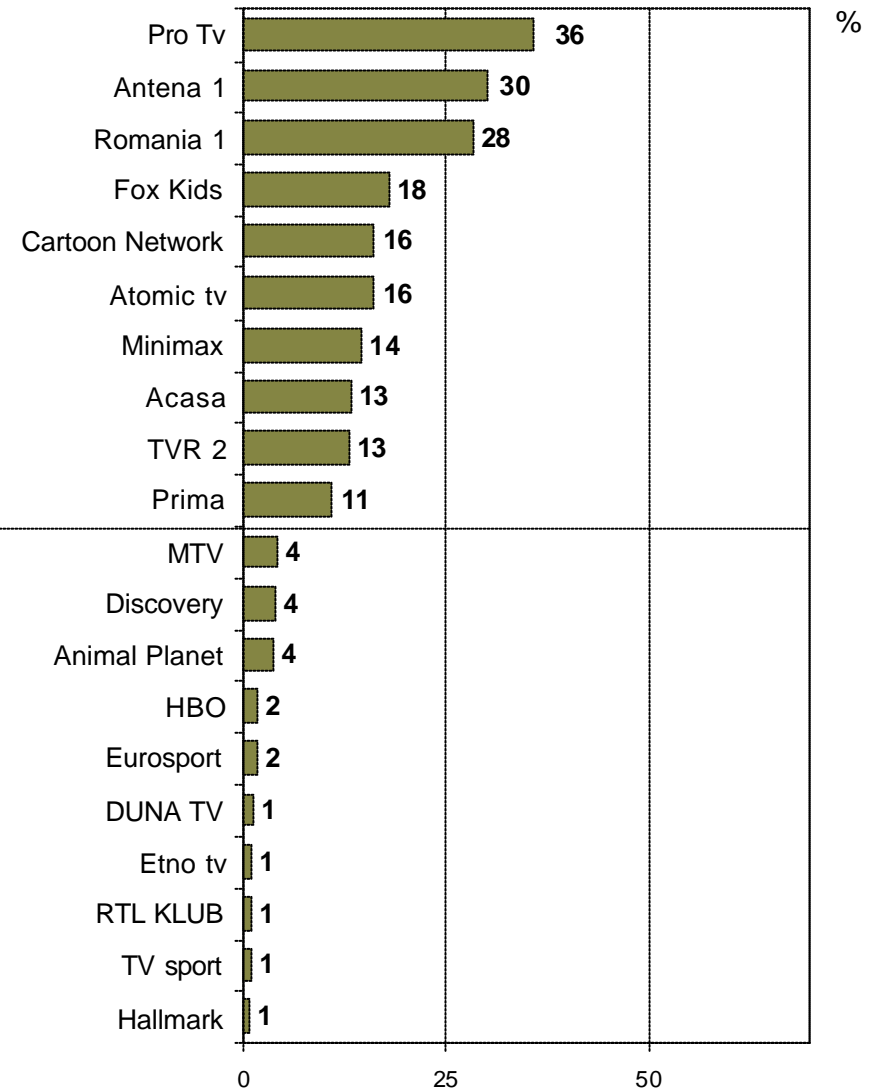
# Child favourite TV channels

Multiple answer

## CHILDREN answer



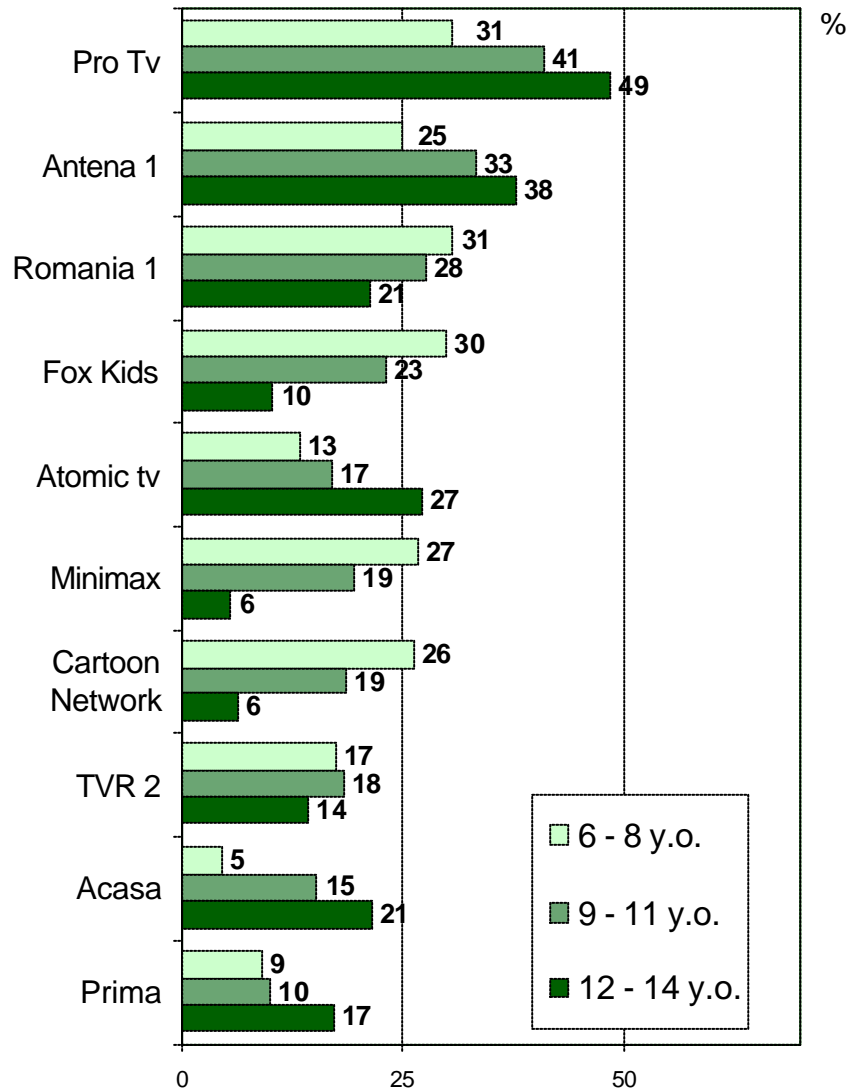
## PARENTS answer



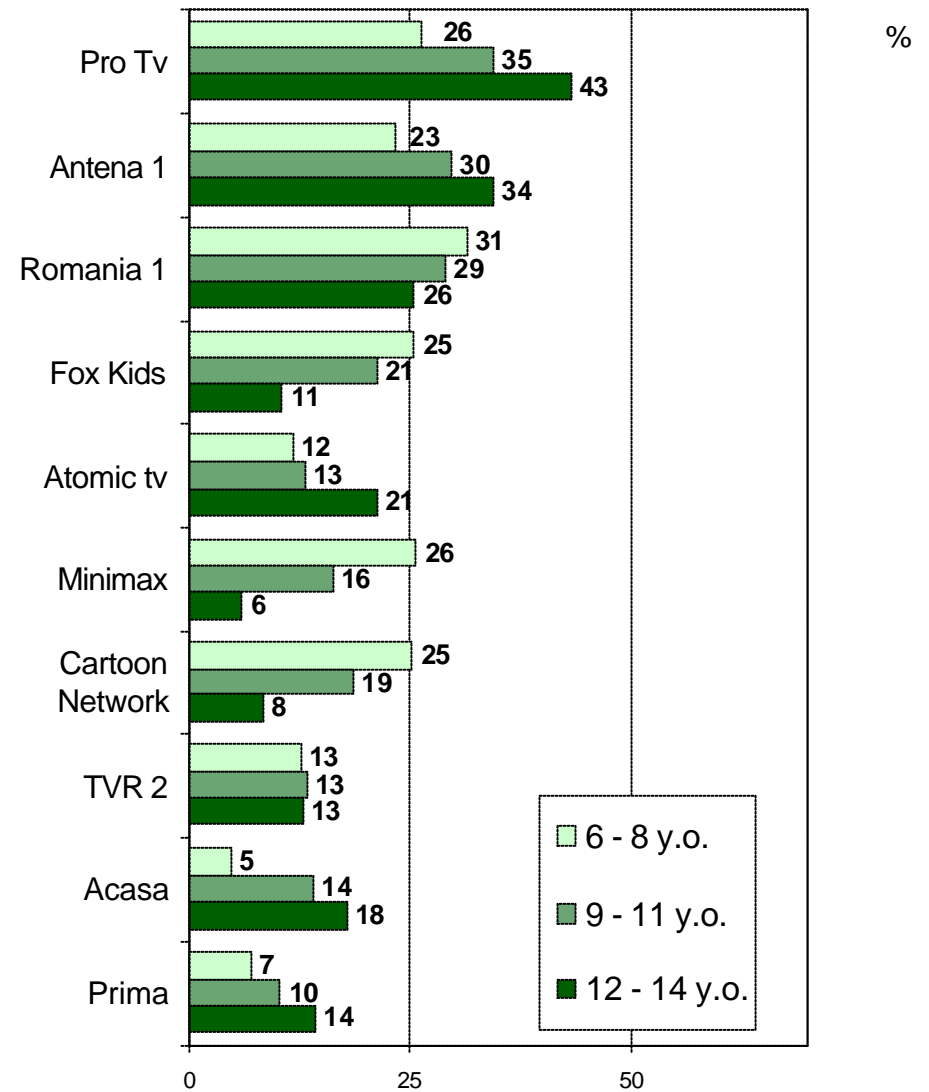
# Child favourite TV channels

Multiple answer

## CHILDREN answer



## PARENTS answer

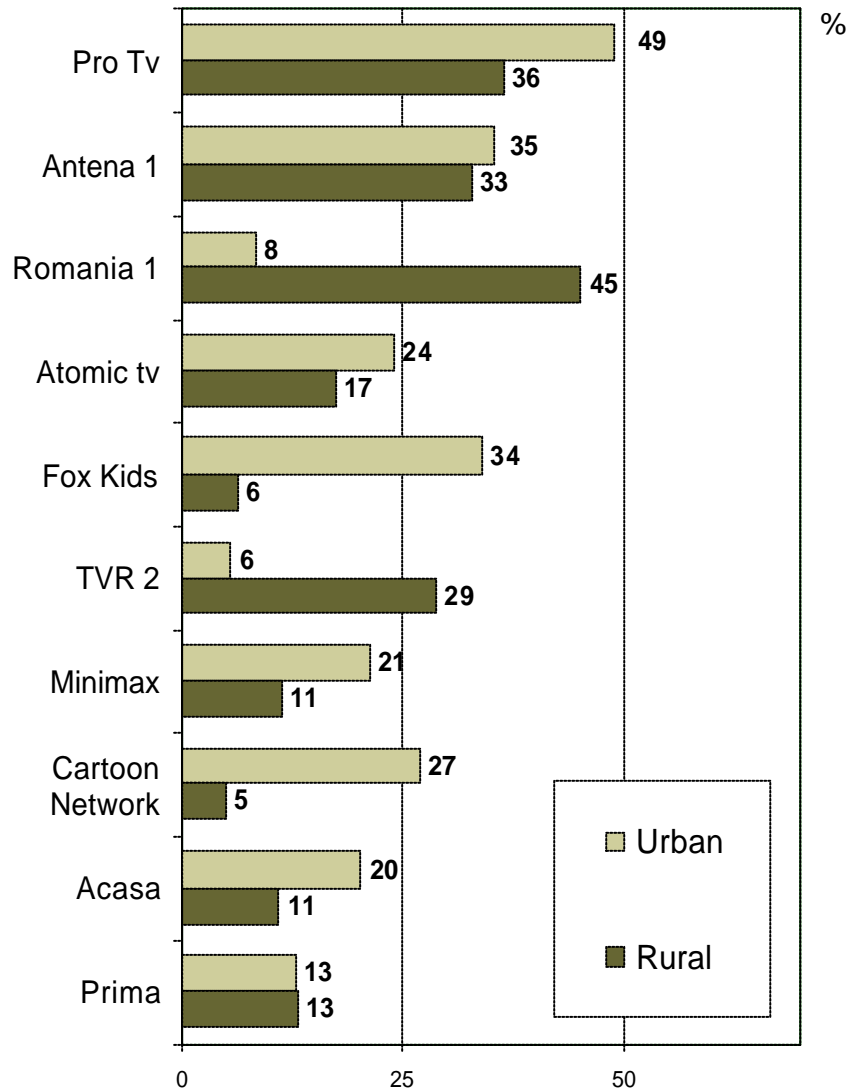




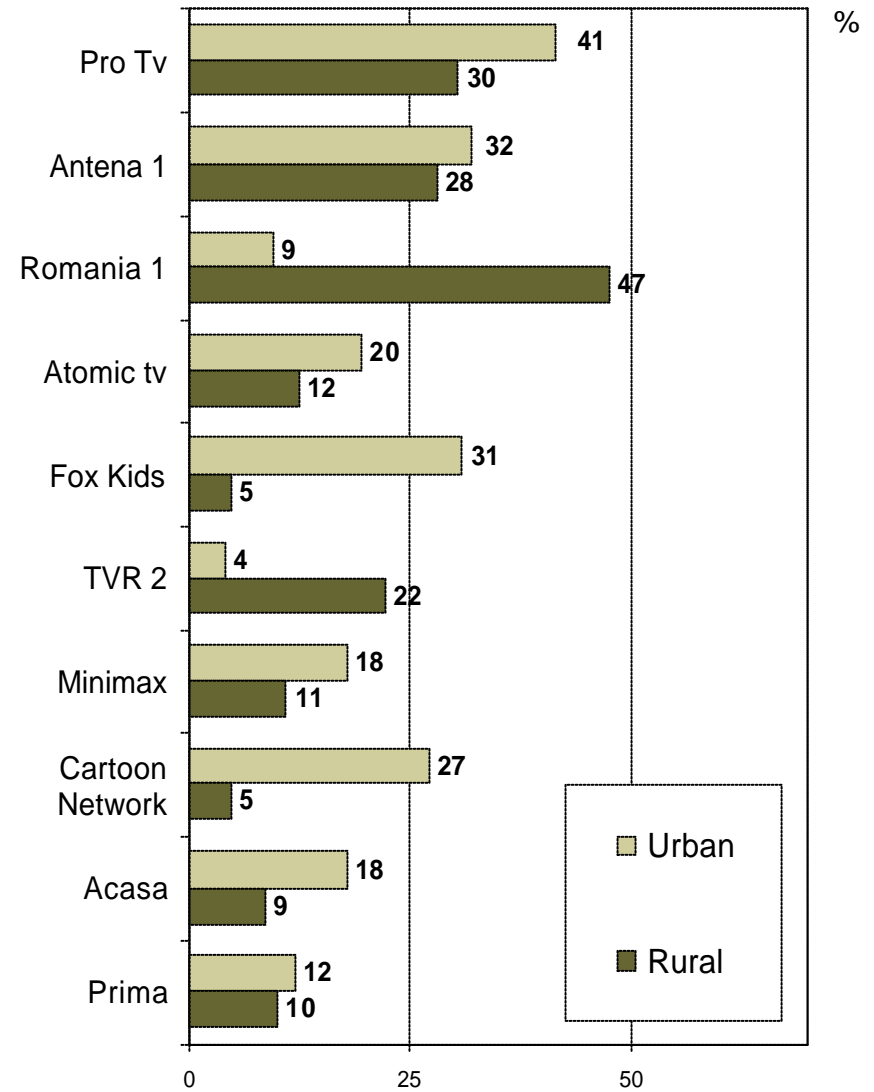
# Child favourite TV channels

Multiple answer

## CHILDREN answer

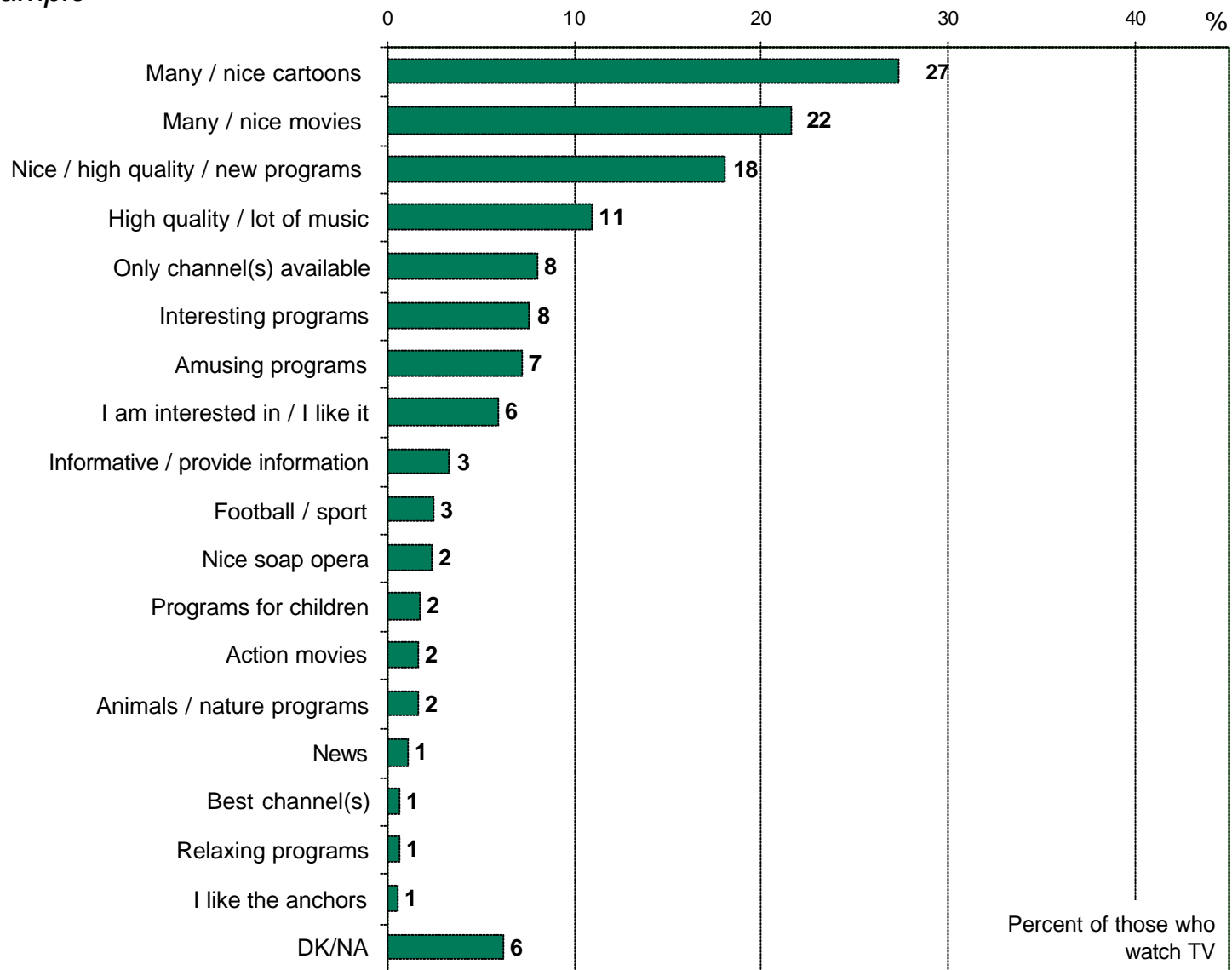


## PARENTS answer



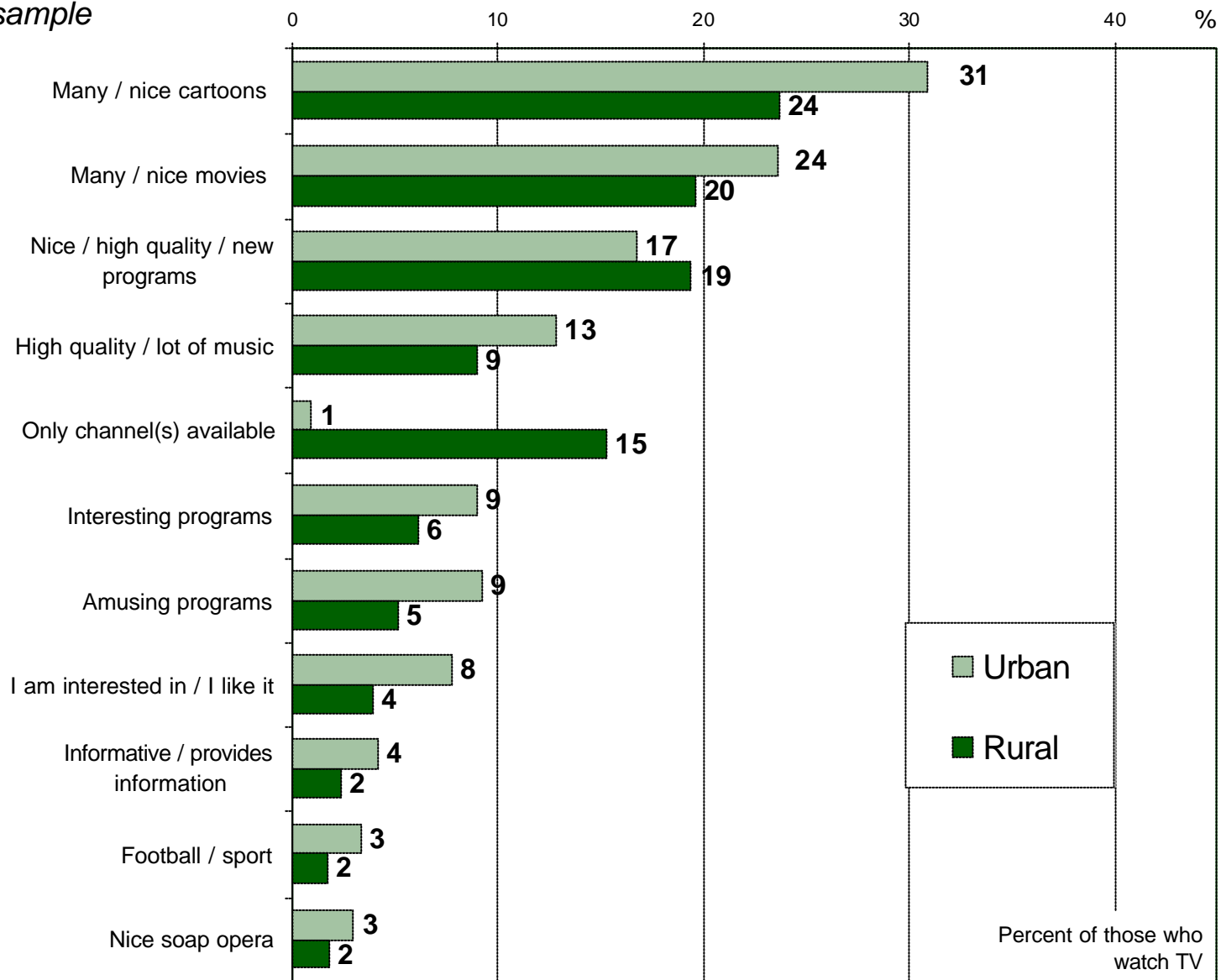
# Why do you like these TV channels?

CHILDREN sample



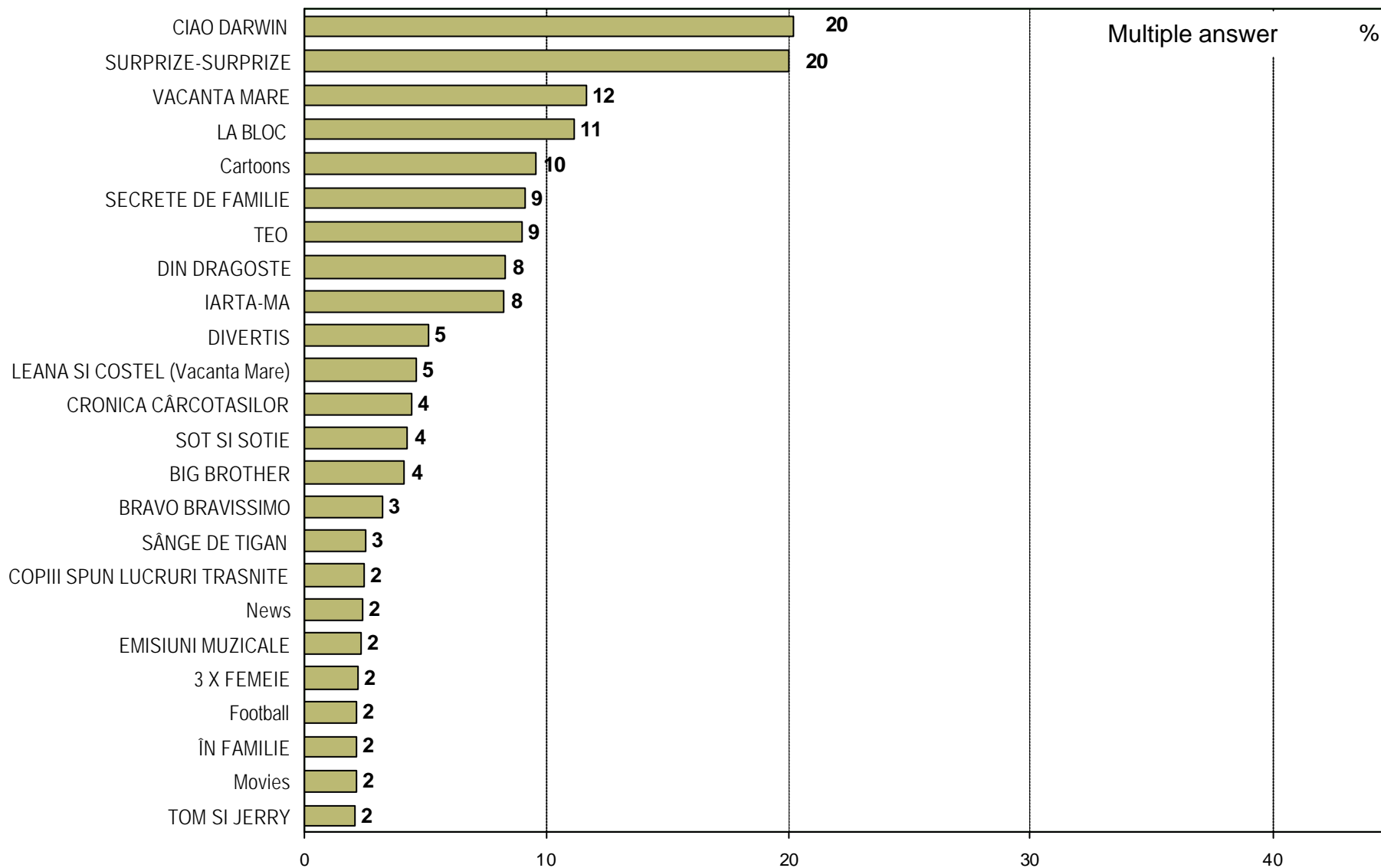
# Why do you like these TV channels?

CHILDREN sample



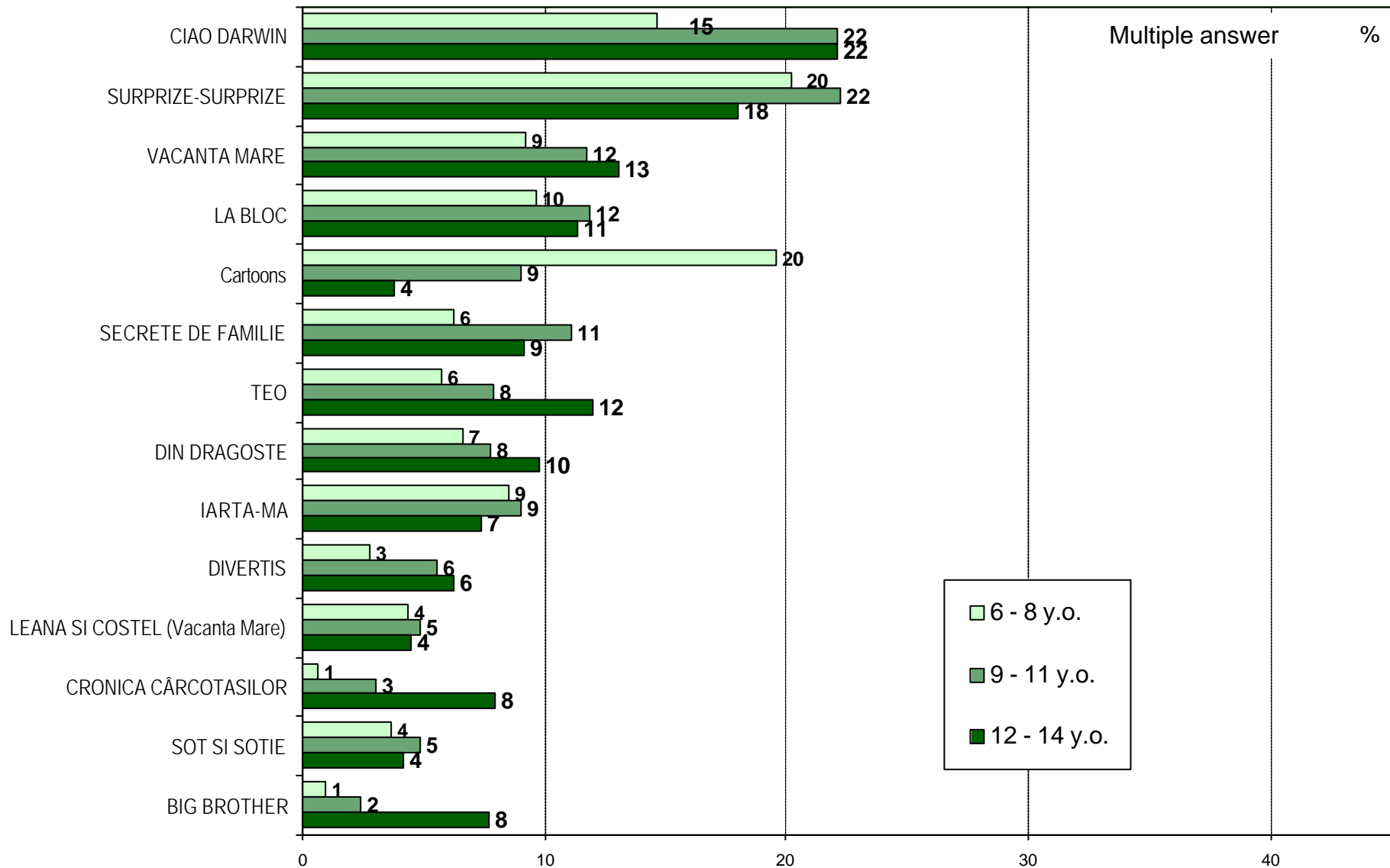
# Which are your favourite TV shows, the ones you always try not to miss?

CHILDREN sample



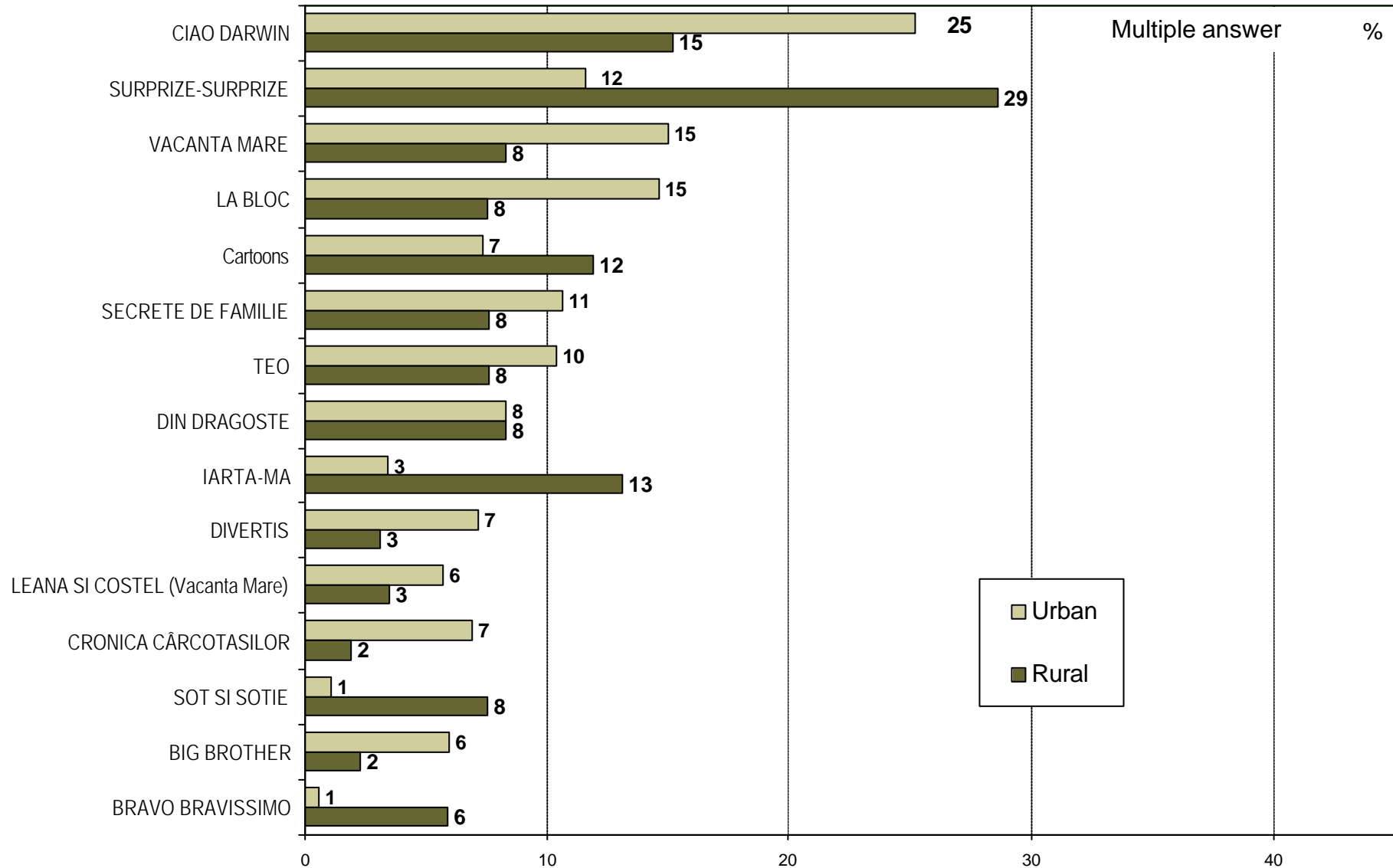
# Which are your favourite TV shows, the ones you always try not to miss?

CHILDREN sample



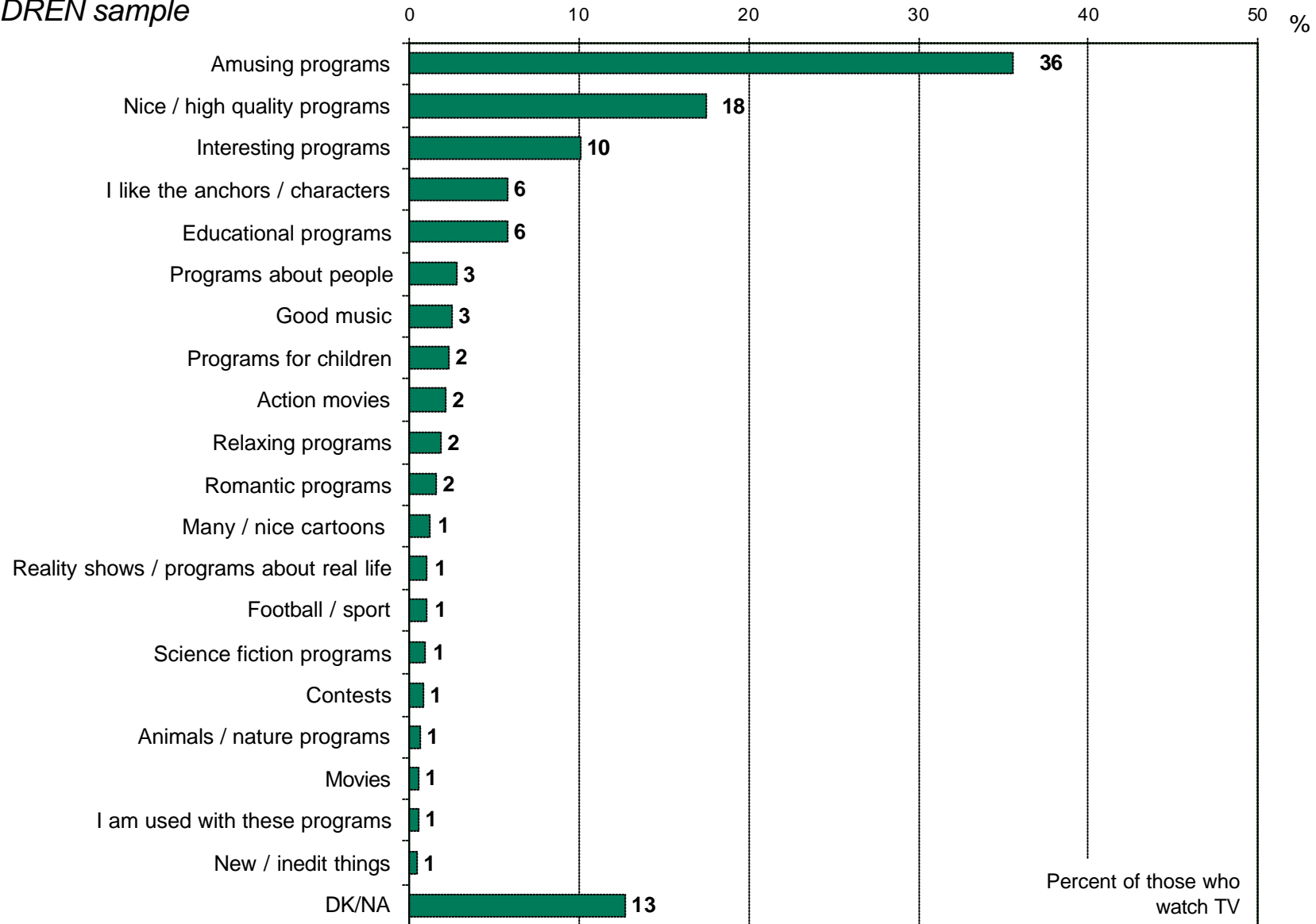
# Which are your favourite TV shows, the ones you always try not to miss?

CHILDREN sample



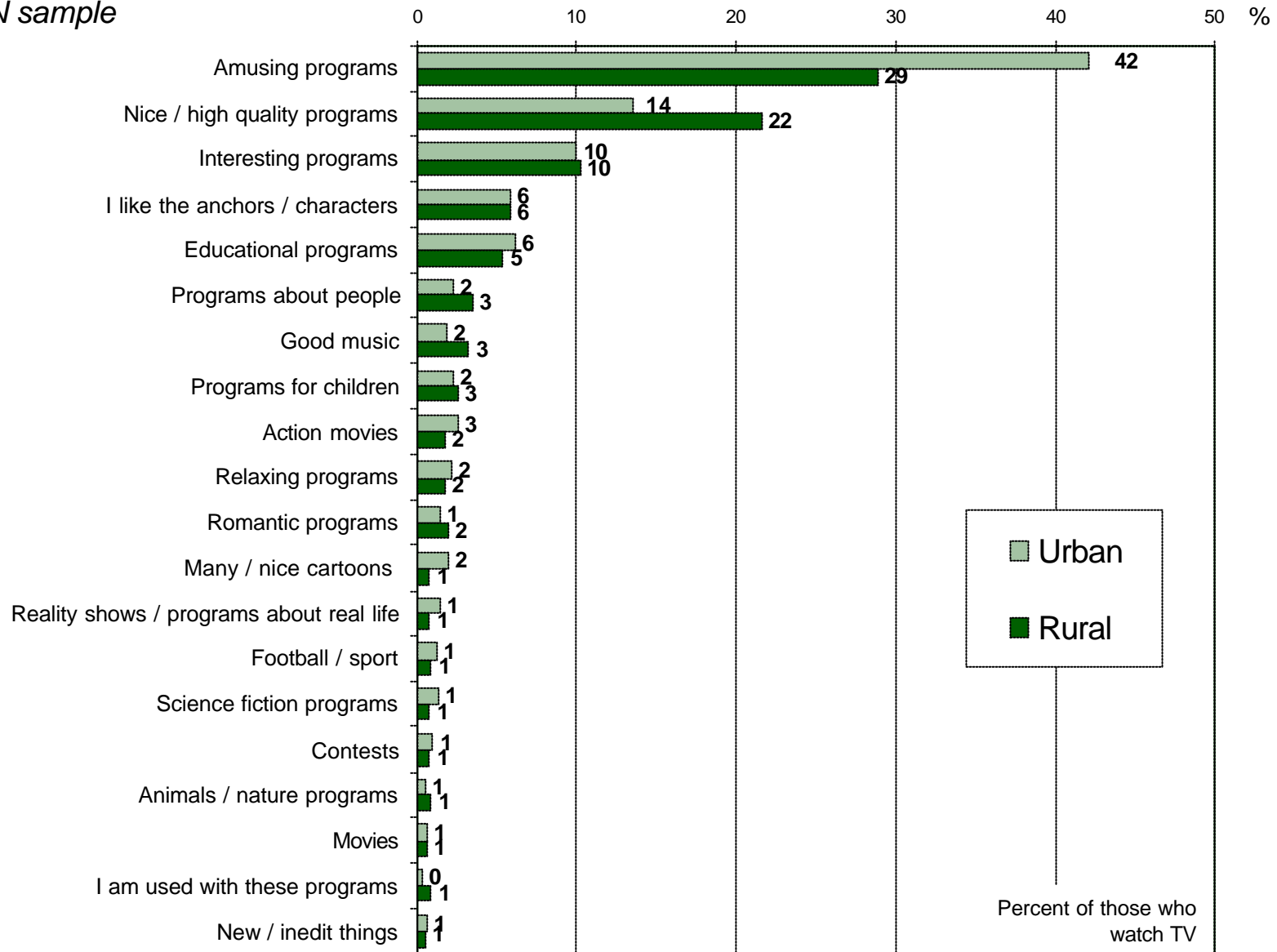
# Why do you like these TV programs?

