

EUROPEAN UNION



Project financed by PHARE



Children's exposure to TV and radio programmes (cultural models of consumer behaviour)

Beneficiary: Consiliul Național al Audiovizualului

Project "Enhancement &
Development of the Professional Expertise of the Romanian Audiovisual
Sector" (RO 2004/016-772.03.15.01), financed by Phare .
The content of the present material does not necessarily represent the official position of the EU

For comments and suggestions , contact: cfcu.phare@mfinante.ro
November 2007.

Data gathering and research report:



Metro Media Transilvania

Str. Constantin Brâncuși, nr. 174, Cluj-Napoca, România,
web site: www.mmnt.ro, e-mail: mmnt@mmnt.ro

10100101010011110100001001011101001011010101011101000010010100101001
001000010100101001001010000101101001010100001111010010101001110100001001011010010
110101010101110100001000010100101001001010000101101001010100001111010010101

Cuprins

<i>Methodology</i>	4
<i>Research report</i>	5
<i>Socio-demographic profile of the samples</i>	28
<i>Access to mass media</i>	29
<i>Behaviour related to spending spare time</i>	32
<i>Parent-child relations. Children's opinions</i>	37
<i>Radio consumption. Children's behaviour and preferences</i>	44
<i>TV consumption. Children's behaviour and preferences</i>	52
<i>Advertisement consumption. Children's behaviour and preferences</i>	72
<i>Internet. Children's behaviour and preferences</i>	85
<i>Children's radio consumption. Parents' opinions</i>	91
<i>Children's TV consumption. Parents' opinions</i>	94
<i>Parents' media consumption</i>	105
<i>Parents' advertisement consumption</i>	109
<i>Parent-child relations. Parents' opinions</i>	121
<i>Data about the households</i>	129
<i>Interviewing conditions</i>	134

Methodology

- *Sample size: 1295 households with children between the ages of 6 and 15 years. In each household, one child and one of the parents were interviewed. A total of 2590 interviews were made.*
- *Type of sample: stratified, probabilistic, bi-stadial*
- *Stratification criteria: 18 cultural areas grouped by the historical provinces, residence (urban - rural), urban locality size (4 types), level of development of the rural localities (3 categories).*
- *Sampling: probabilistic selection of the localities (98) and of the children.*
- *Representativity: the sample is representative for populations of children between the ages of 6 and 15 years in Romania, with a tolerated margin of error of $\pm 2.8 \%$.*
- *Validation: the sample was validated based on INS data and on data from the 2002 Census.*
- *The presented values are the direct result of field work (no weighting was operated).*
- *Interviews were carried out at the subjects' domiciles.*
- *Field survey: 8-30 September 2007.*
- *Data collection was carried out by Metro Media Transilvania*
- *The values in the report represent percentages - %*
- *If there are no specifications concerning the basis of calculations for the percentages, they were calculated in relation to the entire sample.*

Introduction

Mass media, viewed as either a complex reality with a central role in everyday life and especially in entertainment, or as a market in itself, with products, services, and specific actors, has witnessed wide changes as concerns both the content it offers, and the platforms through which it provides these products, and implicitly the manner in which this entity modifies the audience's behaviour. The latest reports regarding the evolution of the largest segment of the market, the video market, indicates the vectors of change:

- Wide availability of the new digital content and of the interactive applications, and the proliferation of the digital platforms for the distribution of the contents,
- emergence of the multifunctional systems which integrate several specific functions (e.g. mobile telephone with video camera functions) which allow the consumers to become creators of their own, unique and original, content,
- emergence of new players, especially those who use the Internet as a communication channel, which helps create an unprecedented level of innovation and competition.

In this context, the study of media consumption among children, those who have a first contact with a new „media order”, gains special importance, both in order to measure the structural changes that have occurred in the media consumption, and for the analysis of the indirect effects, the influence of media on everyday life, on values, attitudes, and behaviours that the children adopt.

The present study aims to do the following:

- measure the media consumption among children of 6-15 years of age,
- assess the impact of the media or of advertisements,
- exposure to media content with a negative potential,
- opinions and values of the young public.

The data were collected from a nationally representative sample of 1250 households with children aged between 6-15; both the children, and the parents were interviewed, and thus both the child's self-perception, and hetero-perception of the child as media audience could be observed. A series of items included in a similar study carried out in 2004 by Metro Media Transilvania and The Gallup Organization Romania were used, and therefore a reflection of the moment of the study, and the dynamics of the last three years can be provided.

Access to media

The individuals' availability to intercept communication content, and to participate as the final actor in the communication chain, are the premises of their status as audience members, and therefore it is essential that before measuring the audience, we measure the population's chances of becoming an „audience”, their access to the media, the existence of terminals (television sets, radios, computers, telephones) and of platforms (TV, radio, the Internet, newspapers) which spread the media content.

Television has become quasi-present in households with children. In 97% of the households, there is at least one television set; moreover, in 96% there are colour TVs. If in 2004 there were black-and-white TV sets in 23% of the households, in 2007, their percentage dropped to around 6. A significant change has occurred in the number of television sets per household: while in 2004 there were two or more sets in 36% of the households, in 2007, their share grew to 52%.

As concerns radios (the classical form, exclusively for radio reception), data indicate their presence in approximately 70% of the households, which is close to the figure recorded in 2004, which was 72%. Radio-tape recorders and hi-fis are disappearing in their initial form (without a Compact Disc reader): they are present in only 18% of the households, while in 2004 they were found in 39%. Instead, there are new versions, equipped with a Compact Disc reader, which can be used in almost half of the households with children (49%). Adding up the classical radios and the incorporated ones, the presence of at least one radio receiver in households with children reaches the threshold of 84%.

Video recorders witness a slight decline, from their presence in 18% of the households in 2004, to 12% of the households in 2007. On the other hand, the increase of the share of households with DVDs is much higher, from 5% to 29%. Video cameras are much more popular in 2007: they occur in 13% of the households (as compared to 4% in 2004).

The most radical dynamics in the last three years has been shown by mobile telephones. In households with children use of mobile phones has increased from 46% to 82%, the cell phone coming second after television as communication equipment, and before fixed telephony, which has been in regress from 50% in 2004 to 40% in 2007.

Personal computers have also become a presence in over half of the households with children (52%). While in 2004 it had penetrated only 27% of the households, in only three years there has been a doubling of the number of households where they are used. Game consoles are as present in 2007 as they were in 2004, representing a technology which has reached a ceiling as concerns penetration among consumers.

As concerns media platforms, we have noticed an increase of the number of those who have access to cable television (from 60% in 2004 to 79% at present) and to satellite dishes (6% - 2004, 23% - 2007); practically, only 4% of the households have access only to television signals transmitted through air. Of course, this figure must be judged under the reserve of the grouping effect in areas where there is no cable television, an effect which is not revealed by the investigation of this sample.

Internet access has risen from 6% of households with Internet in 2004 to 28% at present. Related to the number of homes with computers, the rate of Internet penetration has risen from 19% to 52%.

Access to media

Beyond these global figures, media access is differentiated by various socio-demographic categories; we find significant differences as concerns the possession of equipment for receiving the media platform. As concerns television, status attributes (income, cultural area, type of residence) are not as good determinants of the presence or of the quality of this apparatus as in 2004, but rather the number of television sets is.

Three years ago the differences between rural and urban areas as concerns the presence of colour television were significant (93%-urban as opposed to 79%-rural), while at present the balance is almost perfect.

Socio-demographic category. Households...	% television owners	% colour television owners	% owners of at least two television sets
in Moldova	96	95	45
in the South	98	97	50
in Transylvania	97	96	61
in Bucharest	100	100	47
in rural areas	98	97	44
in urban areas	97	96	61
With a maximum income of 165 RON (50 euros) / member	96	94	38
With income between 165 RON - 330 RON (100 euro) / member	97	96	46
With income between 331 RON - 495 RON (150 euro) / member	97	97	60
With income over 495 RON (150 euro) / member	98	97	67

As concerns the presence of radios in the household, socio-demographic determinants are somewhat more obvious. The radio, either as an exclusive apparatus, or incorporated in an audio system, is found to a larger extent in urban households and in households with a higher income / member. It is worth pointing out the situation encountered in Moldova or in poorer communities, where the percentage of classical radios is lower, and instead the tape-recorders with an incorporated radio or hi-fis are preferred.

Access to media

Socio-demographic category. Households...	% radio receiver owner	% (exclusively) radio owner
in Moldova	84	63
in the South	85	74
in Transylvania	81	67
in Bucharest	97	81
in rural areas	80	67
in urban areas	88	72
With a maximum income of 165 RON (50 euros) / member	77	62
With income between 165 RON - 330 RON (100 euro) / member	81	66
With income between 331 RON - 495 RON (150 euro) / member	87	74
With income over 495 RON (150 euro) / member	92	74

Access to telephones, whether fixed or mobile, reaches 86% of the households with children, the increase in the share of mobile telephony being higher than the drop in coverage by fixed telephony. A lower rate of penetration of telephony is encountered in the Southern area (Muntenia, Oltenia, Dobrogea), where only 81% of the households have access to a form of telephony, in rural areas (80%) or in poor families (74%), with a maximum monthly income of 50 euro/member.

While in the case of fixed telephony, the difference between rural and urban areas is high, of almost 30%, in the case of mobile telephony this difference is reduced, of only 11%.

Access to media

Socio-demographic category. Households...	% owner of mobile telephone	% owner of fixed telephone	% telephony
in Moldova	85	34	88
in the South	77	33	81
in Transylvania	84	44	88
in Bucharest	93	74	96
in rural areas	77	26	80
in urban areas	88	54	93
With a maximum income of 165 RON (50 euros) / member	68	21	74
With income between 165 RON - 330 RON (100 euro) / member	84	36	88
With income between 331 RON - 495 RON (150 euro) / member	85	46	88
With income over 495 RON (150 euro) / member	94	62	96

Patterns of children's spare time behaviour

Children's entertainment is mainly divided, as their percentage out of the total population, between watching television programmes (98%), playing and spending time with friends (89%), and homework (78%). The second set of activities performed in their spare time, as a percentage, includes helping parents with chores (61%), playing and spending time alone (60%), reading (56%) and listening to music (53%).

If we select from the array of activities only those which require the use of media, and distinguishing between „traditional” and „new”, we notice that the „traditional” media consumption includes television (98%), reading (56%) and listening to music (53%), as compared to the new one, which are less frequently used: video games or computer games (45%), using the computer (39%), using the Internet (30%) and watching films on video/DVD (28%).

As compared to 2004, the hierarchy of the activities performed by children in their spare time, even if not radically changed, indicates a series of shifts:

Listening to the radio dropped both as compared to 2004 (from 50% to 35%), and as compared to the use of telephone, which is done in their spare time by 41% of the children (as compared to 40% in 2004).

As compared to 2004, reading books, newspapers or magazines has lost 6-10 percentiles, but reading of comics has risen from 23% to 29%.

Use of the Internet surpassed watching videos/DVDs, growing from 26% in 2004 to 30% in 2007. In fact, all that involves using a computer (games, accessing the Internet, and using it to other ends) has risen, as compared to 2004, by 6-9 percentiles.

If we analyse the data from the standpoint of some socio-demographic determinants, gender, age, residence, monthly income/member, the maximum level of education of the family members, we notice:

A reduced influence of the socio-demographic determinants as regards watching television or playing, and spending time with friends

More reading among girls than boys, an association between the inclination to reading and the maximum educational level of the family, a more reduced percentage of the children who read in Transylvania.

A higher percentage of those who listen to recorded music or music CDs in the urban areas than in the rural areas, age being a strong predictor of the performance or absence of this activity.

While they use computers equally with girls for activities other than playing, boys use it more than girls for playing.

Radio is listened to more by children in rural areas, in poor families (maximum 100 euro / member), with a lower maximal educational level.

Patterns of children's spare time behaviour

The range of activities is more diversified for children in urban areas (on the average, 11 activities mentioned out of the 26 proposed by each child) than in rural areas (on the average, 9 activities mentioned), for children from higher levels of maximal income and education (on the average, 11 activities) as compared to those who come from families with lower income and lower maximal education levels (on the average, 8 activities).

In the children's opinion, parents encourage them to perform mostly intellectual activities, to read (63%) and to do their homework (60%), both strongly related to the educational process. Only one child out of 7 states that their parents encourage them to help them, while only one in 10 state entertainment (watching TV programmes, play with friends, draw).

As concerns the educational dimension, when they want to learn something new, the children choose, beyond reading (48%) and homework (32%), the television (32%), audio-visual information being considered complementary to information obtained from reading or from problem solving.

Entertainment and means of steering clear of boredom are spare time activities to which children offer quasi-identical solutions: watching TV and playing with friends, in relatively equal shares. However, entertainment is more easily associated with games, while TV programmes are chosen by children as a means of not being bored. Listening to music and playing computer games come second in the hierarchy of activities for fun or for not being bored.

As compared to 2004, we do not find major differences in the manner children perceive their parents' influence on their activities. However, it seems that the range of activities chosen by children to have fun has diminished, television occupying a wider share (from 28% in 2004 to 47% in 2007, for fun, and from 35% to 52% for not getting bored) to the detriment of games and spending spare time with friends, which is reduced from 59% to 51% for having fun, and from 53% to 47% as a remedy for boredom.

Most children spend time most often with a group of friends (40%), the family (32%), one of their best friends (16%) or alone (10%). As compared to 2004, the percentage of those who spend their spare time in the company of friends or of the family has reduced slightly, by 3 percentiles each, but the percentage of those who are alone in their spare time has risen 4 point.

Friends are a group of spare time partners to a larger extent for boys than for girls, which is also due to the traditional pattern of socializing. As they grow older, the family becomes for the children a less interesting group to spend their spare time with.

Parent-child relationship

The daily parent-child interaction regarded from the standpoint of the frequency they do things together, is most often materialised in having meals together, which is the case in 85% of the accessed households. The important problems or watching TV programmes bring about half of the parents and children together every day. Games are a cohesive force of everyday parent-child relations in about 34% of the investigated cases, while discussions based on what has been watched on television tend to record a lower frequency.

The parents' opinion is quasi-similar with the children's in many of the respects discussed above, the major exception being discussions on topics of interest or on topics related to what has been seen on TV, which the parents find more frequent. In general, probably out of the reflex of the assumed role, the parents mention to a larger extent that they interact with their children every day.

		Almost every day	Once or twice a week	Less frequently	never	DK/NA
Talk about things seen on television	children	22	30	35	9	4
	parents	29	24	36	8	3
Have meals together	children	85	9	4	0	2
	parents	86	8	4	0	1
Watch TV together	children	46	28	19	2	4
	parents	47	22	26	3	2
Discuss about issues that are important for you	children	50	31	12	2	5
	parents	60	25	13	1	1
Play together or do something together	children	34	33	24	5	4
	parents	35	28	30	4	2

Parent-child relationship

Some conclusions can be drawn from the analysis of the socio-demographic determinants of parent-child interaction frequency:

- a more reduced frequency as concerns meals together and watching TC programmes together is recorded in the case of families with a high maximal education level (higher education)
- a more reduced frequency as concerns discussions of what has been seen on television or of important problems in the case of boys, in rural families or in families with low income

In general, the hypothesis is confirmed that families with a low social status have more frequent interactions in ritualised situations such as meals and watching TV together, while households with a high social status interactions are more frequently verbal, communicational.

As concerns the motivational level, lack of discussions with their parents is explained by children by lack of time and the loaded daily schedule. The children's wish as to what they would like to discuss with their parents aims at topics such as school, personal issues, cartoons, or TV programmes.

Radio consumption. Children's behaviour and preferences

One out of three children (35%) state that among the spare time activities they carry out is listening to the radio. During the week, children listen to the radio on the average for 80 minutes a day, while at the weekend, another 30 minutes are added to the average audition time, making it 110 minutes / day. These figures are close to those recorded in 2004, confirming the hypothesis that although the mass of the audience has been reduced, the audience's behaviour is the same as concerns the average number of hours spent listening to the radio.

However, we find some changes in behaviour in some socio-demographic categories:

Category	Minutes, on the average - 2004		Minutes, on the average - 2007	
	Mon-Fri	Sat-Sun	Mon-Fri	Sat-Sun
rural	77	104	76	104
urban	82	107	86	118
boy	72	91	86	113
girl	87	120	77	109
6-8 years	-	-	85	108
9-11 years	68	92	86	119
12-15 years	86	113	76	107

The data indicate, as compared to 2004, a bigger difference in listening to the radio between the urban, and the rural areas, and also a shift in the time spent listening to the radio between the sexes, so that boys spend more time listening to the radio than girls. We must point out that the differences are not statistically significant, like in the 2004 sample, one of the explanations being the reduced size of the subsample of radio listeners.

Music is for most of the children the major content looked for on the radio. The radio listener children's favourite stars are usually in the top, from a wide variety of musical genres:

Radio consumption. Children's behaviour and preferences

Aggregated by genres, the data provide the following hierarchy: pop music gets 35% of the mentions, dance – 31%, “manele” – 25%, rock – 18%, latino – 12%, hip-hop – 10%.

The children's favourite radio stations are Kiss FM (36%), Pro FM (19%), Europa FM (16%) and Radio 21 (15%). Kiss FM, Radio 21 and Pro FM are listened to by urban children, while in the rural areas children tend to listen to the local or regional radios.

As concerns the behaviours associated with radio audiences, dedicated listening to the radio defines approximately 30% of the children radio listeners, who do exclusively this activity when they listen to the radio. Another segment of listeners, 29%, combine listening to the radio with household activities. 83% listen to the radio at home, very few of the radio listeners do this in a public space (on the street, in a park, a bar or a cafeteria).

Approximately half of those who listen to the radio (48%) do this together with someone, most often a family member (mother, father, siblings). The urban boys and boys aged 12-15 prefer to listen to the radio alone.

Parents tend to slightly over-assess the children's radio listening activity, considering that, on the average, the children dedicate cca 95 minutes a day to listening to the radio, on weekdays, and cca. 124 minutes /days of the weekend. On the other hand, parents indicate almost correctly the radio channels their children listen to: Kiss FM (29%), Europa FM (19%), Pro FM (16%) and Radio 21 (11%).

Star	% of the total radio listeners	Genre
Nicolae Guta	14%	manele
Andra	9%	pop
RBD	9%	latino
3 Sud-Est	8%	dance
Voltaj	5%	rock
Akcent	5%	dance
Denisa	4%	manele
Andreea Bălan	4%	dance
Eminem	3%	hip-hop
Rhianna	3%	pop
Simplu	3%	dance

TV Consumption. Children's behaviour and preferences

Television occupies a central place in the array of media sources used by children, and watching television is generalised in all the categories of children. What is television for the young ones? In order to describe it to someone who does not know what it is, e.g. a Martian, the children combine mostly the morphological elements (box, screen) with the content (cartoons).

On weekdays, children spend 137 minutes on the average watching TV, while at the weekend this time increases by another hour, on the average, getting to be 201 minutes. These are similar to the proportions noticed in the previous study.

Category	Minutes, on the average - 2004		Minutes, on the average - 2007	
	Mon-Fri	Sat-Sun	Mon-Fri	Sat-Sun
rural	138	202	137	198
urban	163	225	138	203
boy	153	214	138	201
girl	149	214	137	200
6-8 years	136	196	134	190
9-11 years	151	225	134	200
12-15 years	160	225	143	208

TV consumption, as concerns the time dedicated to this activity, has been homogenized to a large extent, and differences among the major socio-demographic categories are very little.

Children generally prefer cartoons (50% of the answers), followed by films (17%), music (10%) and soaps (4%). However, preferences change significantly with age, after 12 years films being the major television-related attraction for the children:

TV Consumption. Children's behaviour and preferences

Naturally, opinions about what they would like to see on TV basically copy the current preferences of children (cartoons, films, music, shows for children, soaps).

The children's favourite characters come mainly from cartoons (Tom and Jerry, Scooby Doo, Spies, Dexter, Powerful Girls), while the real-time characters are artists or presenters: Adela Popescu, Andreea Marin, Cărcotașii and Nicolae Gută.

Preferences	6-8 years	9-11 years	12-15 years	Total
Cartoons	83	61	16	50
Films	4	13	31	17
Music	3	8	16	10
Soaps	1	2	10	5

As compared to preferences 3 years ago, we notice a substantial change in the children's preference for TV channels, practically a shift in hierarchy from the generalist channels and those that present cartoons. The major channels preferred by children are those that show cartoon (Cartoon Network – 39% of the TV viewer children, Minimax – 29%, Jetix – 24%), followed by the generalist TV channels (Pro TV – 26%, Acasă TV – 19%, Antena 1 and Prima TV – 13% and Taraf TV – 11%). The proliferation of cable television, but also the easy access to reception latforms through satellite dishes of most of the Romanian language TV channels made the very young public become specialised, oriented toward programs that satisfy their preferences. However, the hierarchies change with age, as illustrated in the table below:

Channel	Age group		
	6-8 years	9-11 years	12-15 years
Cartoon Network	61%	47%	14%
Minimax	43%	36%	11%
Pro TV	11%	21%	41%
Jetix	34%	32%	10%
Acasă TV	4%	17%	31%
Prima TV	8%	13%	19%
Antena 1	5%	12%	20%
Taraf TV	6%	10%	17%

TV Consumption. Children's behaviour and preferences

The reason for these preferences is associated with the content they show: many beautiful cartoons, many good films, nice, new or funny, entertaining shows.

The children's favourite stars, who are models of anticipated socializing role and regulatory normative-axiological role of the content, come at the tops of the hierarchy, from among presenters – Andreea Marin and Andreea Esca, actors – Adela Popescu or of music stars – Nicolae Guță and Andra.

The children's favourite shows have different stories, some of them being funny (*Trăzniți în NATO*, *Cronica Cârcotașilor*), other with a strong emotional load for children (*Super Nanny*, *Schimb de mame*, *Surpriza-surpriza*). The motivation for choosing these shows is that they are funny and that they are beautiful or interesting.

About 52% of the children watch their favourite shows alone. Of the rest of 46%, some watch them with their mother (49%), 29% with their father, 21%-22% with siblings. Watching TV alone is more frequent among children in the urban areas (61%) than in the rural areas (43%), in older children of 12-15 years (56%) or in those who have a TV set in their room (55%).

As compared to 2004, we notice a doubling of the percentage of those who watch TV shows alone, from 27% to 52%, and a bigger influence on this type of behaviour due to the fact that there is a TV set in the child's room.

Being alone, the tendency to refuse company while watching TV is revealed by the fact that one third of the children who state that they watch TV with someone would in fact like to watch them alone.

TV shows viewed are generally (in 60% of the cases) discussed by the children with other members of the significant group, especially with friends (58% of those who discuss them).