CHILDREN sample



# Why do you like these TV programs?

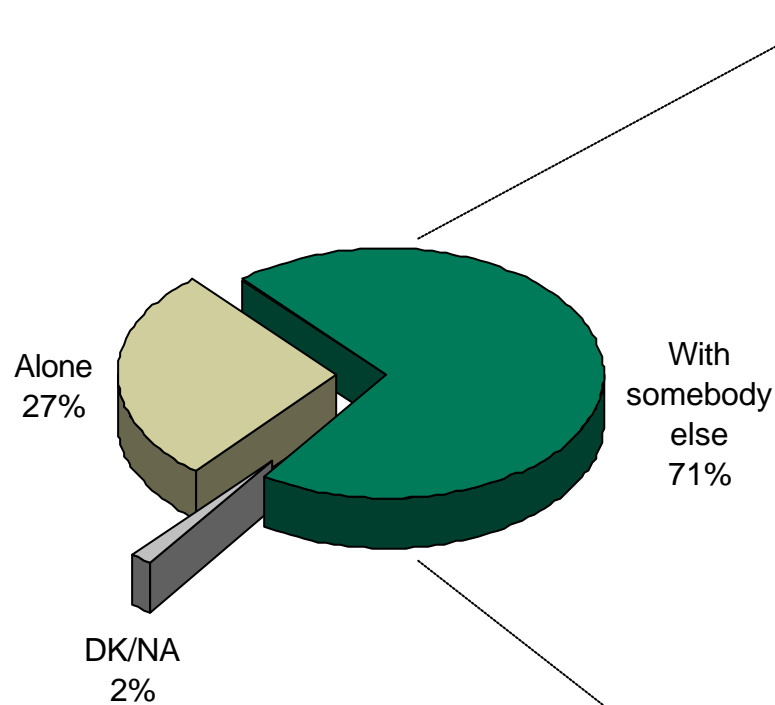
CHILDREN sample



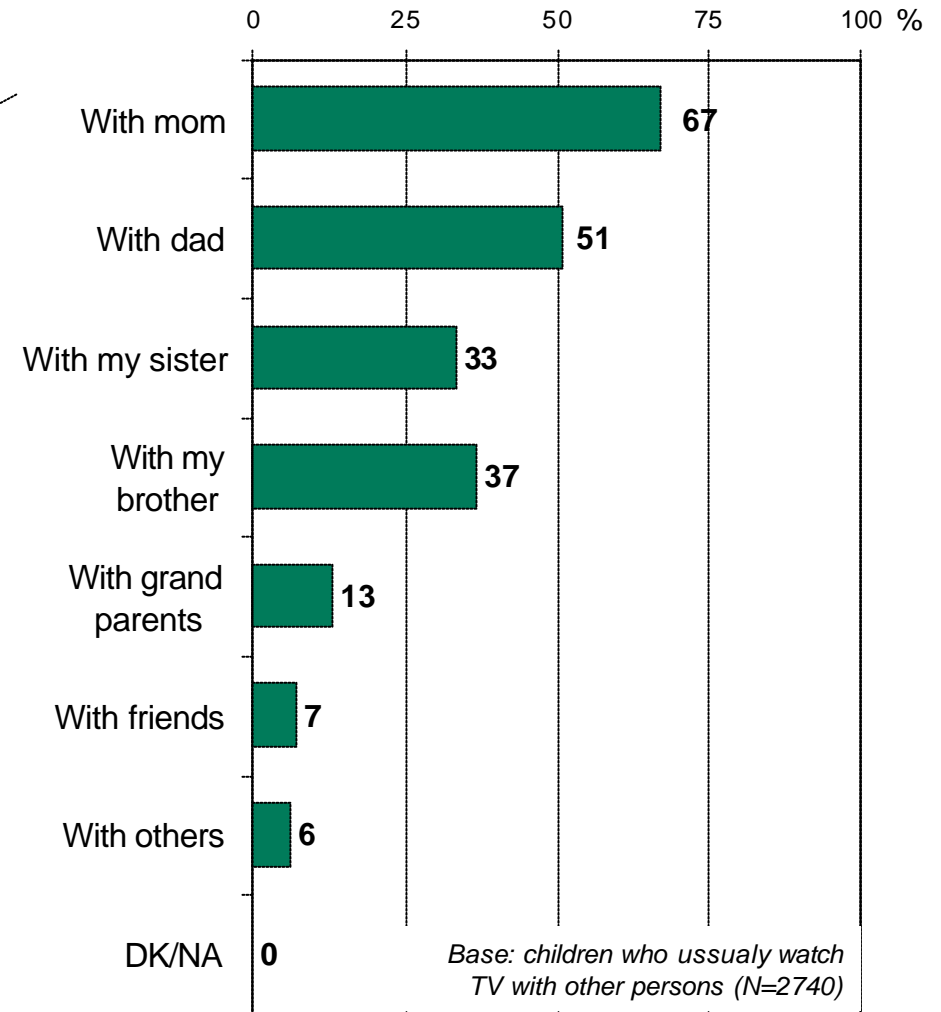


# Do you usually watch these shows alone or with other persons? –Who?

CHILDREN sample



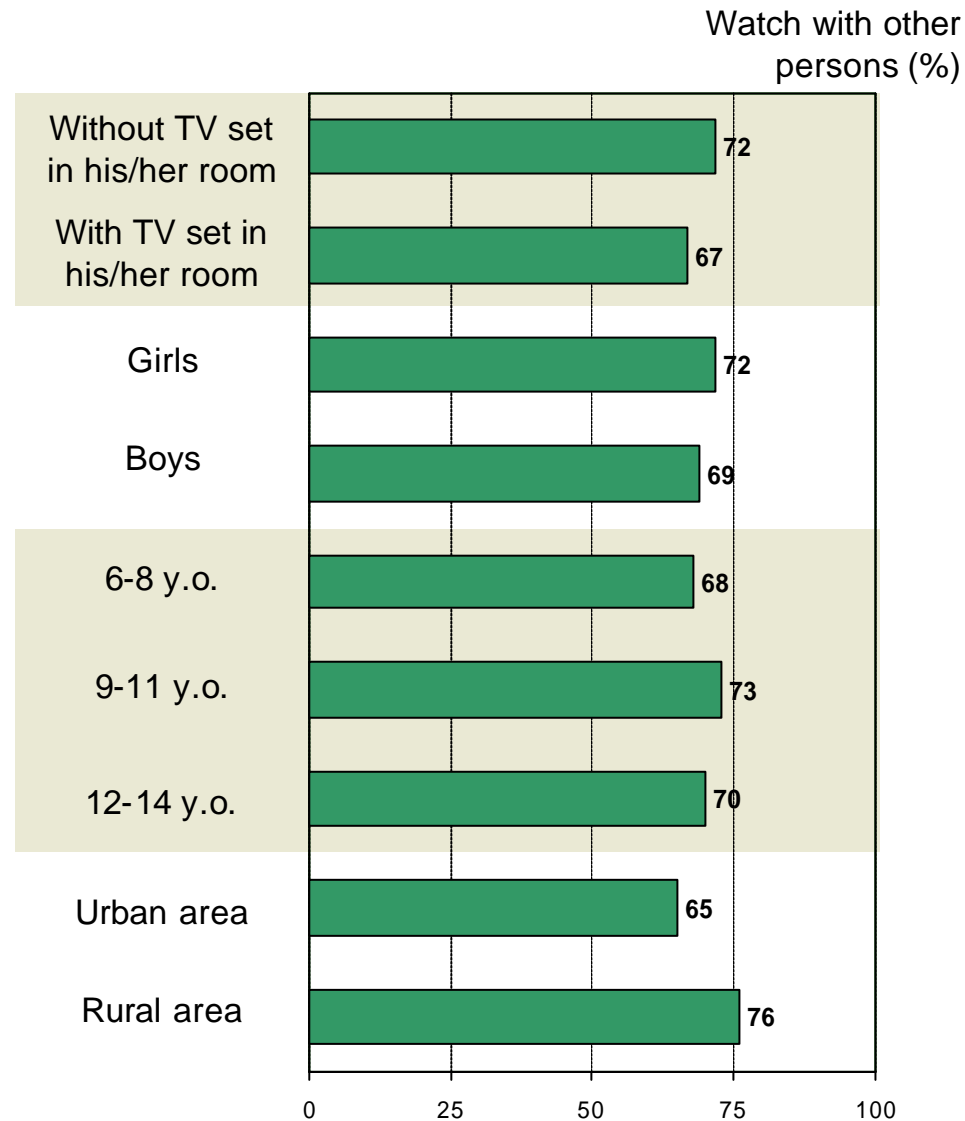
Base: Total sample (N=3979)



Base: children who usually watch TV with other persons (N=2740)

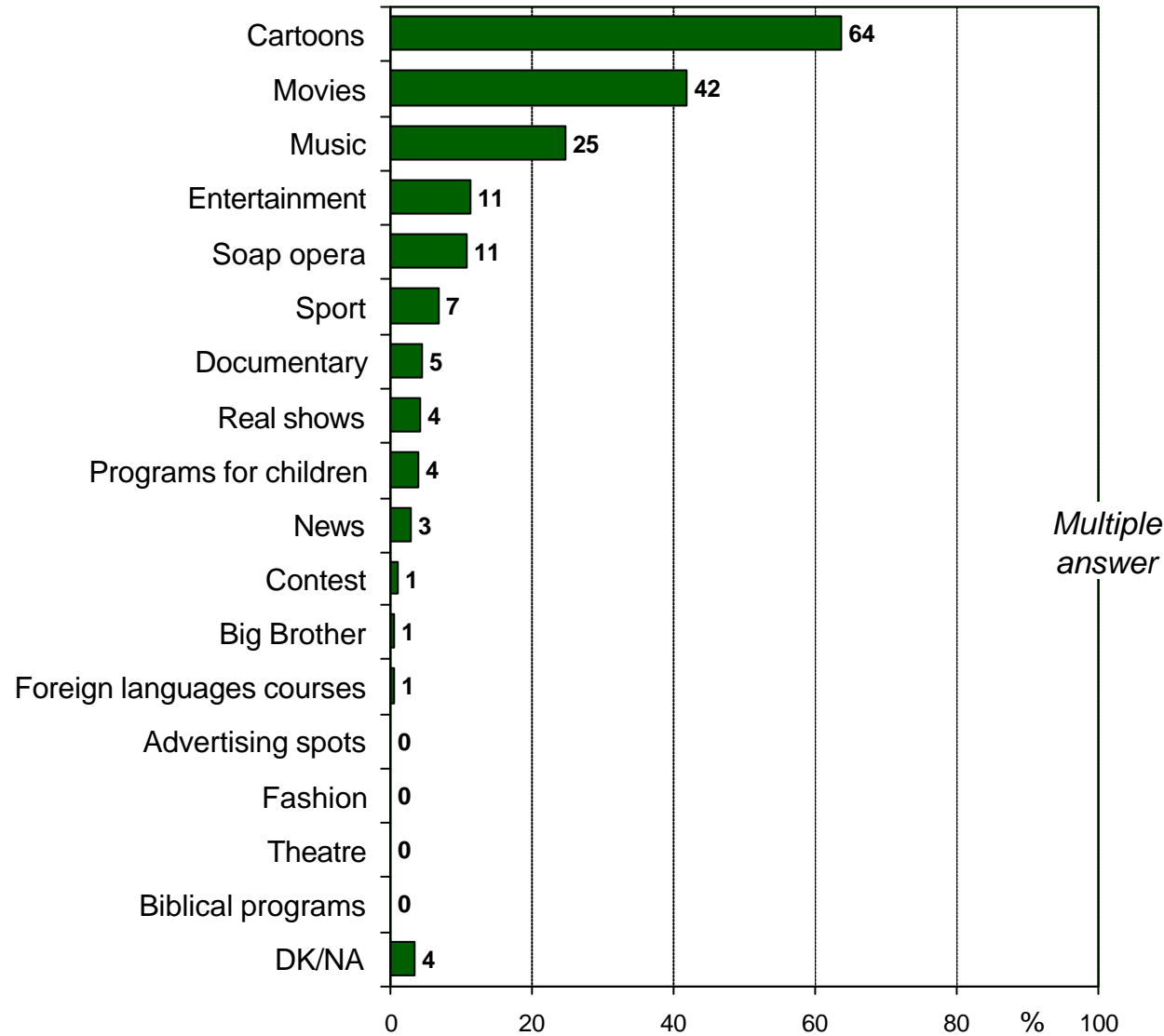
# Do you usually watch these shows alone or with other persons?

CHILDREN sample

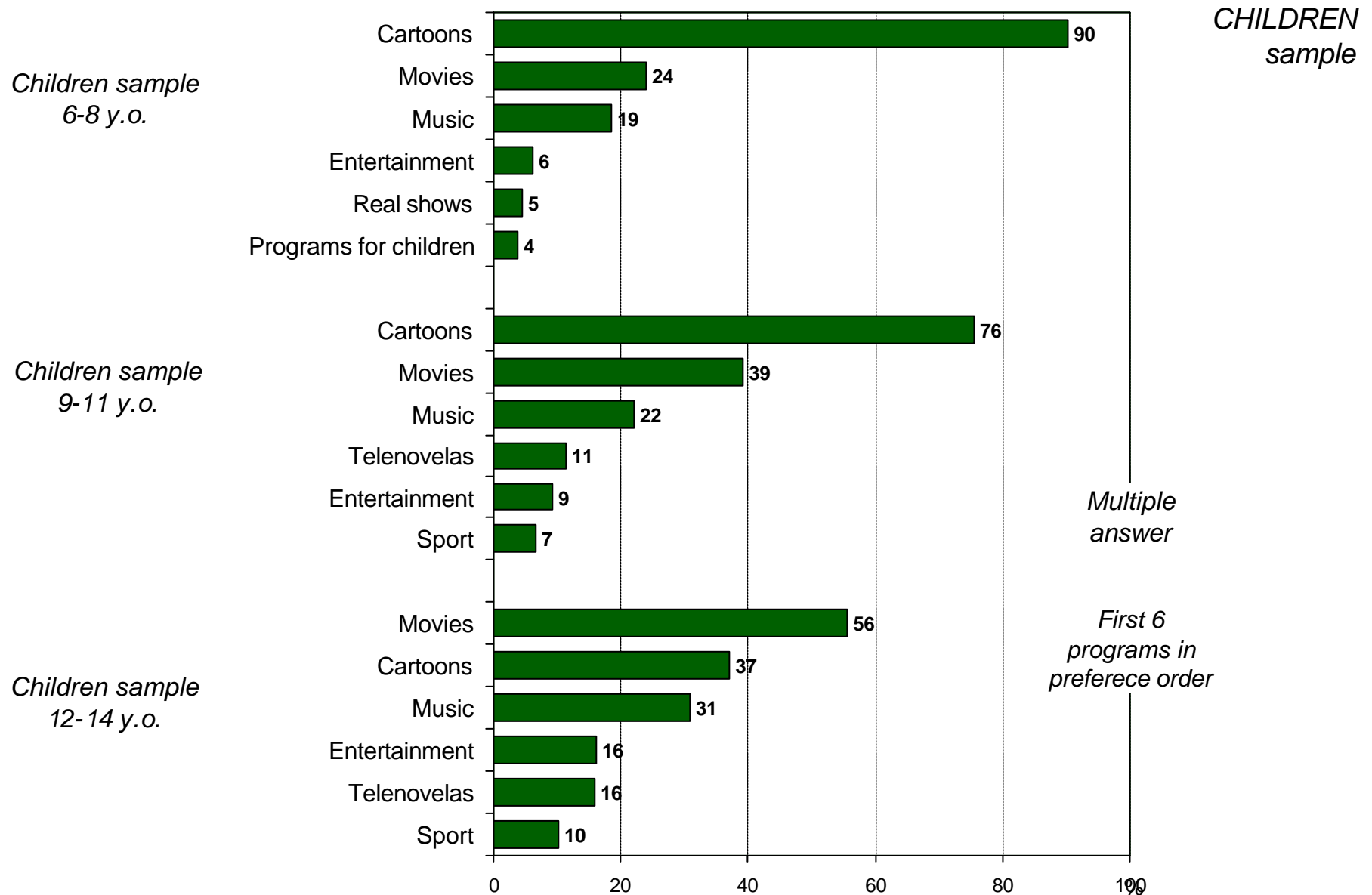


# How do you like most to watch TV?

*CHILDREN sample*



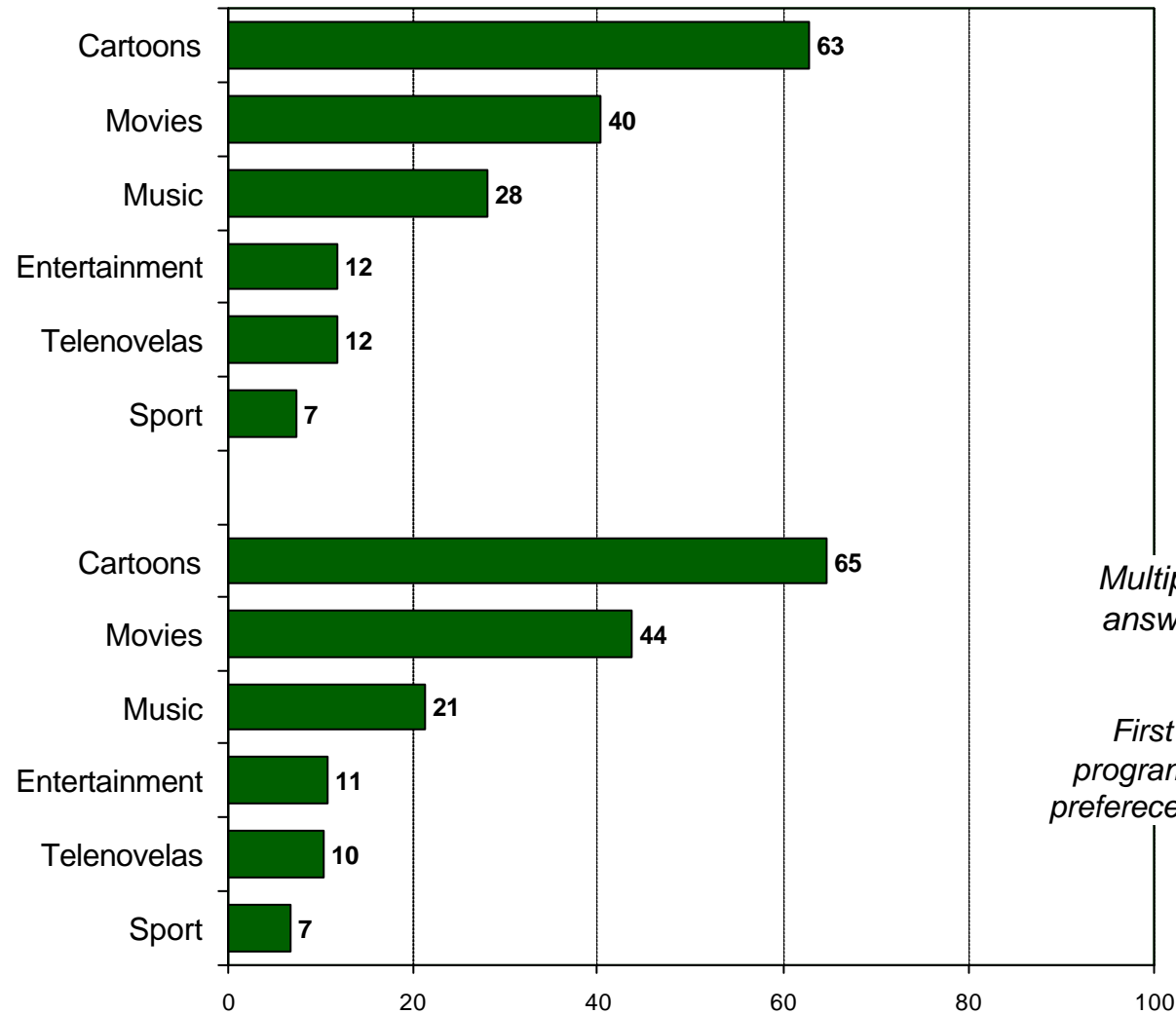
# How do you like most to watch TV?



# How do you like most to watch TV?

CHILDREN sample

Urban



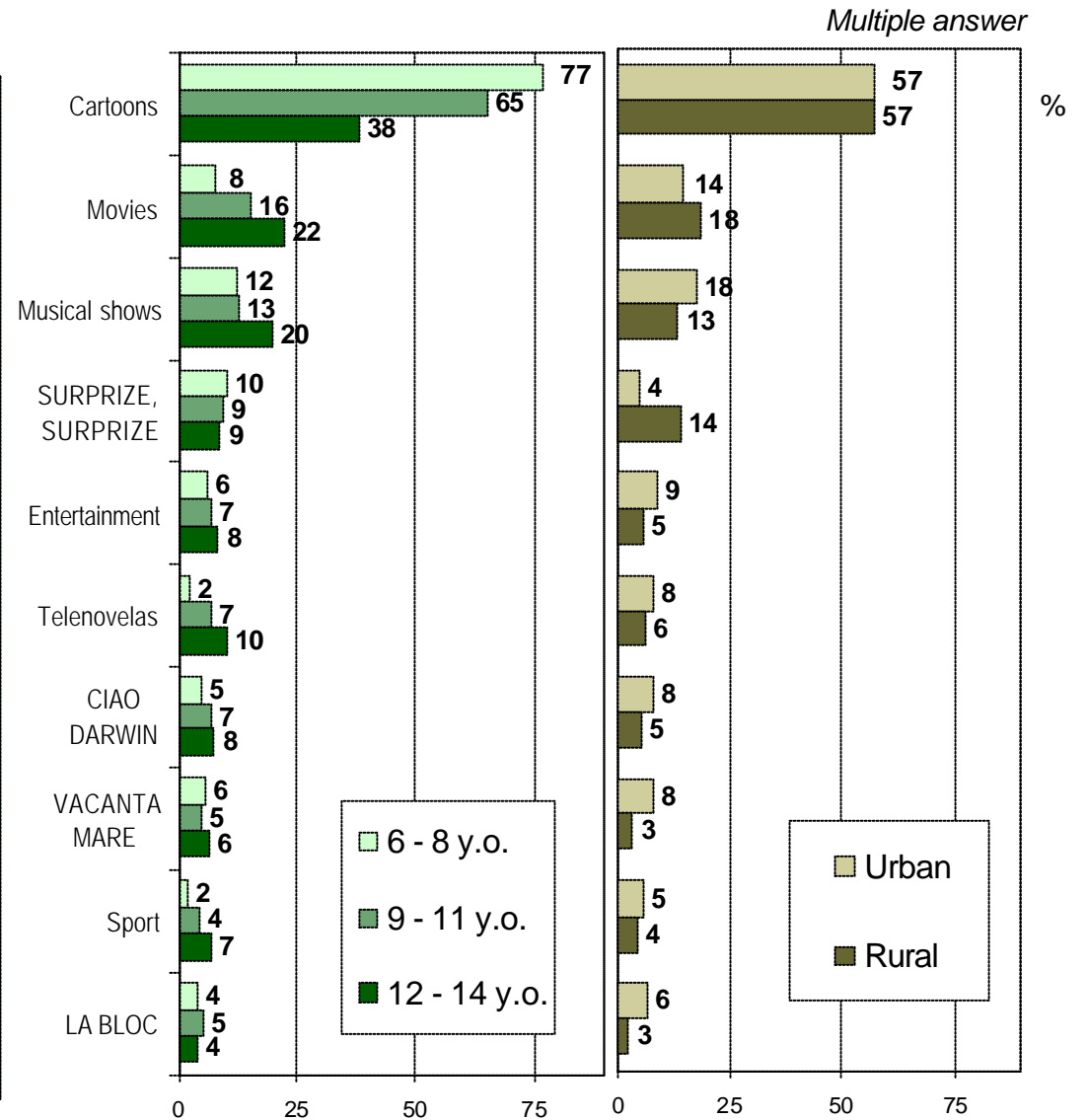
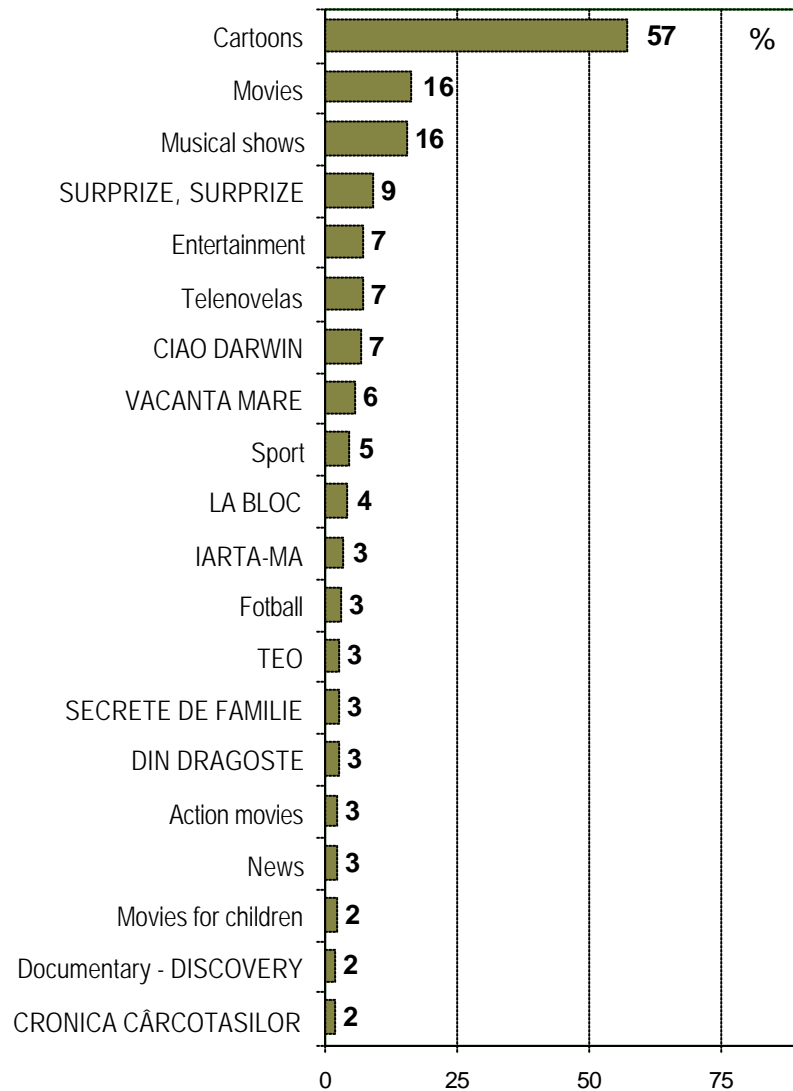
Multiple answer

First 6 programs in preference order

%

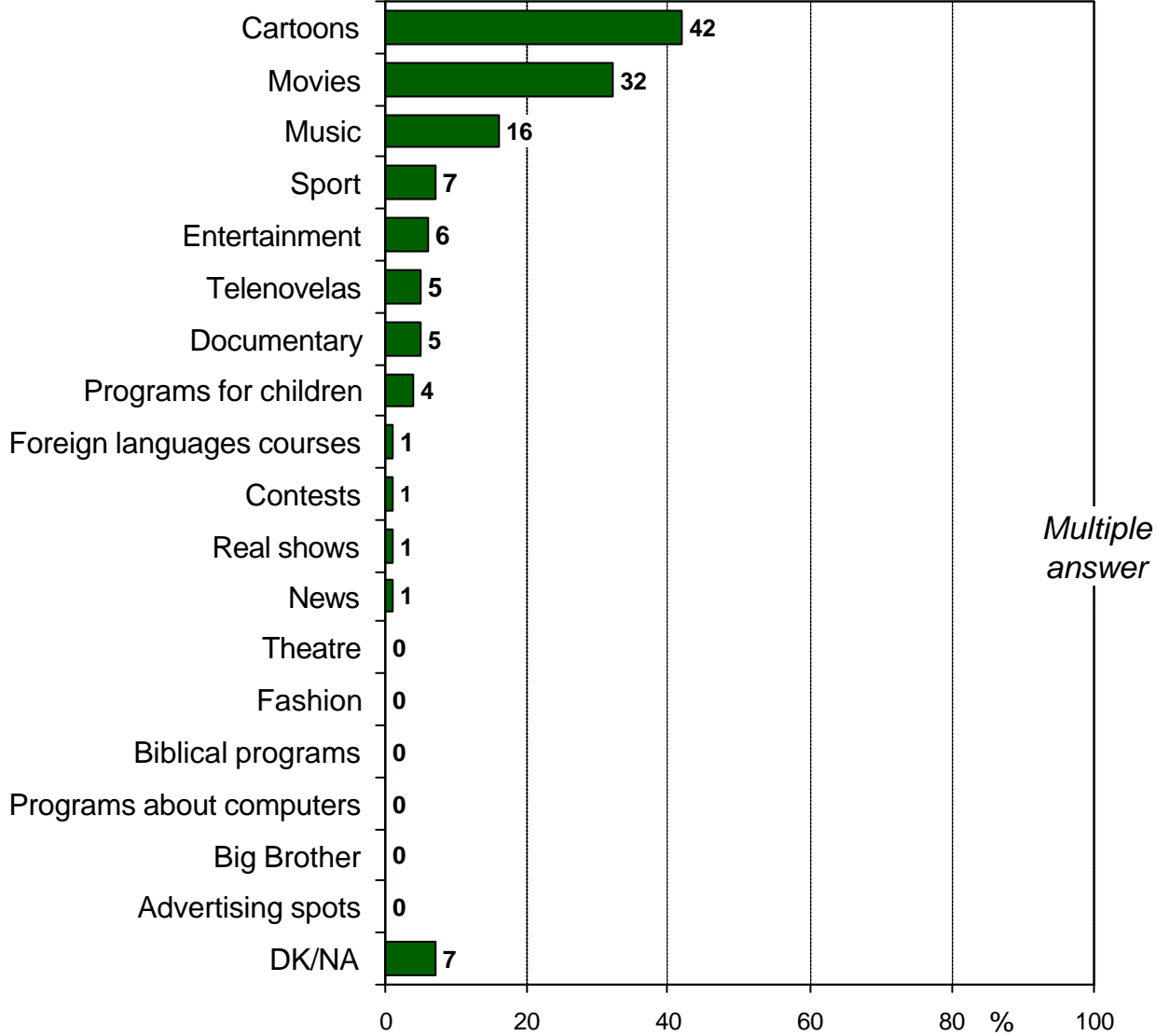
# Which are your child's favourite TV shows?

PARENTS sample

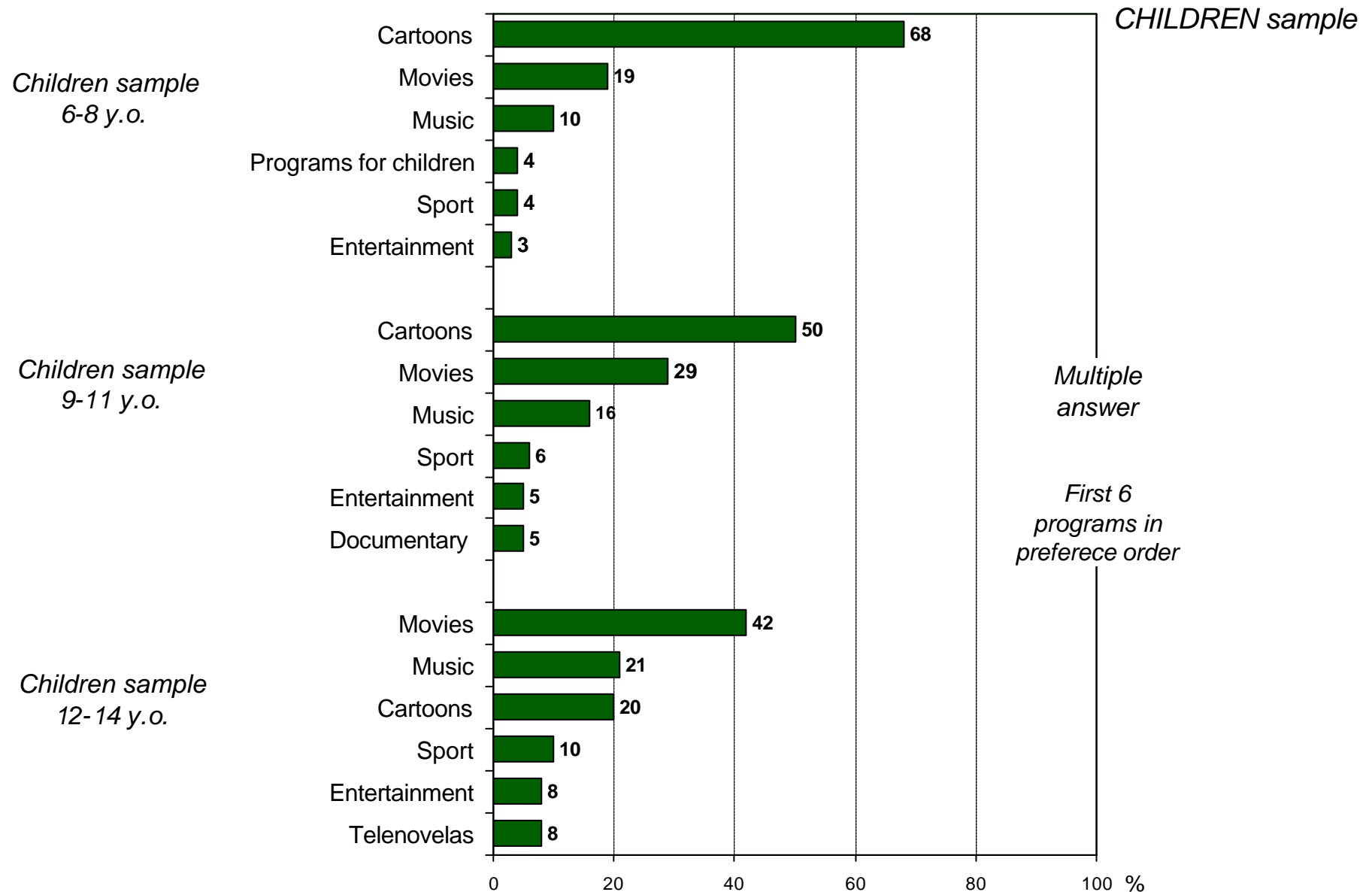


# What would you like most to see on TV?

CHILDREN sample



# What would you like most to see on TV?

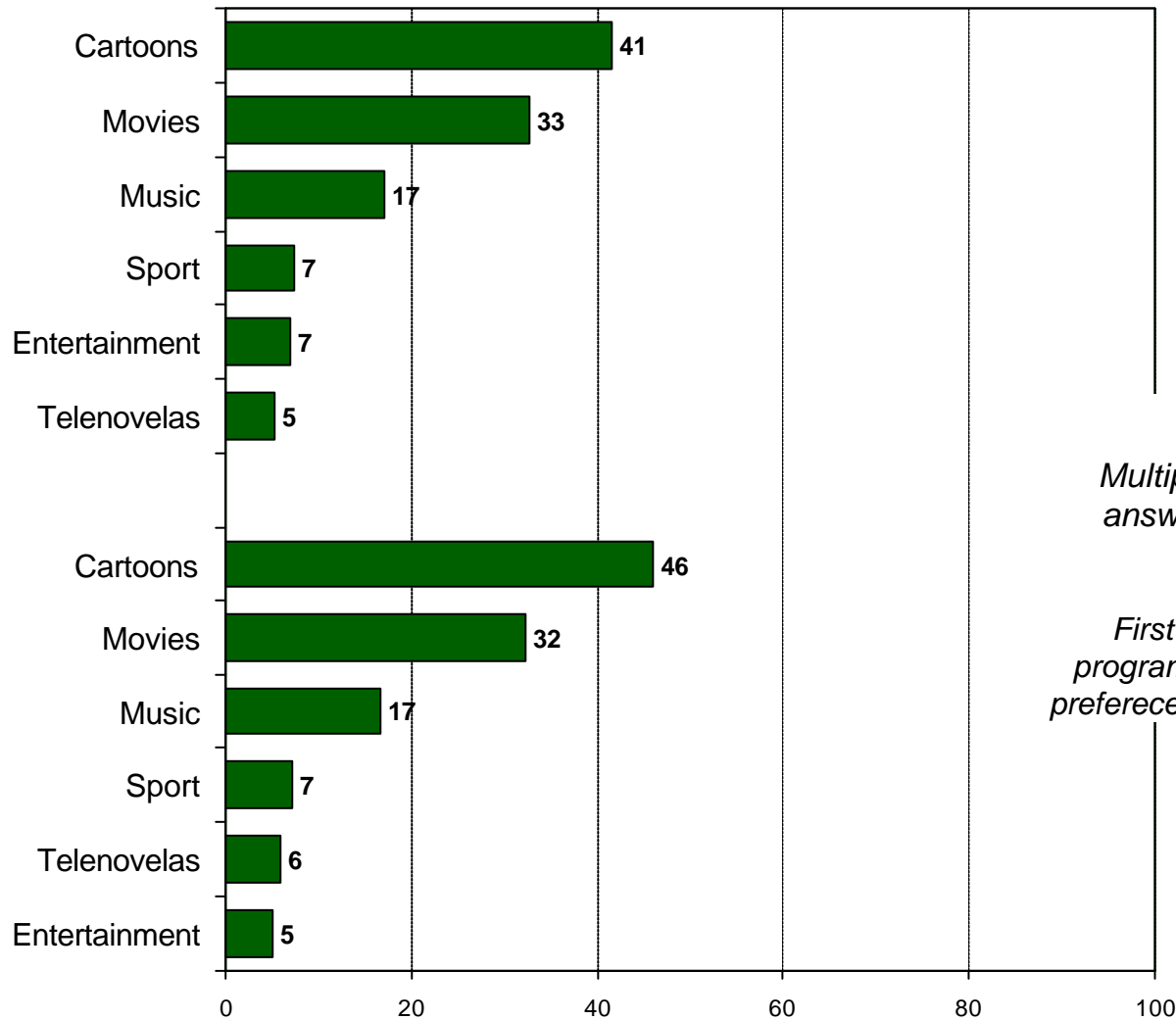




# What would you like most to see on TV?

*CHILDREN sample*

*Urban*



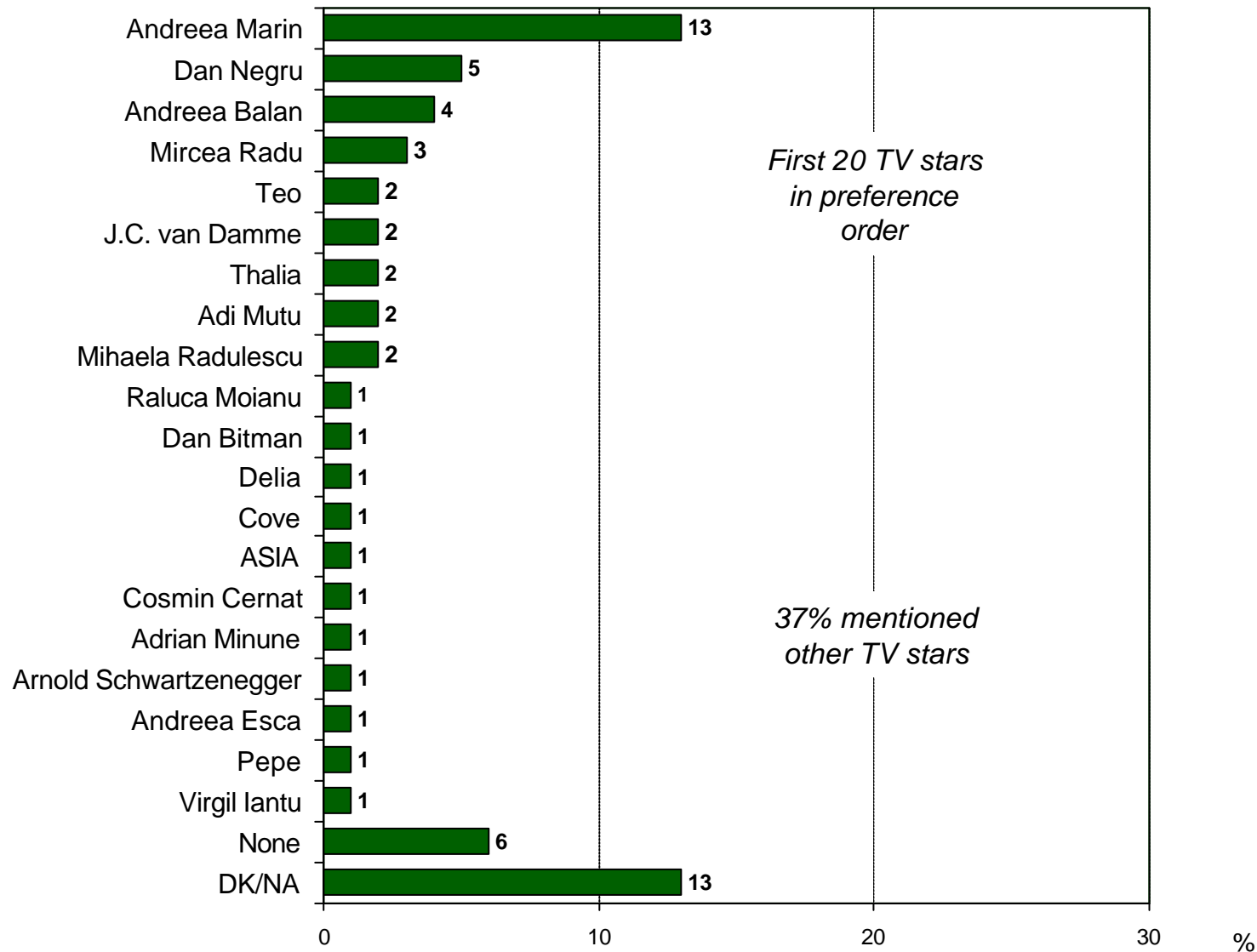
*Multiple answer*

*First 6 programs in preference order*

%

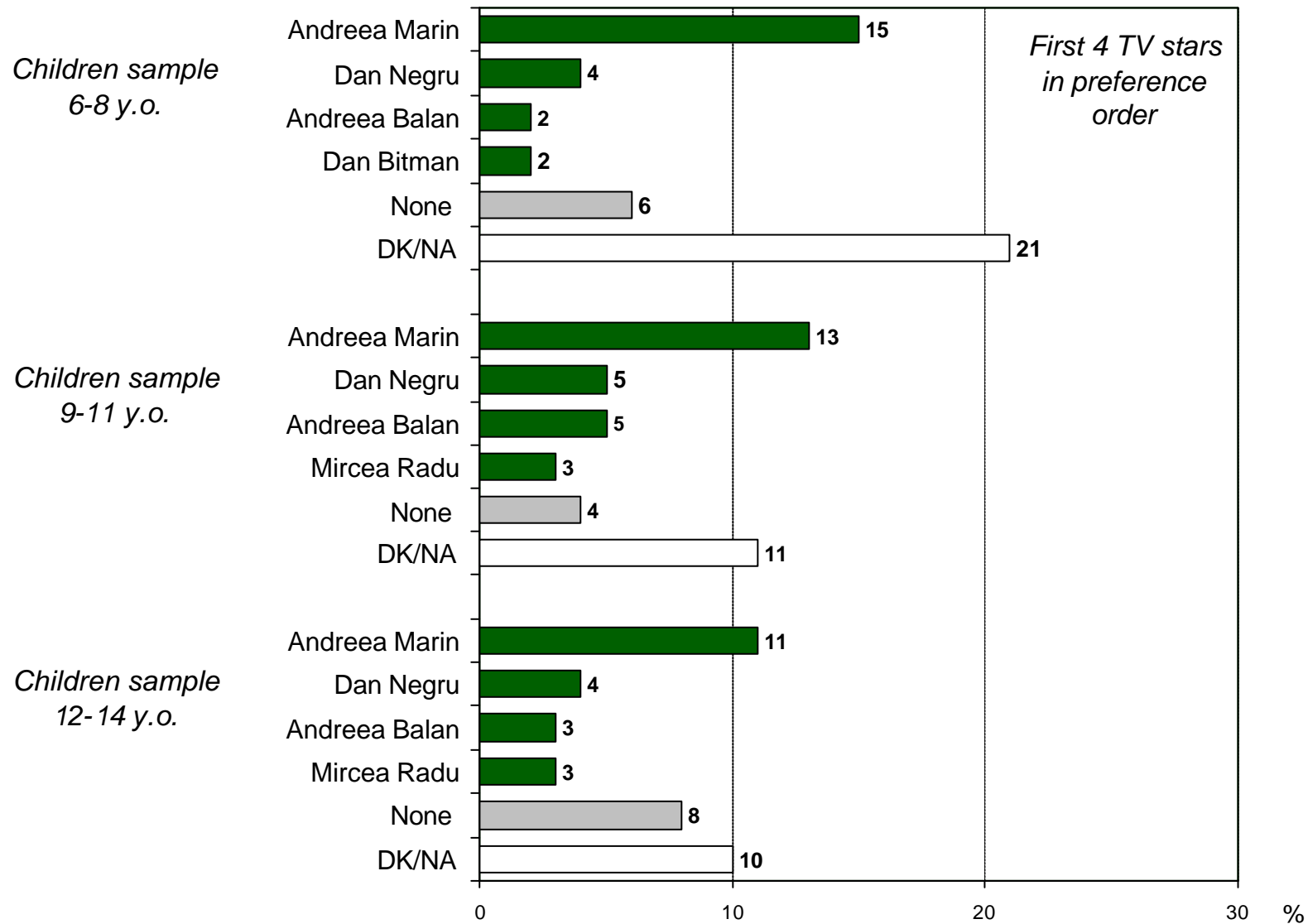
# Out of all TV stars – presenters, actors and singers – which one do you like so much that you would like to be like him/her when you will grow up?

CHILDREN sample

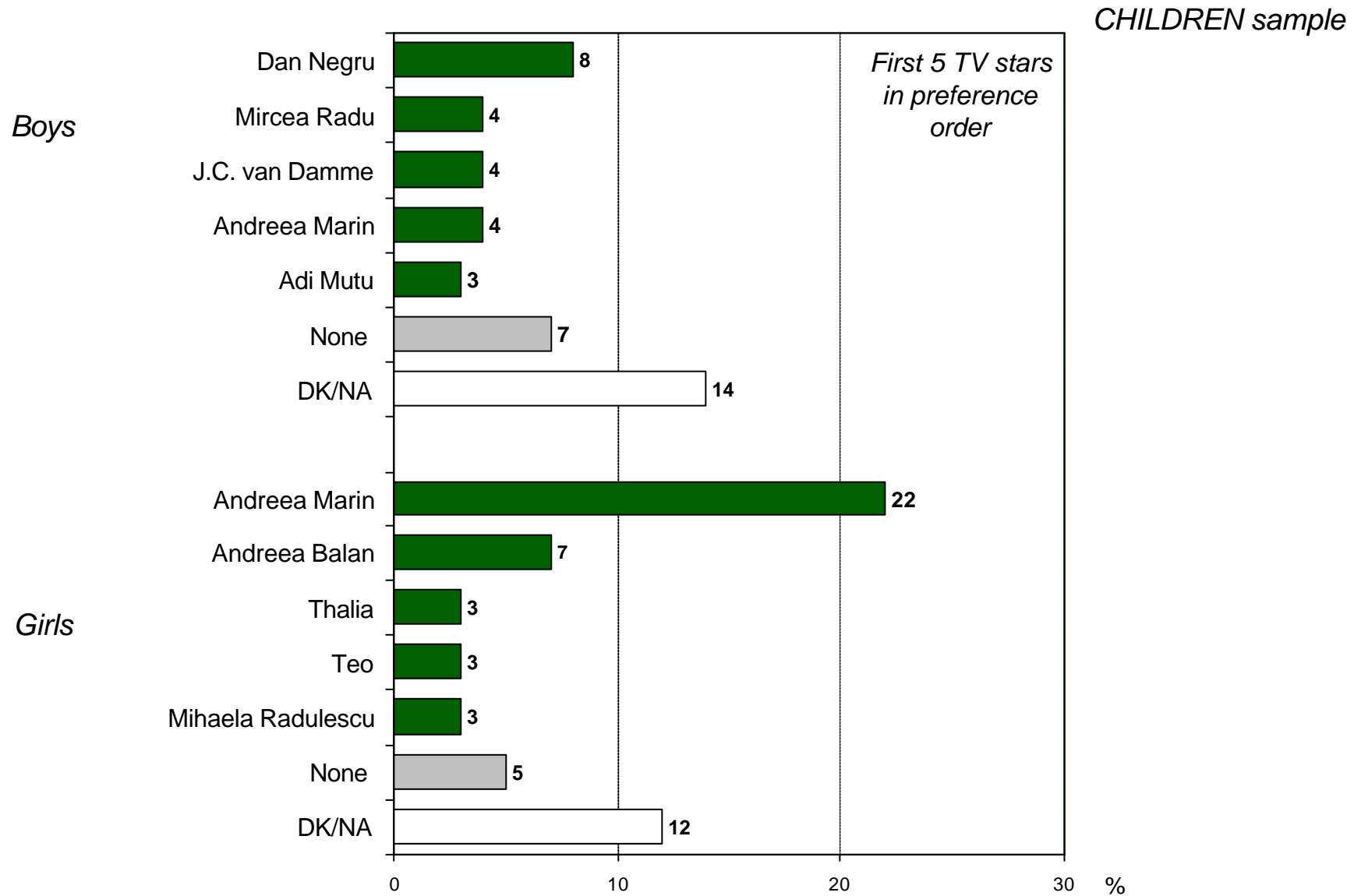


# Out of all TV stars – presenters, actors, and singers – which one do you like so much that you would like to be like him/her when you will grow up?

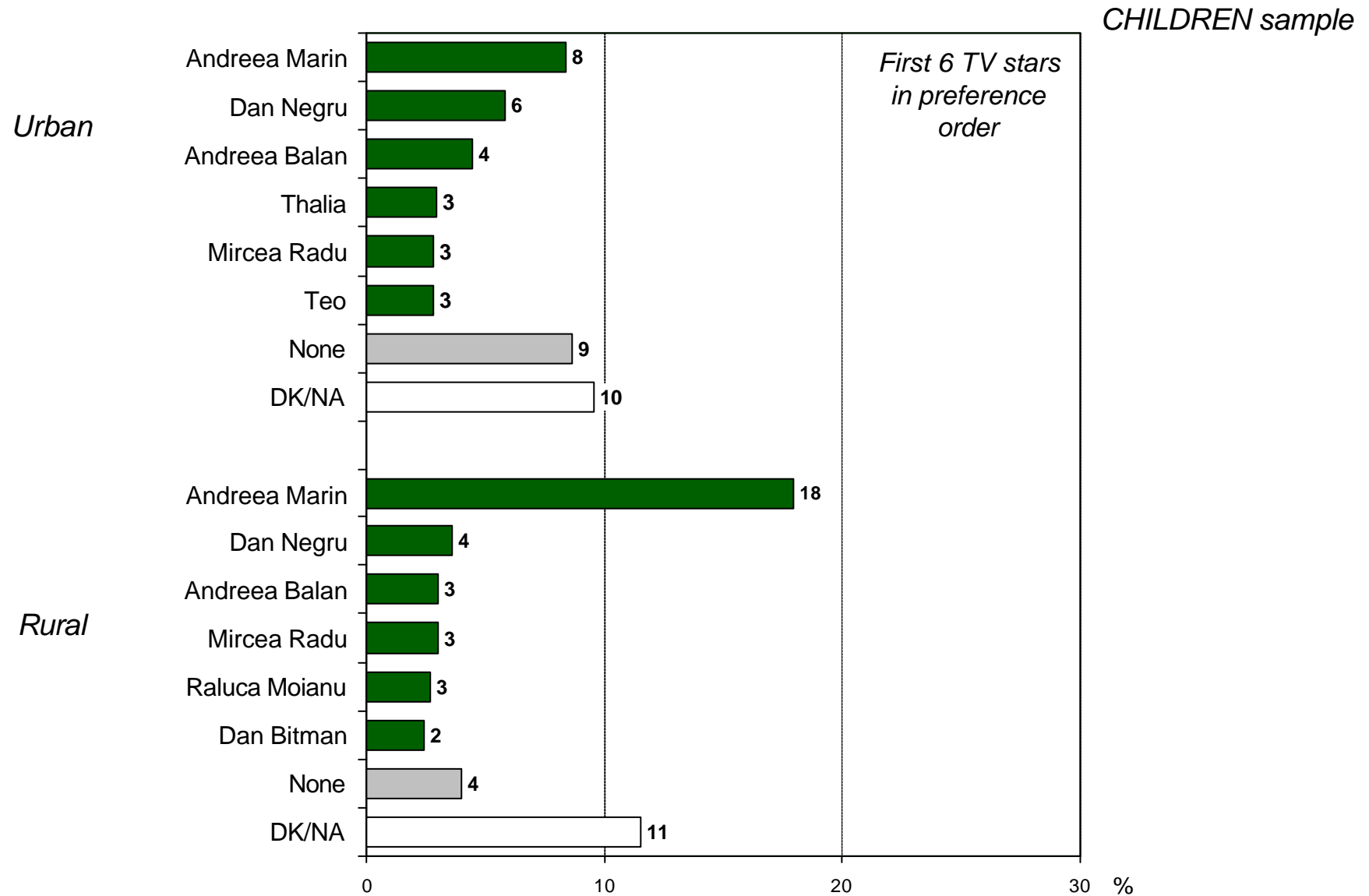
CHILDREN sample



# Out of all TV stars – presenters, actors, and singers – which one do you like so much that you would like to be like him/her when you will grow up?

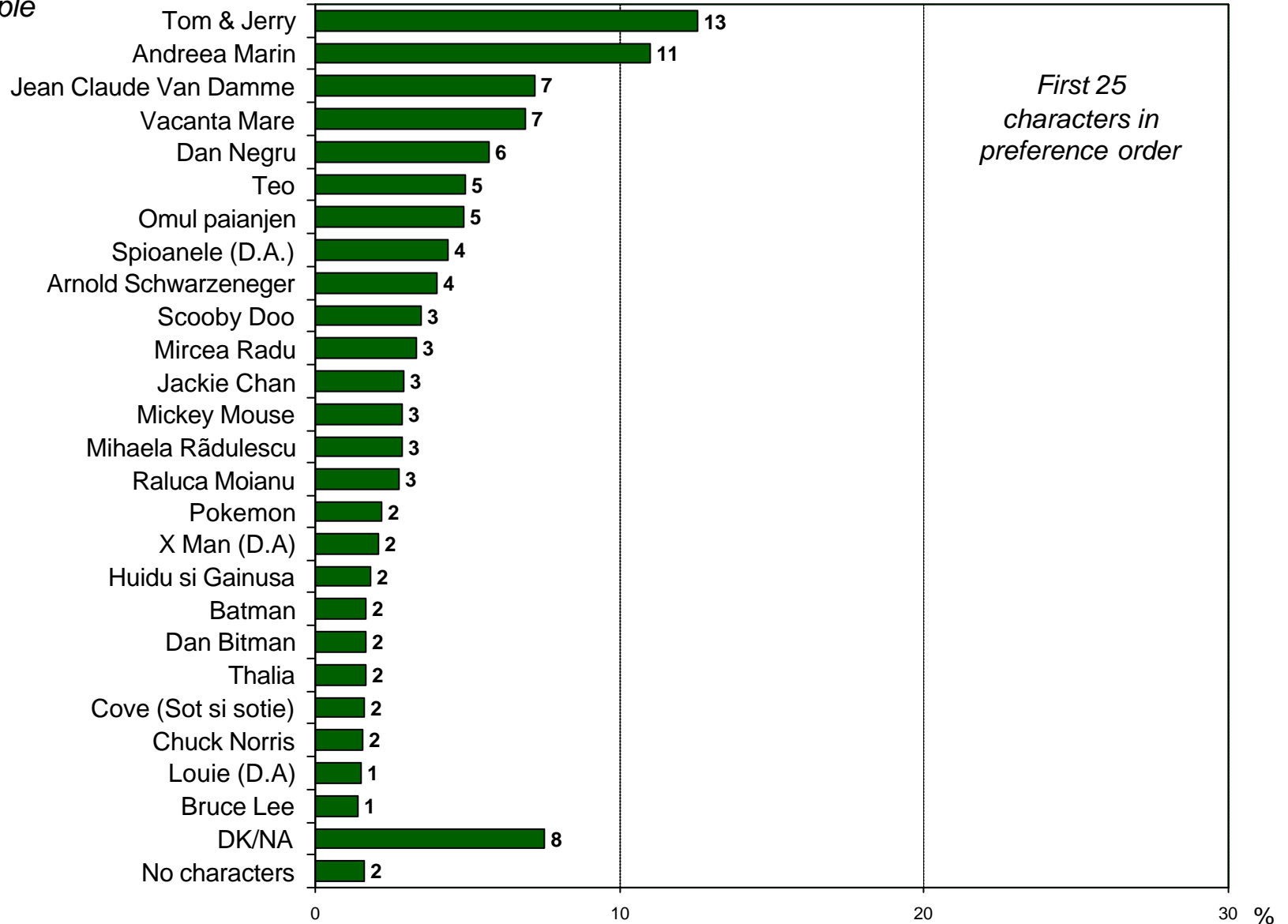


# Out of all TV stars – presenters, actors, and singers – which one do you like so much that you would like to be like him/her when you will grow up?



# Which are your favourite characters on TV?

Children sample

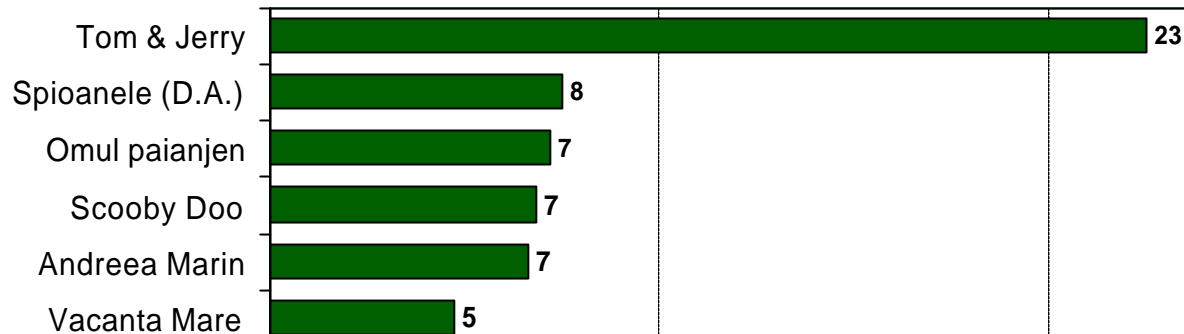


# Which are your favourite characters on TV?

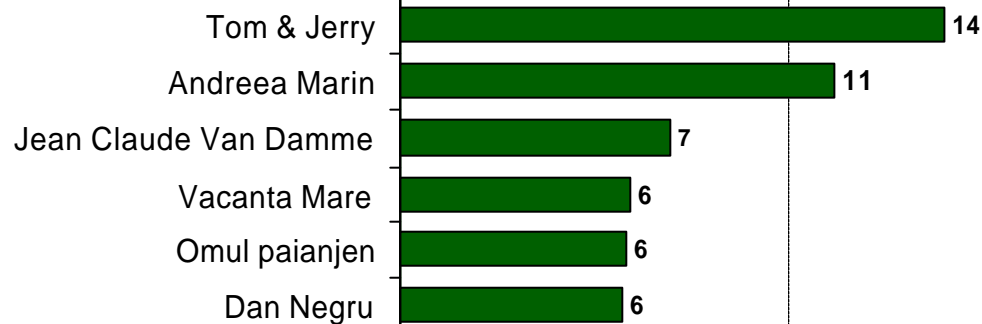
Children sample

Children

6-8 y.o.



Children  
9-11 y.o.



Children  
12-14 y.o.



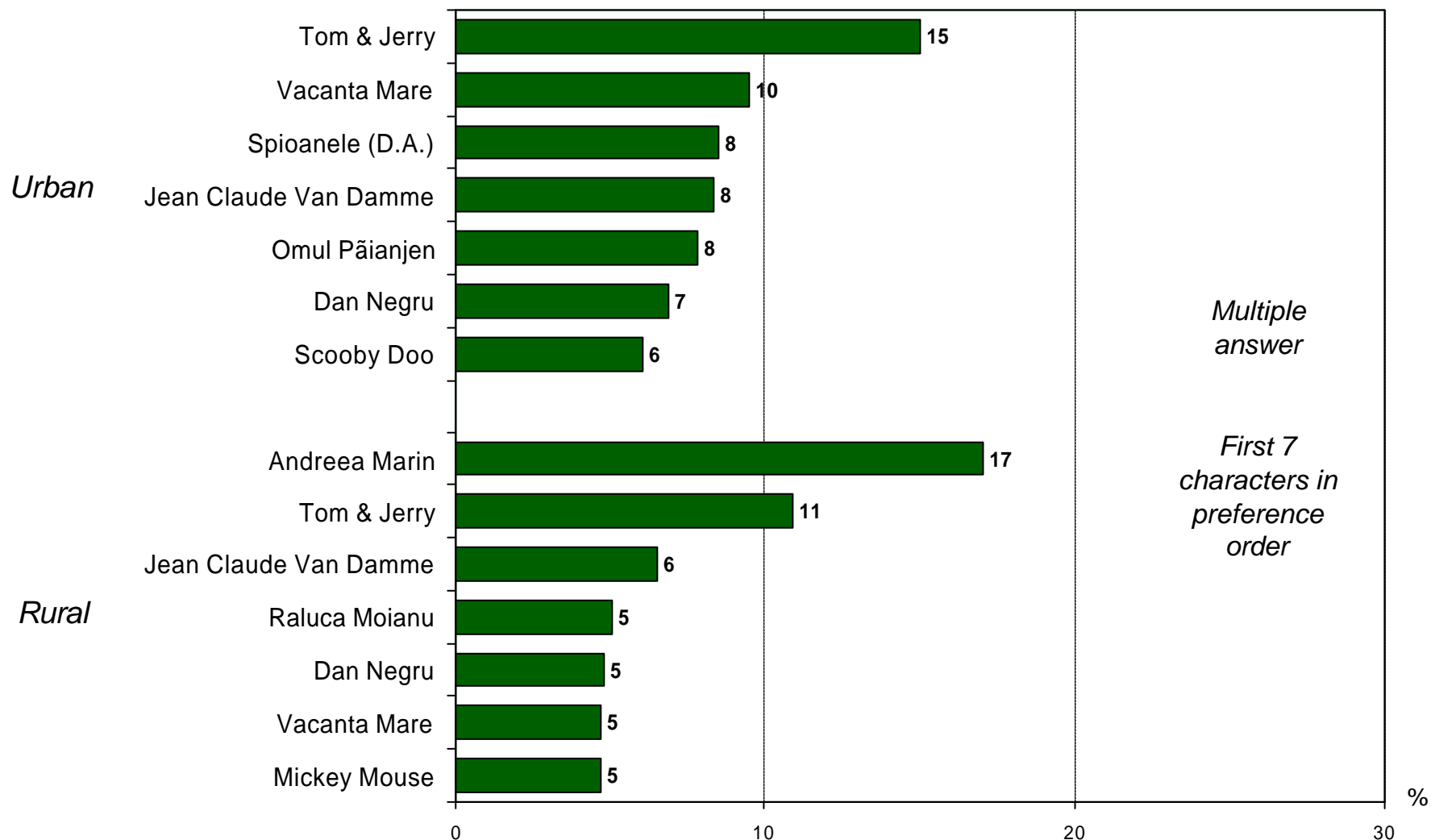
Multiple  
answer

First 6  
characters in  
preference  
order

0 10 20 30 %

# Which are your favourite characters on TV?

Children sample

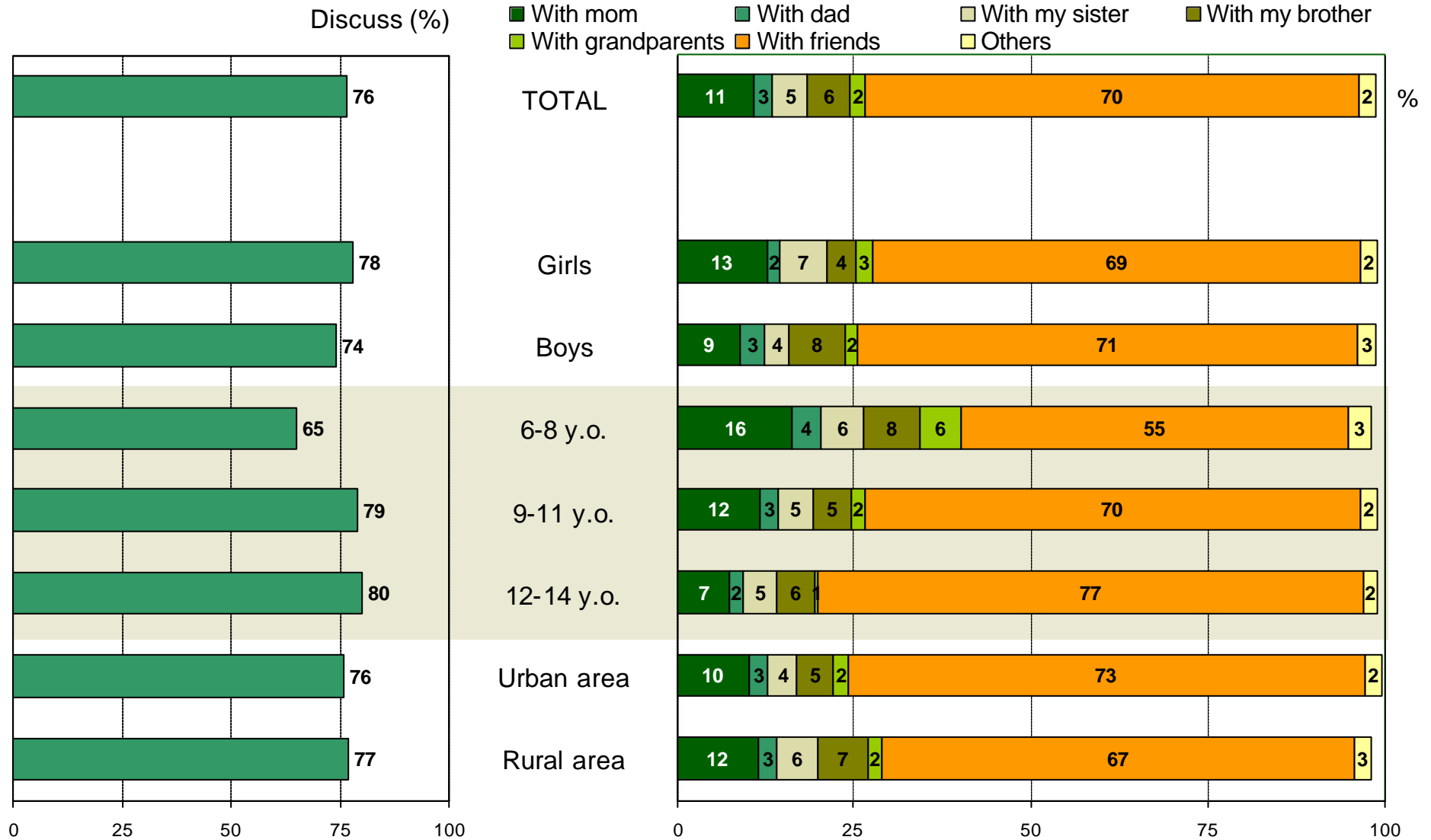




# Do you talk to someone about your favourite shows?

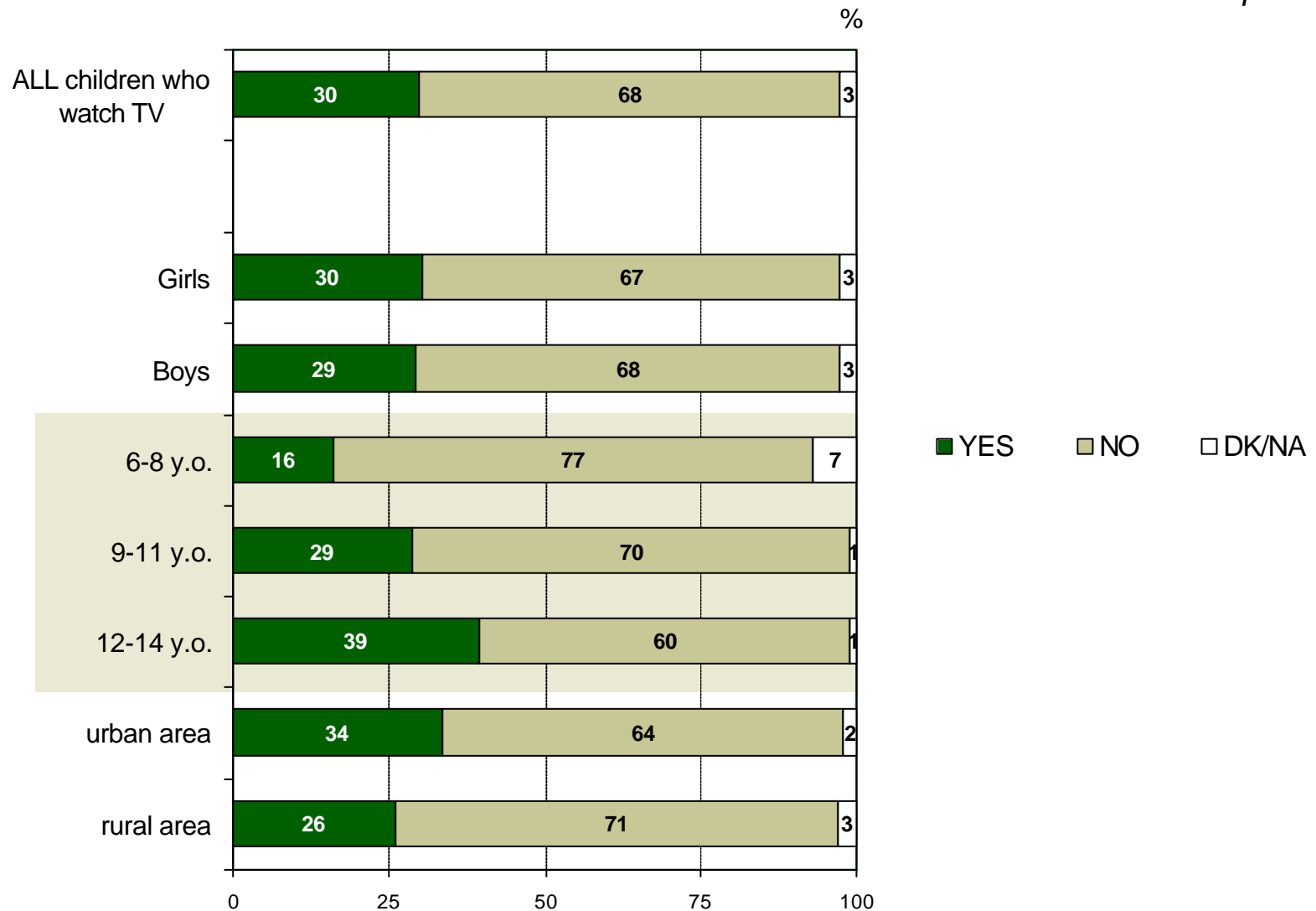
## With whom?

CHILDREN sample



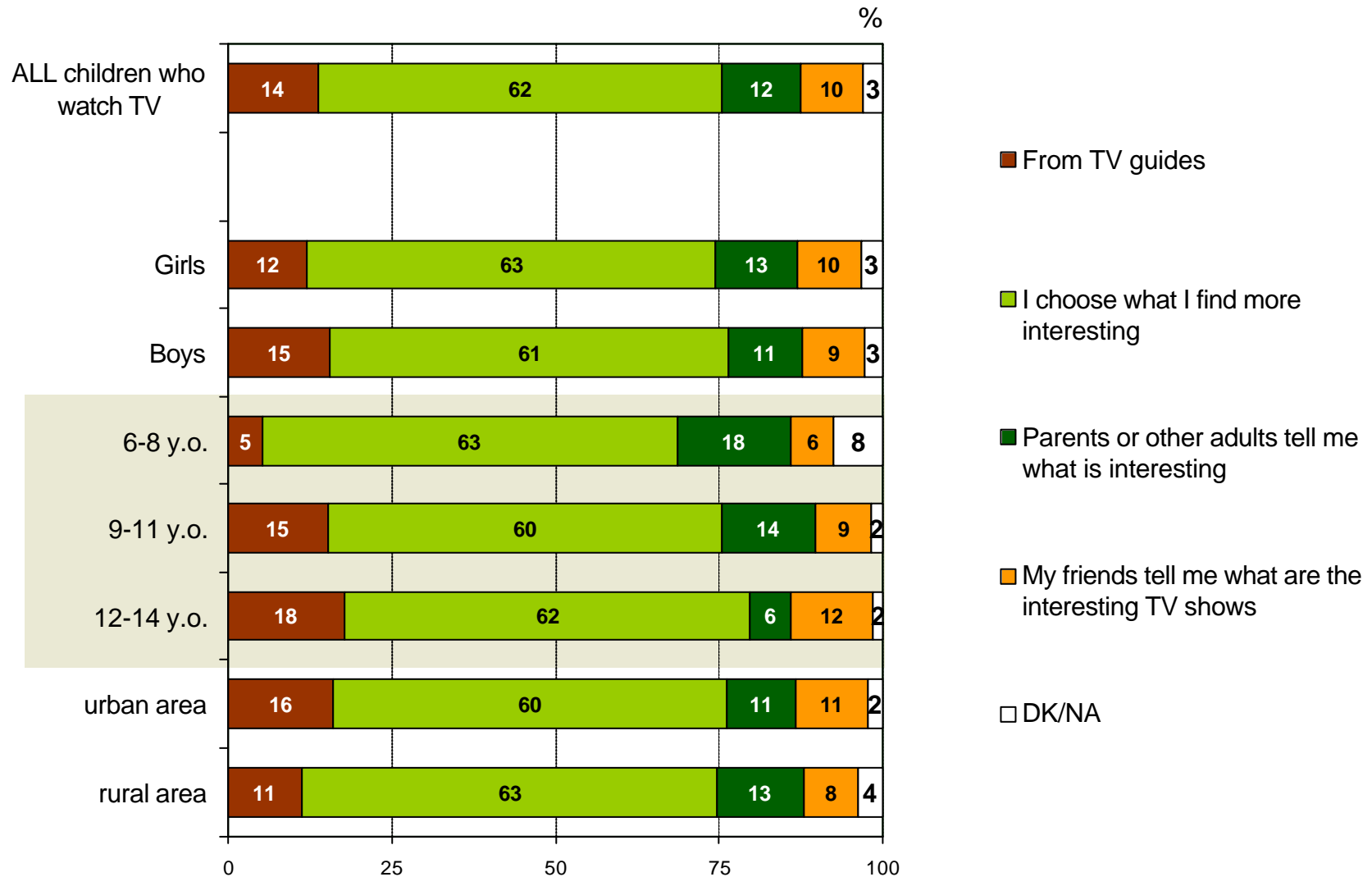
# Does it happen that some of your teachers recommend you to watch certain TV shows?

CHILDREN sample



# How do you usually choose the TV shows you watch?

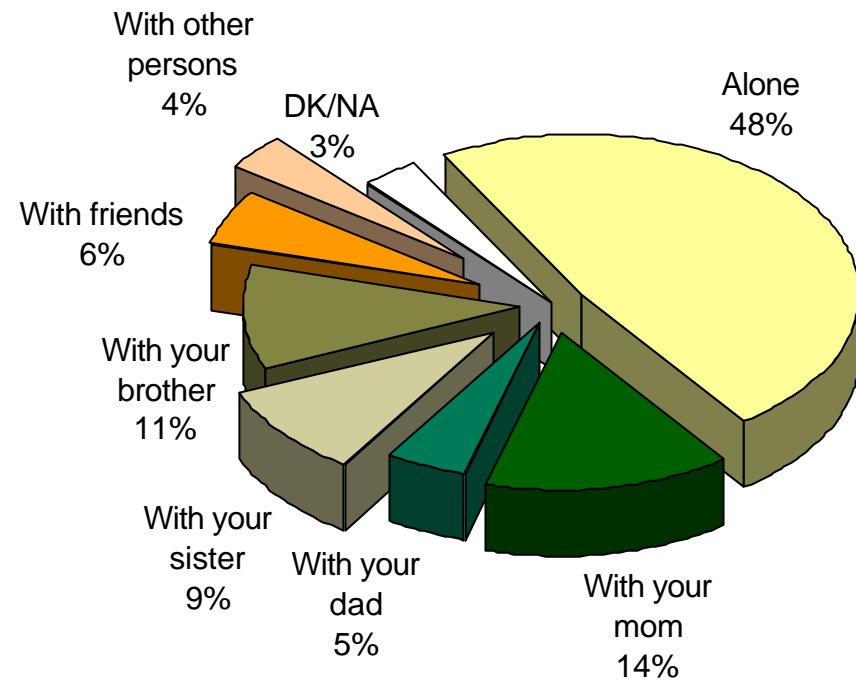
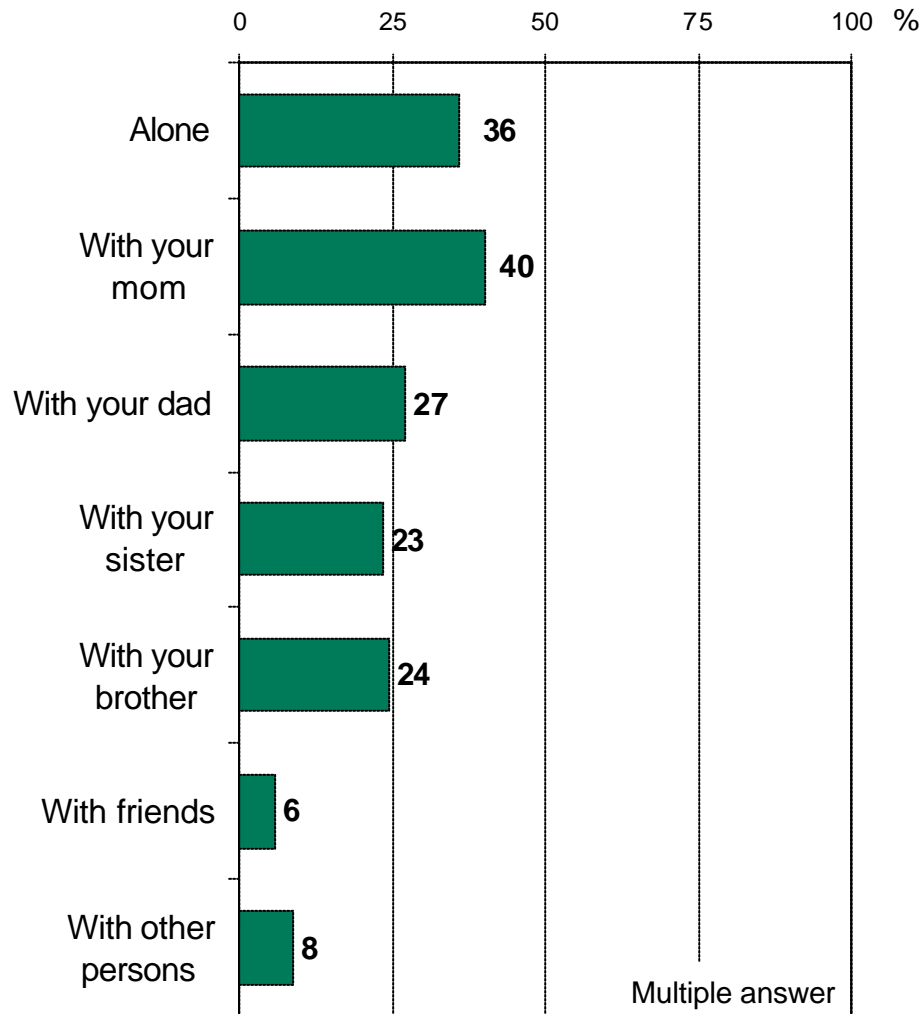
CHILDREN sample



# With whom do you watch TV most often?

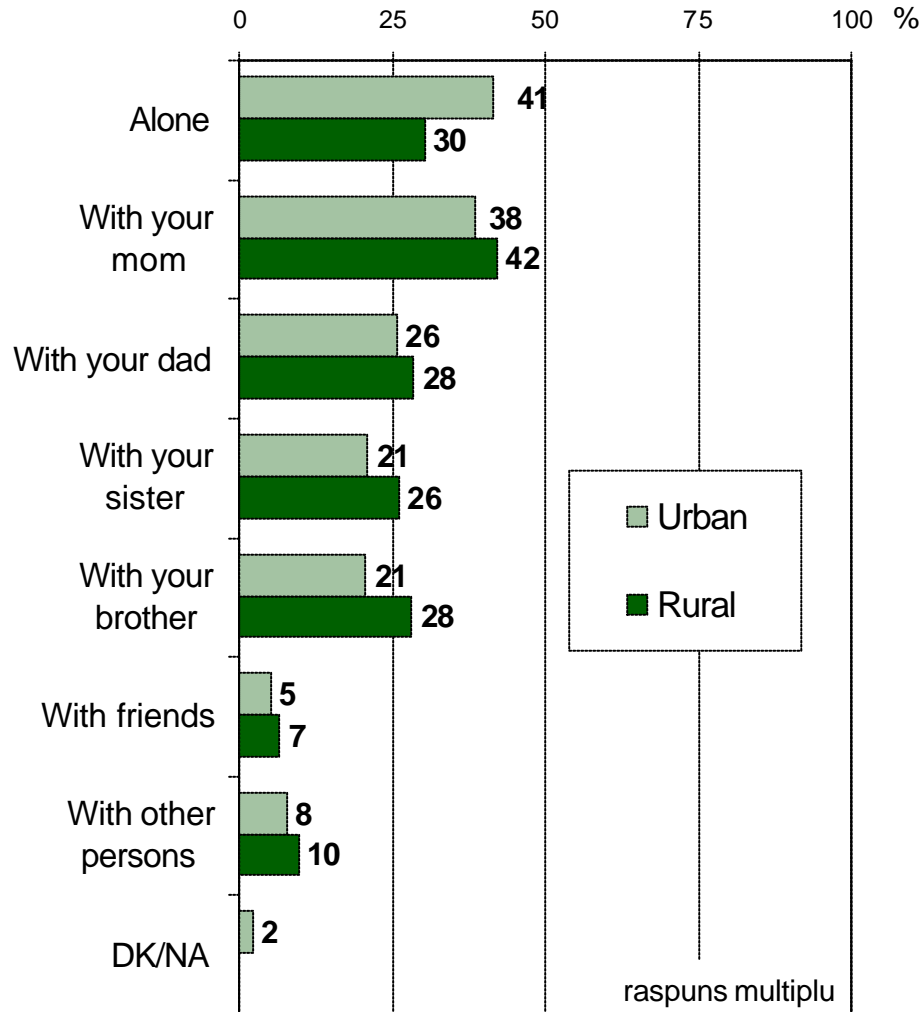
# How do you like most to watch TV?