70% of the children choose the TV shows they end up watching by zapping, which is slightly more than in 2004. Only 27% of the children state that their teachers recommend TV shows that they should watch.

As concerns the manner in which the parents perceive the children's TV viewer behaviour, the data of the survey indicate a slight tendency to over-estimate the number of hours spent by the children watching TV. Thus, parents think that on weekdays their children watch TV for about 150 minutes a day, while at the weekend they think the children watch TV for 215 minutes, the one-hour difference being kept between the two periods of reference.

In 23% of the households with children, they have a TV watching schedule, established together with the parents or other adults in the family. However, the difference between the time imposed by the parents and the time stated by the parents and the children are not significant. This duration is roughly of 145 minutes.

TV Consumption. Children's behaviour and preferences

Although they do not mention such a wide variety of shows watched by the children as the latter do, the parents mention (at the level of the entire sample) correctly the hierarchy of their children's main TV shows: *Trăzniți în NATO*, *Super Nanny*, *Cronica Cârcotașilor*, *Surpriza-surpriza* and *Schimb de mame*.

The hierarchy of TV channels watched by the children is also correctly nominated by them, and the differences between self-identification and hetero-estimation are rather small: (Cartoon Network – 30% of those whose children watch TV, Minimax – 24%, Jetix – 20%), followed by the generalist TV channels (Pro TV – 22%, Acasă TV – 17%, Prima TV – 16%, Antena1 and Taraf TV – 10%).

Two thirds (67%) of the parents admit that sometimes their children watch TV on their own, while 44% state that normally their children watch TV only on their own. In this case, too, the overlap between the children's and the parents answers is high.

Exposure to content with a negative influence

TV shows with content that may have a negative influence on the children are marked according to the law of the audio-visual. However, according to the children's opinions, in only about 61% of the households this labelling generates a response from the parents, while in 22% of the households parents do not forbid their children to watch such shows, and in 14% of the households children do not watch such shows. Out of the 61% of the situations in which the parents point out to their children that they are not allowed to watch such shows, in three quarters of the cases the prohibition is acted upon.

If we analyse the data from the perspective of the two thresholds of prohibition, 12 and 15 years, we find differences in the parents' reaction; they are more permissive in the case of 12 year old children and over, than they are when the shows are marked "15".

13% of the children aged 6-15 have watched a pornographic film, as compared to three years ago (22%). The outlet for watching such films is the television, followed by the computer, the Internet, and video tapes/DVDs. However, we notice the drop in the percentage of TV as the outlet for watching porno films, from 70% in 2004 to 57% in 2007, and the children's frequent orientation to the Internet and the computer.

Children in the urban areas, boys, children aged 12-15, those coming from families with a high level of education or with high levels of income state to a larger extent that they have watched pornographic films. As compared to 2004, we notice a drop in the differences between girls and boys as regards watching porn, but also a drop in this activity in the age group 9-11 years. The parents' high education level does not limit this tendency, the data indicate a higher occurrence of watching porn in the households where one of the parents has completed higher education.

Exposure to content with a negative influence

Category	% have watched a pornographic film	% have watched a horror film
rural	11	44
urban	16	45
boy	15	46
girl	12	43
6-8 years	1	6
9-11 years	8	49
12-15 years	28	72
Vocational education as maximal level of schooling in the family	9	37
Highschool education or post-secondary as maximal level of schooling in the family	14	45
Higher education as maximal level of schooling in the family	16	48
maximum 165 RON (50 euro) / member	7	38
165 RON - 330 RON (100 euro) / member	12	46
331 RON - 495 RON (150 euro) / member	17	47
over 495 RON (150 euro) / member	18	46

As concerns horror films, the percentage of the children who have watched such a film has dropped significantly in the last three years, from 74% to 44%. Television remains the major means of watching them, but there has been an increase in the use of the computer and the Internet for watching such films. As compared to 2004, the differences between rural-urban have dropped, and the phenomenon is concentrated preponderantly in the sphere of children aged 11-15, out of whom over 50% have seen a horror movie.

One child in 6 was forbidden to watch an advertisement at least once, the reason being the age, and the negative content of the advertisement. Children believe that advertisements with a negative content for their age are those that show alcoholic beverages (15%), violence (9%) or unfit, ugly things (4%). Approximately 37% of the children see advertisements for alcoholic beverages at least once a day. The occurrence of advertisements for alcoholic beverages is higher in the urban areas than in the rural ones, among children aged 12-15, and among children from families with a high level of income.

Exposure to content with a negative influence

As concerns the labelling/ warning, parents are more firm in stating the efficiency of the reactions when the warning occurs. Thus, about two thirds state that they do not allow the children to watch shows marked "12" / „15". In the 6-11 age group, their incidence is much higher (72%) than in the 12-15 age group (50%).

71% of the parents state that they would not allow their children to watch shows or films with scenes of violence, sex or obscene language, while 24% either do not respond to such content, or they admit their helplessness in forbidding their children to watch them. Although a larger percentage states that they can control the content of the TV shows watched by their children, only 28% of the parents have established with their children the shows they cannot watch, which are programmes/shows that have erotic or explicitly sexual content, or they contain scenes of violence and aggression.

Advertisement consumption. Children's behaviour and preference

The behaviour of watching advertisements among children is very similar to the parents': about 60% of them change the channel when they show advertisements, while about 20% watch the advertisements. 72% of the children and 85% of the parents state that while they are watching their favourite shows, they are interrupted by advertisements.

In the children's opinion, advertisements are shown for a commercial purpose, to inform us about the products and to show us what to buy. The pleasure of watching advertisements is encountered in a reduced segment of children (8%), while 33% state that they only like to watch advertisements sometimes. The figures are similar to those stated by the parents (6% - they most often like to watch advertisements, 29% - they sometimes like it), confirming the hypothesis that an advertisement watching behaviour is developed from the first years of media exposure.

The impact of advertisements and their capacity to change the product or services-buyers' behaviour is underscored by the fact that almost half (46%) of the children have purchased in 2007 something they saw advertised, which is a figure confirmed by the parents. The advertisement content is not only used in everyday life, but it is also debated and analysed, 43% of the children having discussed about an advertisement with someone in the last months. 31% of the children state that they have discussed with their parents in the last months about an advertisement, while 27% of the parents confirm this.

Internet. Children's behaviour and preferences

73% of the children have heard about the Internet, and of these, three quarters have used it or seen someone use it most often at home, at the school or in friends' or relatives' homes. 44% of the children use the Internet, 74% of them doing it at least once a week. The Internet is used to a larger extent by children in the cities, by those aged 12-15, by those who come from families where at least one of the parents has completed higher education, and by families with high income or those who have a computer in the household.

On a common day, the children spend an average of 103 minutes using the Internet, and age seems to be the most important determinant of the time spent by children using the Internet.

Games (50% of those who use the Internet), chat, messenger (47%), music (38%), e-mails (33%) or searching for various information (31%) are the major reasons for children for using the Internet.

Category	% Internet users	Average time (minutes / day) spent using the Internet
rural	23	93
urban	64	107
Boy	43	110
Girl	44	98
6-8 years	18	69
9-11 years	44	78
12-15 years	64	123
Vocational education as maximal level of schooling in the family	21	90
Highschool education or post-secondary as maximal level of schooling in the family	42	104
Higher education as maximal level of schooling in the family	70	106
maximum 165 RON (50 euro) / member	16	81
165 RON - 330 RON (100 euro) / member	39	97
331 RON - 495 RON (150 euro) / member	55	94
over 495 RON (150 euro) / member	68	117
Does not have a computer in the household	20	75
Has a computer in the household	65	111

Opinions and values

By analysing the children's axiological orientations, in the context of media consumption, we find that for children the most important thing in life is to have a happy family (38%). Personal accomplishment, materialised by money (25%) and an interesting job (11%) are the next important goals. Education is a secondary element in the children's value structure, as it is not perceived as an important goal in life.

As compared to 2004 there has been a shift from the sphere of some axiological elements with a powerful traditional imprint (family, education) to the modern value dimensions (money, job, friends, look). Thus, while in 2004 the balance favoured the traditional, in 2007, it has shifted to the modern:

What is important to you when you are big...	2004	2007
To have a happy family	49	38
To have a good education	17	7
Traditional	66	45
To have a lot of money	14	25
To have an interesting job	10	11
To have a lot of friends	4	8
To look good	4	6
Modern	32	51
DK	2	4

Opinions and values

It is interesting to note that in families where the parents have a high level of education the wish to have a good education among the children is not higher than in the other families. Also, the wish to have a lot of money is higher in families with more modest finances or with a lower educational level.

The television, computers, and the Internet are the major things children would miss if they did not exist. The radio or printed materials are not popular with the young public, and as a result their absence would not worry many children.

Testing a series of concepts – values from the triad school – family – television, in order to find out the source that offers the most information about them, the data allow us to group the concepts in consistent sets, which are homogeneous from the standpoint of correspondence to the respective source

Category	To have a happy family	To have a good education	To have a lot of money	To have a lot of friends	To have an interesting job	To look good	DK
rural	39	8	26	6	11	5	5
urban	36	6	25	10	11	8	4
boy	34	5	33	9	12	2	5
girl	40	9	18	8	10	10	4
6-8 years	31	4	31	13	8	7	7
9-11 years	44	9	24	5	10	5	4
12-15 years	37	8	22	7	15	7	4
Vocational education as maximal level of schooling in the family	36	7	34	6	10	3	5
Highschool education or post-secondary as maximal level of schooling in the family	36	7	25	8	12	8	4
Higher education as maximal level of schooling in the family	43	7	20	12	10	5	3
maximum 165 RON (50 euro) / member	37	6	31	8	11	5	3
165 RON - 330 RON (100 euro) / member	36	7	27	9	12	5	6
331 RON - 495 RON (150 euro) / member	36	8	23	5	13	8	8
over 495 RON (150 euro) / member	37	7	24	11	10	8	3

Opinions and values

Concepts	Where I learnt most things about...			
	From school	From the family	From television	I don't know
Being a star	9	11	59	21
Violence	15	14	54	18
The ot-of-the-ordinary	11	13	53	23
Sexuality	17	13	47	24
Aggression/ vulgarity	20	15	47	18
Lack of scruples	13	11	37	38
Getting rich	19	32	35	15
Pleasures of life	16	21	35	27
Lies	18	28	32	22
Respect, compassion, generosity	24	64	6	6
The truth	27	64	2	6
Active behaviour	44	35	7	14
Freedom of speech	45	27	15	14
Competitiveness	49	11	25	15
Heroism	50	14	21	15
Competence	51	26	9	14
Patriotism	53	17	15	15
Success / performance	56	22	13	9
Creativity	60	21	8	12
Culture (through readings, the arts)	62	17	11	10
Civic culture	71	12	10	7

Socio-demographic profile of the samples

CHILDREN SAMPLE

Sex:	boys	48.1%
	girls	51.9%

Age:	6-8 years	30.5%
	9-11 years	32.3%
	12-15 years	37.2%

Status:	student	94.1%
	in kindergart	3.9%
	at home	2.0%

Grade (if student):	grade I	12.2%	V	11.5%
	II	12.2%	VI	10.9%
	III	11.8%	VII	11.2%
	IV	13.5%	VIII	10.6%
			IX or X	6.0%
	Total	49.7%		50.2%

Residence:	urban	49.7%
	rural	50.3%

PARENTS SAMPLE*

Relation to the child	mother / father	86.5%
	grandfather / grandmother	10.5%
	uncle / aunt	0.8%
	other	1.2%
	NR	1.0%