CHILDREN sample

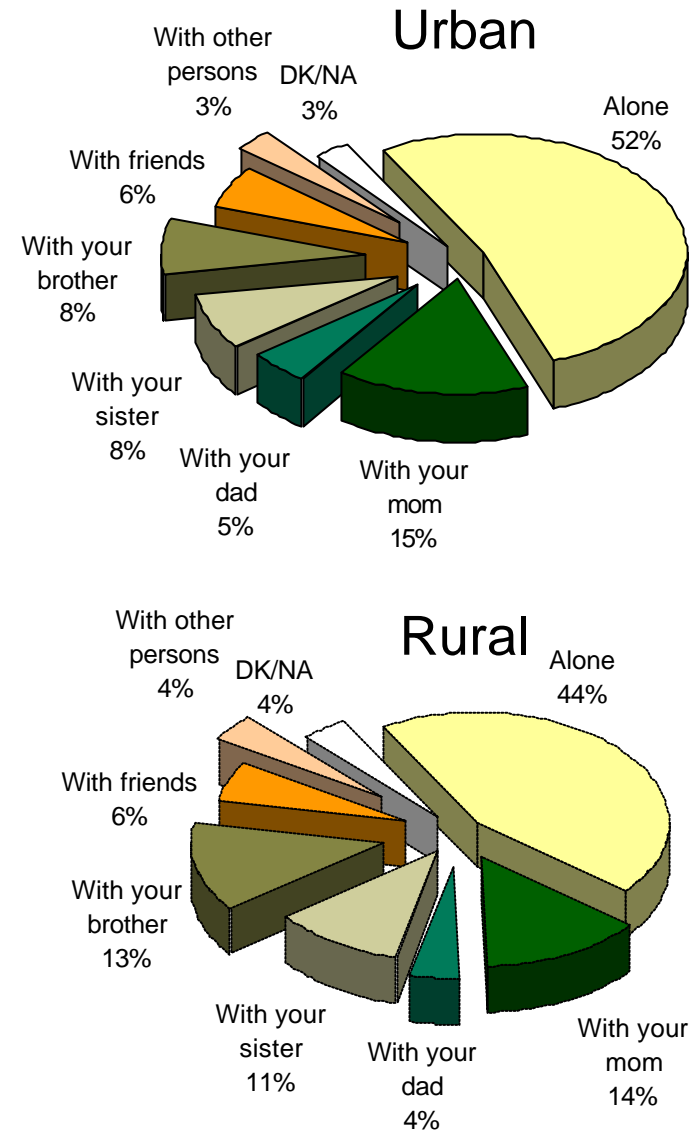


# With whom do you watch TV most often?

CHILDREN sample



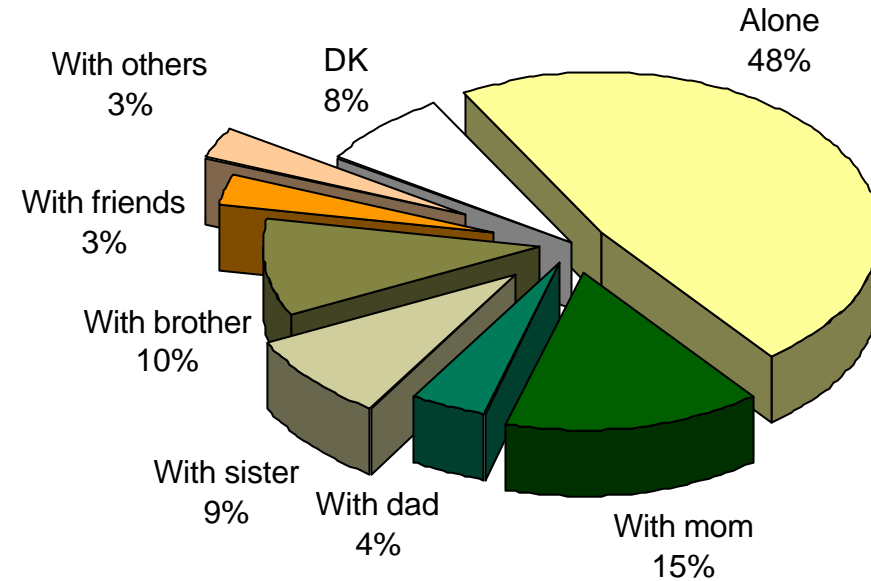
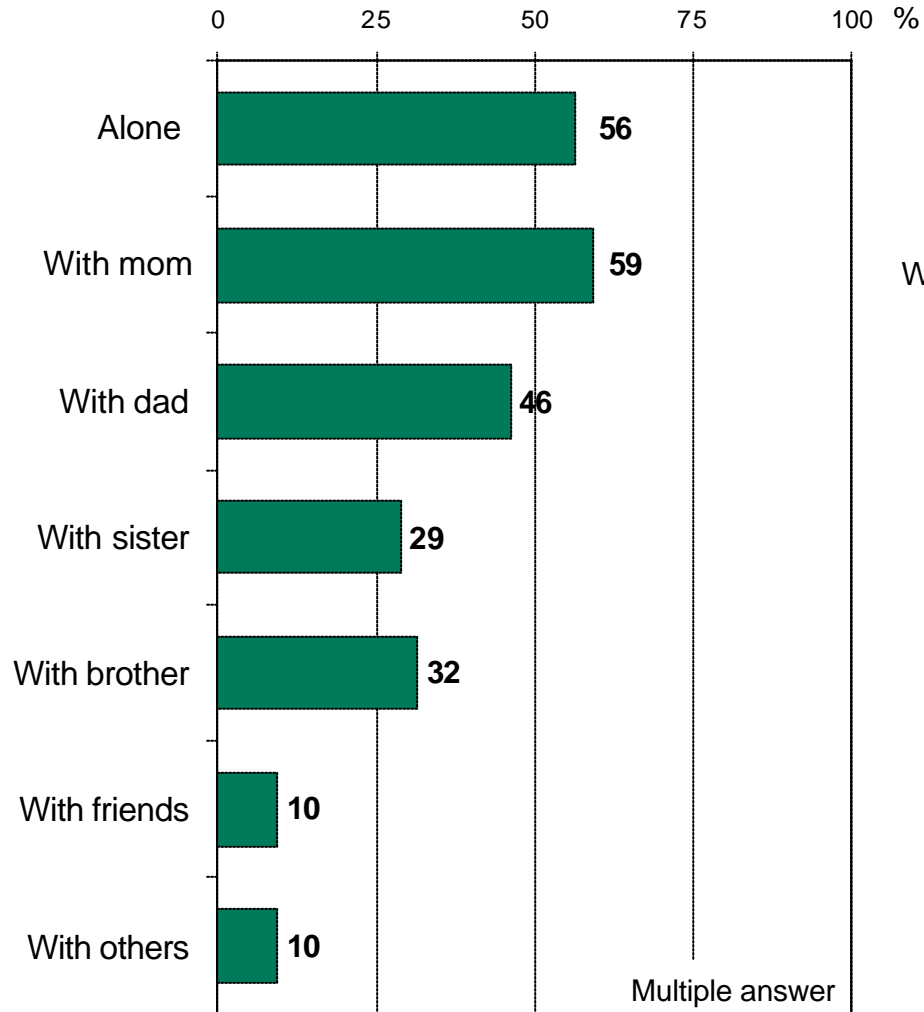
# How do you like the most to watch TV?



# Does your child usually watch TV ....?

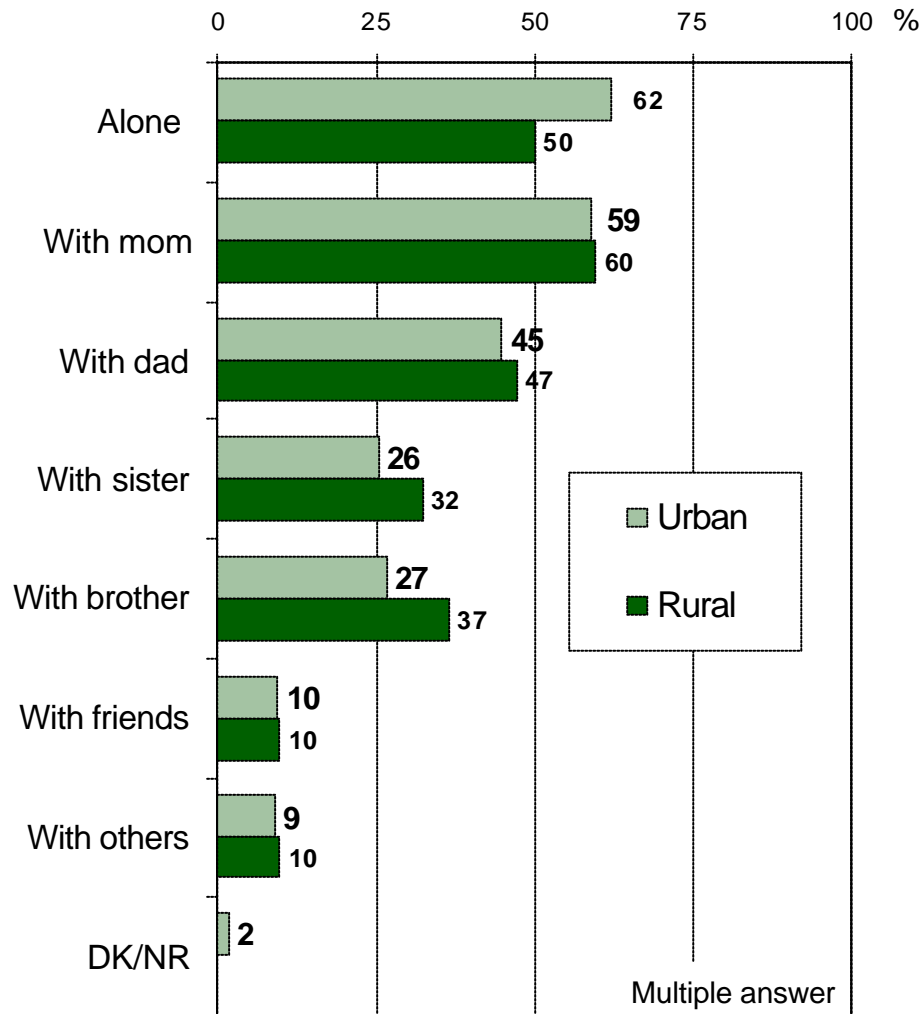
PARENTS sample

# How does your child prefer watching TV?

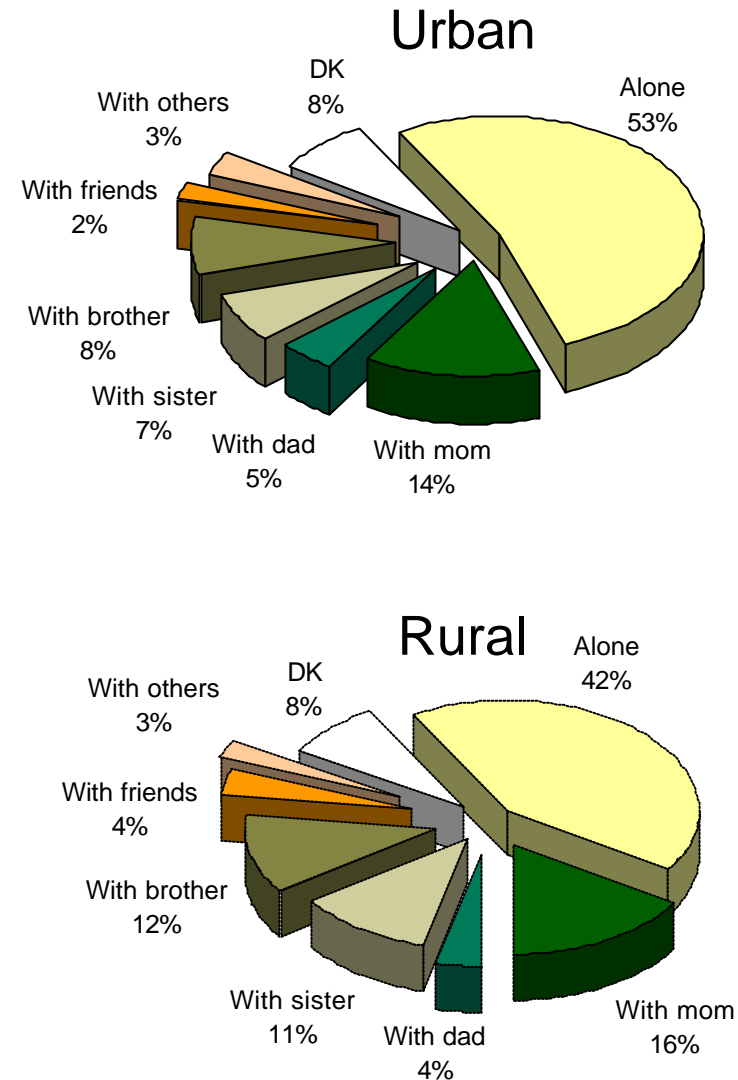


# Does your child usually watch TV ....?

PARENTS sample

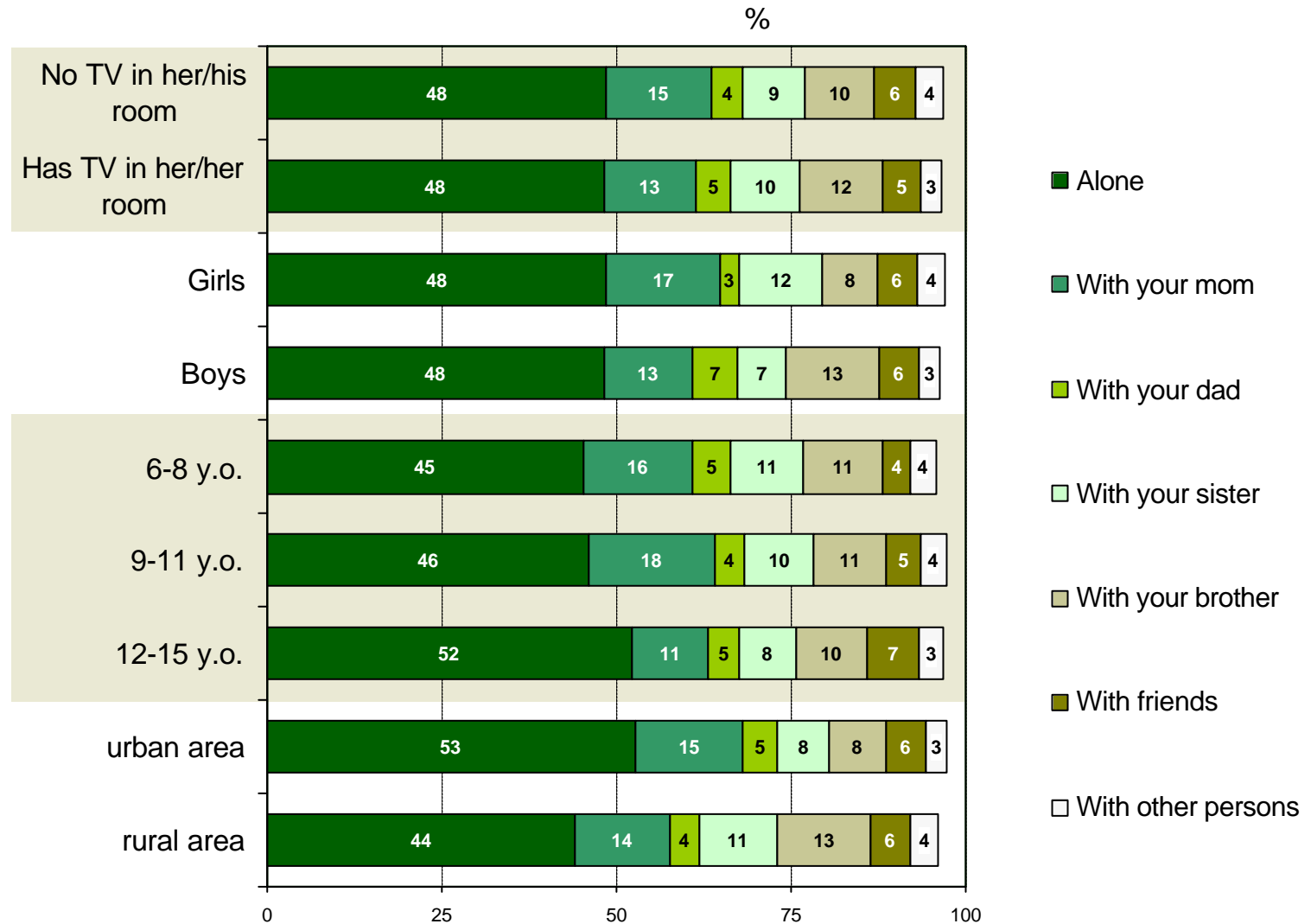


# How does your child prefer watching TV?



# How do you like most to watch TV?

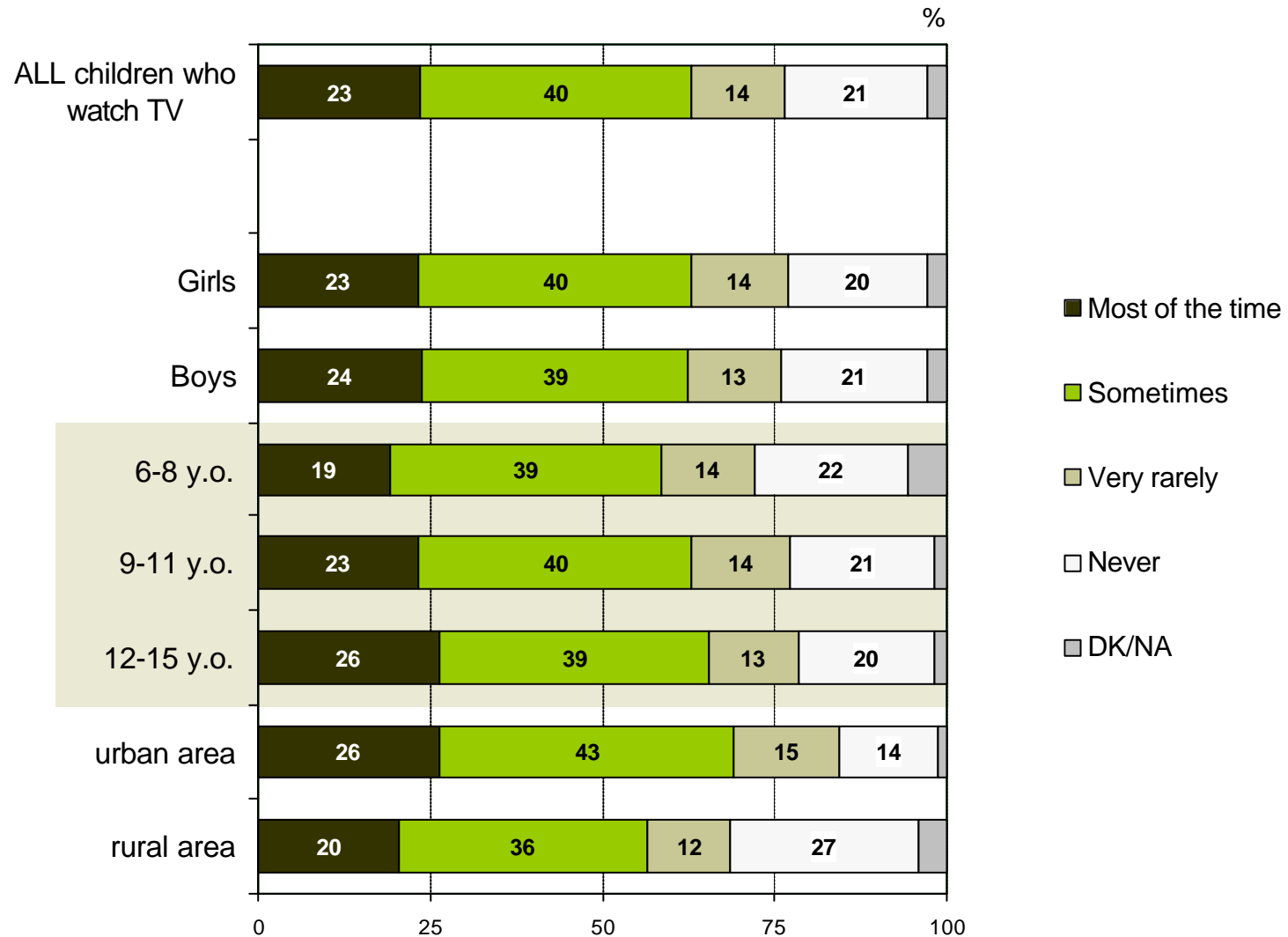
Children sample





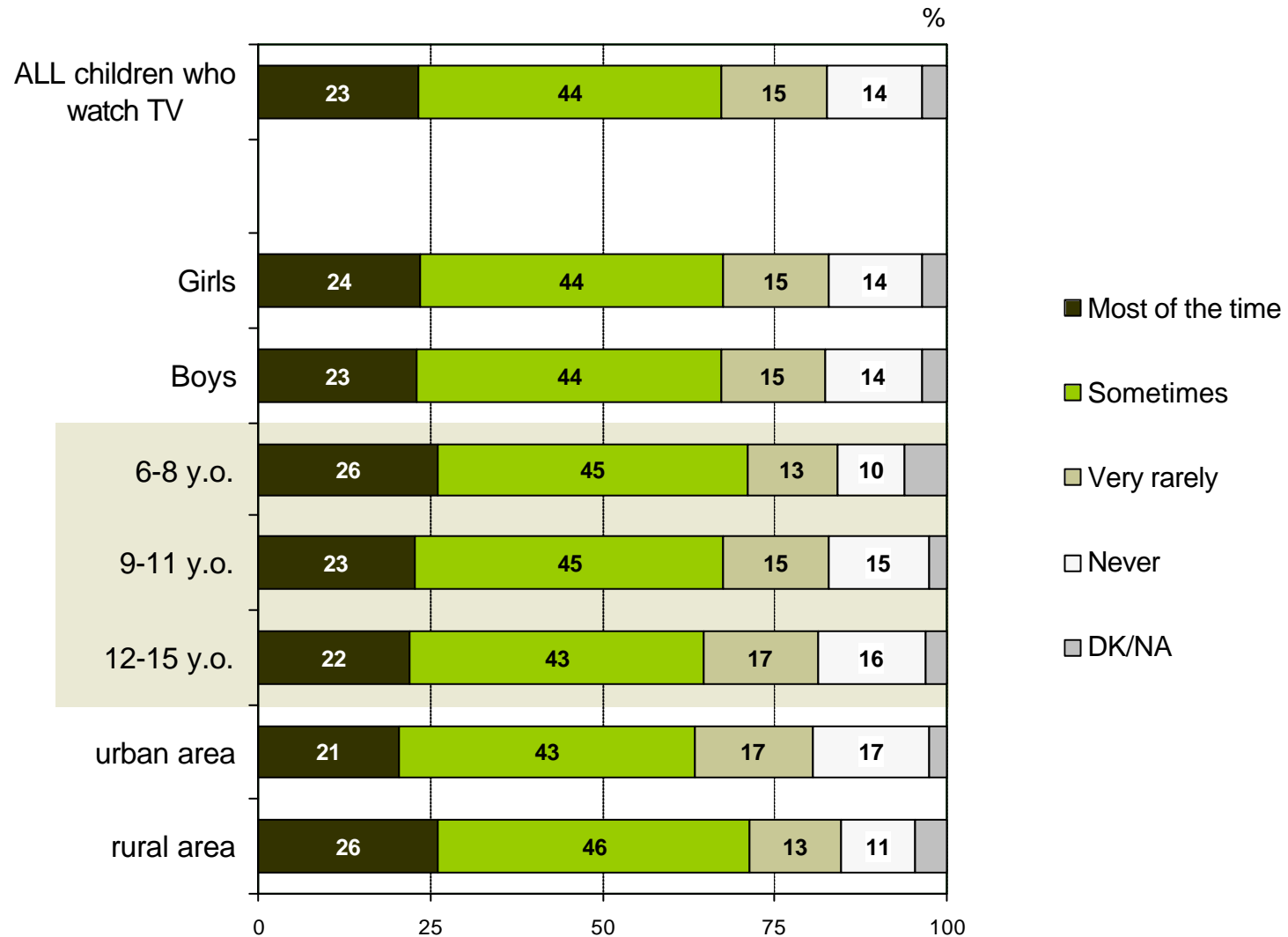
# Do you switch the channel when watching a program just to see what's on the other TV channels?

Children sample



# Does it happen to you to watch TV just because the others in the family watch it?

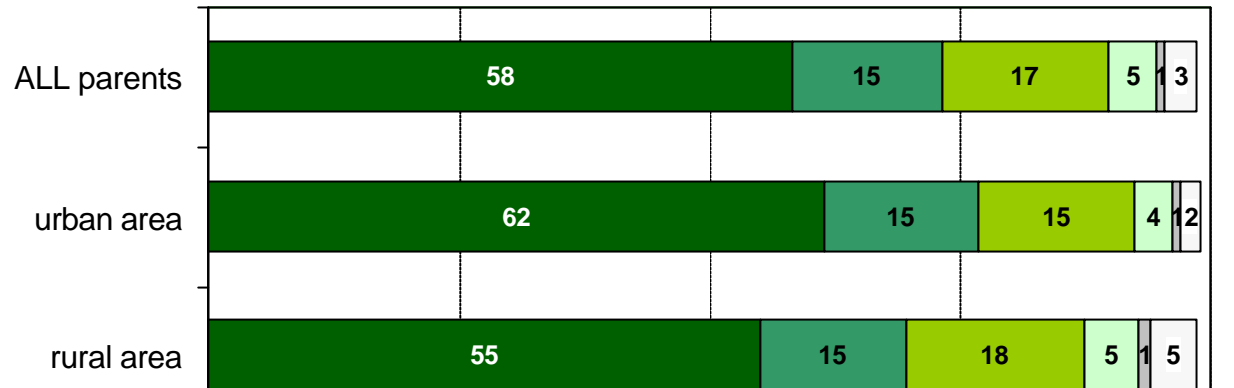
Children sample



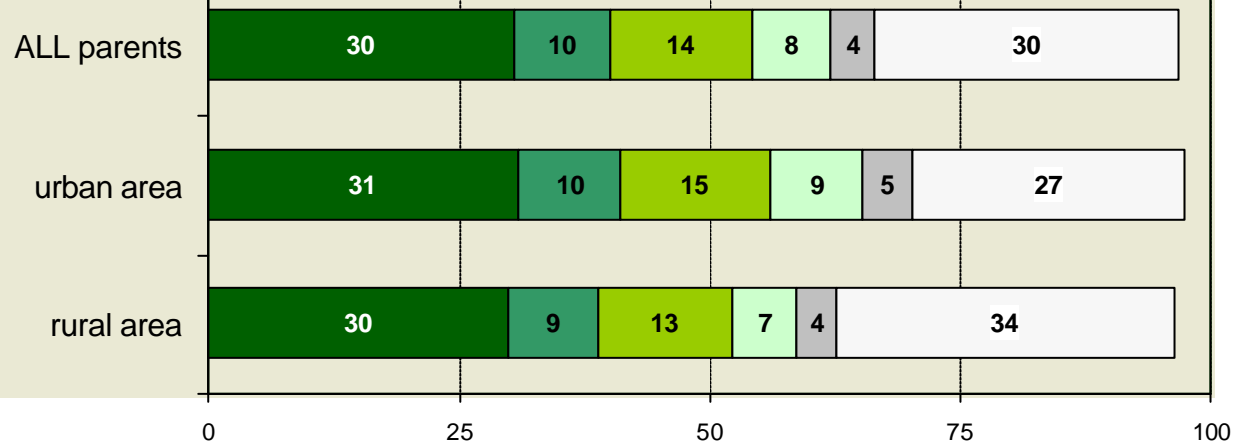
# In this period of the year, how much time do you spend watching TV/listening to the radio?

PARENTS sample

Watch TV



Listen to radio



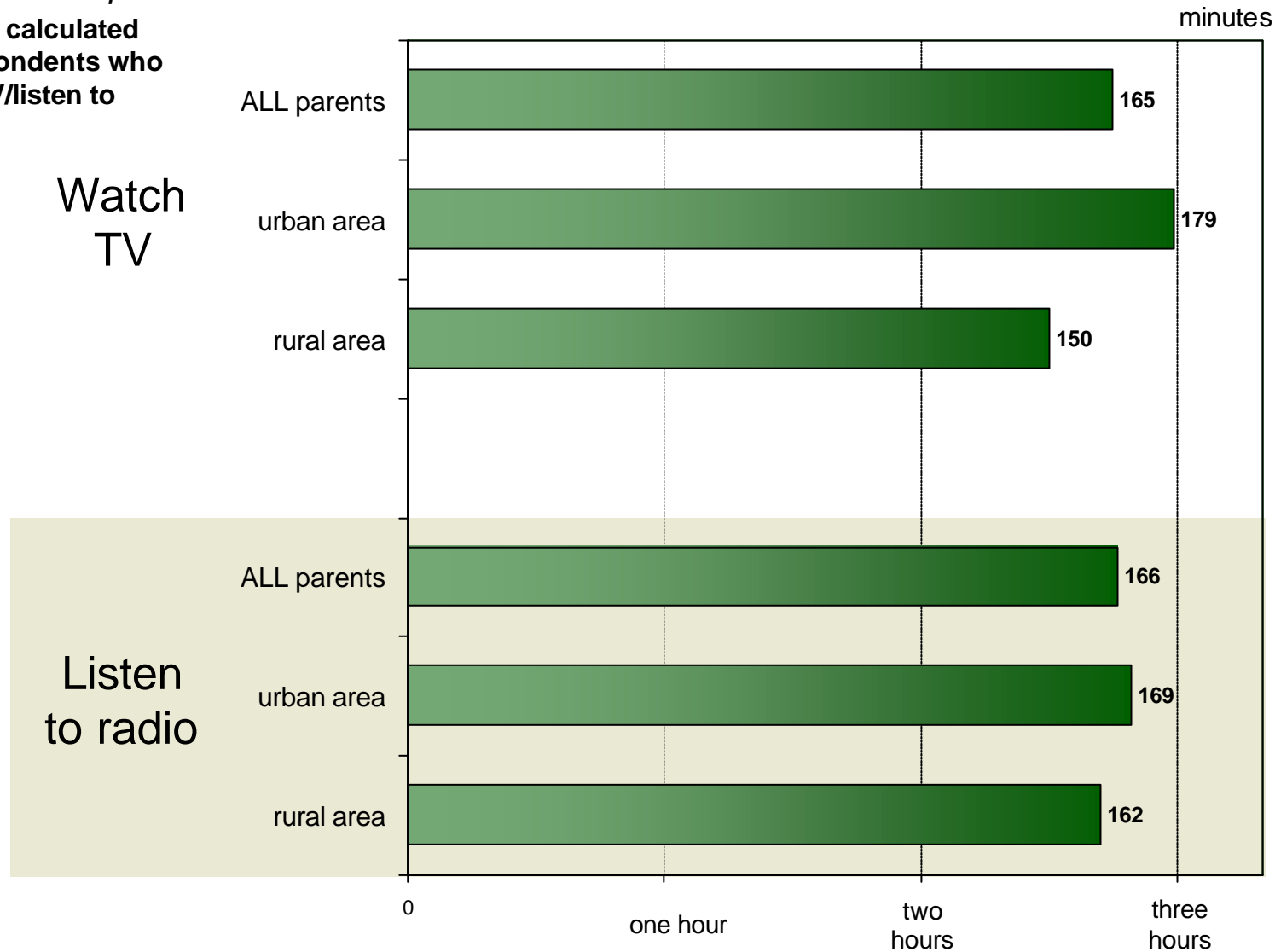
6-7 days a week
  4-5 days a week
  2-3 days a week
  Around once a week
  Less
  Not at all

Diferentele până la 100% sunt non-raspunsuri

# On a day you watch TV/listen to radio, how much time do you usually spend watching/listening?

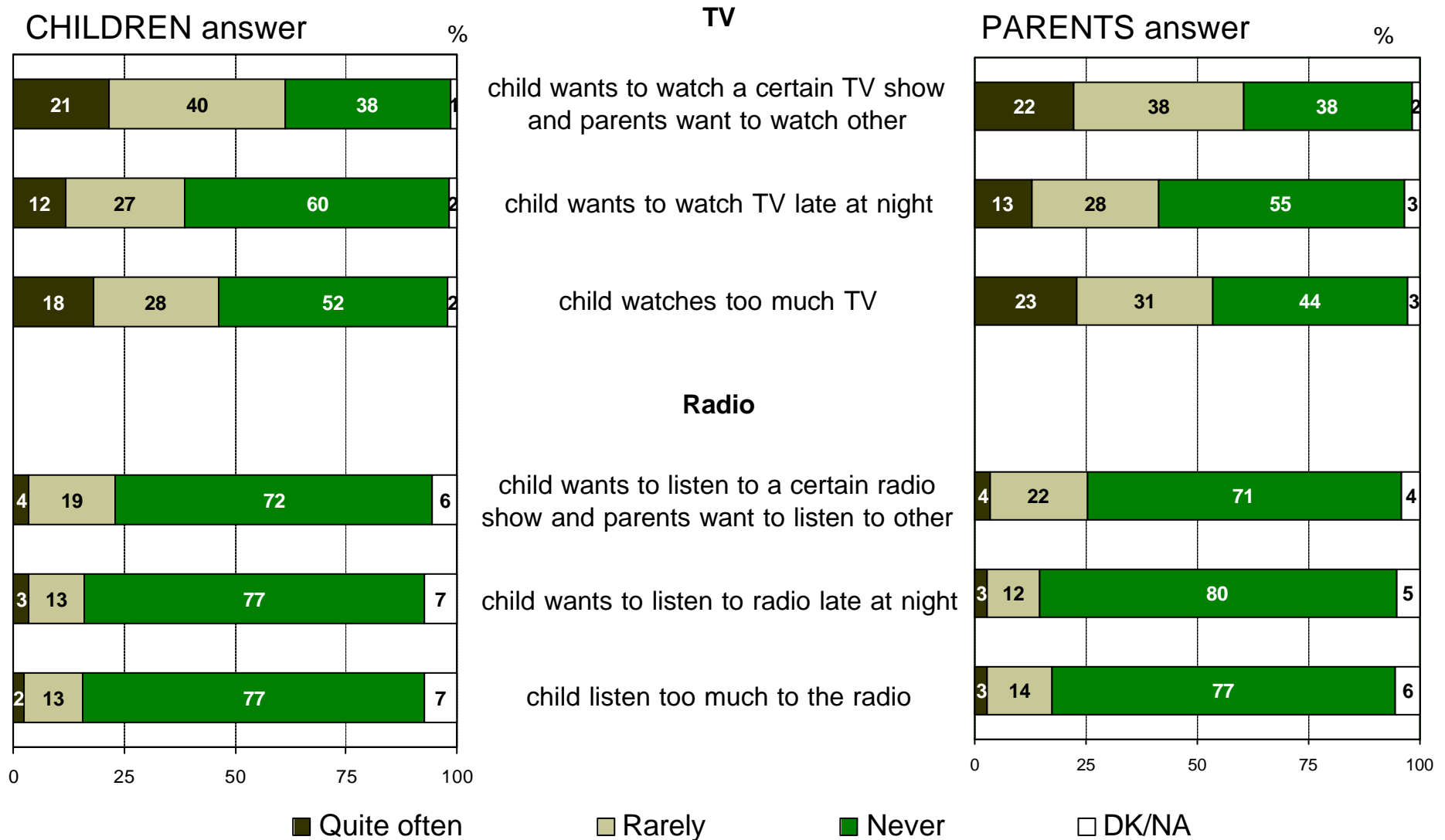
*PARENTS sample*

Average calculated for respondents who watch TV/listen to radio



# Quarrels between children and parents related to TV/radio

Only children who watch TV / listen to radio

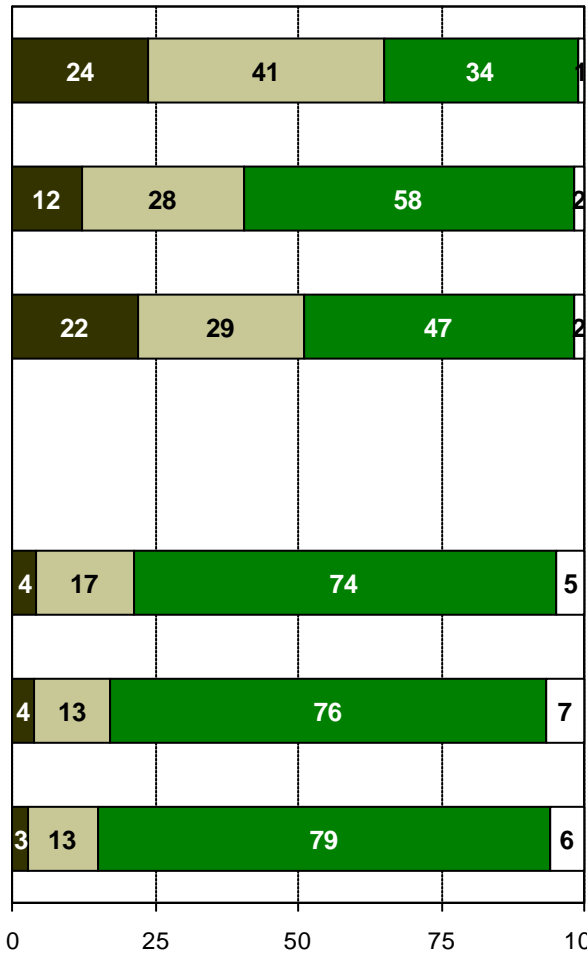


# Quarrels between children and parents related to TV/radio

## Urban

Only children who watch TV / listen to radio

CHILDREN answer %



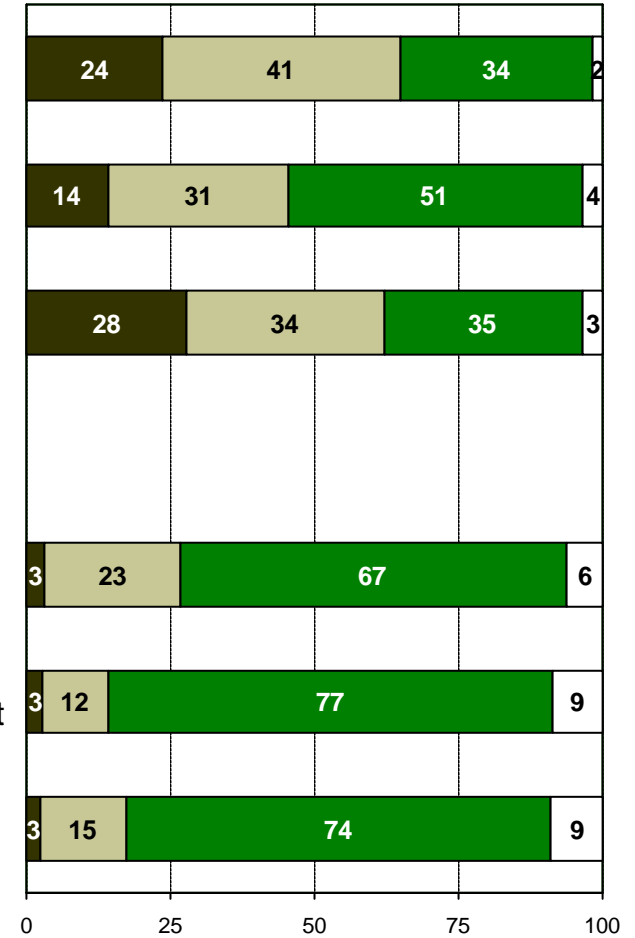
### TV

- child wants to watch a certain TV show and parents want to watch other
- child wants to watch TV late at night
- child watches too much TV

### Radio

- child wants to listen to a certain radio show and parents want to listen to other
- child wants to listen to radio late at night
- child listen too much to the radio

PARENTS answer %



■ Quite often

■ Rarely

■ Never

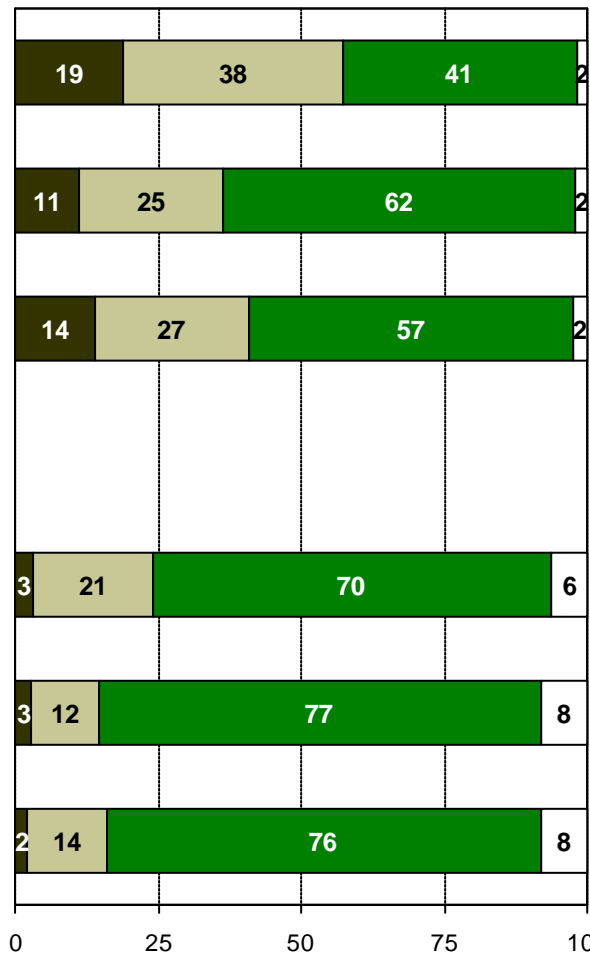
□ DK/NA

# Quarrels between children and parents related to TV/radio

## Rural

Only children who watch TV / listen to radio

CHILDREN answer %



### TV

child wants to watch a certain TV show and parents want to watch other

child wants to watch TV late at night

child watches too much TV

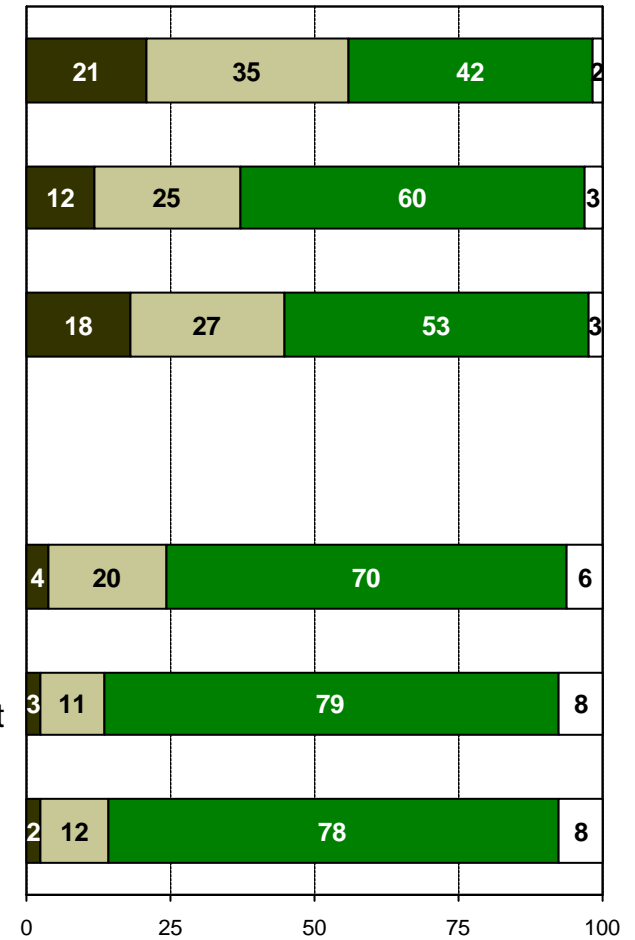
### Radio

child wants to listen to a certain radio show and parents want to listen to other

child wants to listen to radio late at night

child listen too much to the radio

PARENTS answer %



■ Quite often

■ Rarely

■ Never

□ DK/NA

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# Exposure to Potentially Negative Programs



## Exposure to Potentially Negative Programs

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### Restrictions (media ratings)

Most parents (90%) consider it would be a good or a very good idea to ban the broadcasting of certain shows having a high degree of violence and obscene scenes before 22:00 hours. In addition, many of them (30%) consider that such shows should be broadcast after 23:00. Only few of them (10%) think that such shows may be broadcast before 22:00 hours, and even fewer think there should be no restriction at all.

The shows marked with the symbol “AP” are viewed by almost 90% of the children (according to their parents’ and their own statements). A larger number of older children declared to view this type of shows (80% of the children aged between 6-8 years old, 91% of those aged between 9-11 years old and 94% of those aged between 12-14 years old).

Only one third of the children aged between 6-8 years old, respectively one quarter of those aged between 9-11 years old never watch TV shows bearing the mark “12”, almost half of those included in each age group watching such shows occasionally. Similar percentages are to be found in the parents’ statements.