Sex:	male	27.6%
	female	72.4%

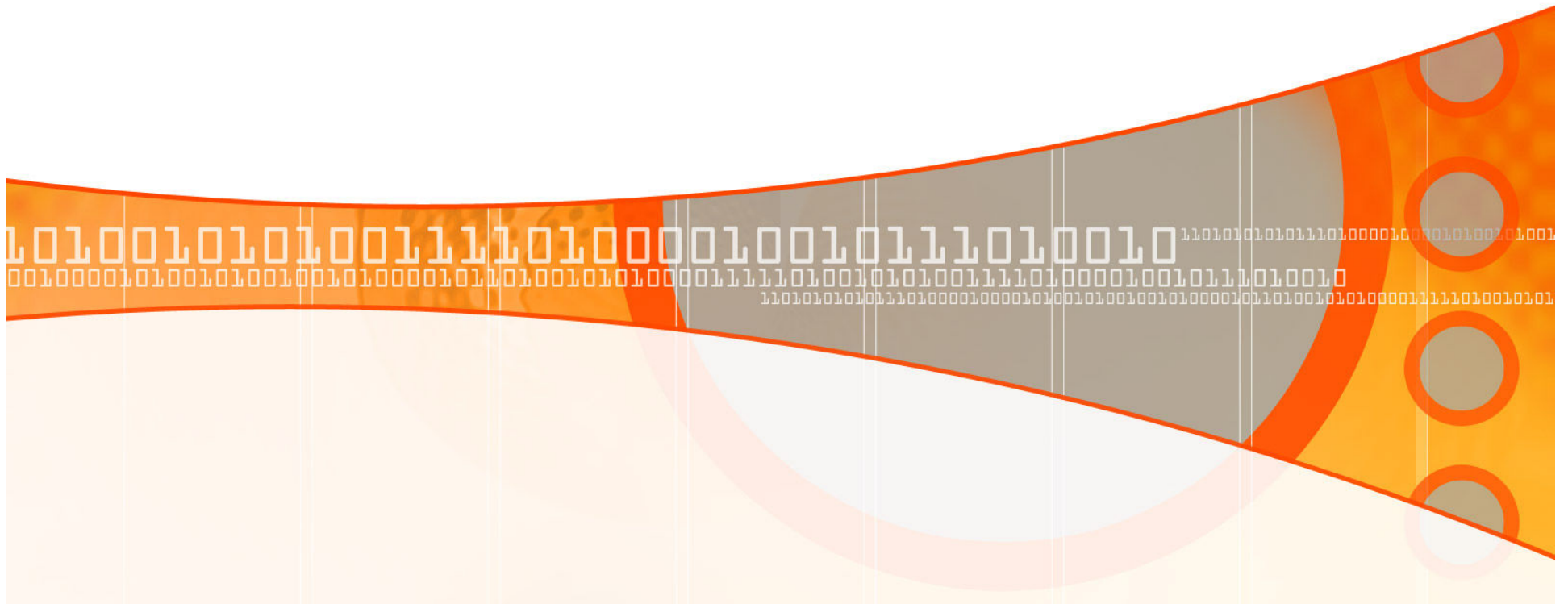
Age:	16-34 years	34.9%
	35-44 years	46.2%
	45 years and over	18.9%

Education:	highschool not completed	42.9%
	highschool / post-secondary	42.5%
	higher education	14.1%
	NR	0.5%

Note:

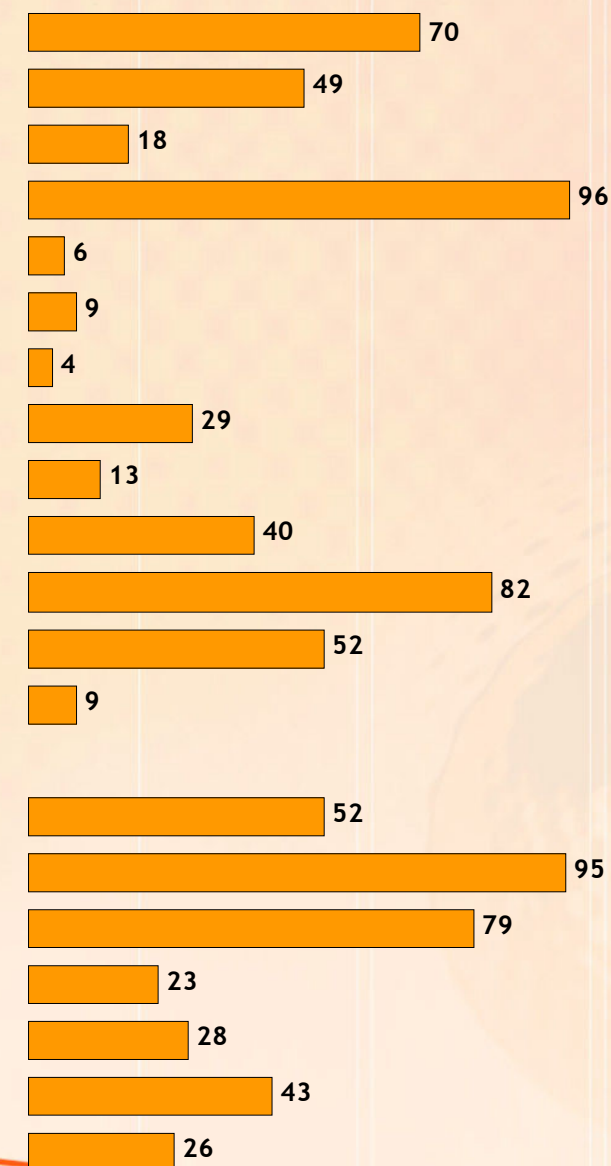
*„Parents sample” includes all the persons to whom the parents’ questionnaire was applied, regardless of the relation to the interviewed children.

Access to mass media



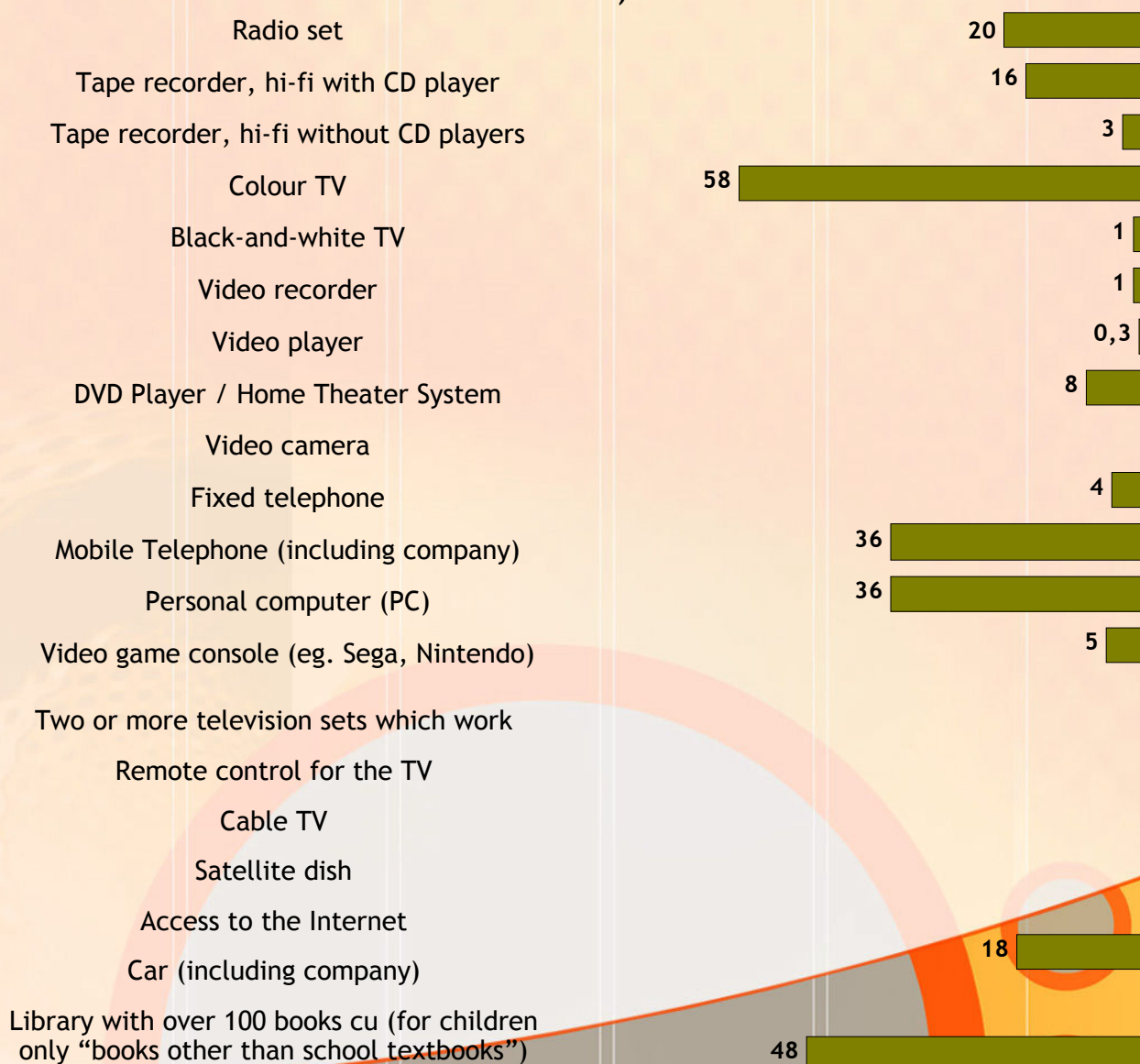
Equipment in household

(apparatuses which work)

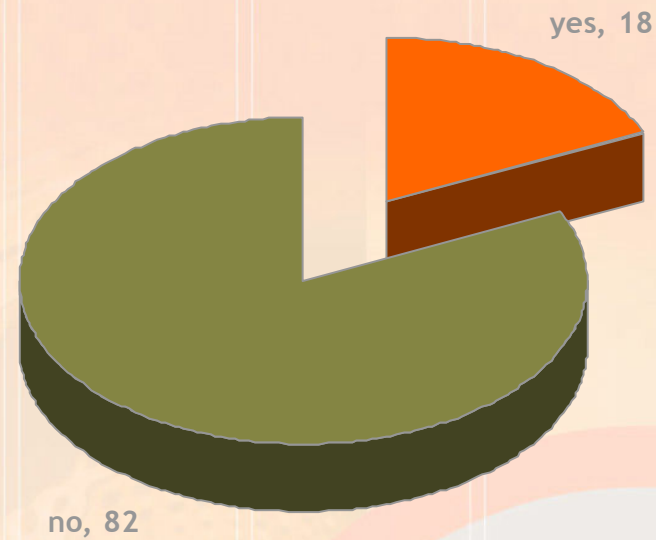


In their room, the child has...