In the case of TV shows bearing the sign “16”, the recommendation seems to have a greater impact. 60% of the children state that they never watch this type of shows, such percentage decreasing a bit in the case of older children. However, a rather high number of children included in each age category admit watching such shows (one fifth of the children of 6-8 years old, one quarter of those of 9-11 years old and almost half of the children of 12-14 years old). Surprisingly, also in this case the parents are aware of their children’s watching behavior.

In many of the investigated families, the children’s watching behavior (the time they are allowed to spend watching TV, what they are allowed to watch) is established in advance. One third of the parents state that they established a maximum number of hours that their children are permitted to spend in front of the TV set (the frequency of this rule is lower as children are older). In most of the cases, such duration is comprised between 2-3 hours. As regards the contents of the shows children are allowed to watch, 42% of the parents state that the entire family established which are the types of programs, shows or movies that their children may watch (half of the families having children aged between 6-8 years old, respectively 36% of those having children aged between 12-14 years old have set rules for TV watching).



 (continued)

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Which are the types of shows children are not allowed to watch (the parents explicitly forbid them to)? As expected, in most of the cases these are the shows containing violence, porn/erotic/sex scenes.

What is the parents' attitude when their children watch TV shows which are not recommendable at their age? Regarding this issue, there are significant inconsistencies between the children's declarations and their parents' declarations.

According to the children's statements, one third of the parents forbid them to watch shows that are not recommendable at their age (marked by specific interdiction signs) but more than half of the parents declare doing that. A small percentage of the children (15%) say that they are explicitly forbidden this, but they still watch such shows. However, parents say this (the fact that they tell their children not to watch certain shows, but they disobey) happens more often (23%). Indifference (no explicit interdiction or permission) is mentioned more frequently by the children (27%) than by the parents (14%). If the contents of the shows is explicitly indicated (violence, sex or obscene dialogues), the cases when interdiction is mentioned are more numerous (71%), reaching almost 80% in the case of children aged between 6-8 years old. The situations when children watch this type of shows (whether forbidden by their parents or not) are relatively numerous (25% on an average; 18% in the case of children of 6-8 years old and 32% in the case of those of 12-14 years old).

The presence of interdiction marks, irrespective of the children's age, has an impact on a very low number of children (according to their own and their parents' statements). Thus, 87% of the children aged between 6-11 years old watch the shows marked with "AP" (occasionally or always, in an almost equal proportion), 68% of them watching also the shows marked with "12", and 24% of them when the sign displayed is "16". Also, almost half of the children aged between 12-14 years old disregard interdiction signs. Thus, 45% of them (occasionally or always) watch shows marked with the sign "16".

A significant part of the adults watch (occasionally or more often) shows such as Big Brother (29%) or Ciao Darwin (53%). Also, some of them express positive opinions about shows of this type (they like them). Nevertheless, adults consider that these programs should be broadcast later than 22:00 hours, most probably due the presence of their children in front of the TV set at earlier hours. Thus, more than half of the parents think it would be better if television programs like Big Brother or Ciao Darwin were broadcast only after 22:00 hours, and if we also take into consideration those who have only heard about these shows (70%), the percentage is even higher (80%).





(continued)

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## TV Commercials

Children often watch TV commercials (31% of them often do that, and 35% of them only occasionally; only 19% said they never do that), their interest in commercials being higher as they are younger. The influence of this fact is obvious, half of the children asking their parents to buy for them the things they see on TV (in this case also, younger children are those who make such requests more often). Moreover, children who spend more time watching commercials requests their parents more often to buy for them the things they see on TV (55% of those who often watch commercials do that, as compared to 46% of those who watch commercials more rarely).

## Degree of Exposure to Shows Having a Negative Influence

Which is the degree of children's exposure to shows having negative contents (alcohol, violence, sex)? According to the data collected, it is rather high. Thus, 73% of the children watch commercials on alcoholic beverages at least weekly (22% of them watch them daily), and this percentage is higher as children are older (30% of the children aged between 12-14 years old watch them daily). 22% of the children aged between 9-14 years old have watched at least one "porn/erotic" movie (14% of those aged between 9-11 years old, respectively 27% of those aged between 12-14 years old), while the number of the children who have watched horror movies is much higher (74%; 65% of the children of 9-11 years old and 81% of those of 12-14 years old). Television is the main means through which children have access to such movies (porn, horror). The other means are the VCR/DVD, the computer and the internet, in this specific order. The age when children first saw porn movies is generally comprised between 9-13 years old, and even lower in the case of horror movies (8-12 years old). Irrespective of the age category, the contact with horror and porn movies is much higher when reported to the period comprised between 1999 and 2002 (these are the years most frequently mentioned when talking about the commencement of the viewing behavior, irrespective of the child's current age).





(continued)

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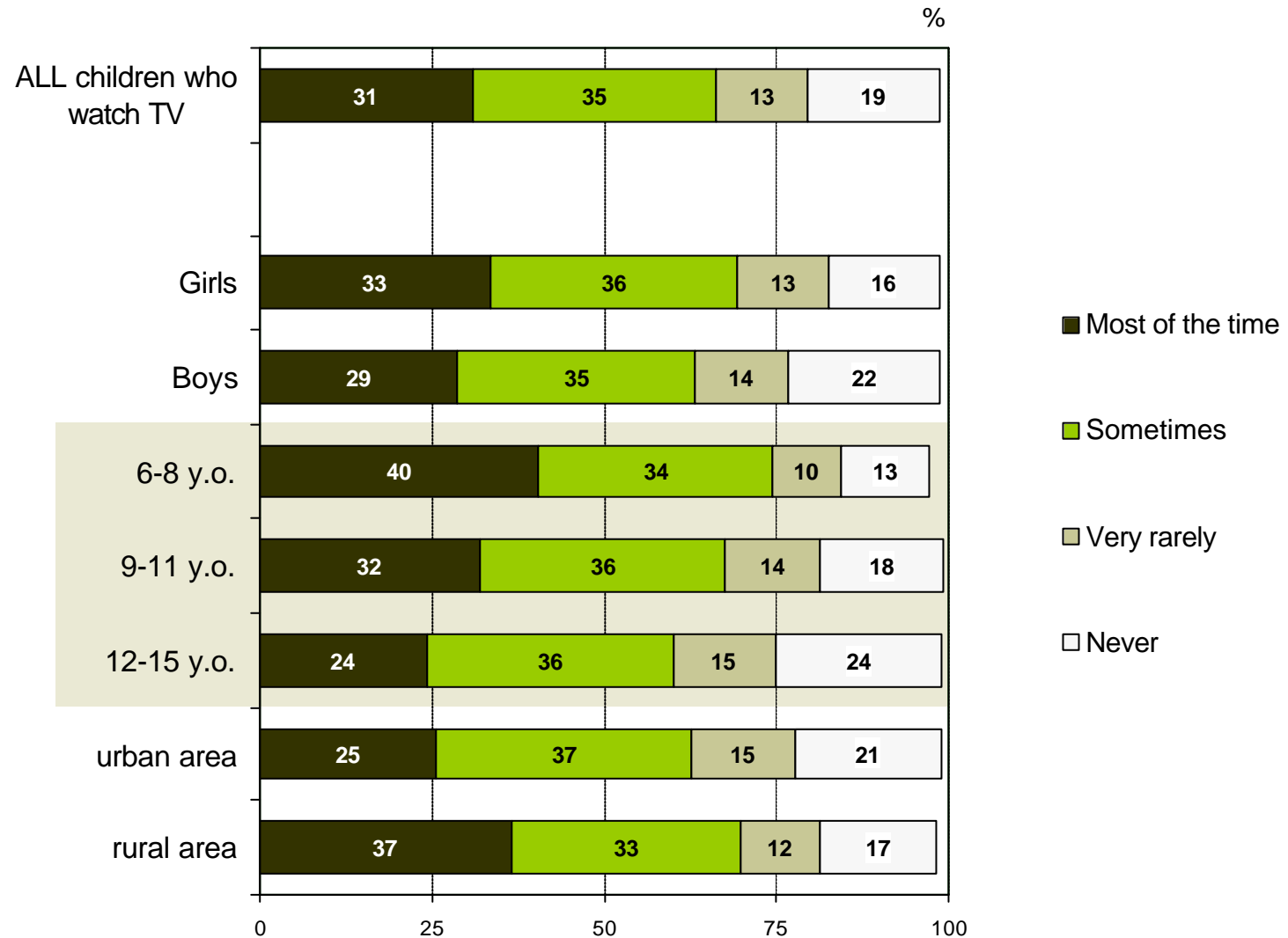
## Effects of Such Exposure on Children's Attitudes and Behavior Regarding Violence

Some of the parents consider that the violence presented in television programs is responsible for certain behaviors and attitudes of their children, influencing their socialization process. Offering shows with violent contents, television decreases children's sensitivity with respect to violent behavior and makes some of them think that violence is part of the normal life, that it is something natural (19%), and even to value it in some cases. The effect of TV shows presenting violence, be they news or fiction (movies/cartoons), is even deeper. Almost one third of the parents consider that their children are often disturbed/affected by the violence presented in the media. Due to watching violent scenes, some of the children (17%) tend to imitate such behaviors, such effect being much easier to notice in the case of younger children. Although most parents think that school is still an instance playing an important role in children's socialization, part of them (17%) consider television to have stronger socialization effects.

Sometimes, TV watching is a reason for arguments between children and their parents. In the top regarding reasons for arguments between parents and children, watching TV occupies the second position, being preceded by school homework and equal to going out and helping with the chores. The frequency of this reason is higher in the case of younger children, in the urban areas.

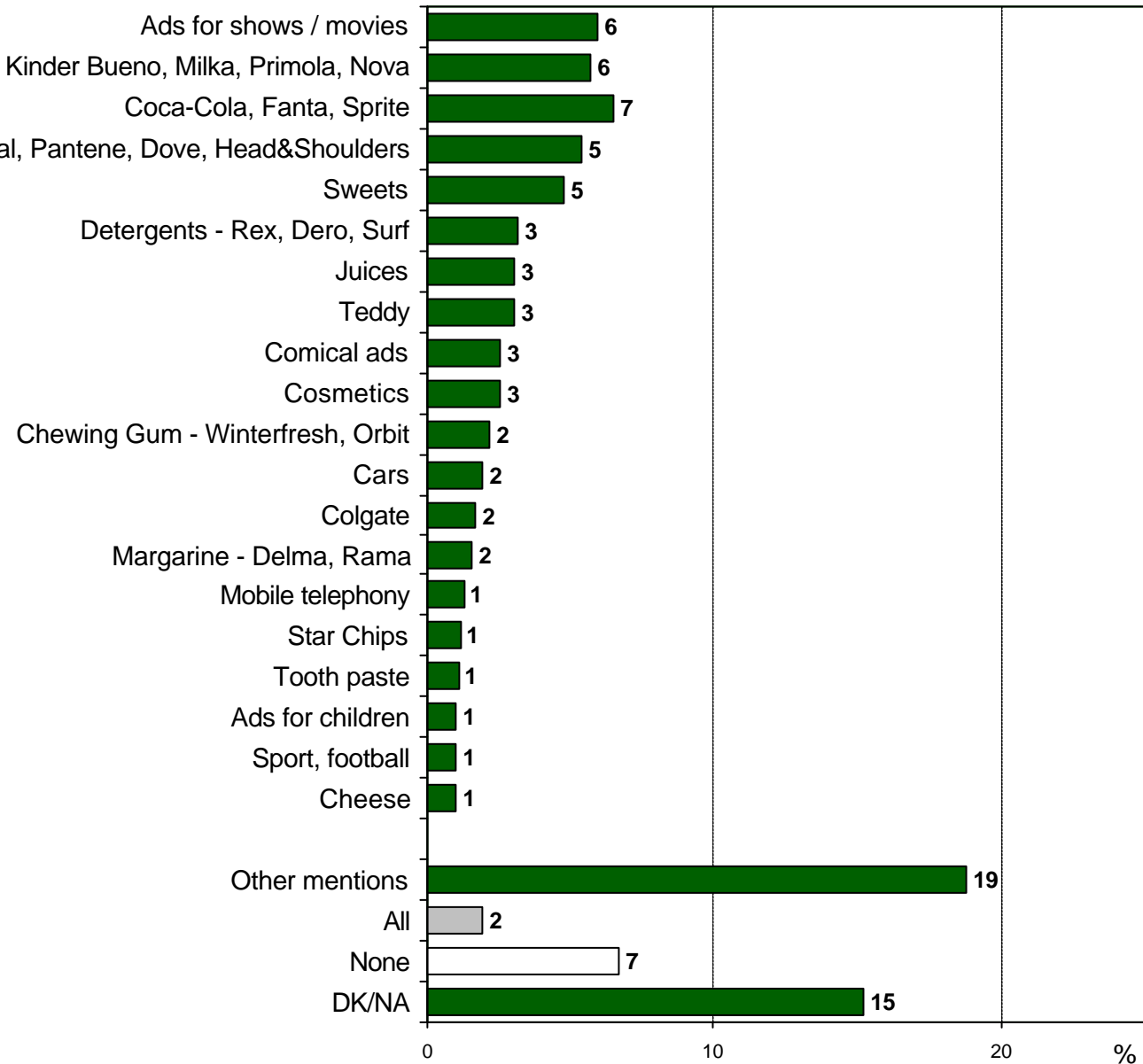
# Do you like watching TV commercials?

CHILDREN sample

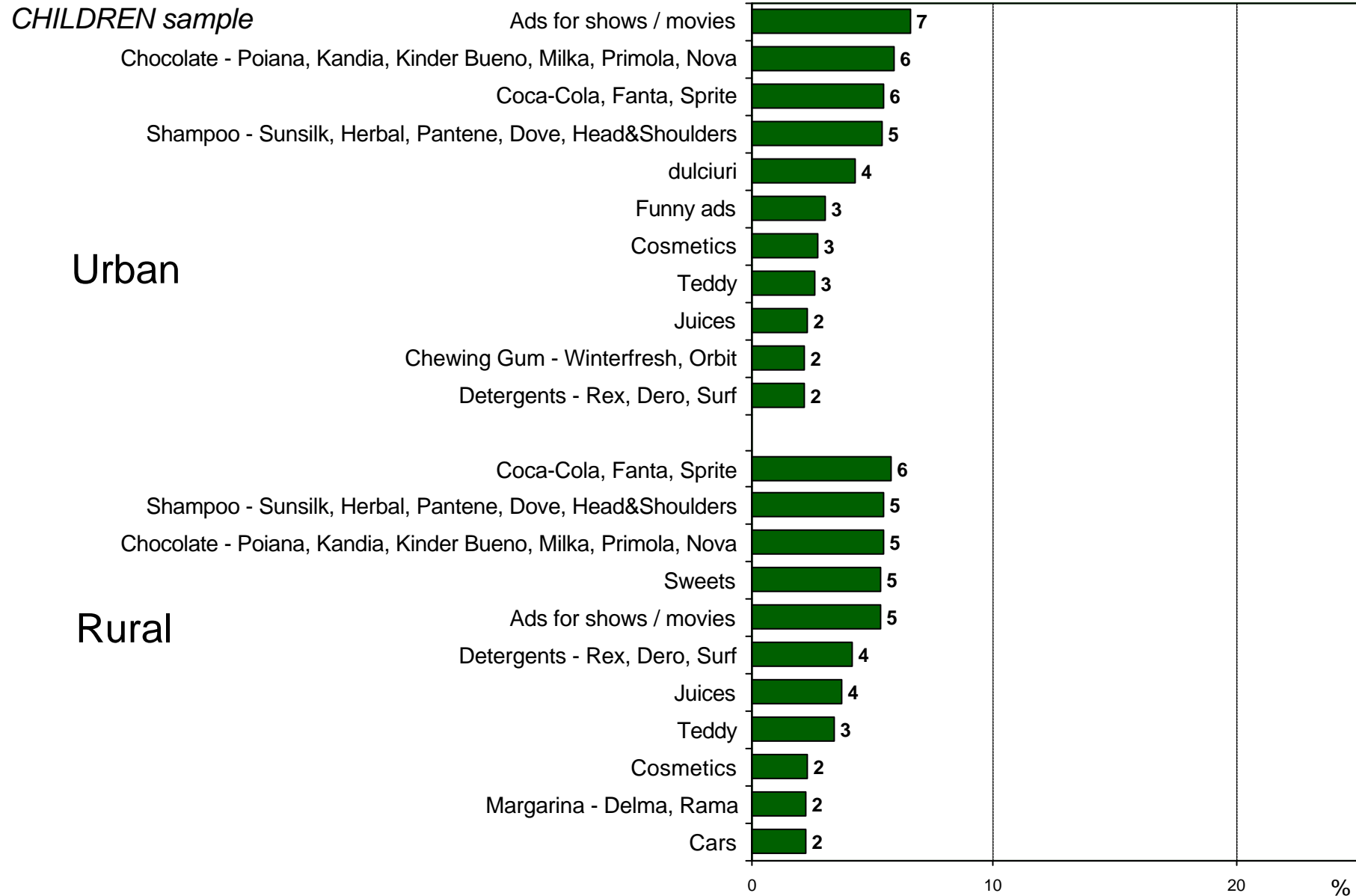


# What kind of commercials do you like?

*CHILDREN sample*

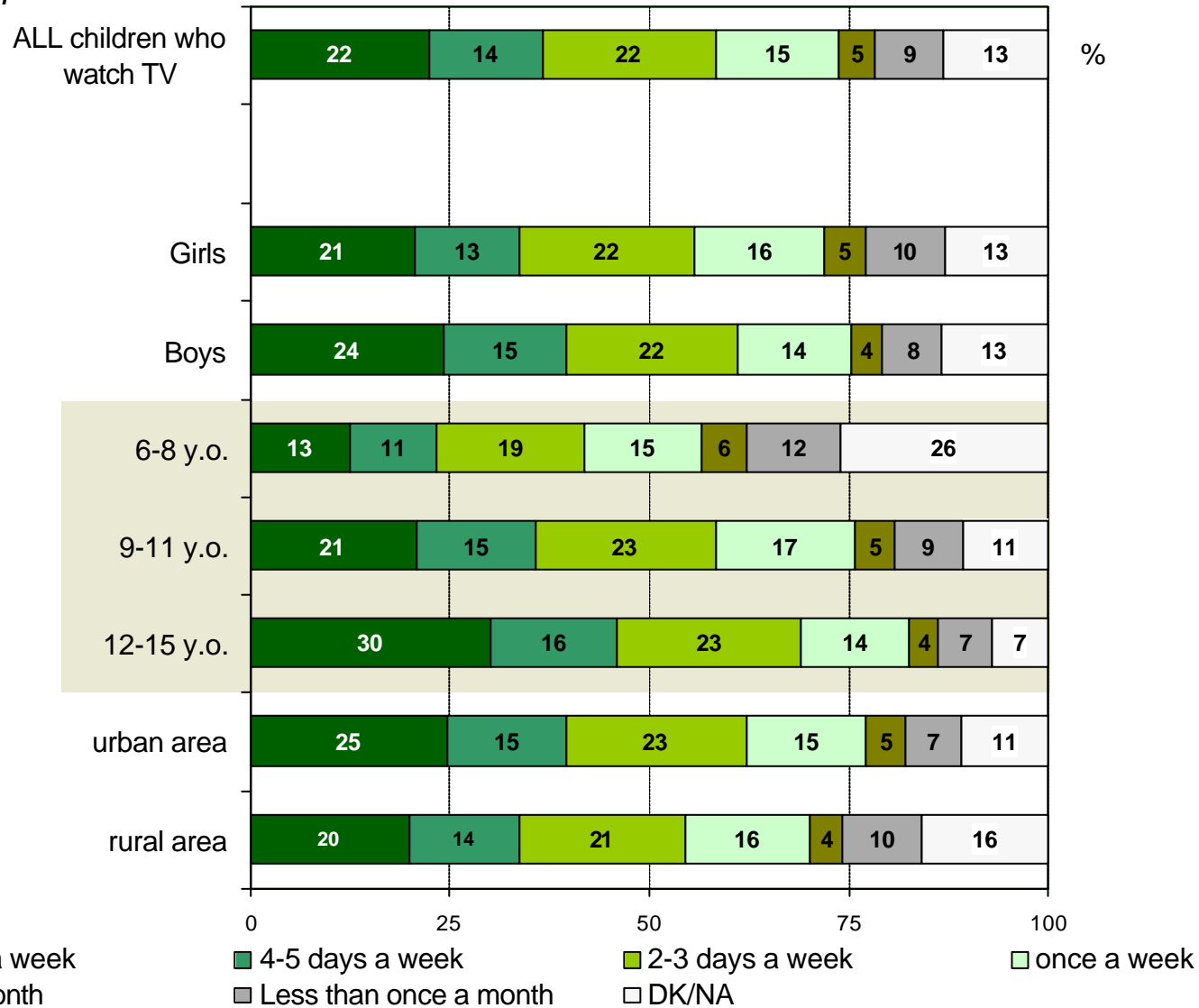


# What kind of commercials do you like?



# How often do you see TV commercials for alcoholic beverages?

CHILDREN sample





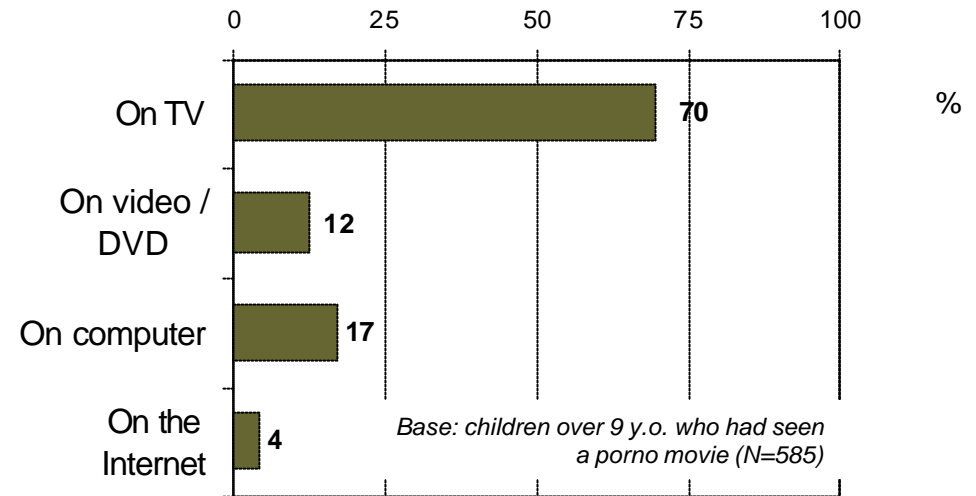
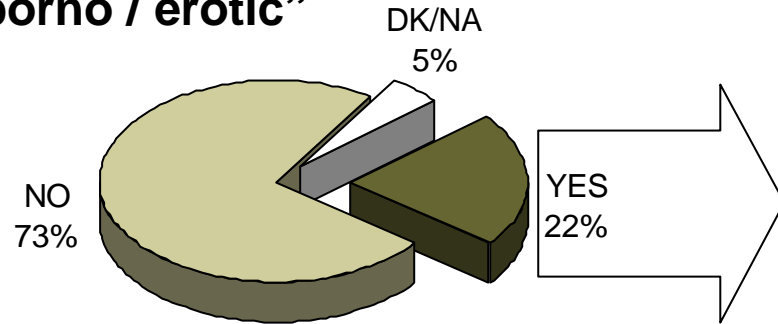
# Have you ever seen a movie ...?

# Where?

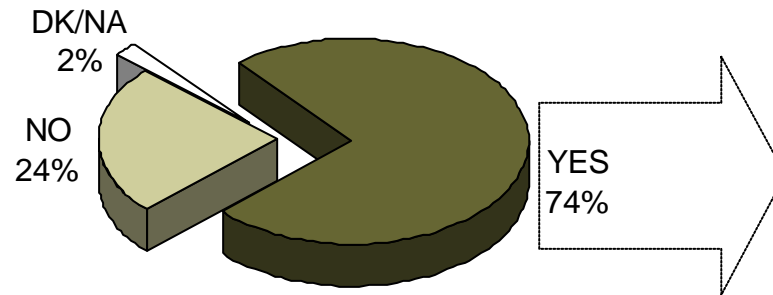
CHILDREN sample

– only children over 9 y.o.

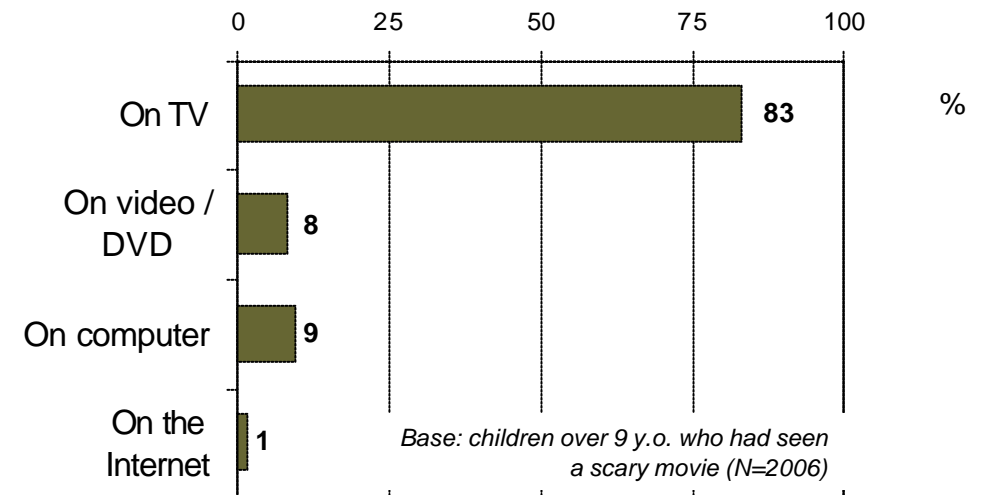
## ... “porno / erotic”



## ... Scary



Base: children over 9 y.o. (N=2706)

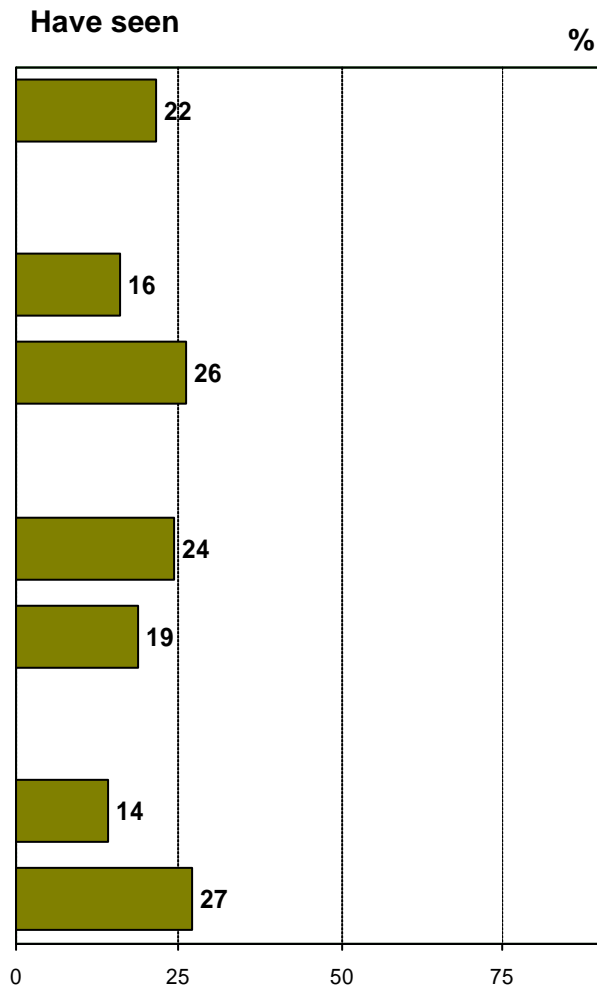


# Have you ever seen a “porno / erotic” movie?

# [If YES] How old were you when you first saw such a movie?

CHILDREN sample

– only children over 9 y.o.



ALL children over 9 y.o.

Girls

Boys

Urban area

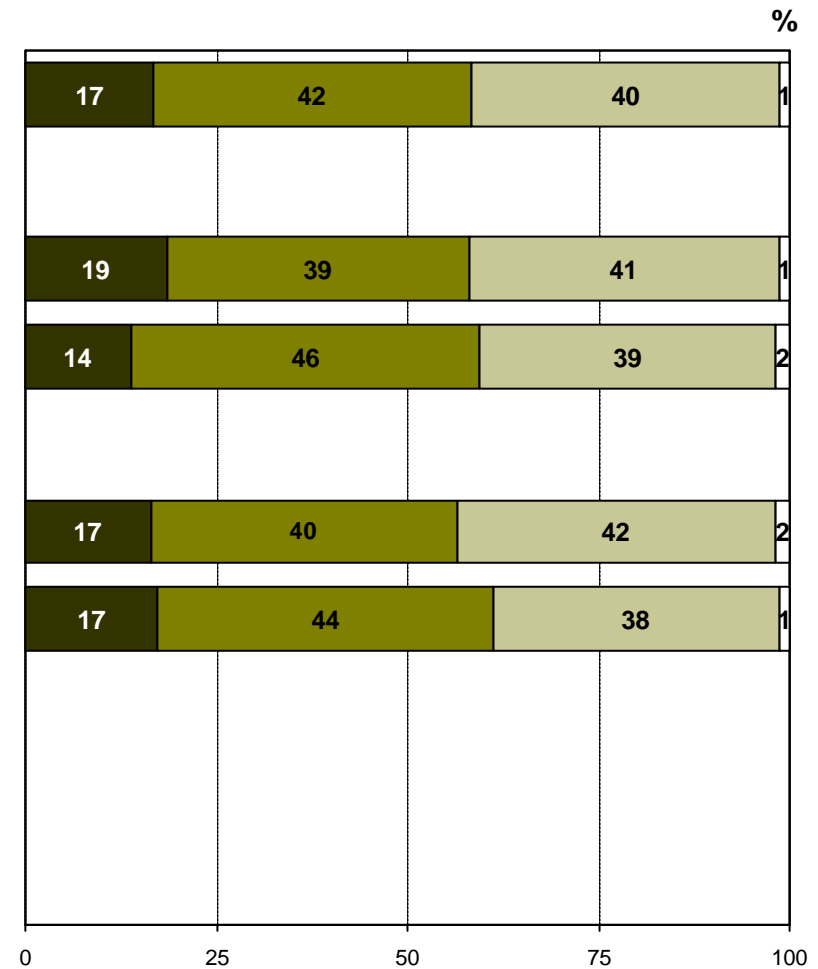
Rural area

9-11 years

12-14 years

■ less than 9 years  
■ 9-11 years  
■ 12-14 years

■ 9-11 years  
□ DK/NA

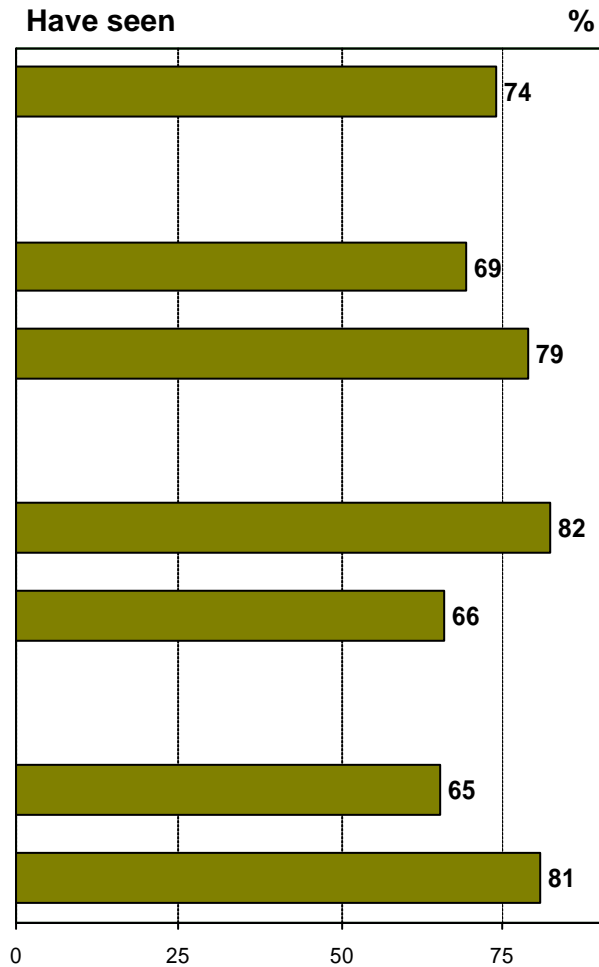


# Have you ever seen a “scary” movie?

# [If YES] How old were you when you first saw such a movie?

CHILDREN sample

– only children over 9 y.o.



ALL children over 9 y.o.

Girls

Boys

Urban area

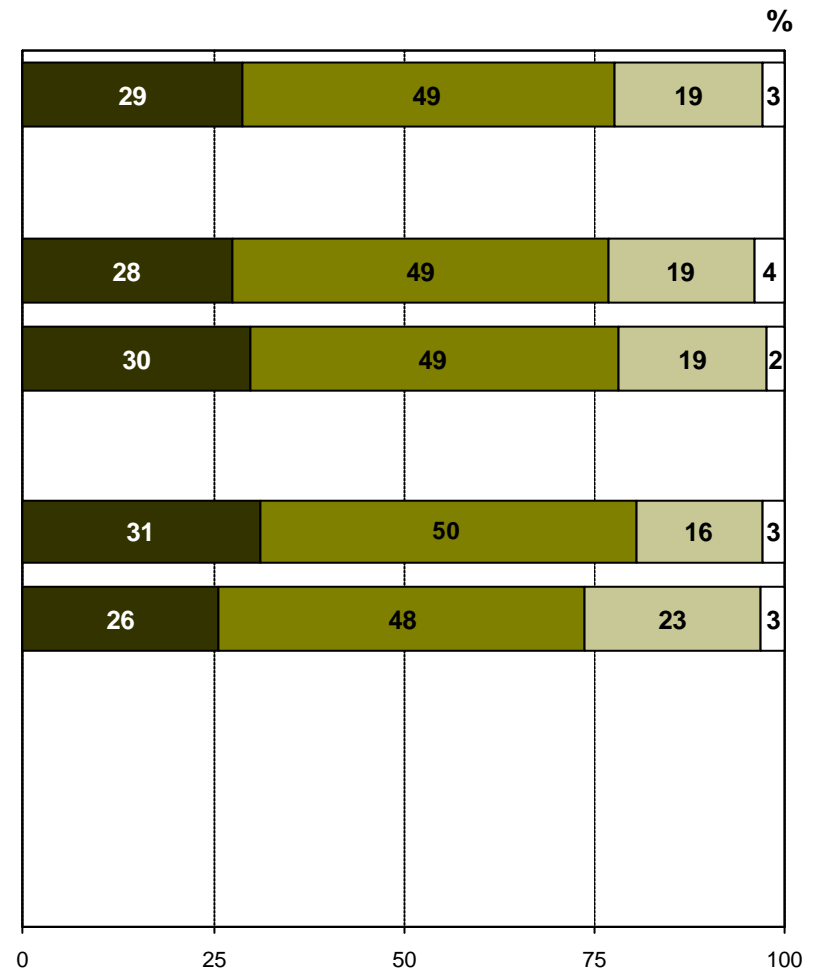
Rural area

9-11 years

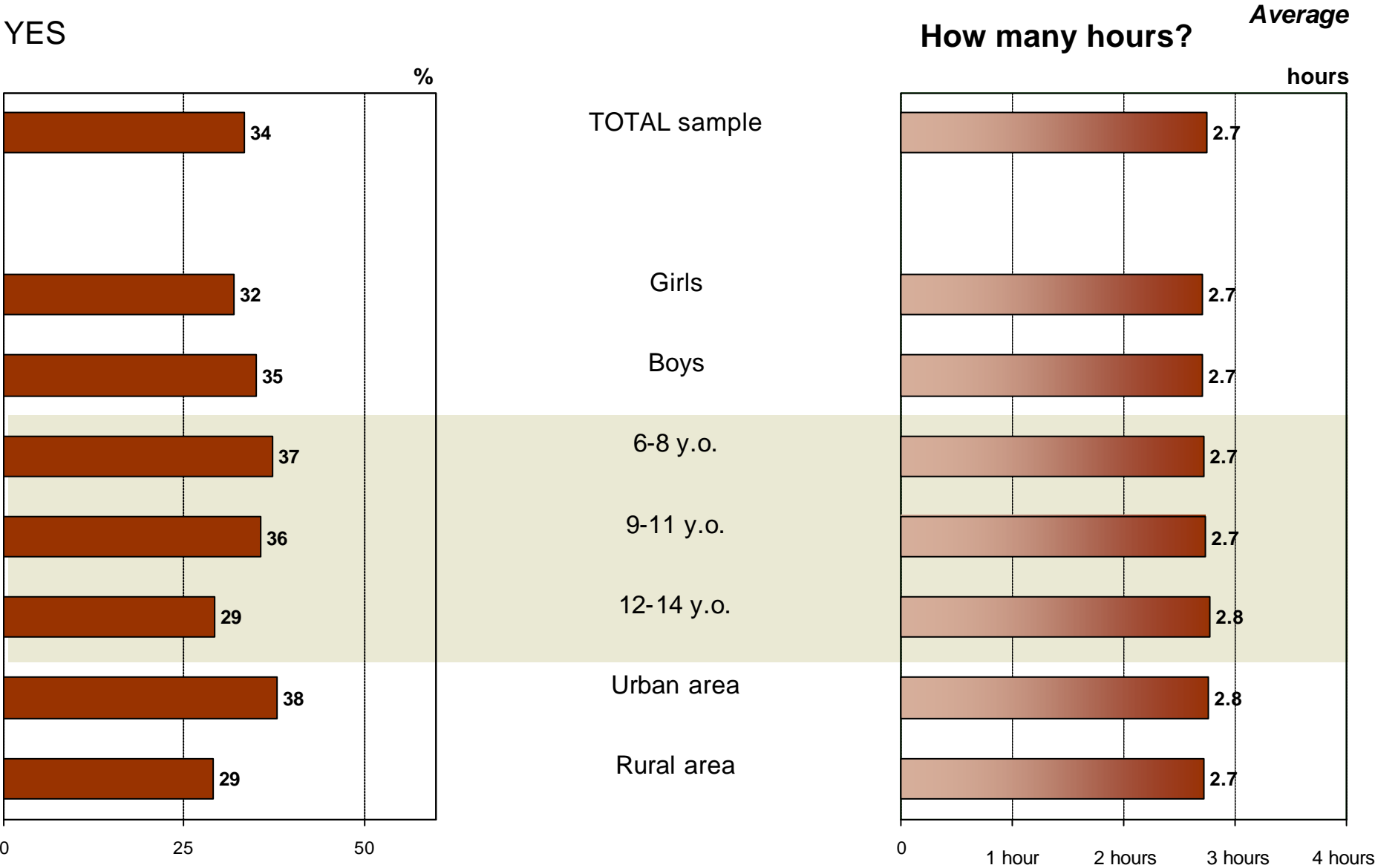
12-14 years

■ less than 9 years  
■ 9-11 years  
■ 12-14 years

■ 9-11 years  
□ DK/NA

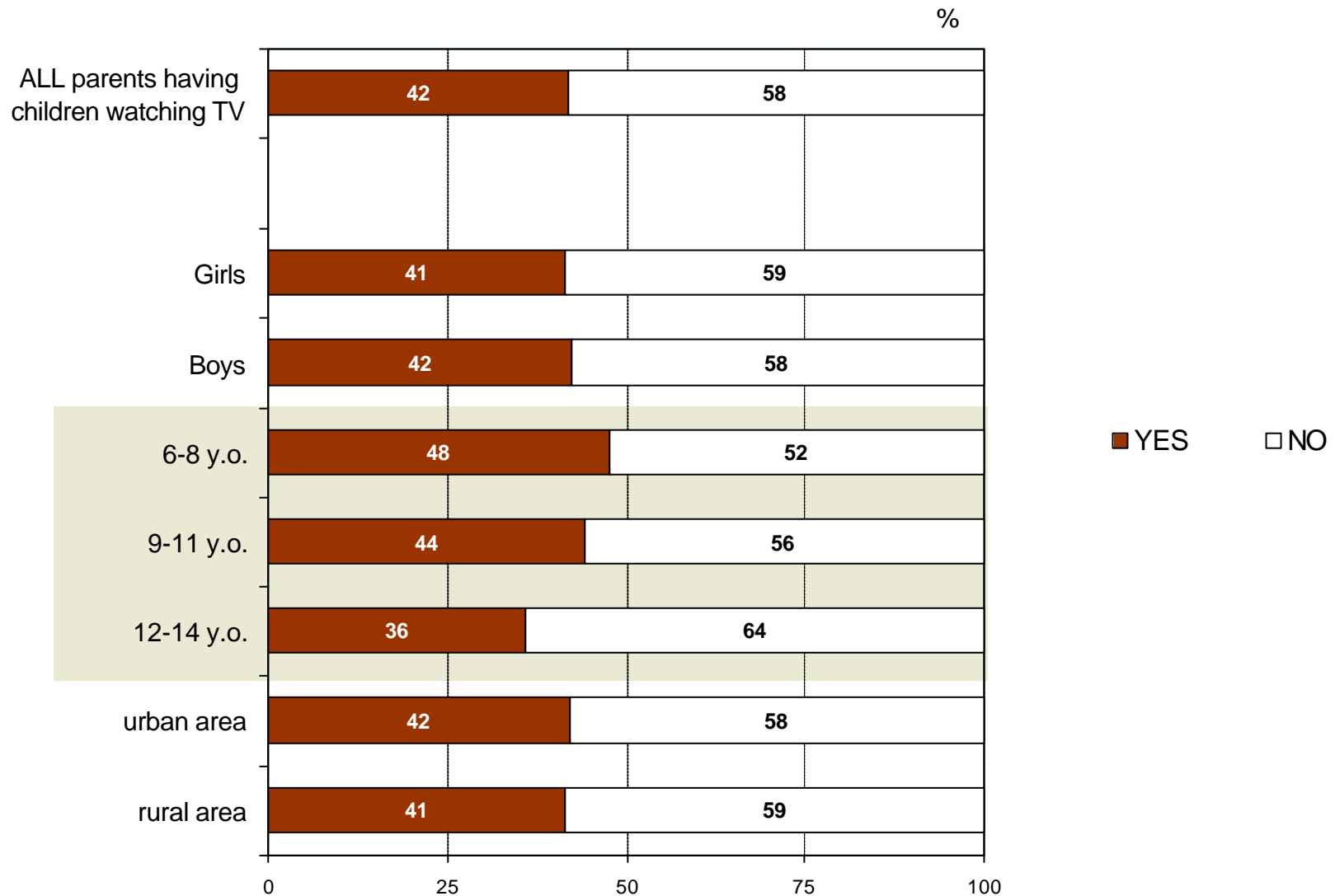


# Does your child have a certain number of hours set which he/she can spend watching TV on a day?



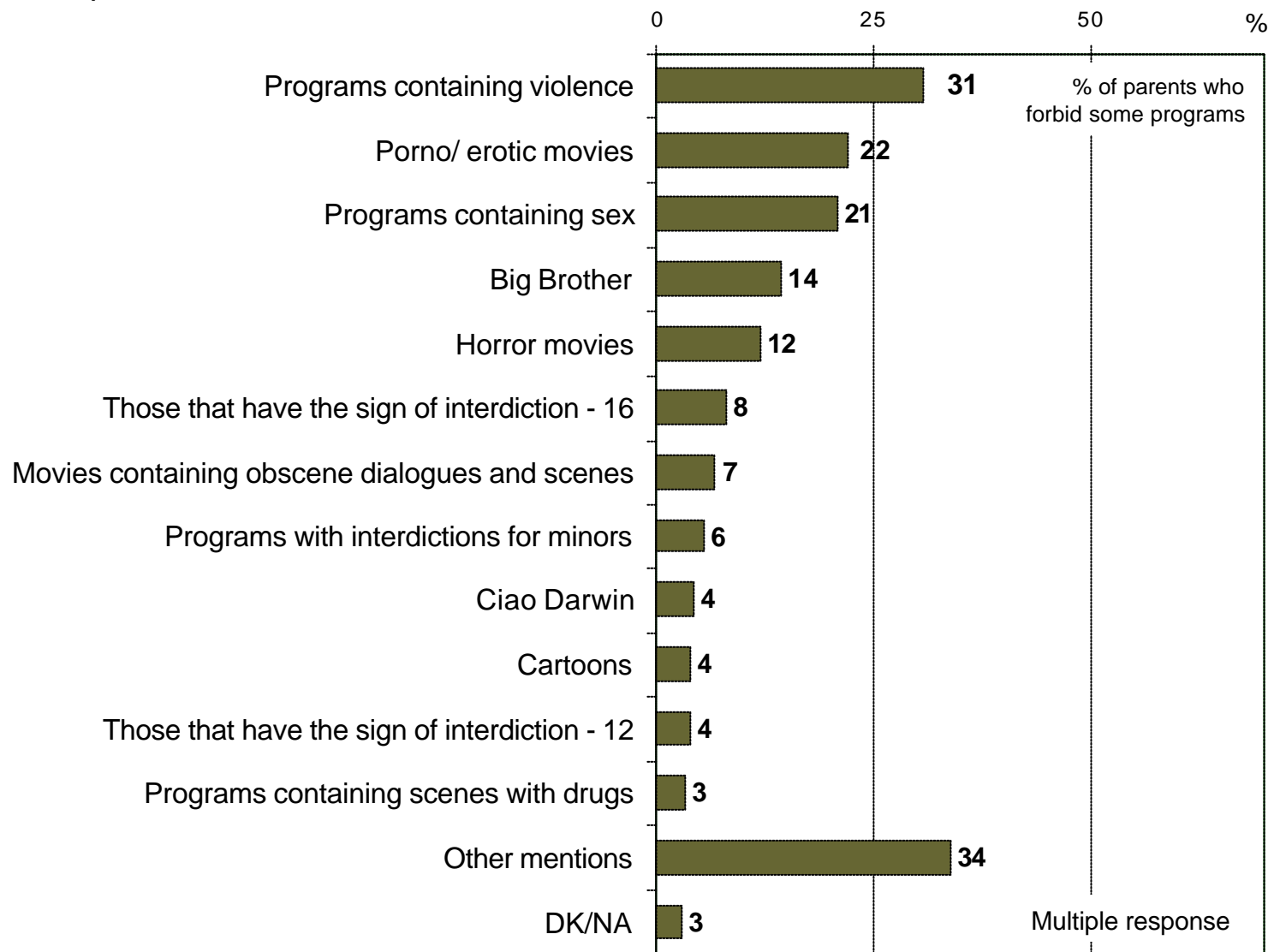
# Does your child have certain programs, shows or movies on TV that he/she is not allowed to watch?

PARENTS sample



## Which are these programmes, shows or movies? (child is not allowed to watch)

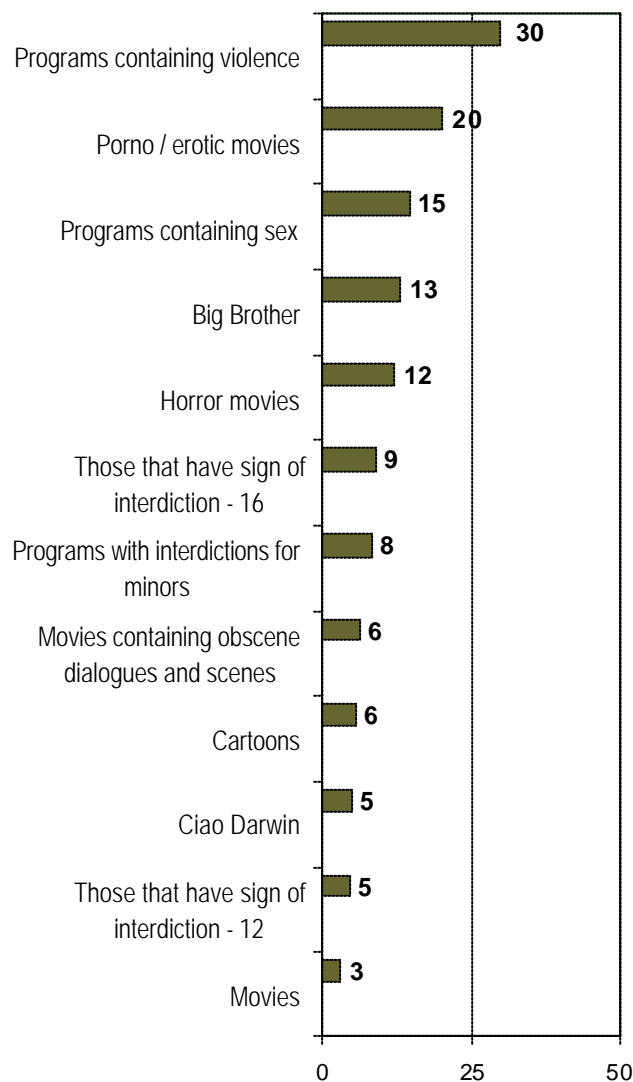
PARENTS sample



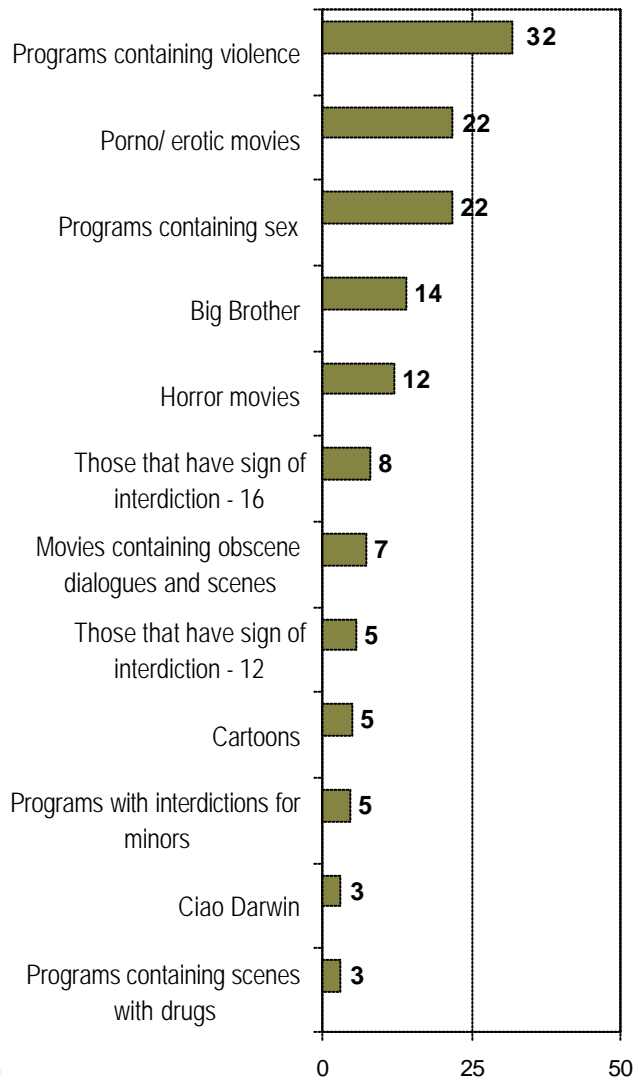
# Which are these programmes, shows or movies? (child is not allowed to watch)

PARENTS sample

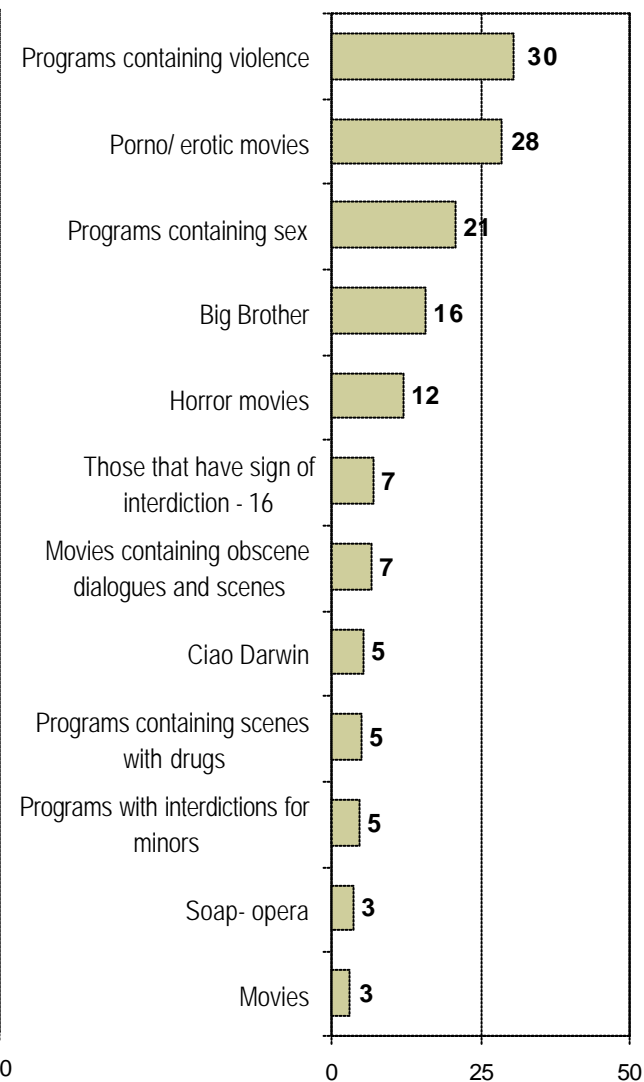
Children 6-8 years



Children 9-11 years

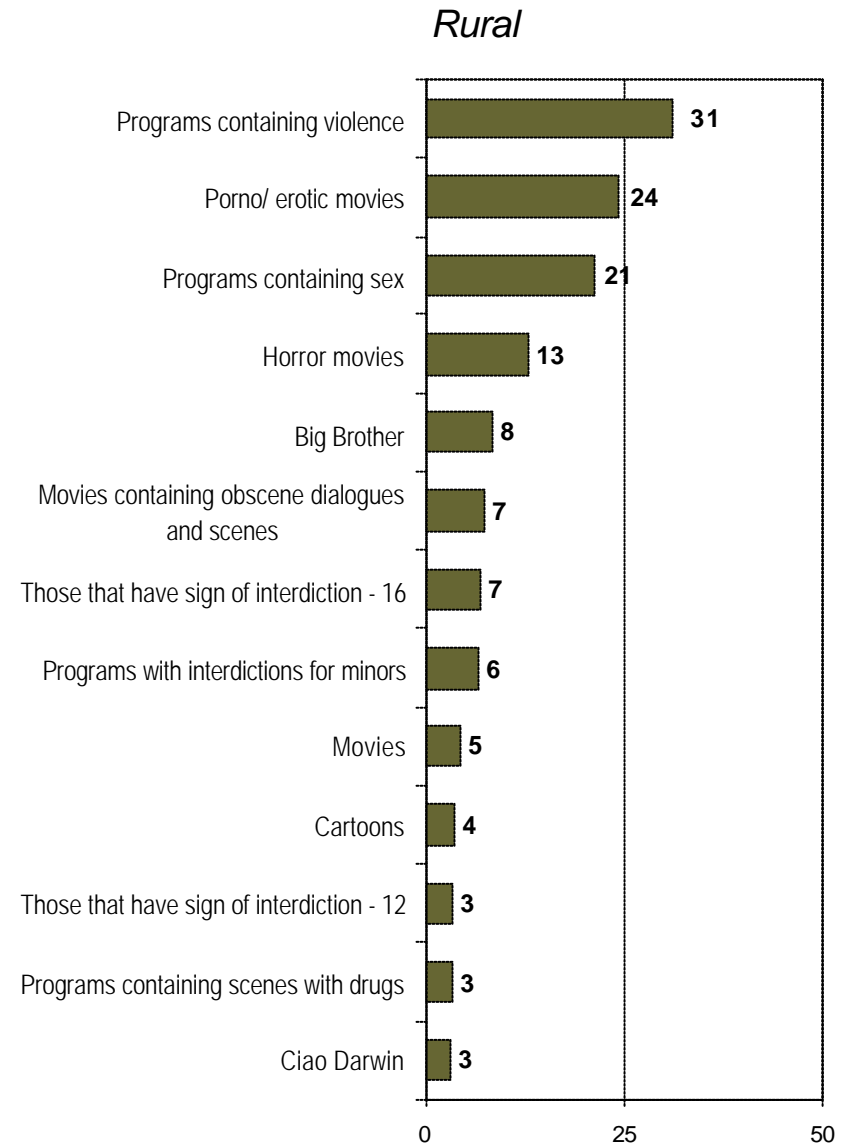
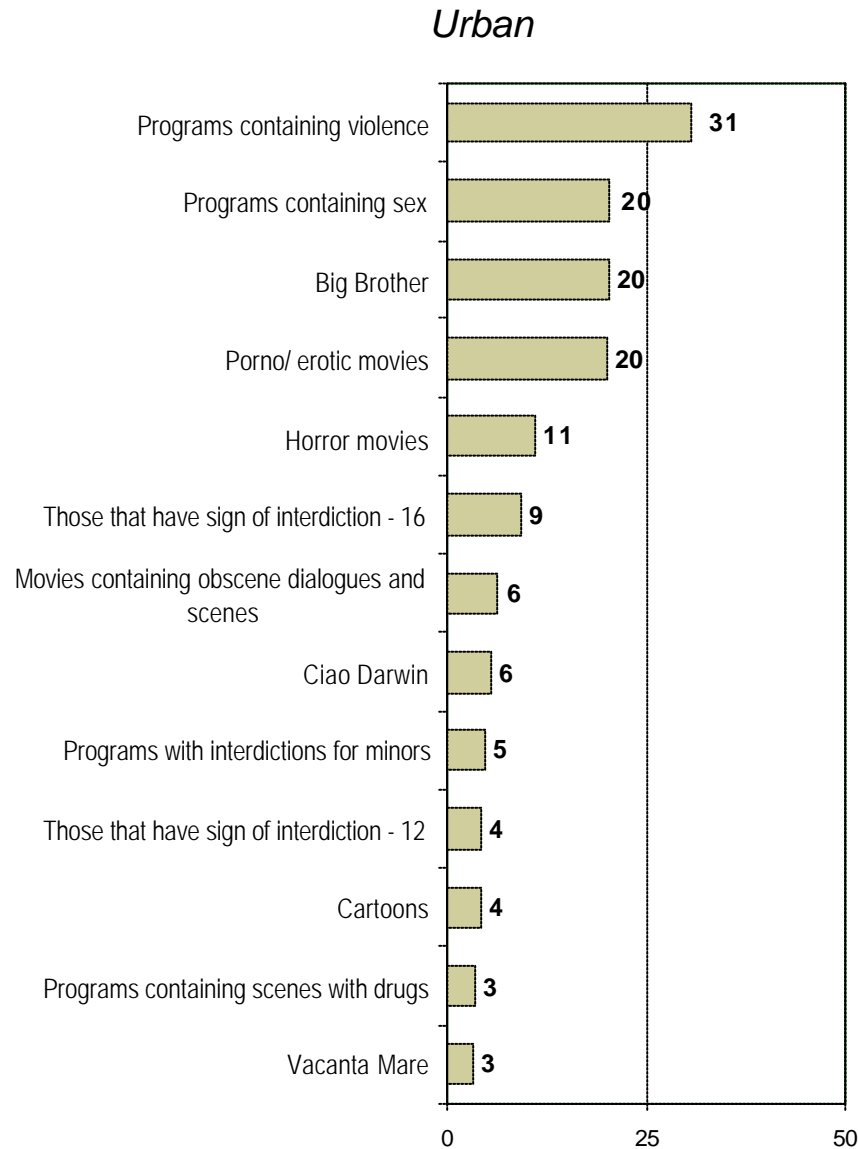


Children 12-14 years



# Which are these programs, shows or movies? (child is not allowed to watch)

PARENTS sample



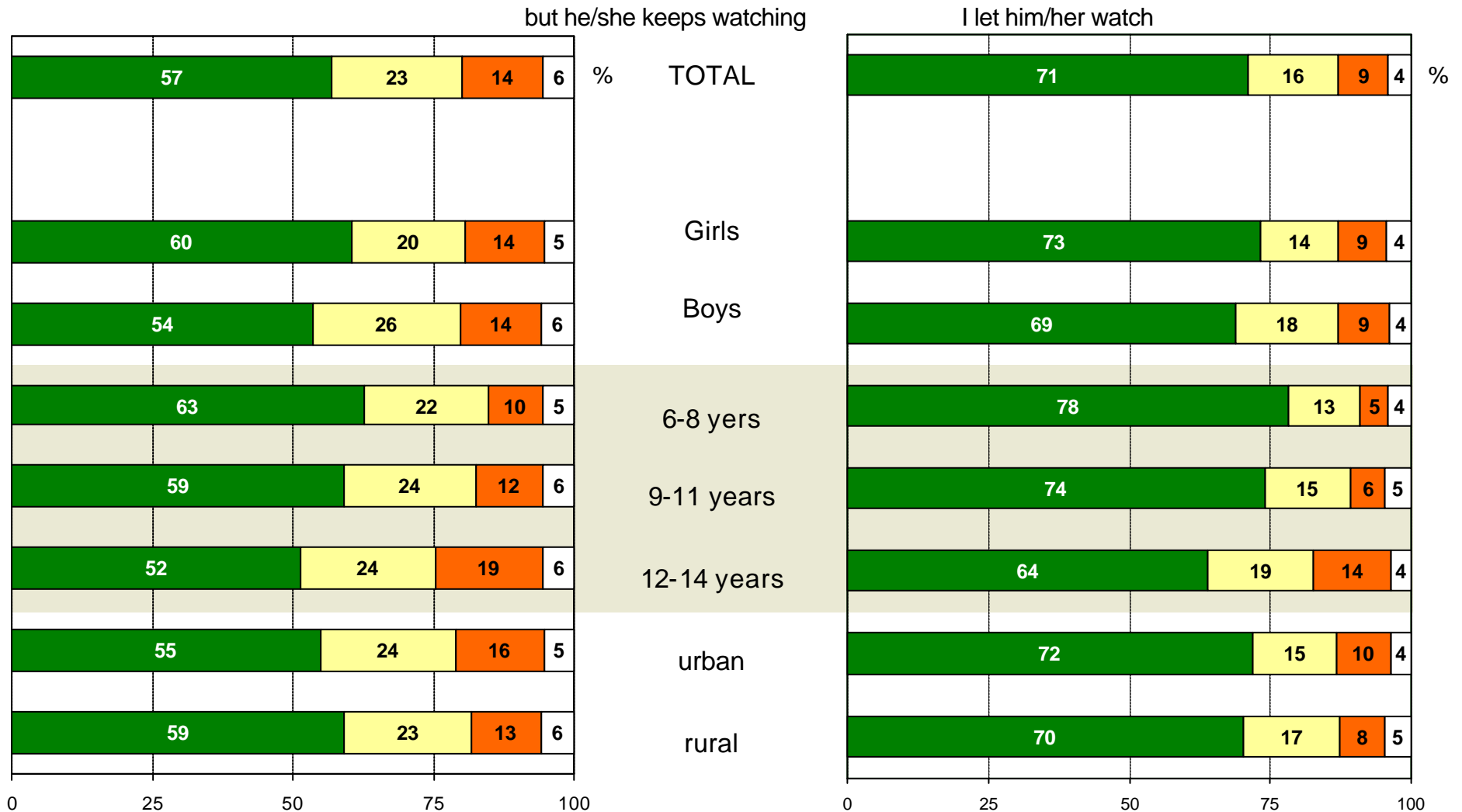


# How do you proceed if your child is watching a show or movie ... having sign of interdiction .../ with scenes of violence, sex and obscene dialogues?

... sign of interdiction

... violence, sex, obscene dialogues

■ I don't let him watch    ■ I tell him/her he/she's not allowed to watch    ■ I don't tell anything    □ DK/NA

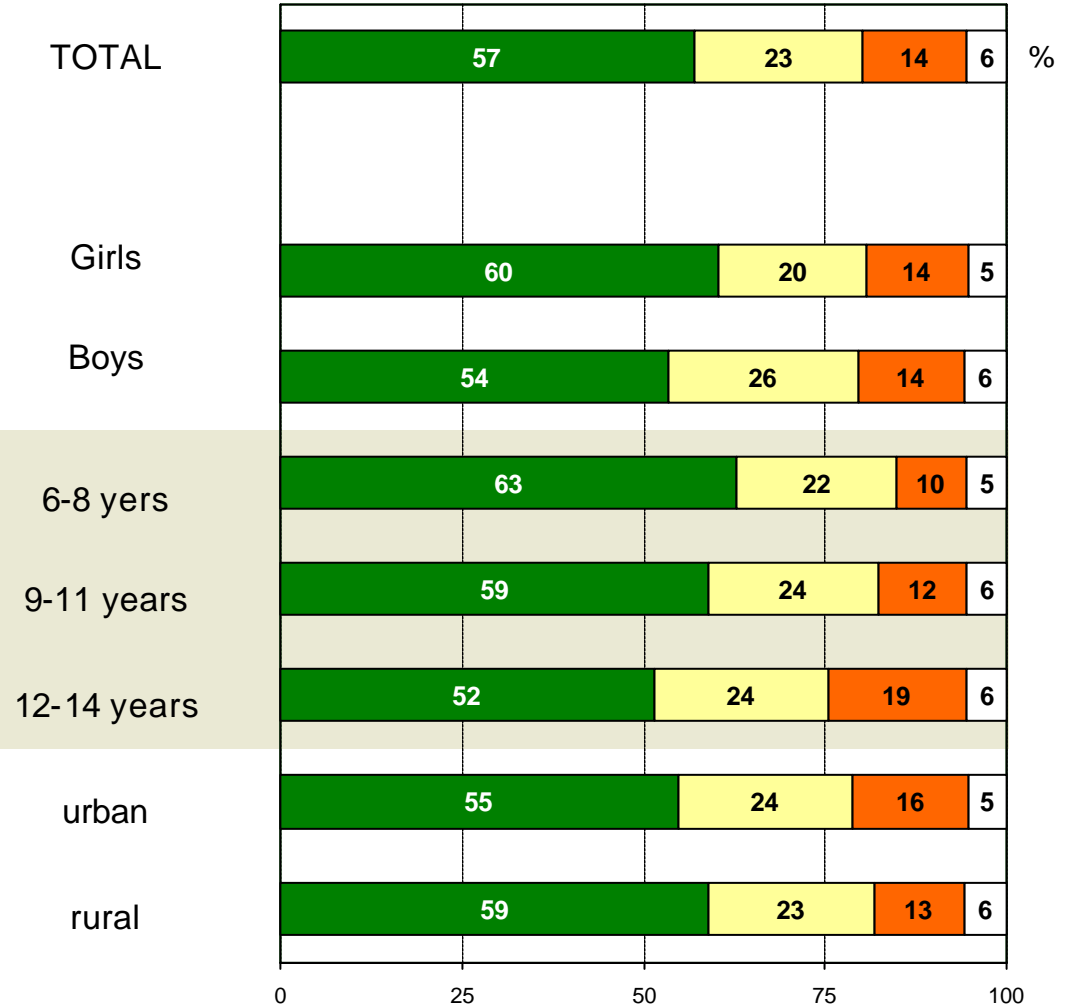
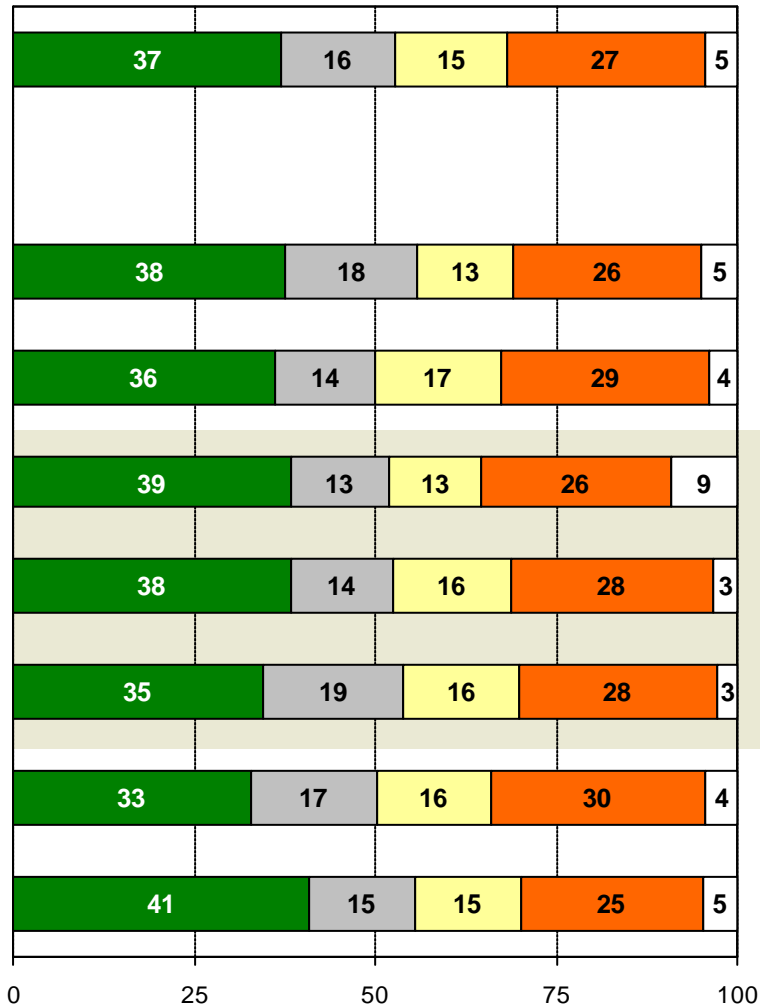


If your parents notice that you watch a TV show accompanied by the sign [show the sign according to the age of the child], do they forbid you to watch that show or do they allow you to keep on watching?

CHILDREN's answers

PARENTS' answers

■ Don't allow me to watch such TV show   
 ■ I do not watch but I keep on watching   
 ■ They tell me that I'm not allowed   
 ■ Do not tell me anything   
 ■ DK/NA

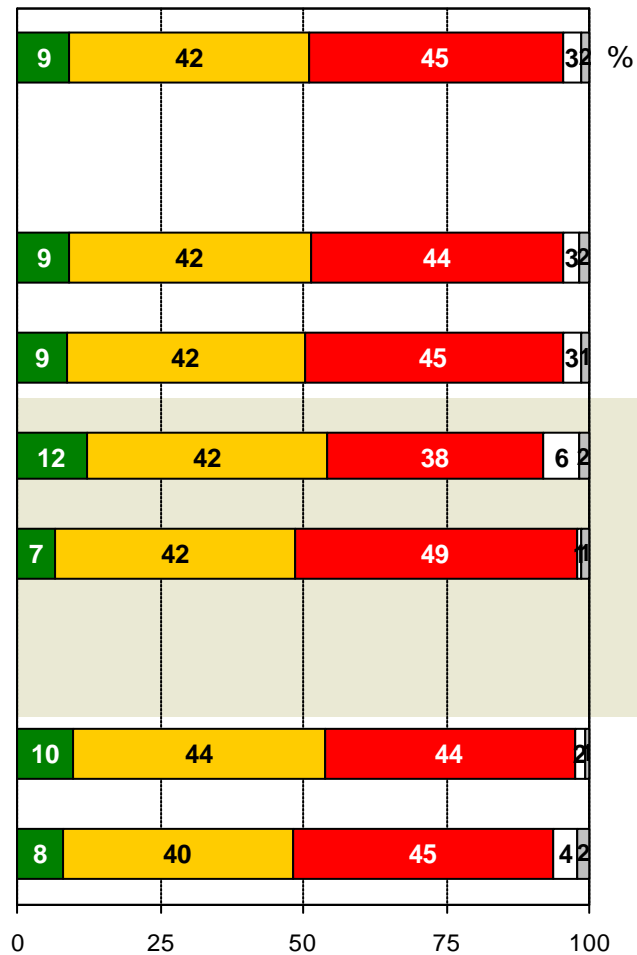


# Behaviour related to the interdiction signs

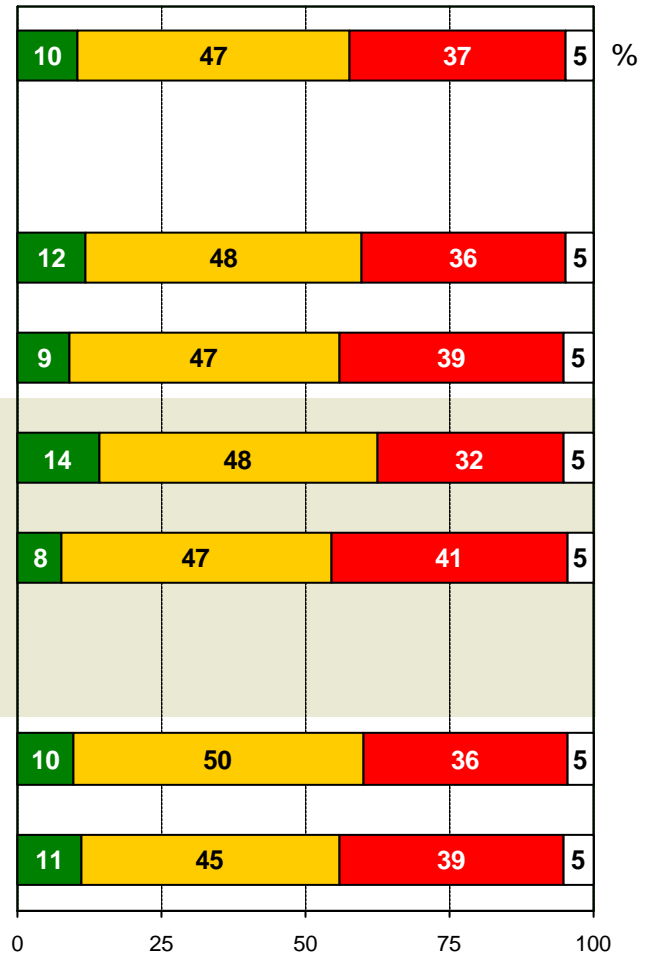
**AP** – Children 6-11

■ Never watching    ■ Sometimes watching    ■ Always watching    □ DK    □ NA

CHILDREN's answers



PARENTS' answers

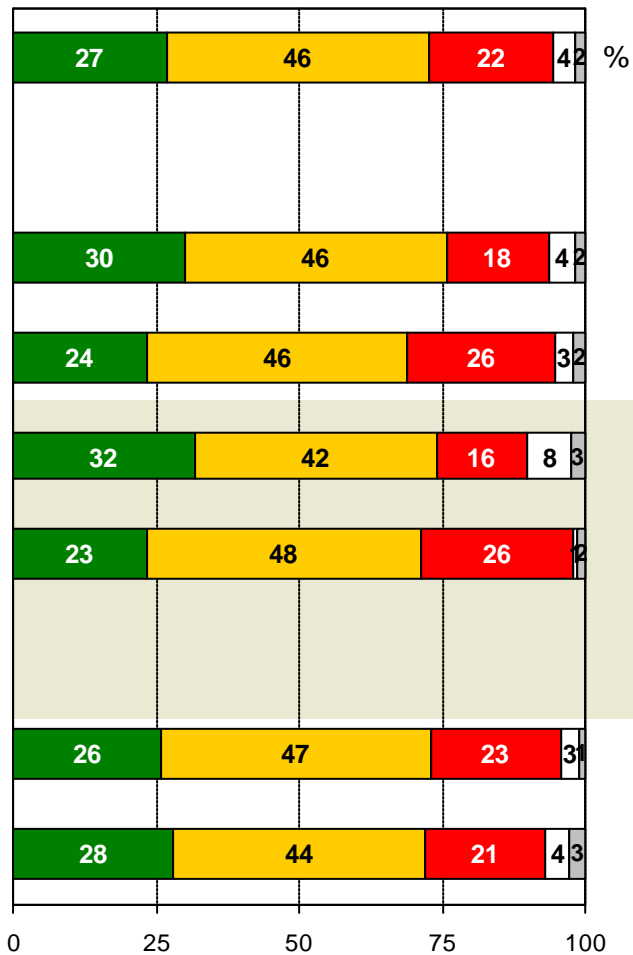


# Behaviour related to the interdiction signs

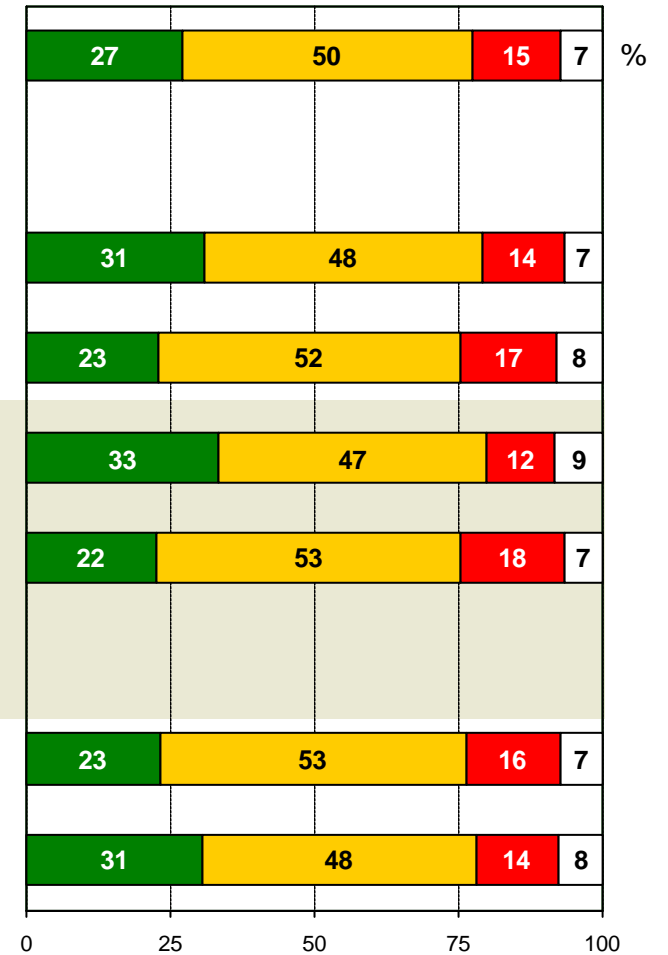
## 12 – Children 6-11

■ Never watching   
 ■ Sometimes watching   
 ■ Always watching   
 □ DK   
 □ NA

CHILDREN's answers



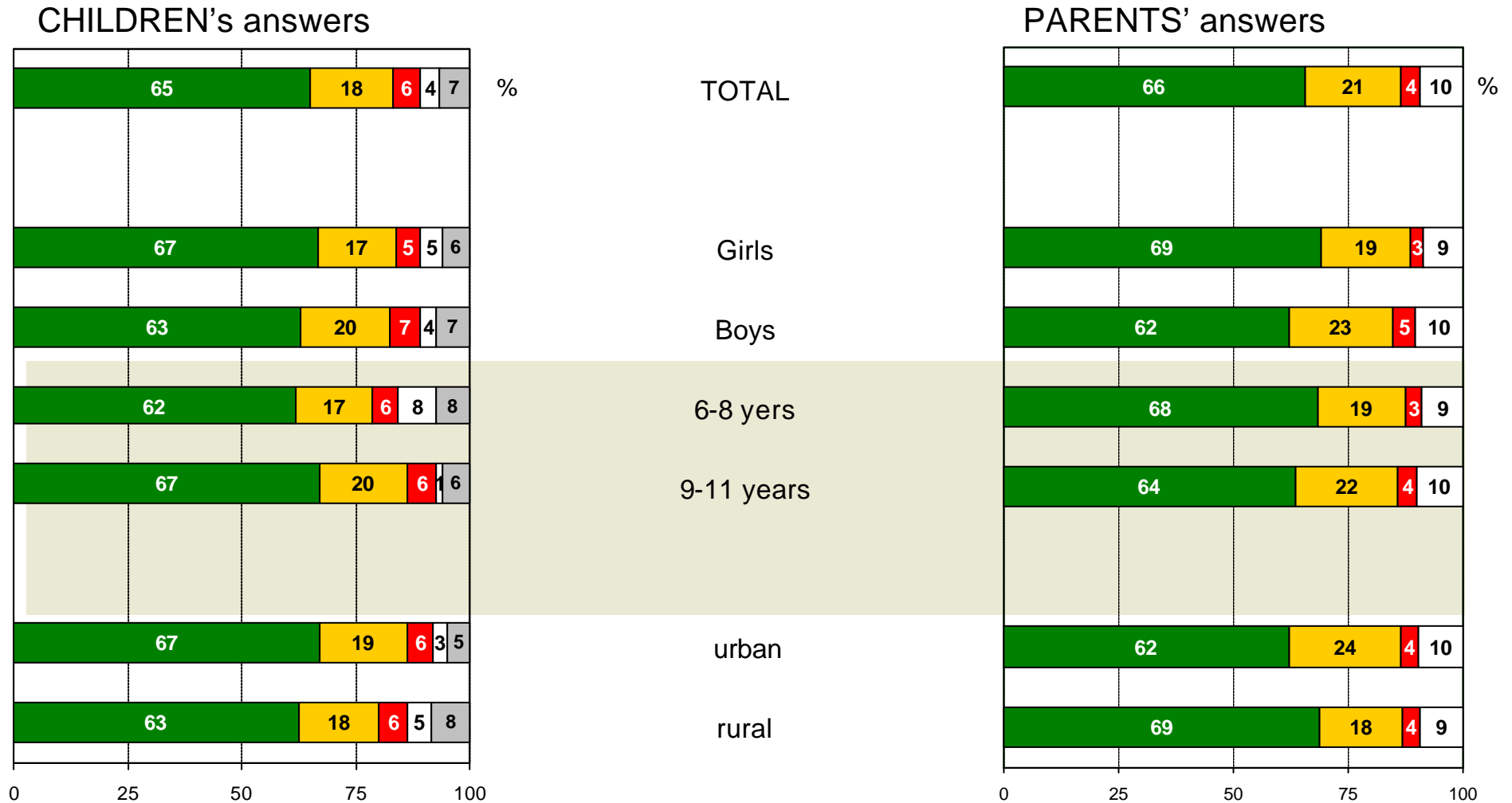
PARENTS' answers



# Behaviour related to the interdiction signs

## 16 – Children 6-11

■ Never watching   
 ■ Sometimes watching   
 ■ Always watching   
 □ DK   
 □ NA

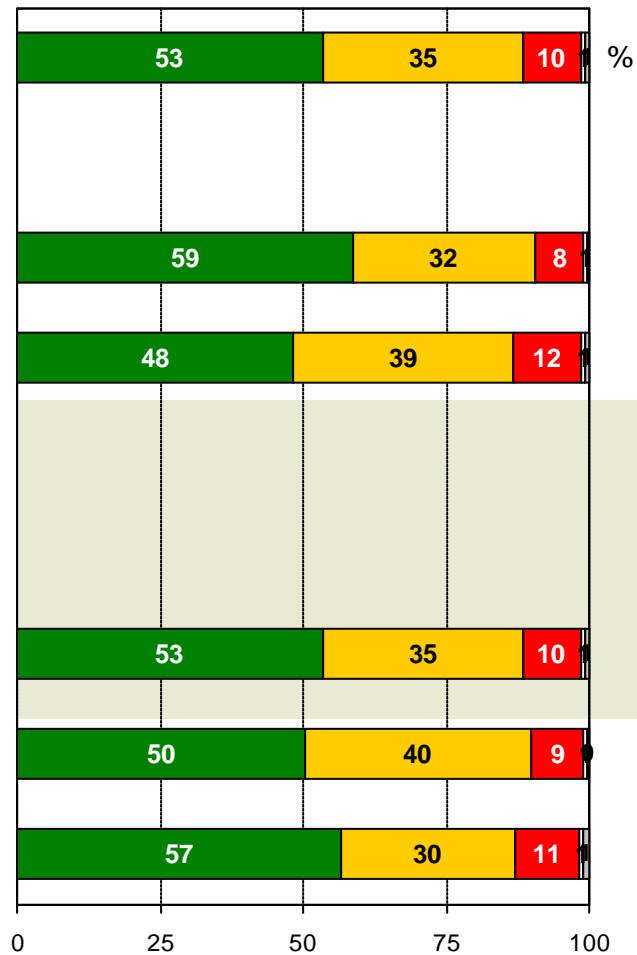


# Behaviour related to the interdiction signs

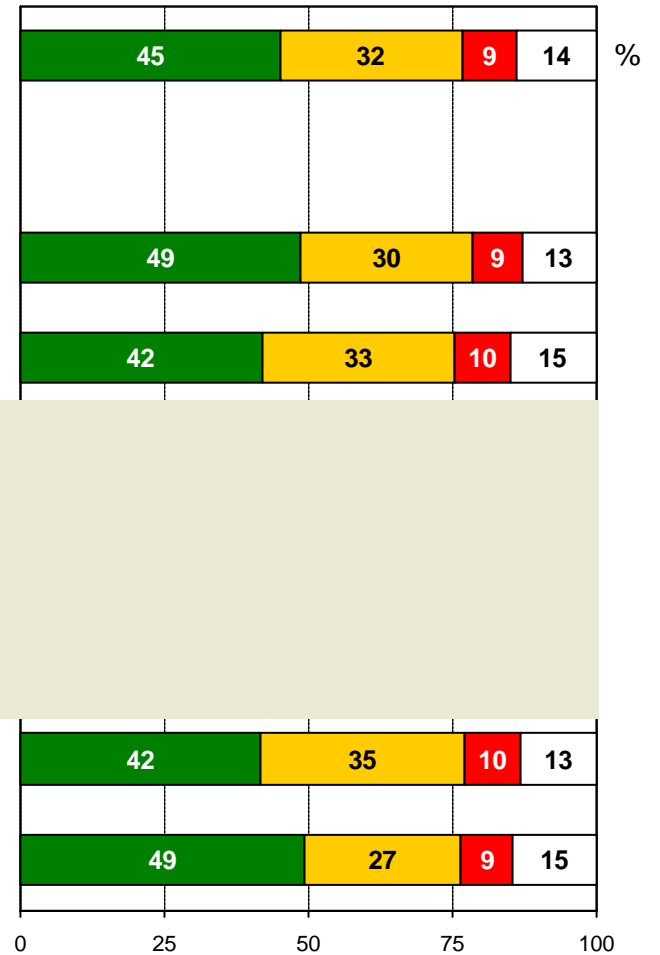
## 16 – Children 12-14

■ Never watching   
 ■ Sometimes watching   
 ■ Always watching   
 □ DK   
 □ NA