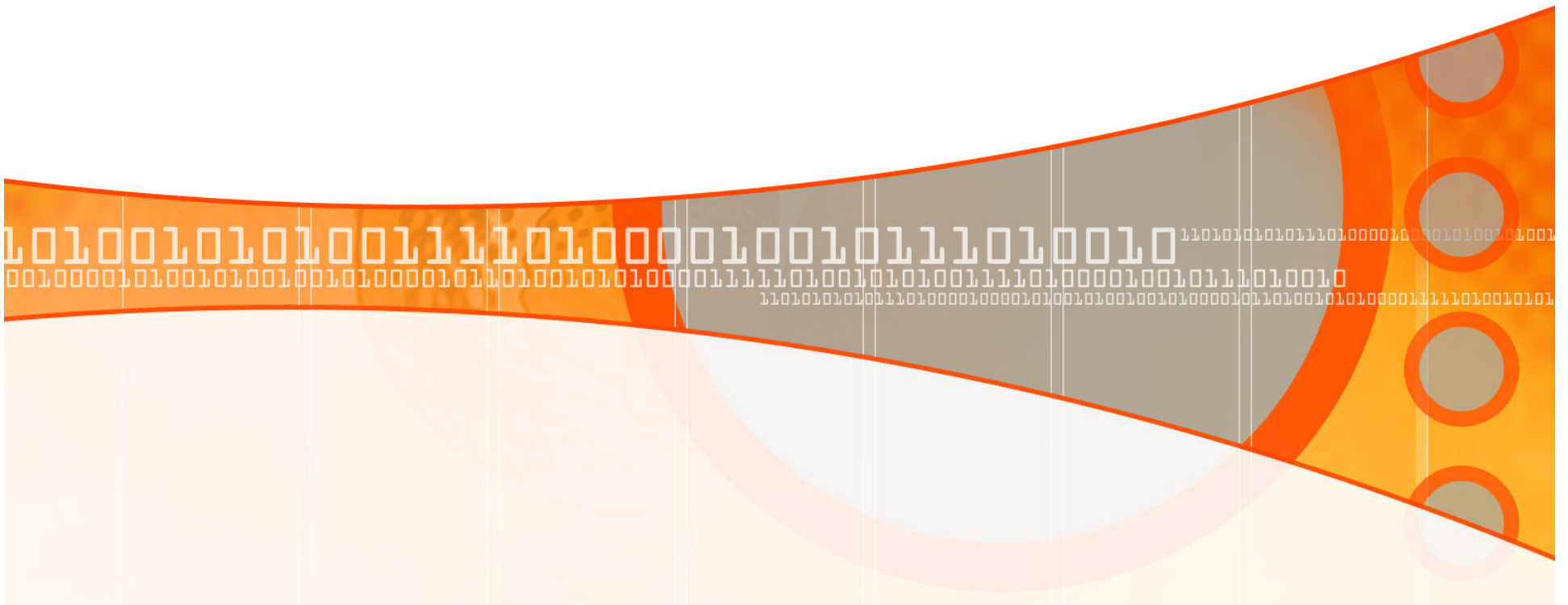
(the room in which he stays alone / shares with another child)



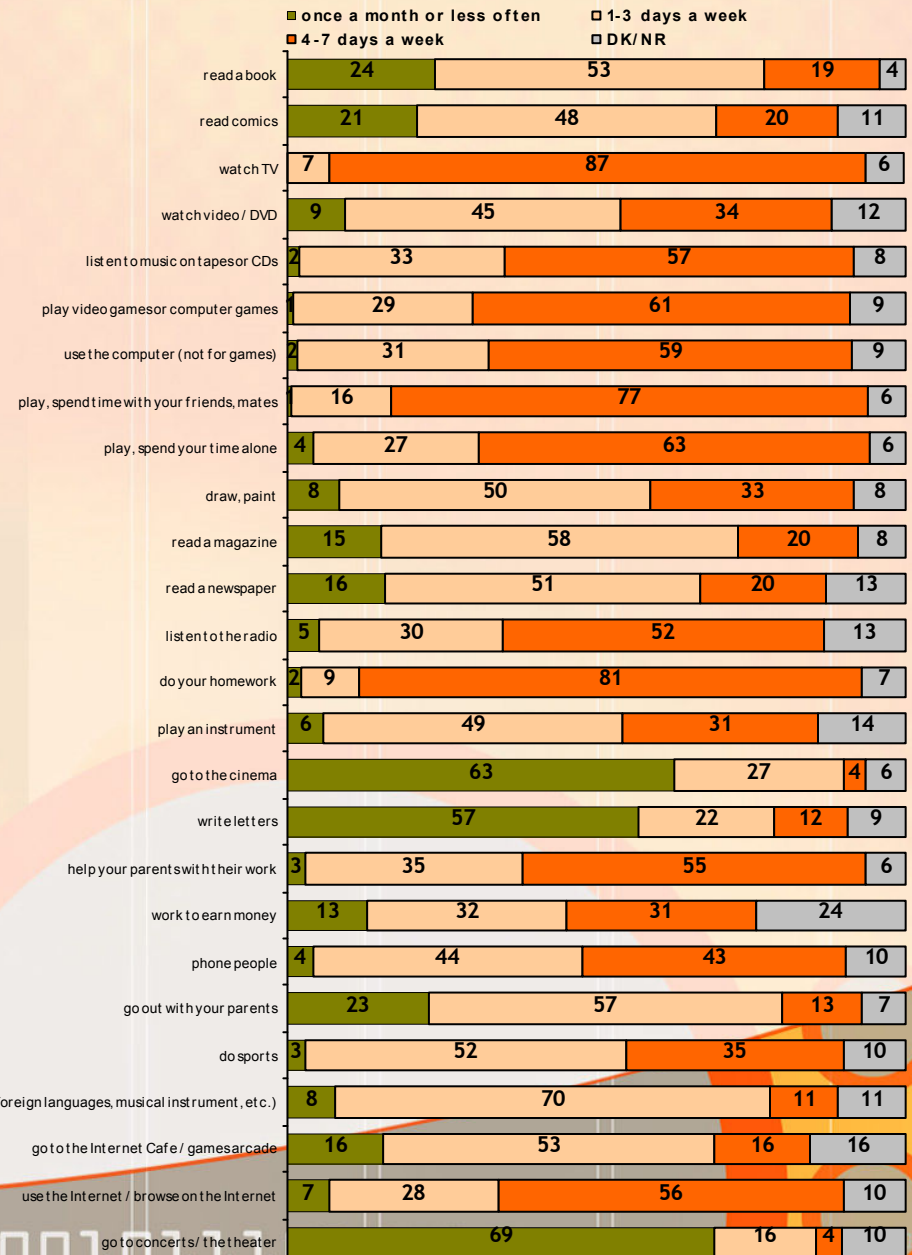
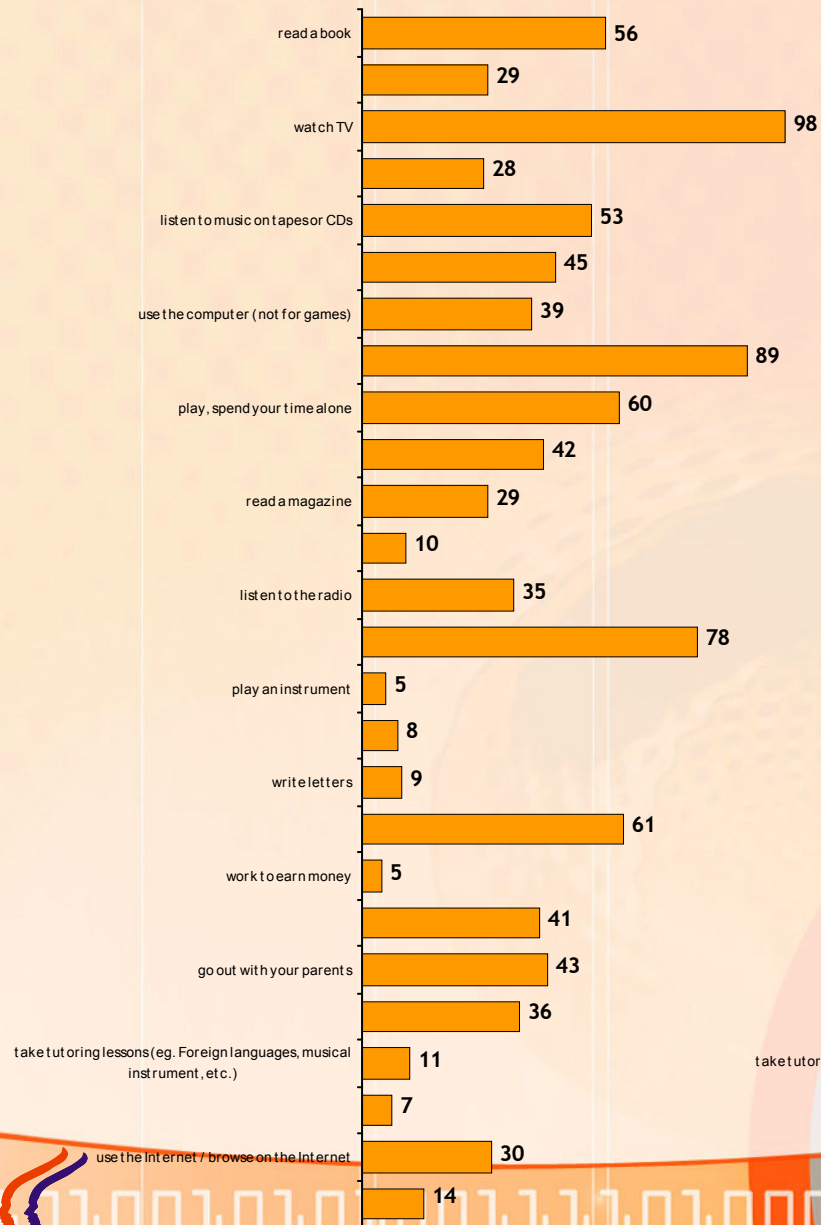
Does your child have a tape recorder, a CD player with headphones, or an I-pod?



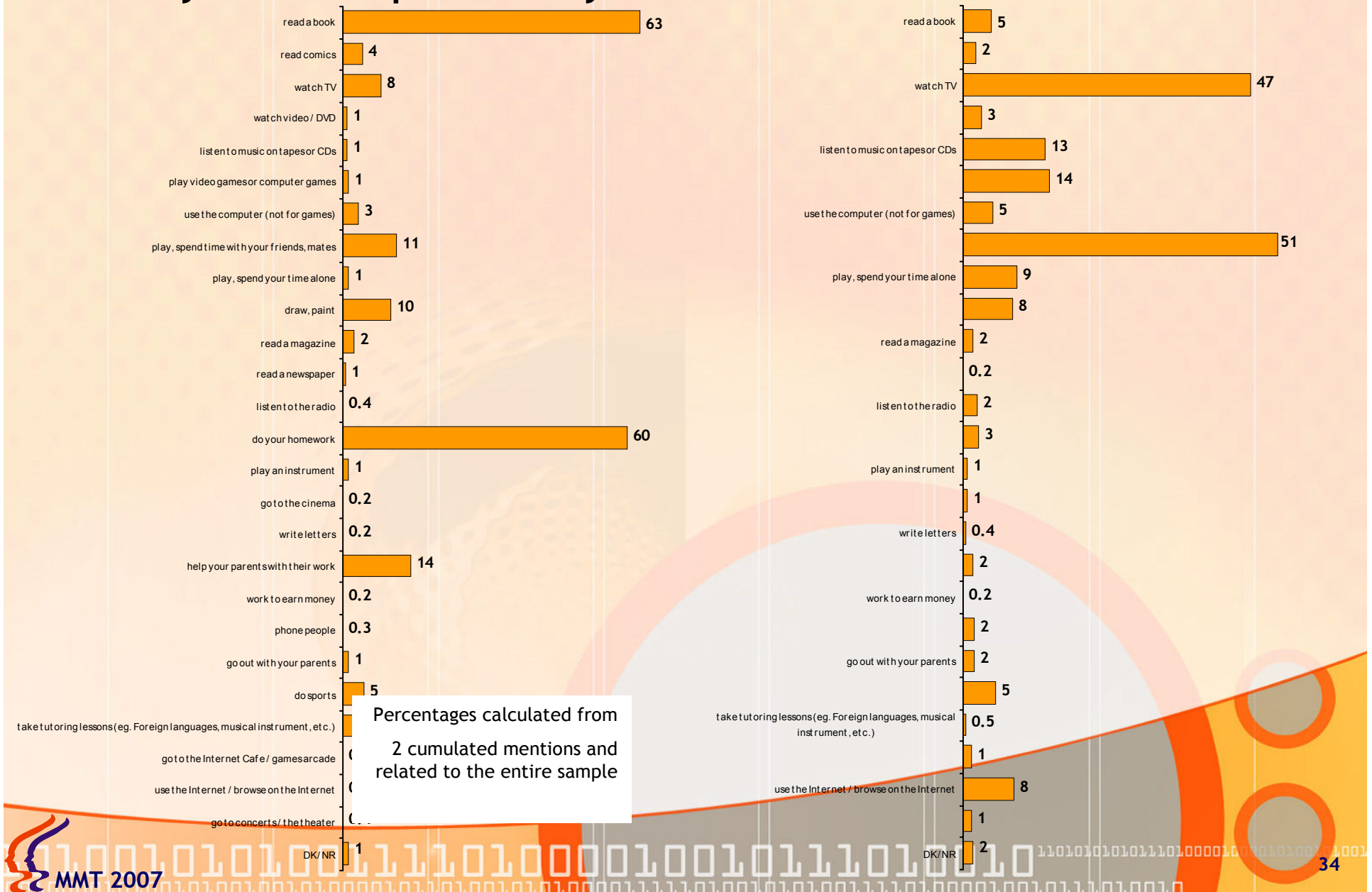
Behaviour related to spending spare time