CHILDREN's answers

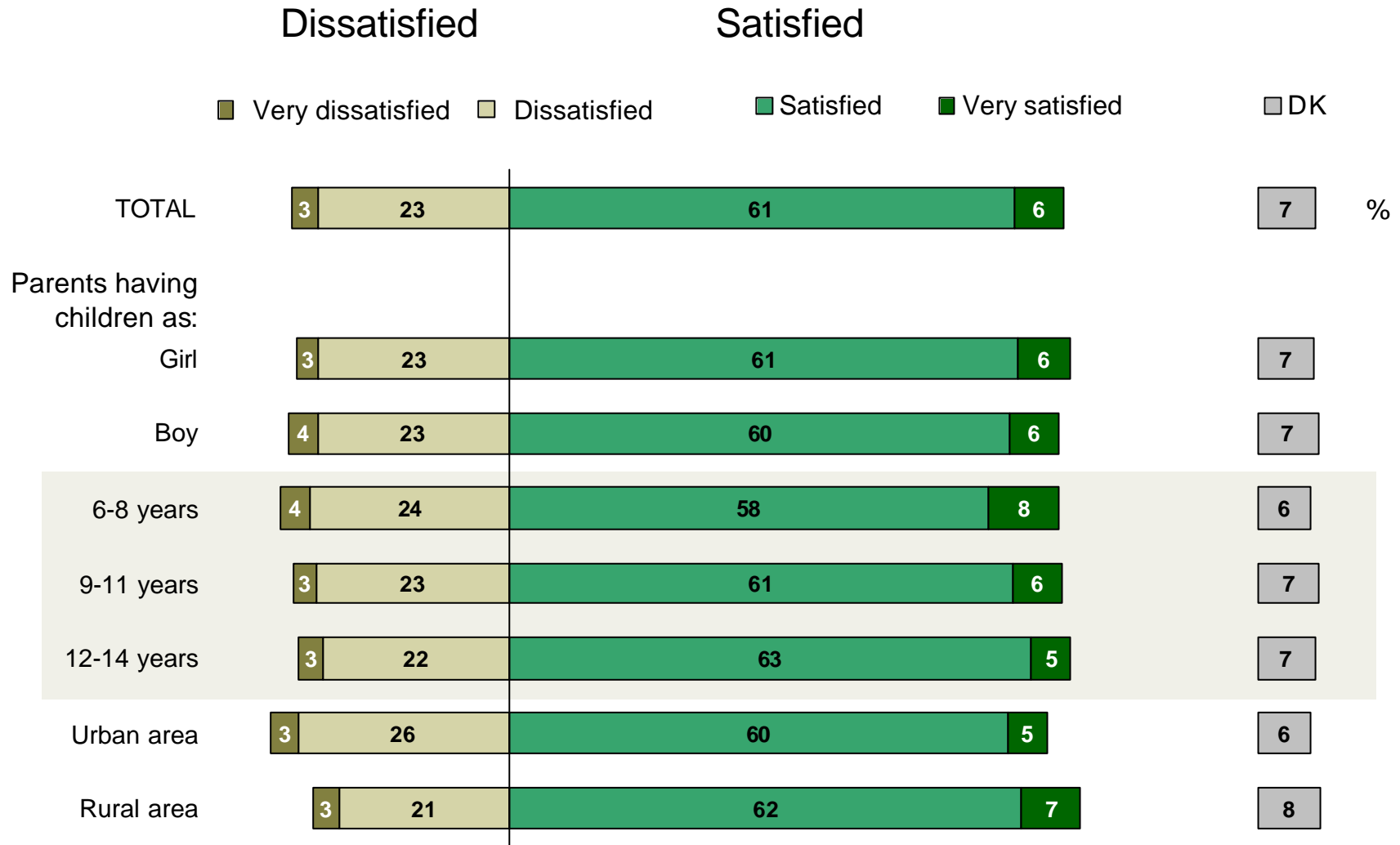


PARENTS' answers



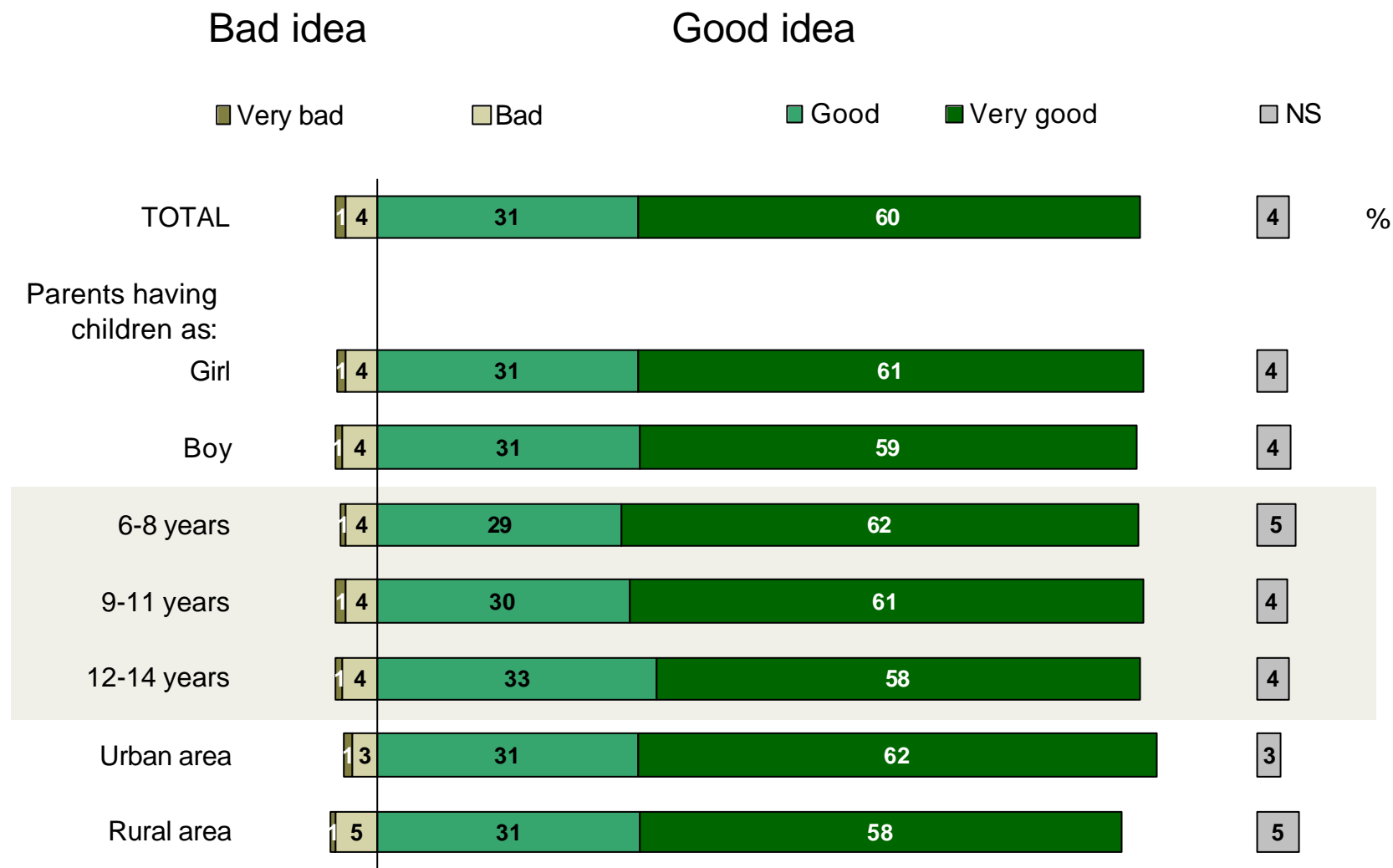
# Generally speaking, how satisfied are you with what your child can watch on TV?

PARENTS sample



Romanian televisions are required not to broadcast programmes with high content of violence and obscenities before 10:00 PM, because children may still be in front of the TV sets. How do you find these restrictions: are they a good idea or a bad idea?

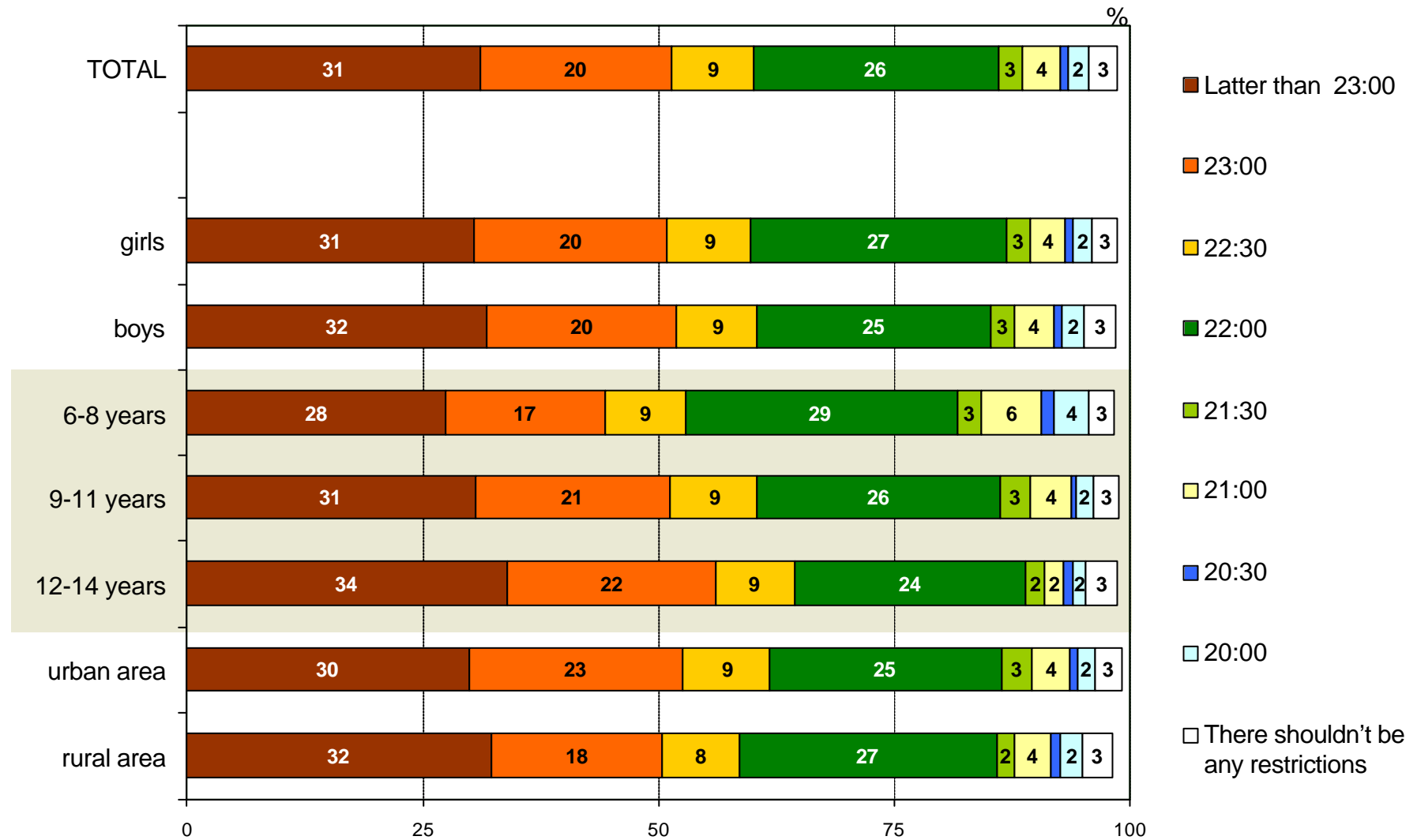
PARENTS sample





# In your opinion, when should these restrictions end?

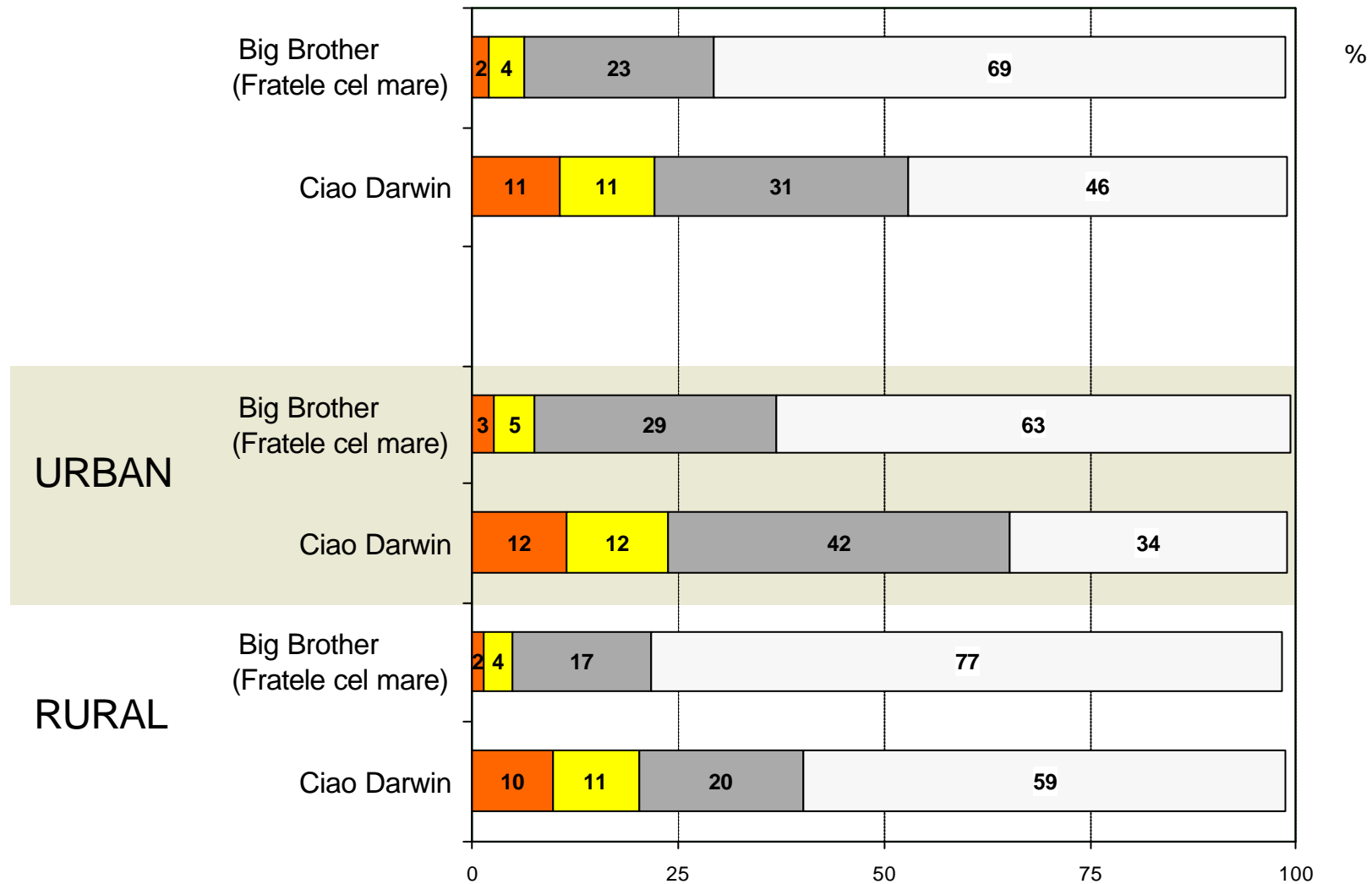
PARENTS sample



# How frequent do you watch the following shows?

PARENTS sample

■ Almost don't miss any show   
 ■ Frequent   
 ■ Sometimes   
 ■ Never

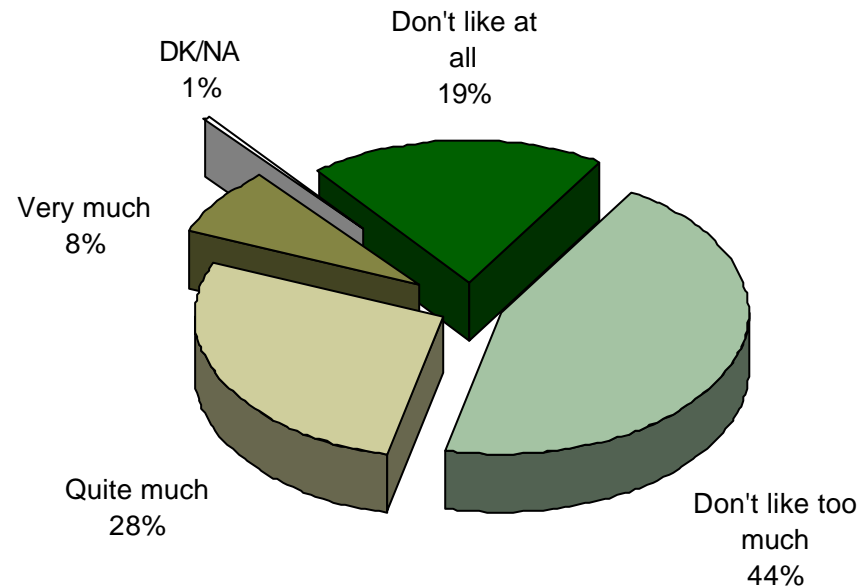


# [If watching the shows] How much do you like the following?

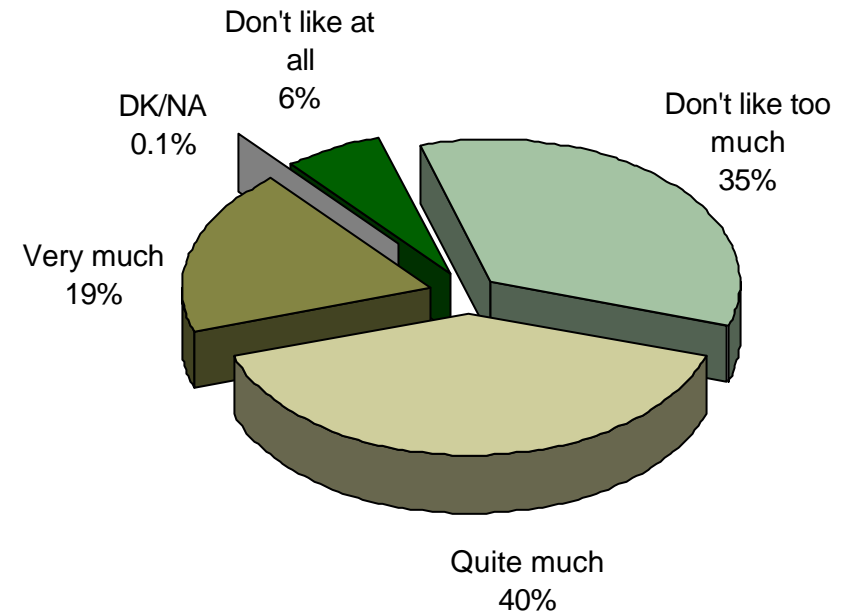
PARENTS sample

% of those watching the shows

## Big Brother (Fratele cel mare)



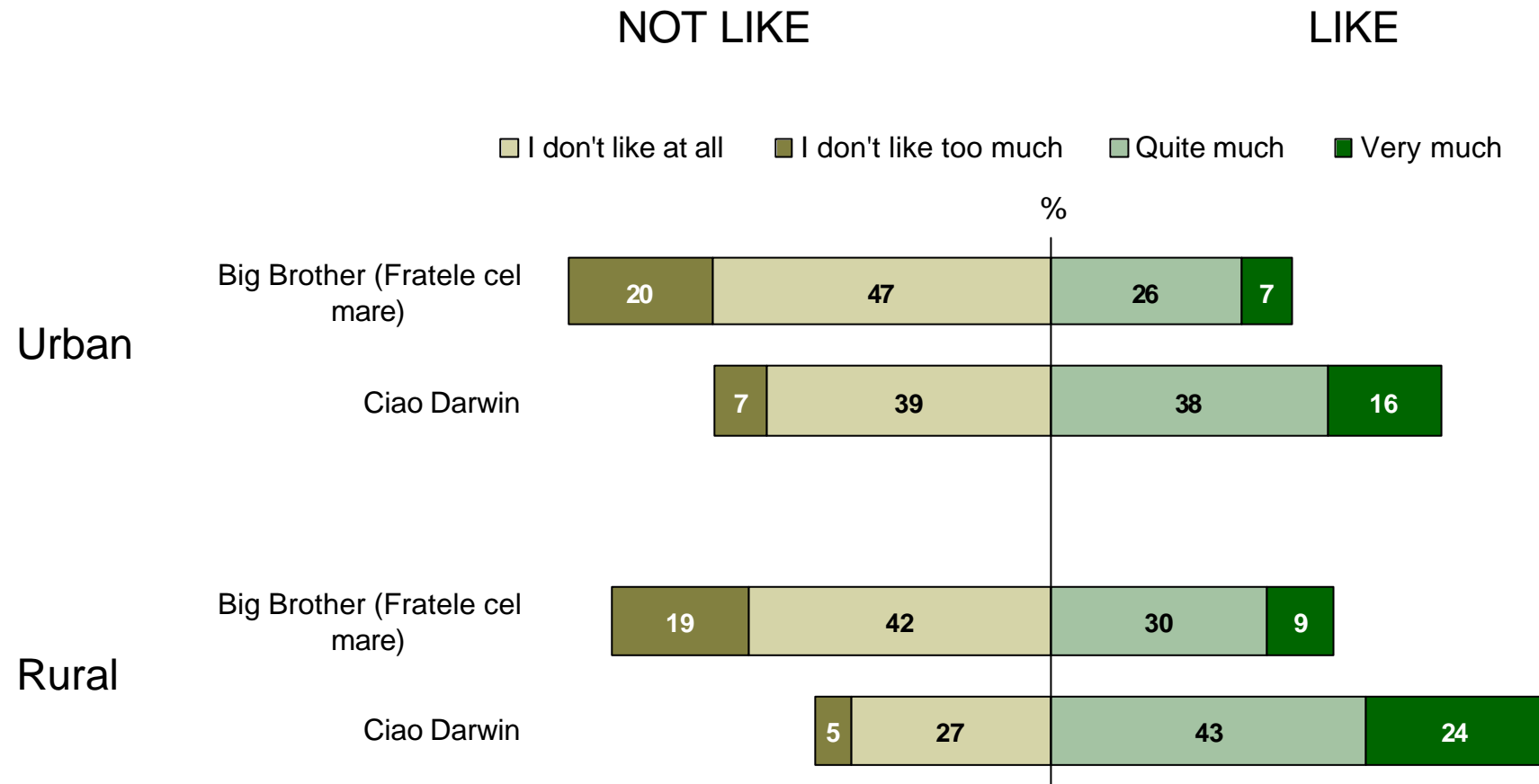
## Ciao Darwin



# [If watching the shows] How much do you like the following?

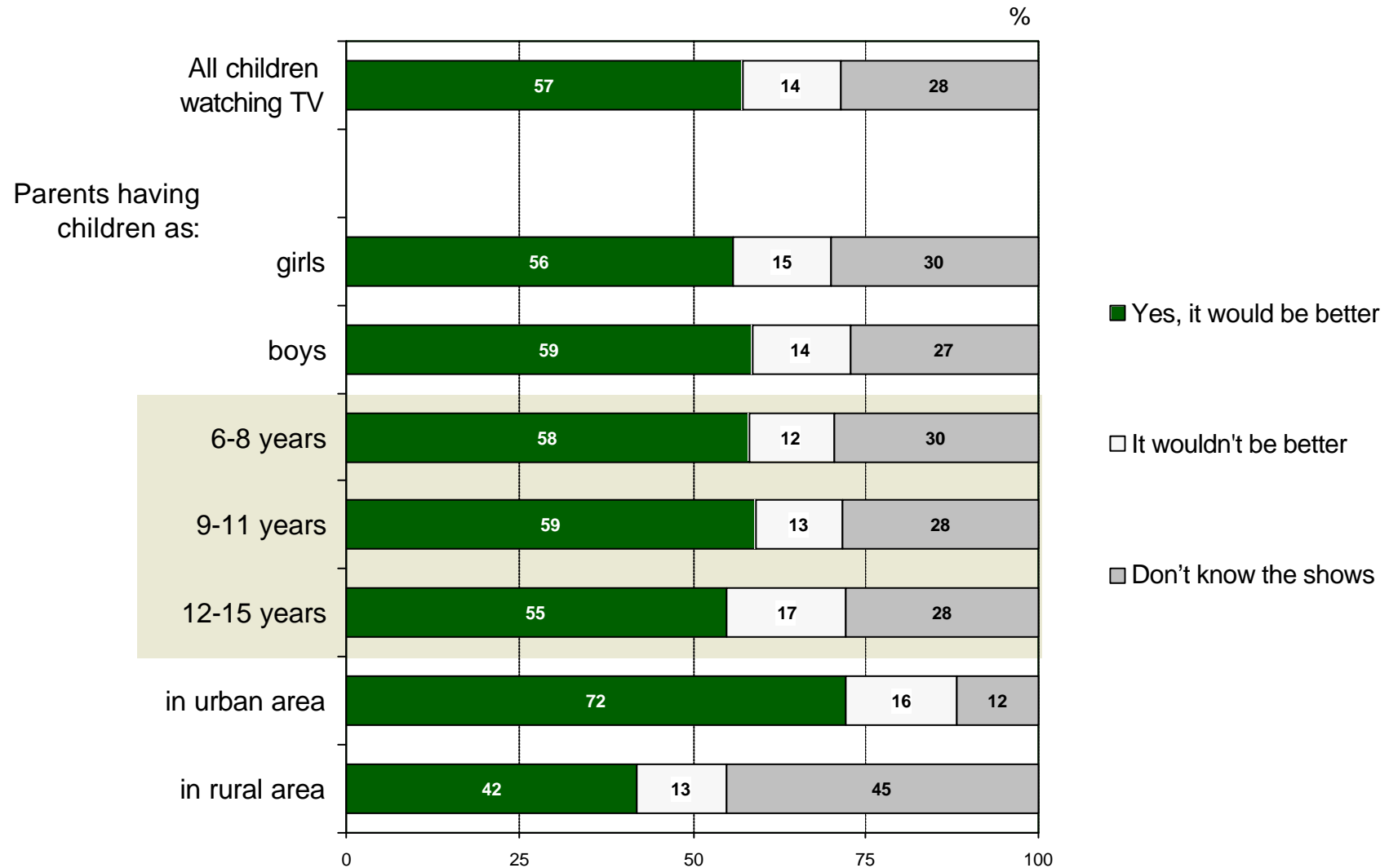
PARENTS sample

% of those watching the shows



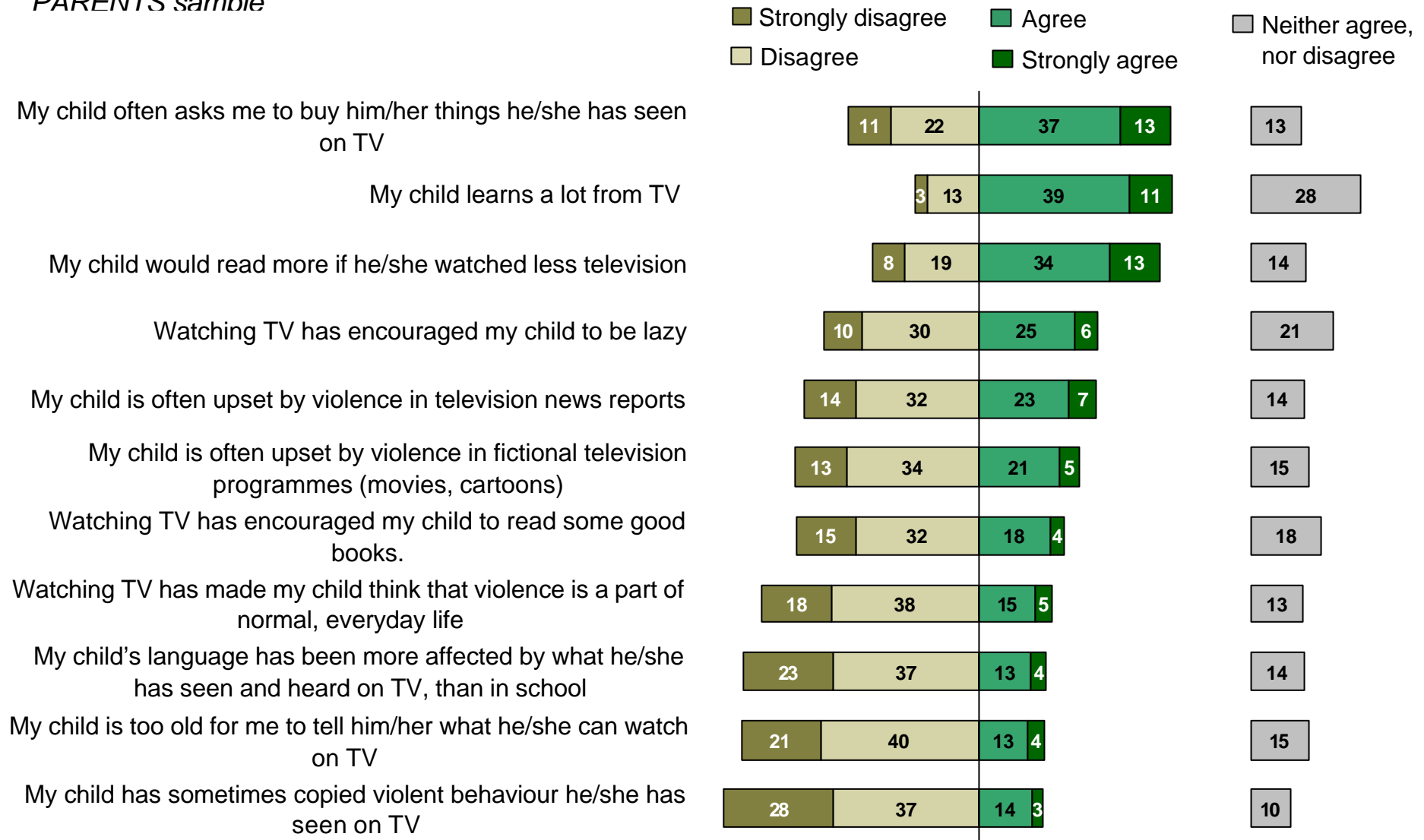
# Do you think it would be better if TV shows like Big Brother or Ciao Darwin were broadcasted only after 22:00?

PARENTS sample



## Here are a number of things other people have said about their children and TV. How much do you agree or disagree with each one?

### PARENTS sample



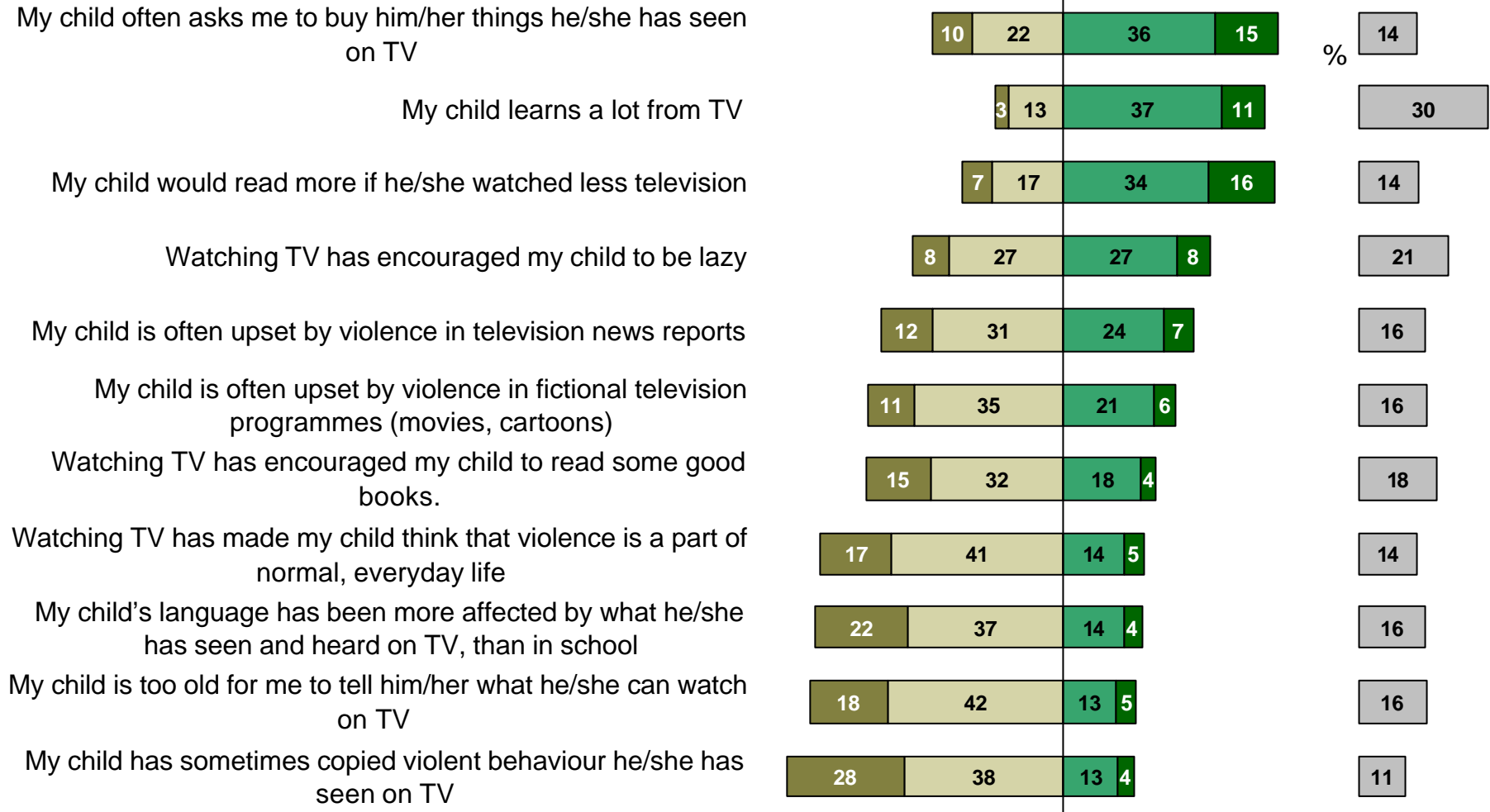
Differences up to 100% are non-responses

# Here are a number of things other people have said about their children and TV. How much do you agree or disagree with each one?

PARENTS sample

## Urban

Strongly disagree
  Agree
  Neither agree, nor disagree
   
 Disagree
  Strongly agree



Differences up to 100% are non-responses

# Here are a number of things other people have said about their children and TV. How much do you agree or disagree with each one?

PARENTS sample

## Rural

Strongly disagree
  Agree
  Neither agree, nor disagree
   
 Disagree
  Strongly agree

My child often asks me to buy him/her things he/she has seen on TV



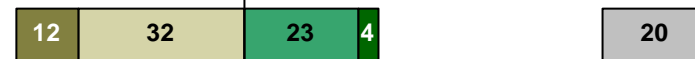
My child learns a lot from TV



My child would read more if he/she watched less television



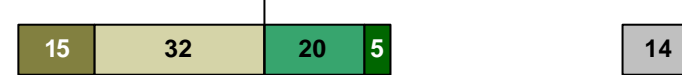
Watching TV has encouraged my child to be lazy



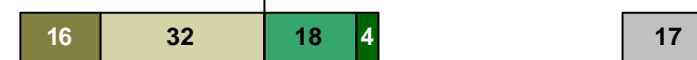
My child is often upset by violence in television news reports



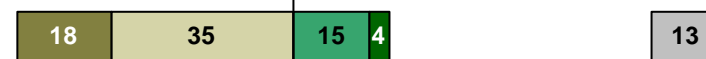
My child is often upset by violence in fictional television programmes (movies, cartoons)



Watching TV has encouraged my child to read some good books.



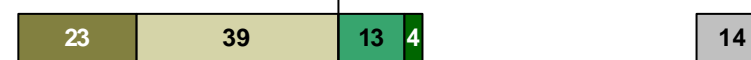
Watching TV has made my child think that violence is a part of normal, everyday life



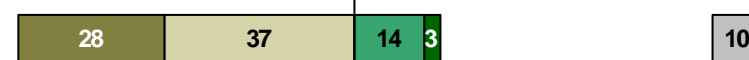
My child's language has been more affected by what he/she has seen and heard on TV, than in school



My child is too old for me to tell him/her what he/she can watch on TV



My child has sometimes copied violent behaviour he/she has seen on TV

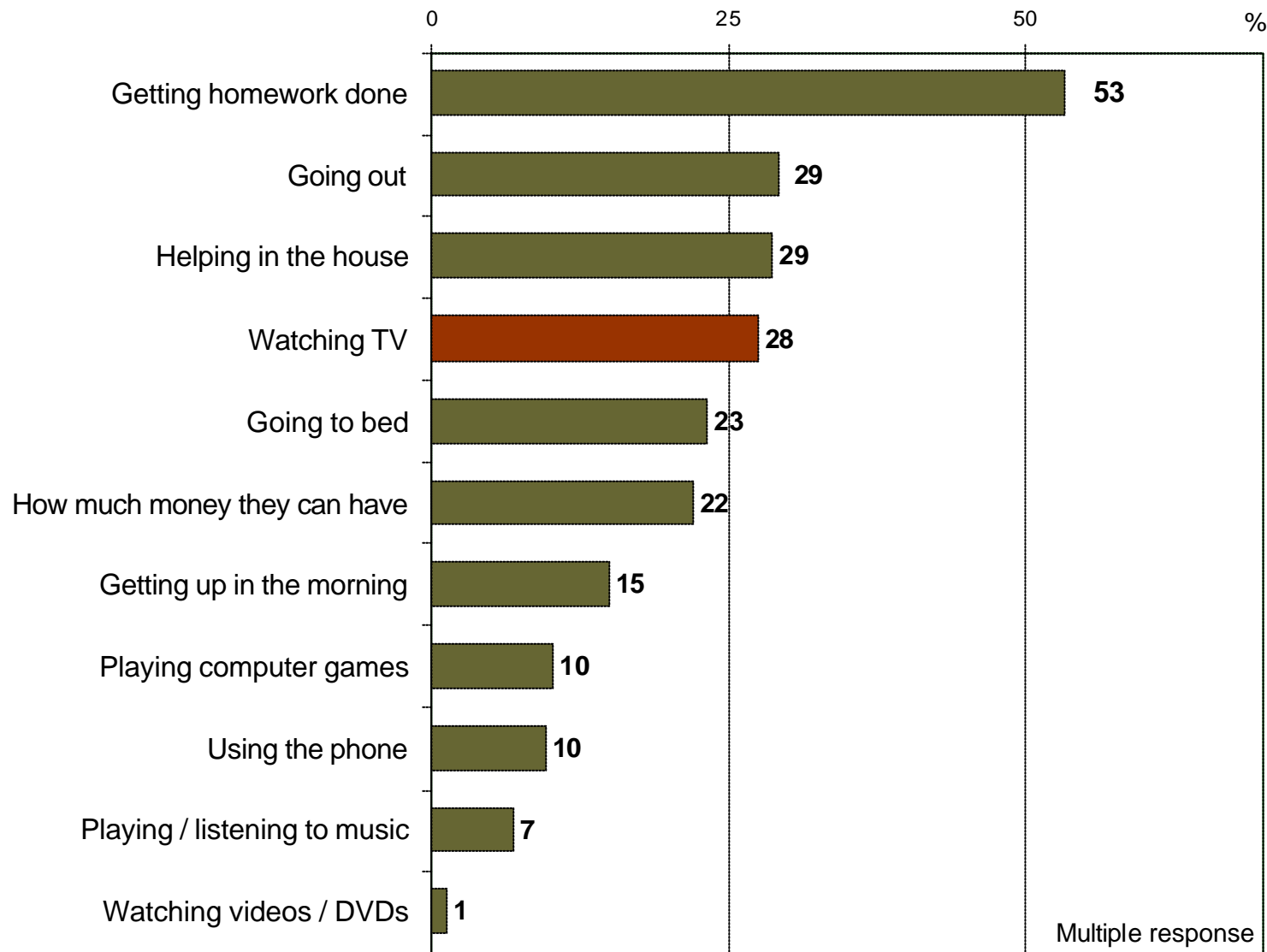


Differences up to 100% are non-responses



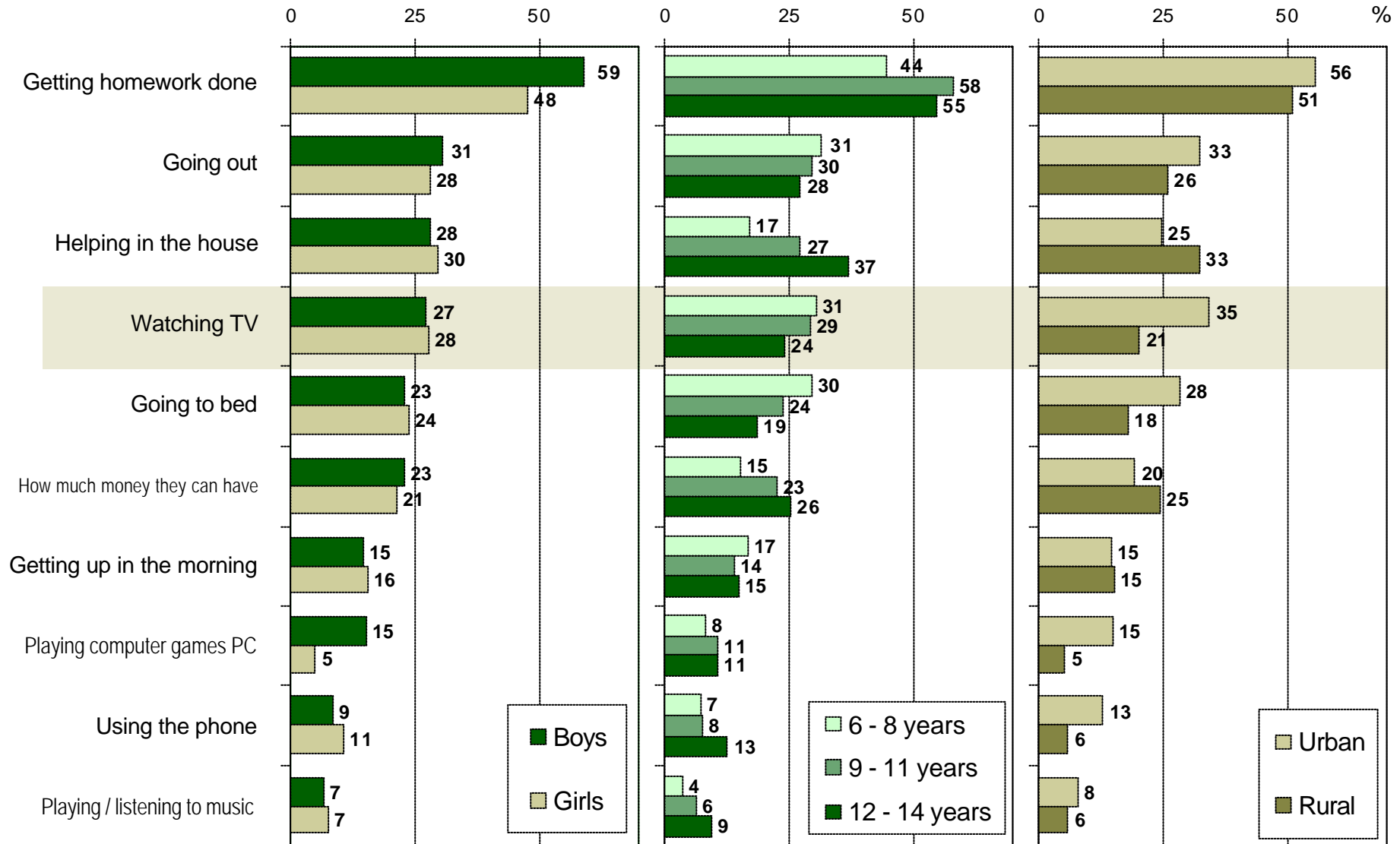
Here is a list of things that other parents have said can lead to arguments with their children. Which of these, if any, regularly lead to arguments with your child?