I would like you to tell me what you do on a typical day WHEN YOU DO NOT GO TO SCHOOL / IN YOUR SPARE TIME ? Now, please, tell me how often you do these things?

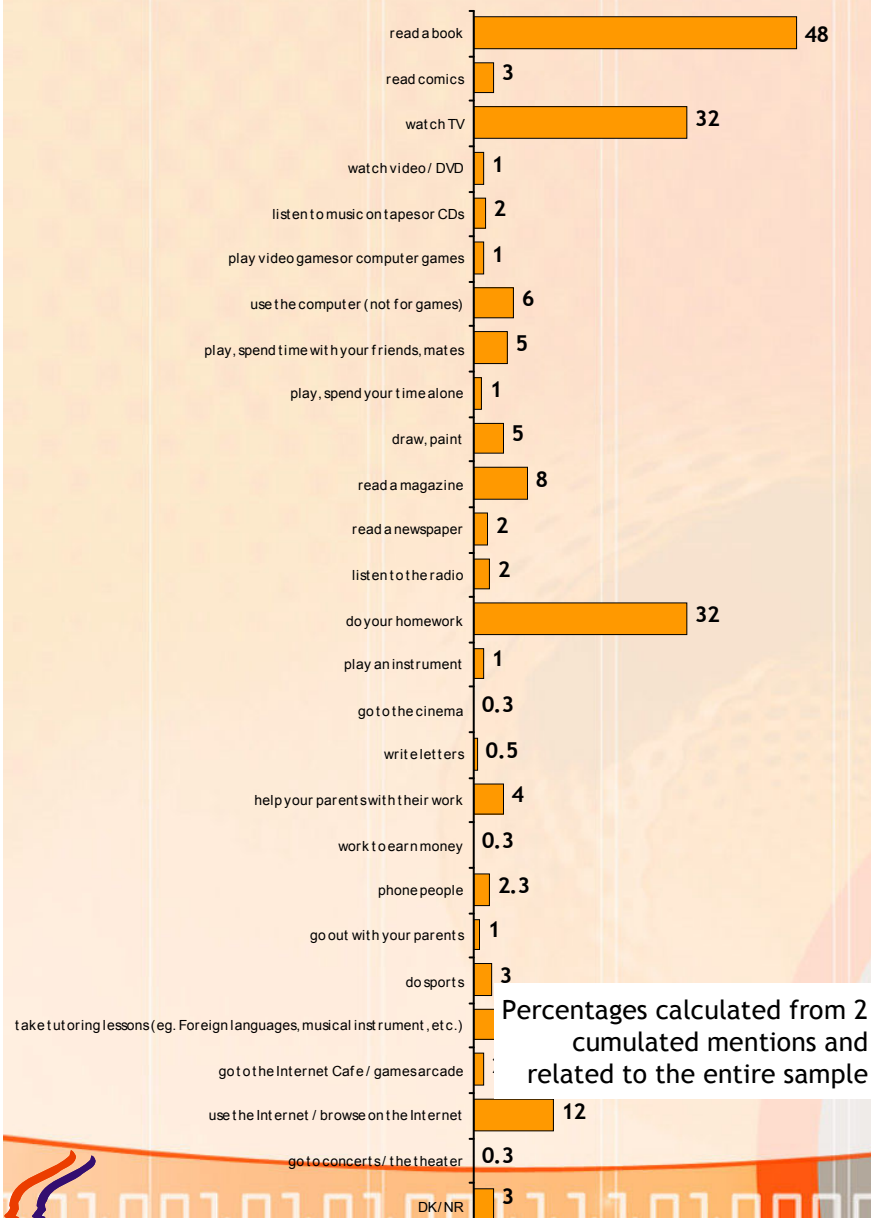


Of the activities presented in the chart, which ones do your parents encourage you to do? Of all the activities presented in the chart, which ones are you sure to pick when you want to have fun?

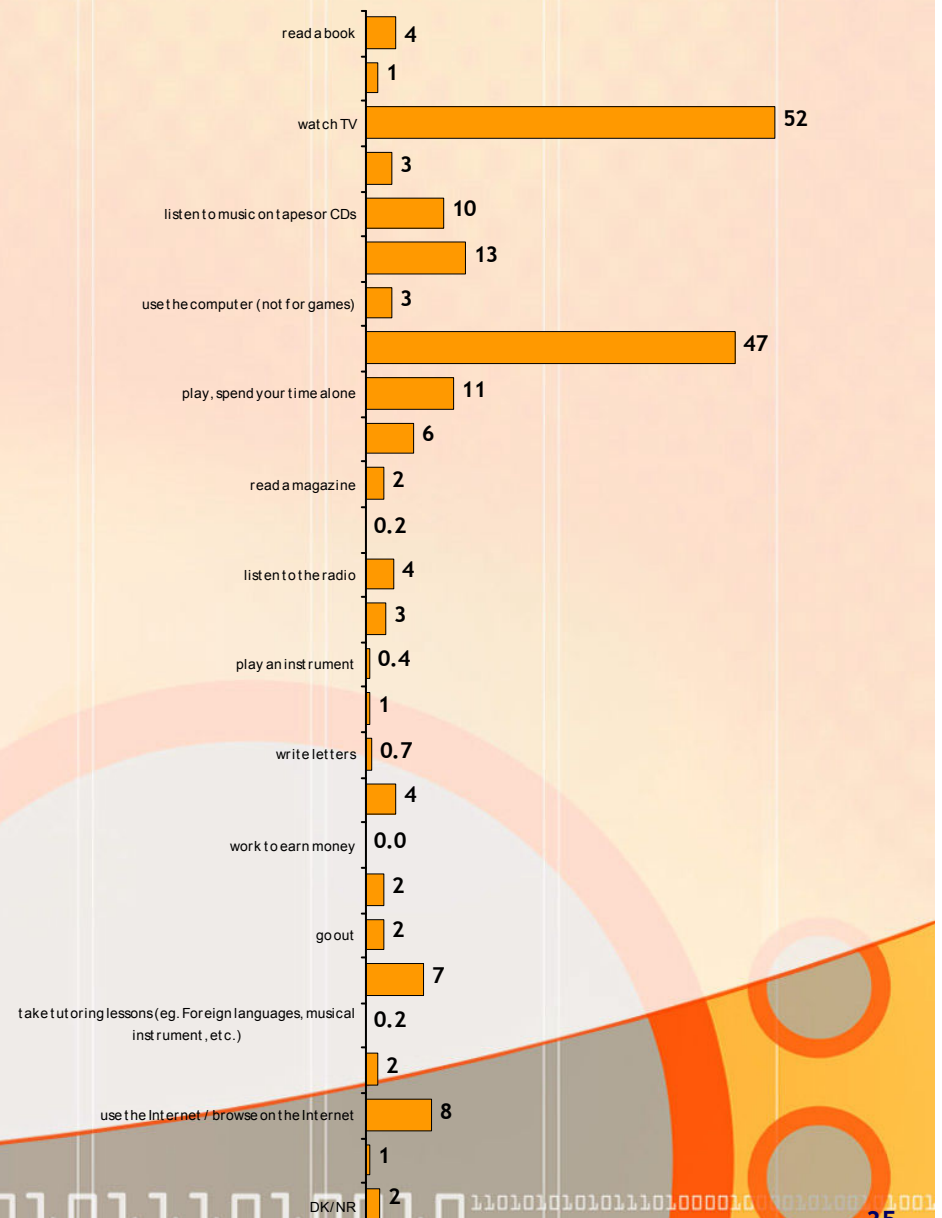


When you want to learn about something, what will you most likely choose?

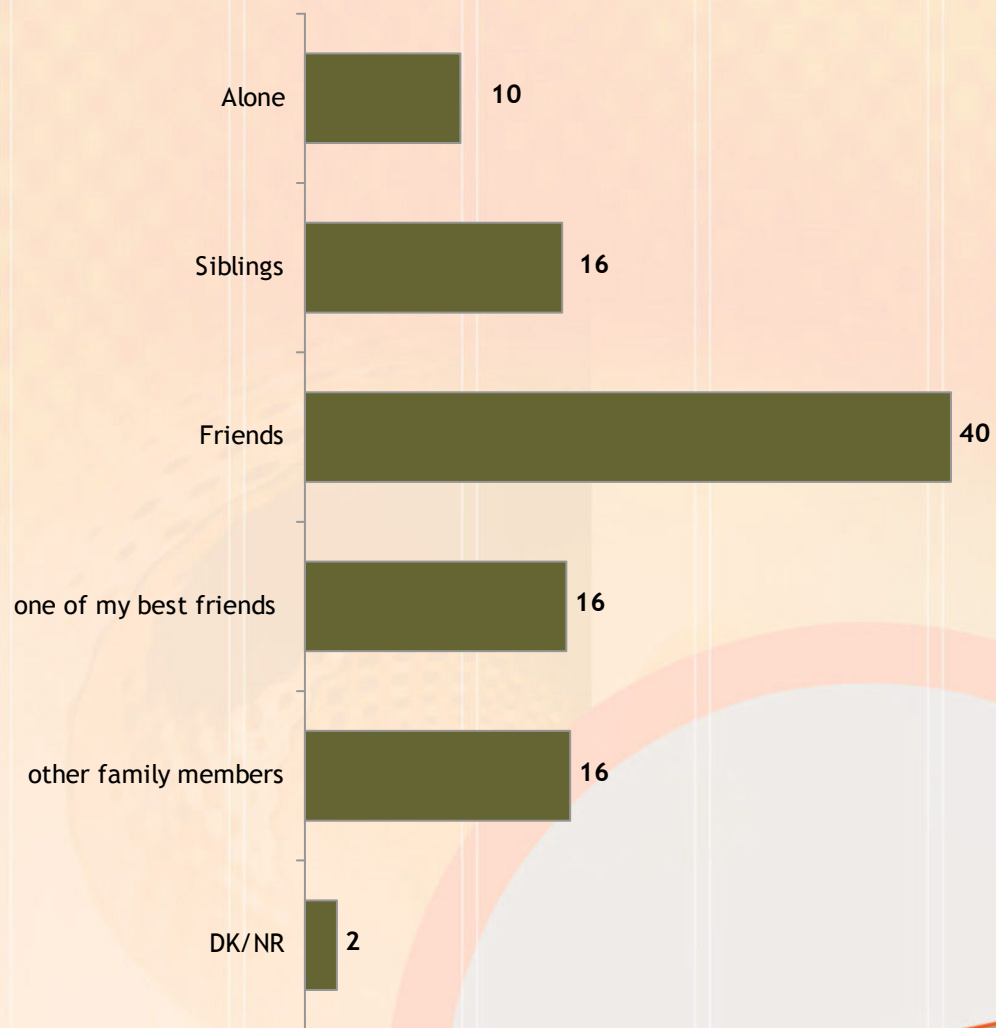
When you don't want to be bored, what will you most likely choose?



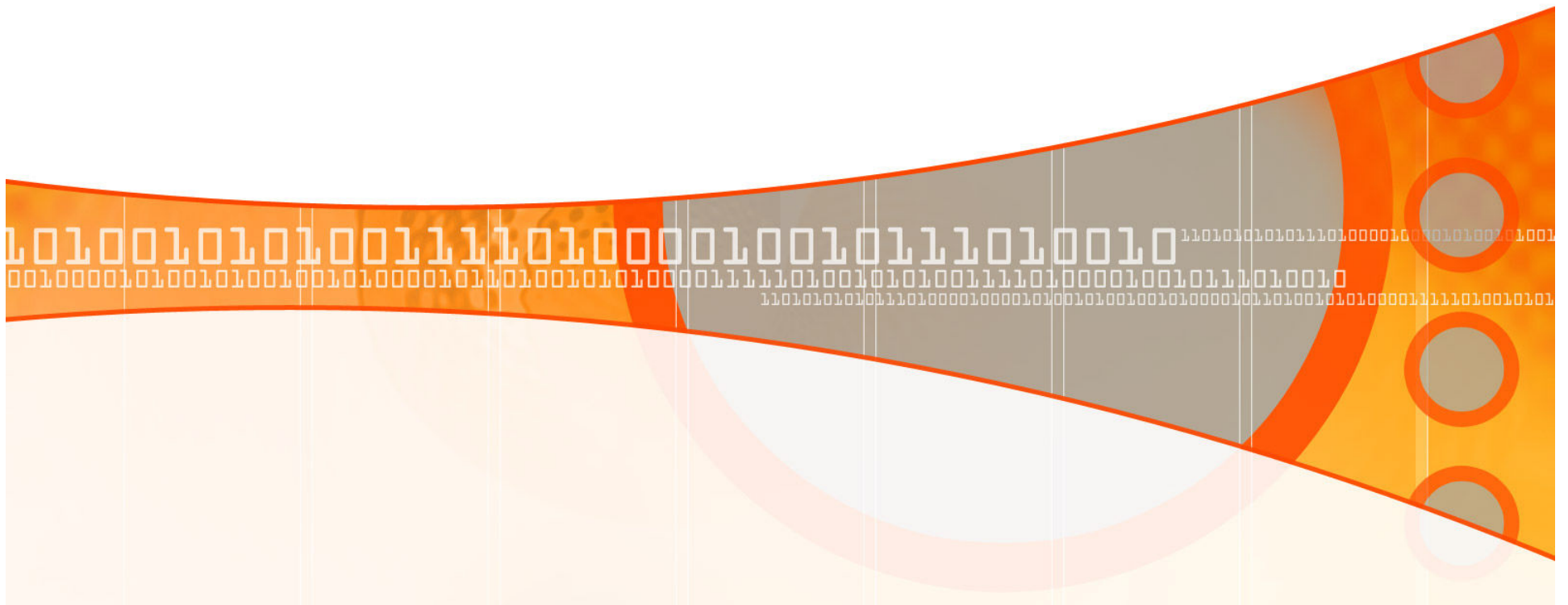
Percentages calculated from 2 cumulated mentions and related to the entire sample



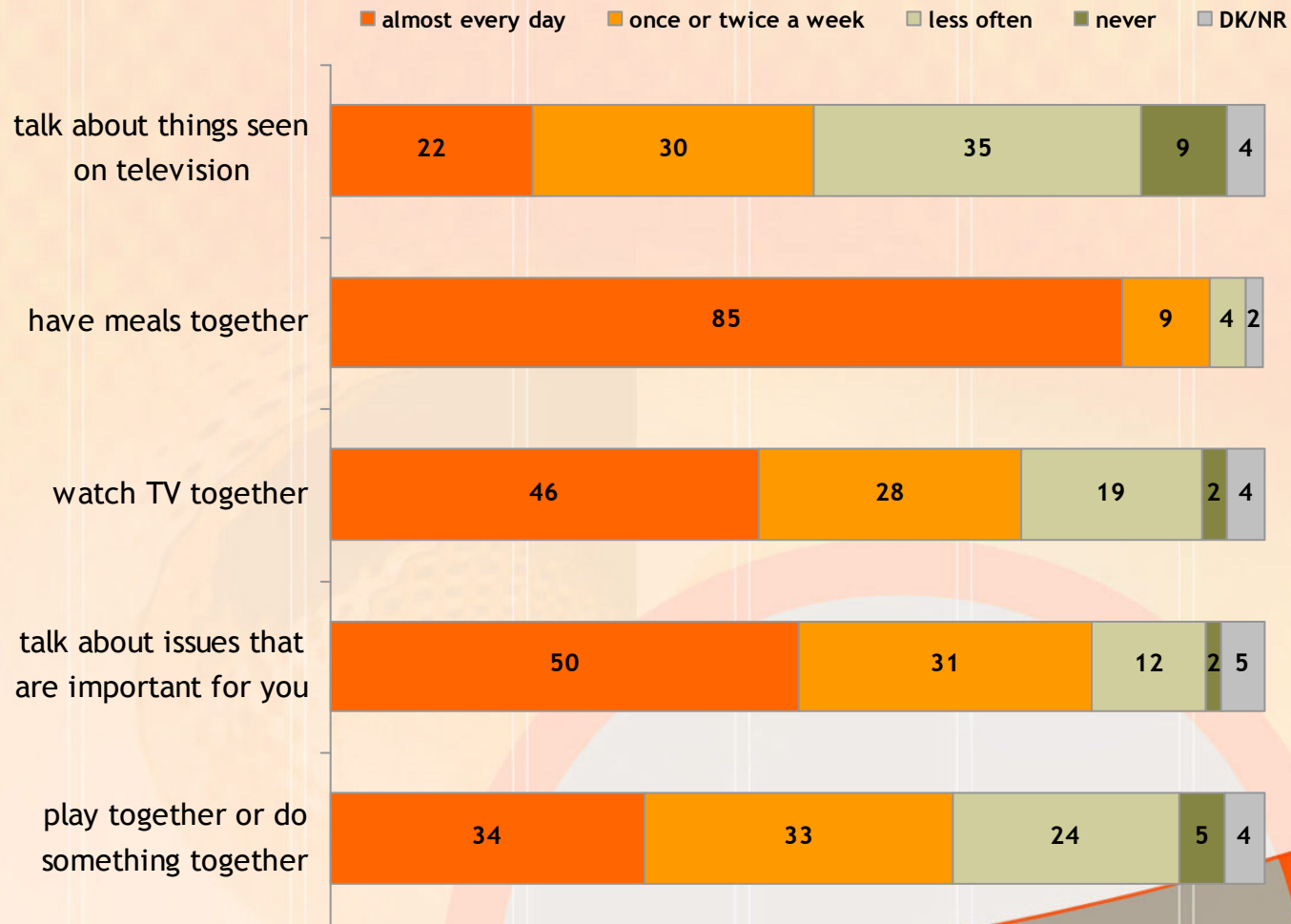
Who do you most often spend your spare time with?



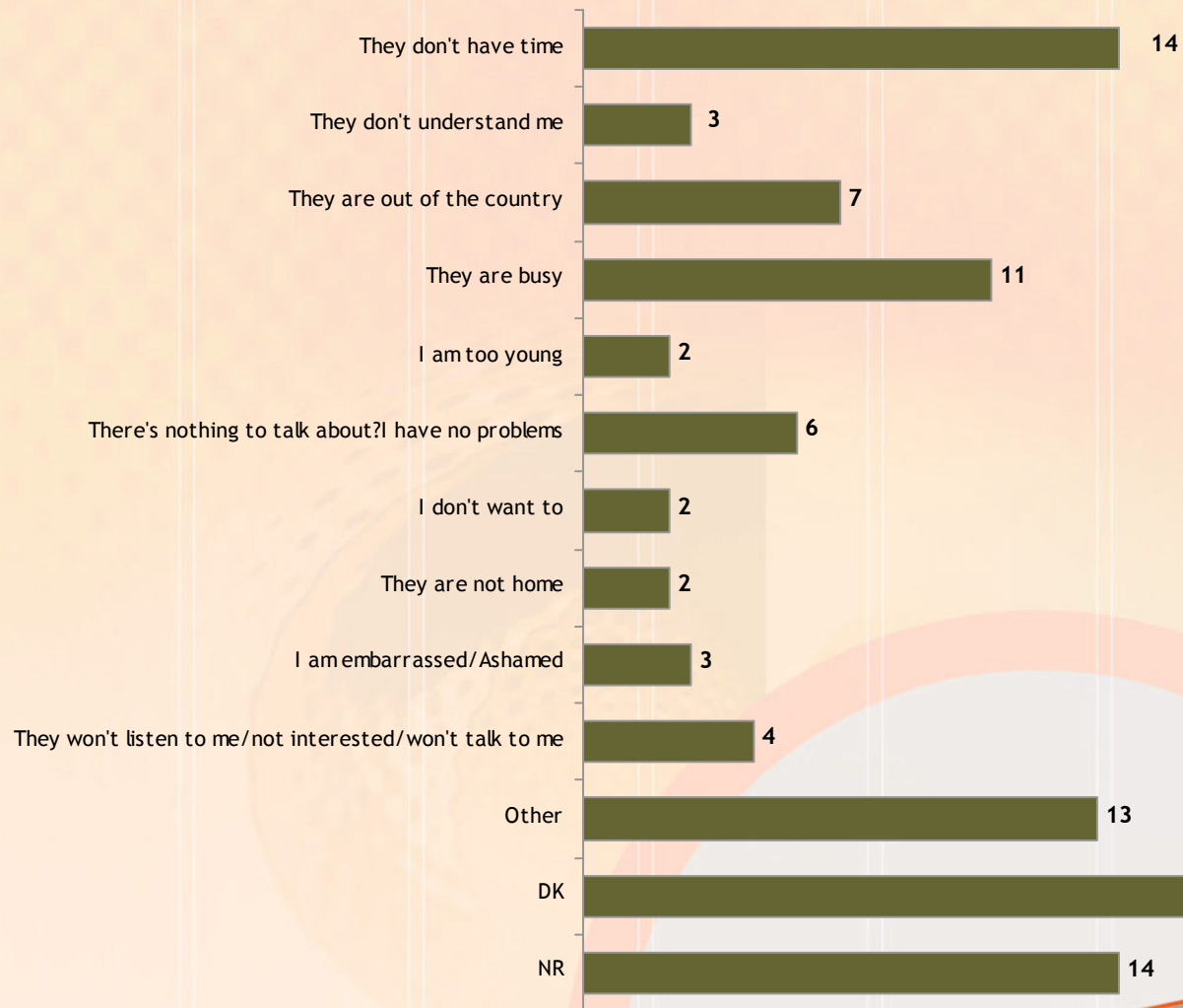
Parent-child relations. Children's opinions