*PARENTS sample*



Here is a list of things that other parents have said can lead to arguments with their children. Which of these, if any, regularly lead to arguments with your child?

*PARENTS with children...*



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# Opinions and Values

# Opinions and Values

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## Television Consumption and Axiological Orientations

For half of the children, having a happy family is the most important thing in life. Personal achievements in financial terms (14%), education (17%), a job (10%) are the other important objectives. This hierarchy of objectives is relatively the same for children of different gender, age or living environment, with one exception: for the children aged between 6-8 years old, money represents an objective almost equally important as the family.

The main two qualities a child must have in order to be appreciated by the others are the support offered to the others (kindness) and school results (being a good student). Spontaneity, physical appearance, sense of humor and type of clothes worn are the other aspects most frequently mentioned.

Many of the parents (42%) are worried about the negative influence of TV programs containing physical or verbal violence or sex have upon children. Among the most frequent reasons for concern, this reason occupies the second position, after the concern about professional future and equal to street safety. The parents concern as regards sex and violence presented in the media is higher in the case of parents with daughters, younger children (46% in the case of the parents having children aged between 6-8 years old, respectively 38% in the case of those with children of 12-14 years old), living in the urban areas, with a lower education.





(continued)

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## Virtual versus real

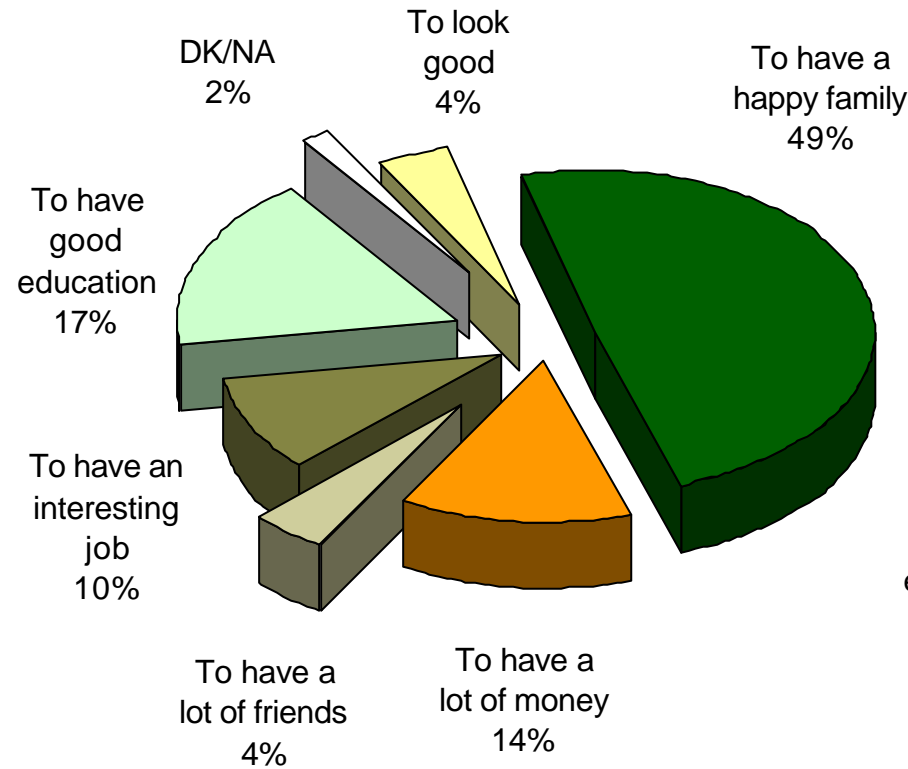
As already presented in the chapter entitled *Leisure Time Behaviors*, the main activities that parents encourage their children to perform are reading, doing the homework and helping with the chores. Children's favorite activities for entertainment or preventing boredom are situated at the opposite pole: spending time with friends, watching TV and playing. On the other hand, when children want to learn something, they choose to read a book, watch TV or do their homework. The data collected indicate that watching TV plays an important role in children's lives, irrespective whether they want to have fun, escape boredom or, on the contrary, learn something. Most often (in approximately half of the cases) the child prefers to watch TV alone, this kind of preference being more frequent in the case of better educated families, living in the urban areas, having one child.

Theoretically, parents encourage their children to opt for intellectual activities. However, when children have leisure time but their parents cannot spend time with them, parents encourage reading, watching TV and going out with friends (all of these activities have an almost equal share – each of them representing one quarter of the total number of the mentioned activities). In the case of younger children (6-8 years old), the situations when they are encouraged to watch TV are significantly more numerous (36%) (to the detriment of reading, especially).

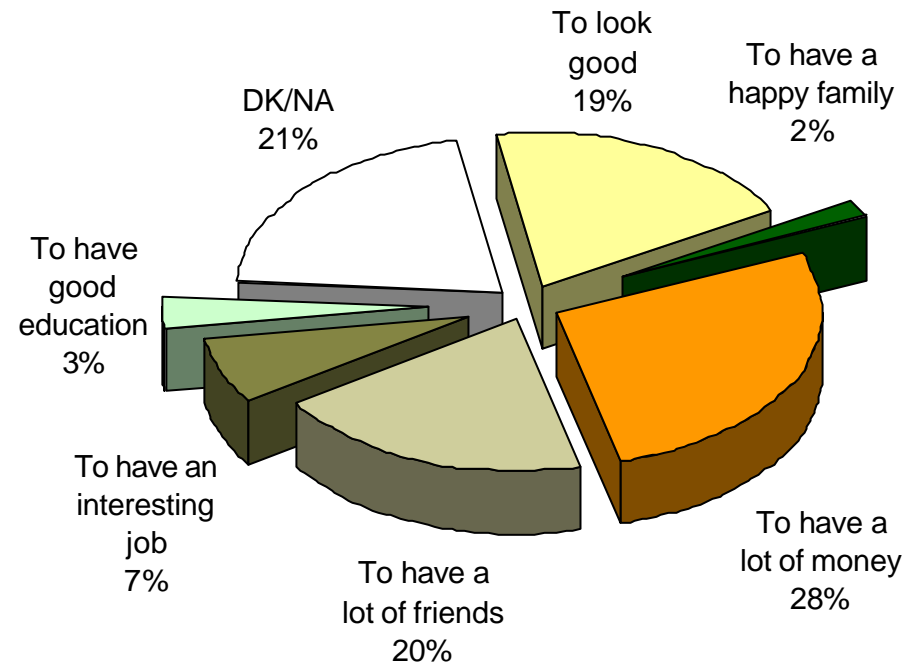
When they choose to spend their time with other people, children most often prefer their group of friends or the family. Older children mention more often than younger ones that they prefer to spend their time with the friends, only one third of the children aged between 6-8 years old spending their leisure time with the friends, as compared to half of those aged between 12-14 years old (the percentages are reversed when it comes to spending time with the family).

# When you grow up, which one of the following will be the most important to you?

CHILDREN sample



... the least important to you?

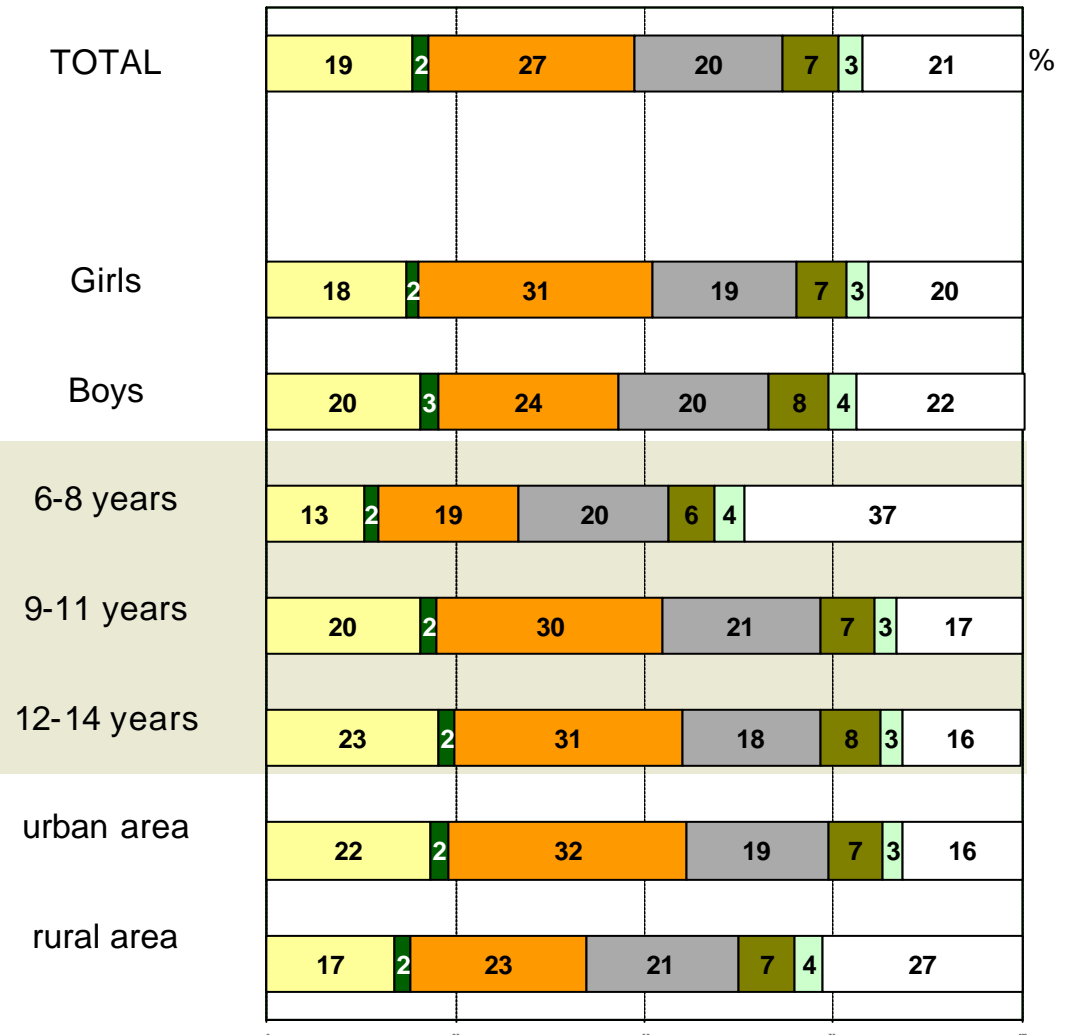
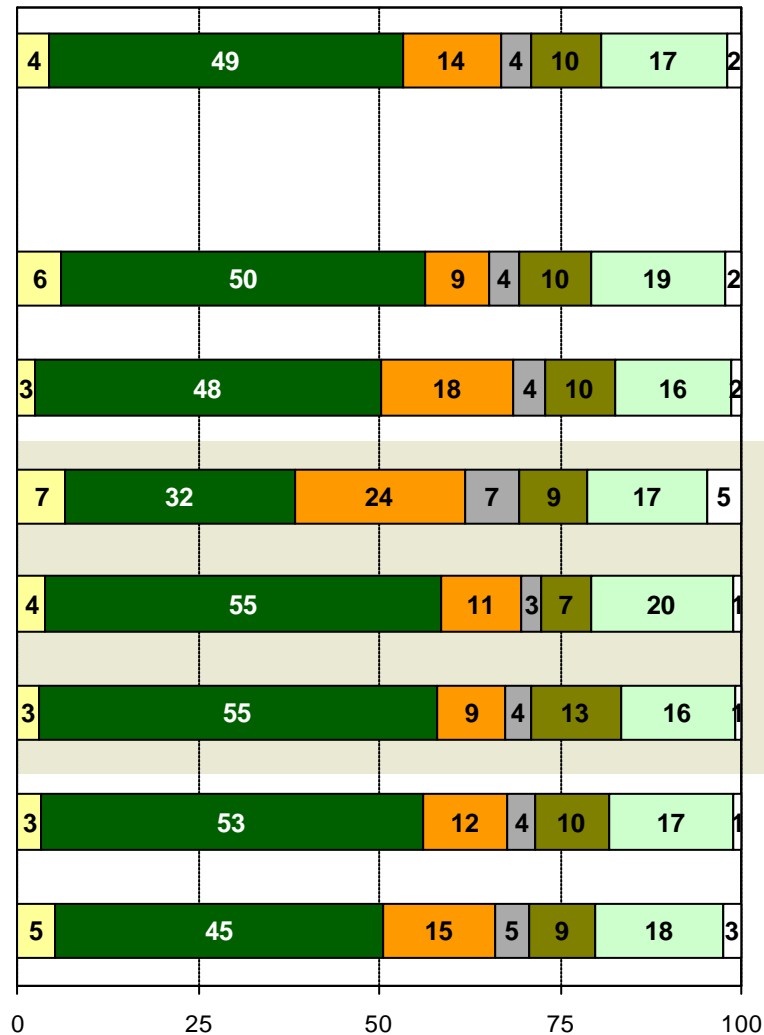


# When you grow up, which one of the following will be ... to you?

... the most important

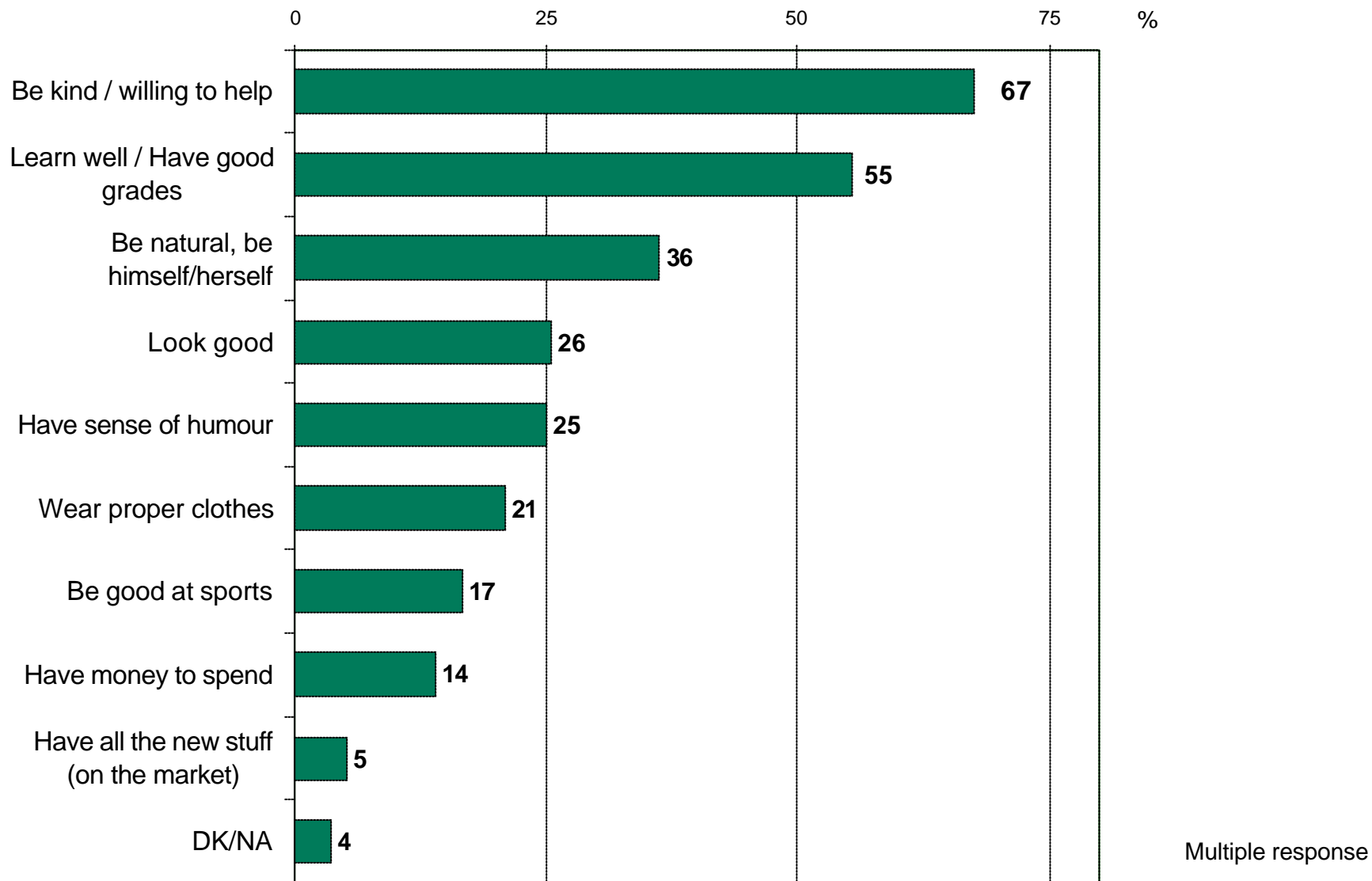
... the least important

■ To look good 
 ■ To have a happy family 
 ■ a lot of money 
 ■ a lot of friends 
 ■ an interesting job 
 ■ good education 
  DK/NA



Which are the things that make a child of your age to be popular? Please look on this list and tell me which are **the three most important things**

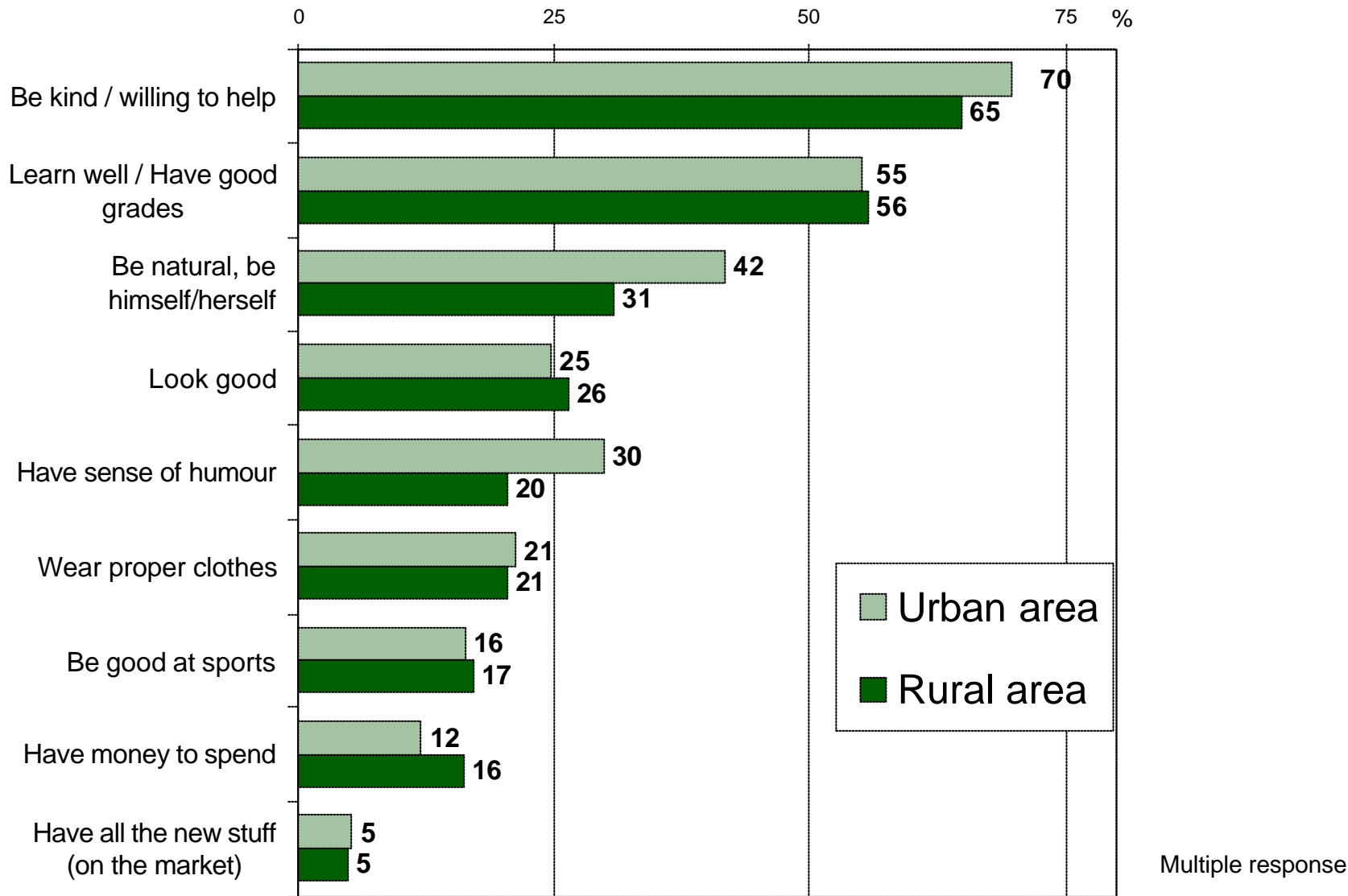
*CHILDREN sample*





Which are the things that make a child of your age to be popular? Please look on this list and tell me which are **the three most important things**

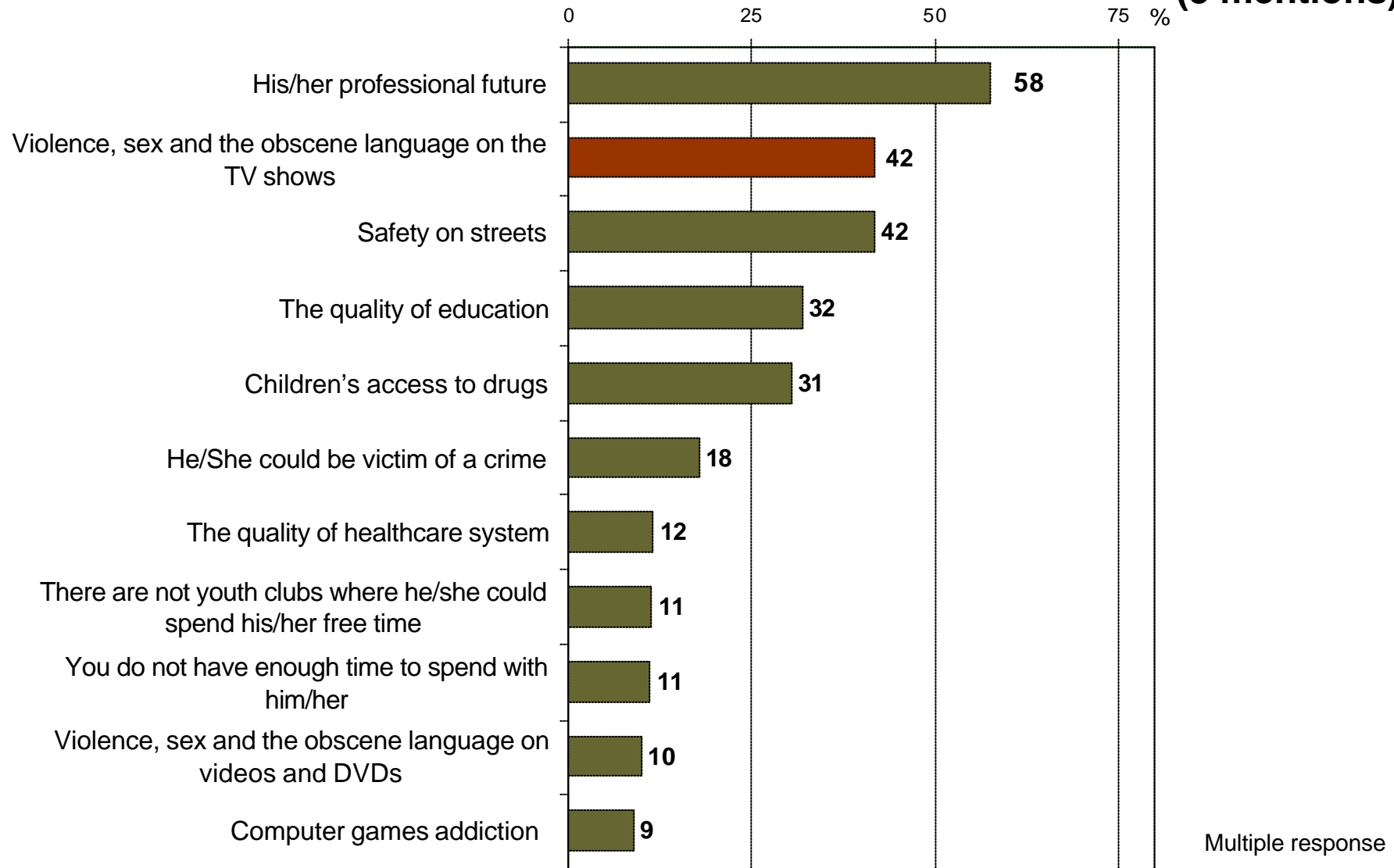
CHILDREN sample



# Thinking of your child and of the things that influence his/her daily life nowadays, what does worry you the most from the following?

PARENTS sample

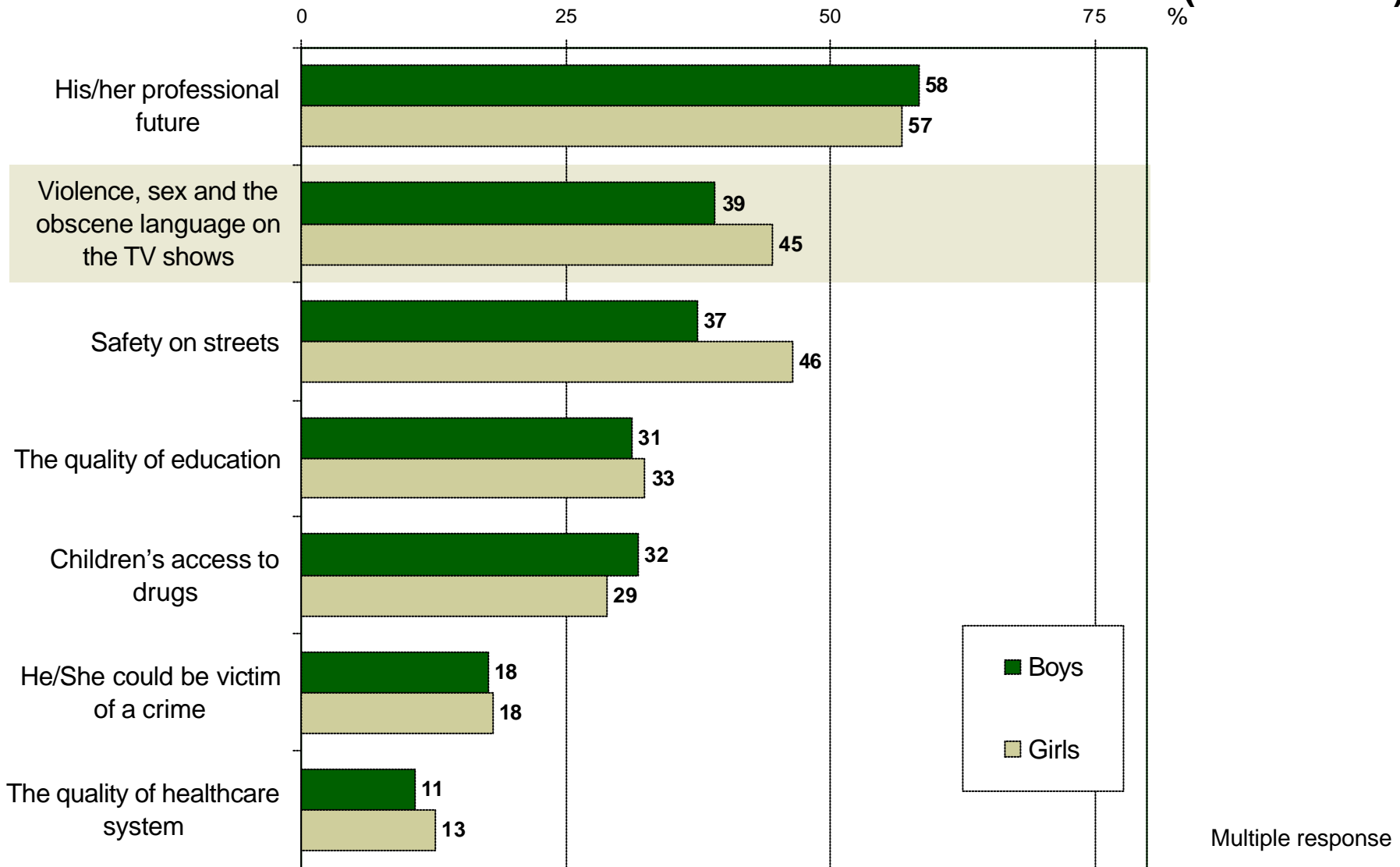
(3 mentions)



# Thinking of your child and of the things that influence his/her daily life nowadays, what does worry you the most from the following?

PARENTS sample

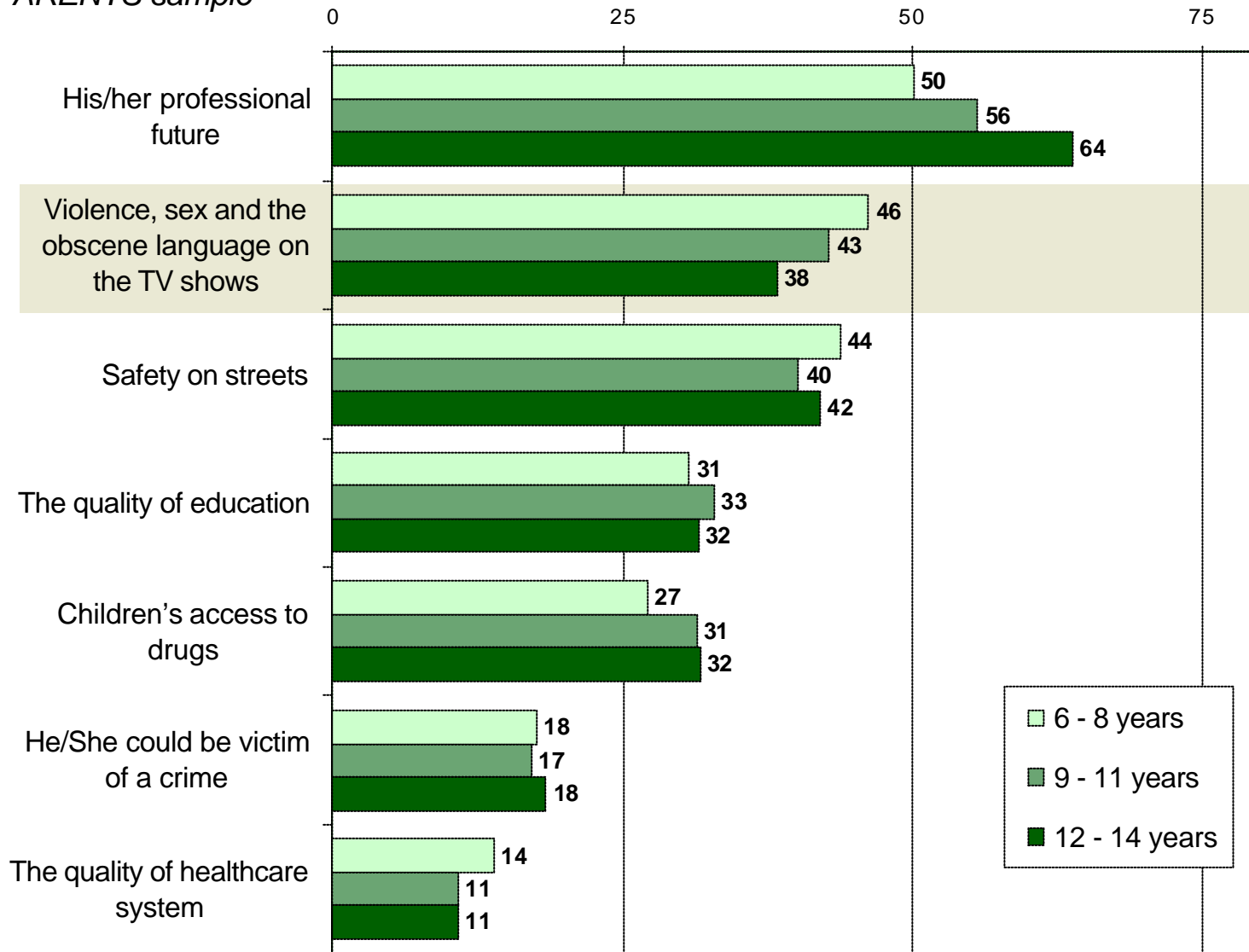
(3 mentions)



# Thinking of your child and of the things that influence his/her daily life nowadays, what does worry you the most from the following?

PARENTS sample

(3 mentions)  
%

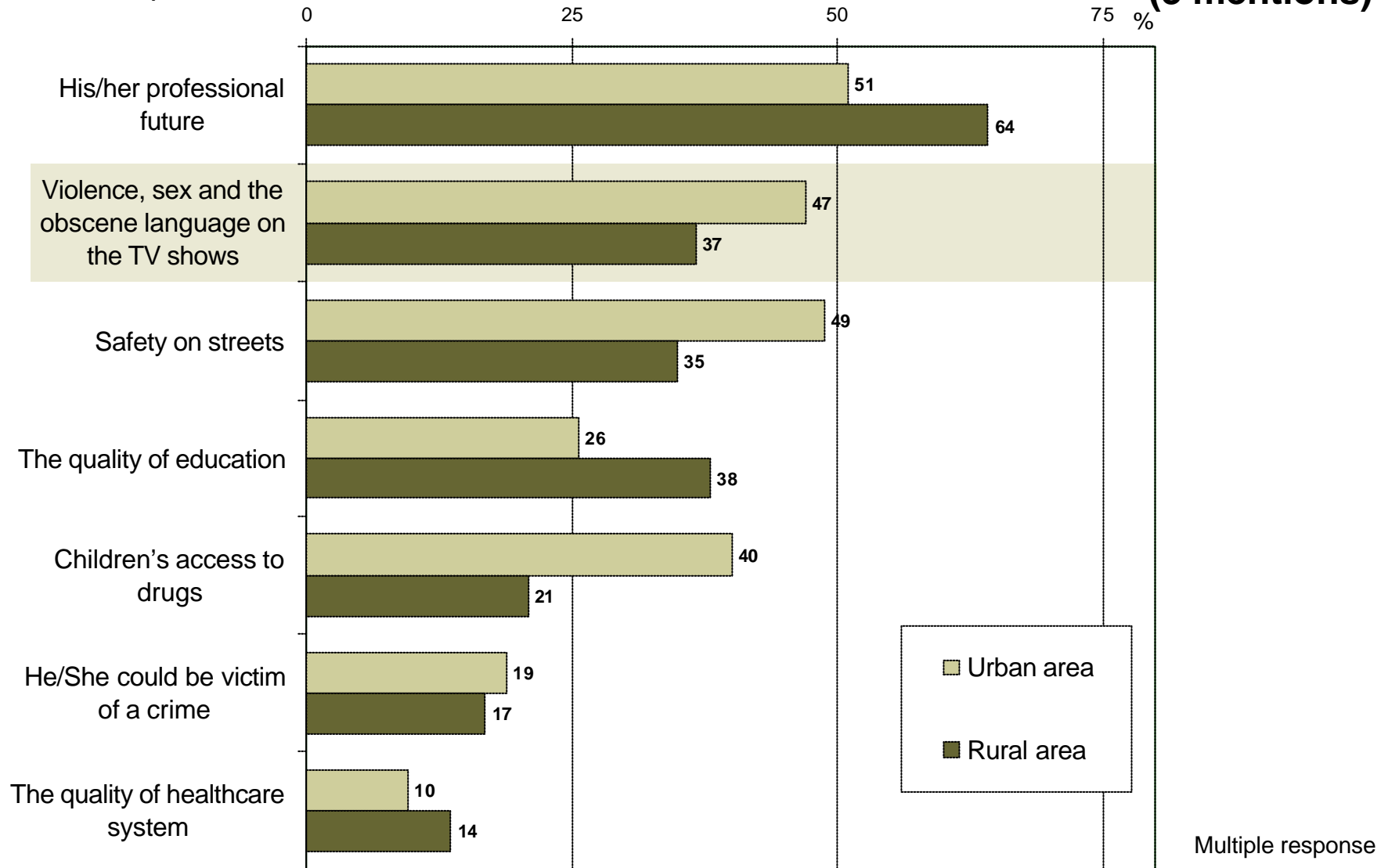


Multiple response

# Thinking of your child and of the things that influence his/her daily life nowadays, what does worry you the most from the following?

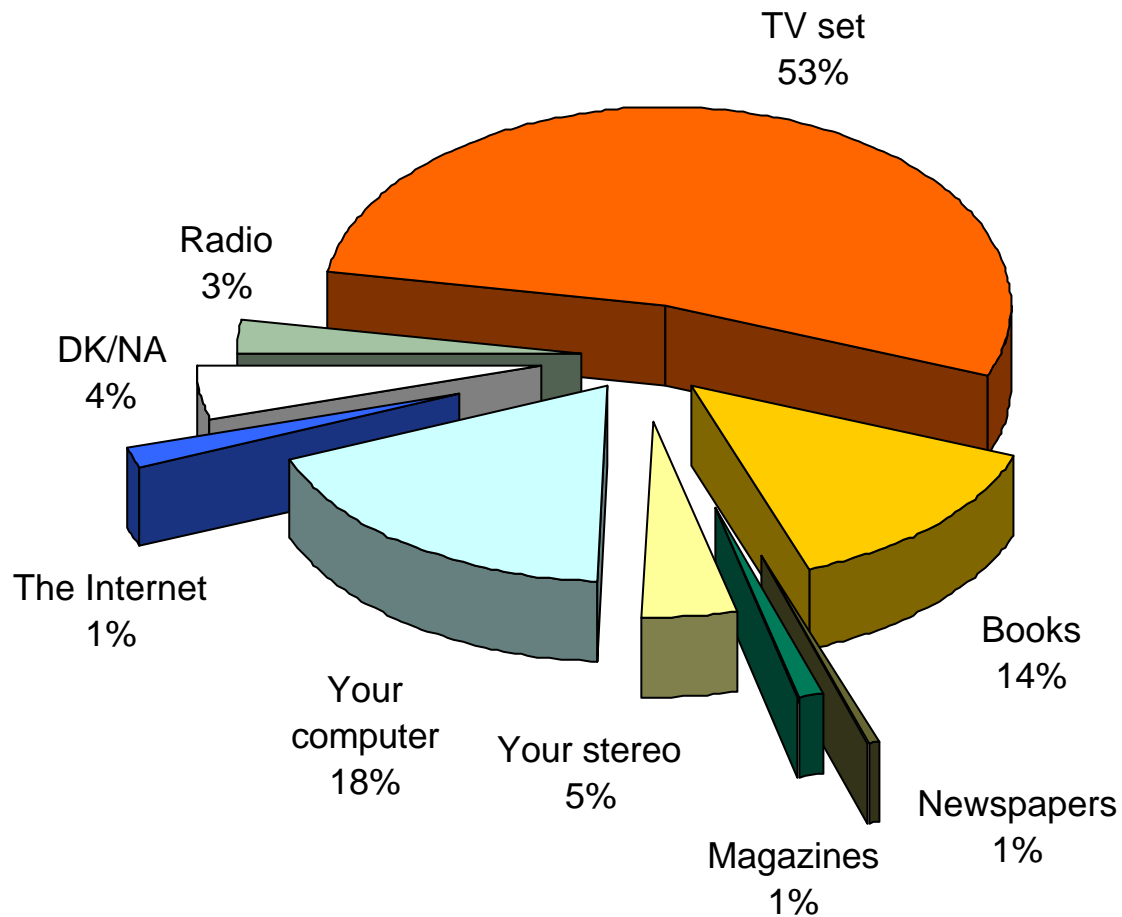
PARENTS sample

(3 mentions)



# Which one of the following would you miss the most if they were not anymore?

CHILDREN sample



Multiple response

# Which one of the following would you miss the most if they were not anymore?

CHILDREN sample

Radio TV set Books Newspapers Magazines Your stereo Your computer The Internet DK/NA