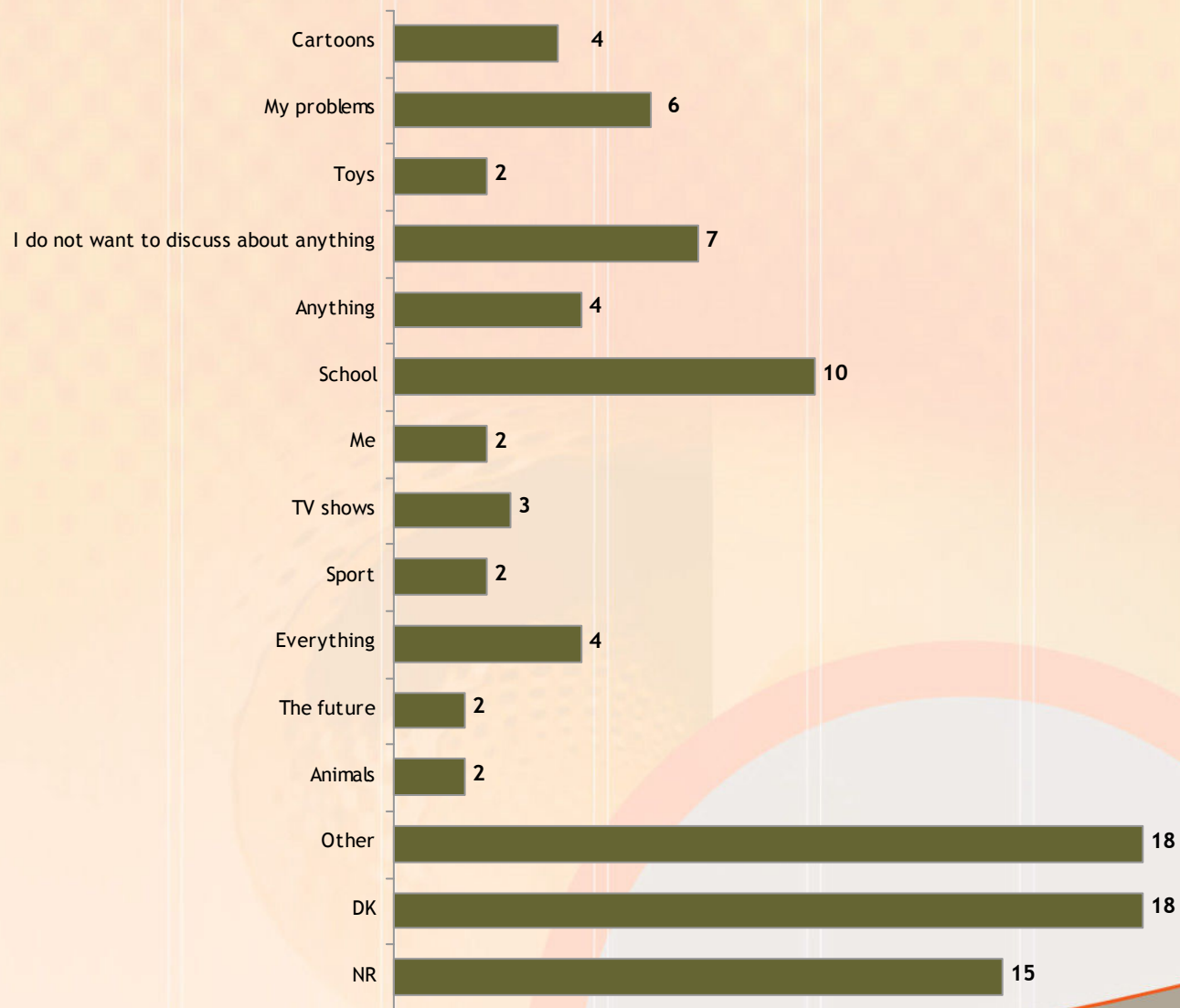
Let us talk a bit about things you generally do with your parents. How often do you...?



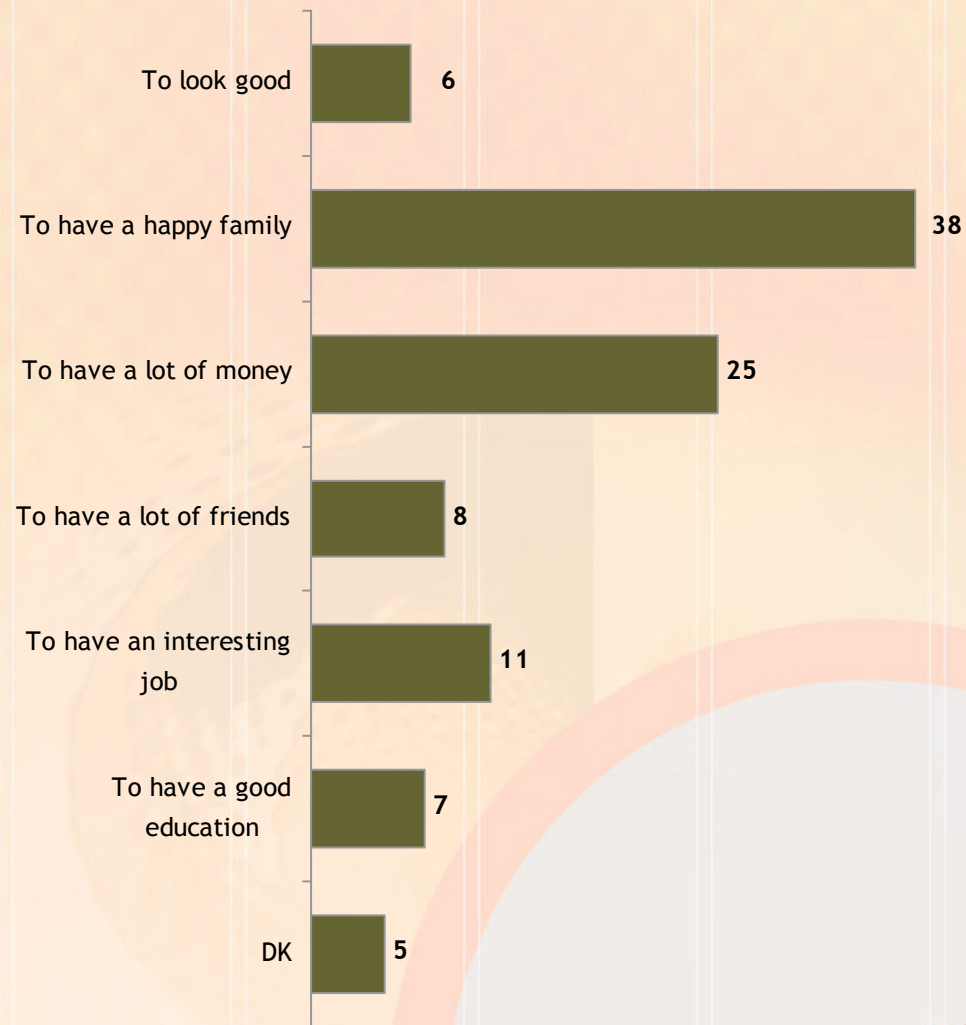
Why don't you talk with your parents?



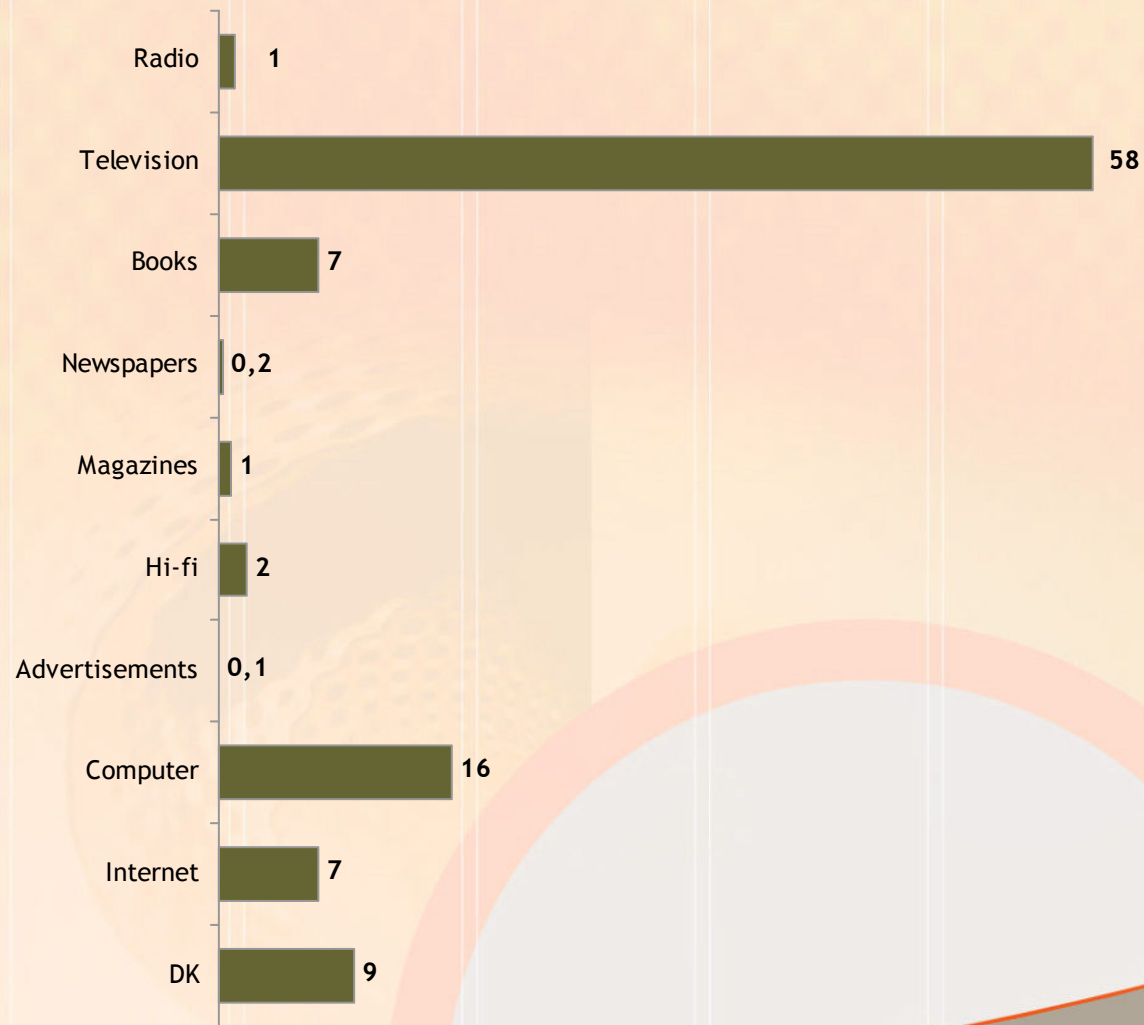
What would you like to discuss about with your parents?



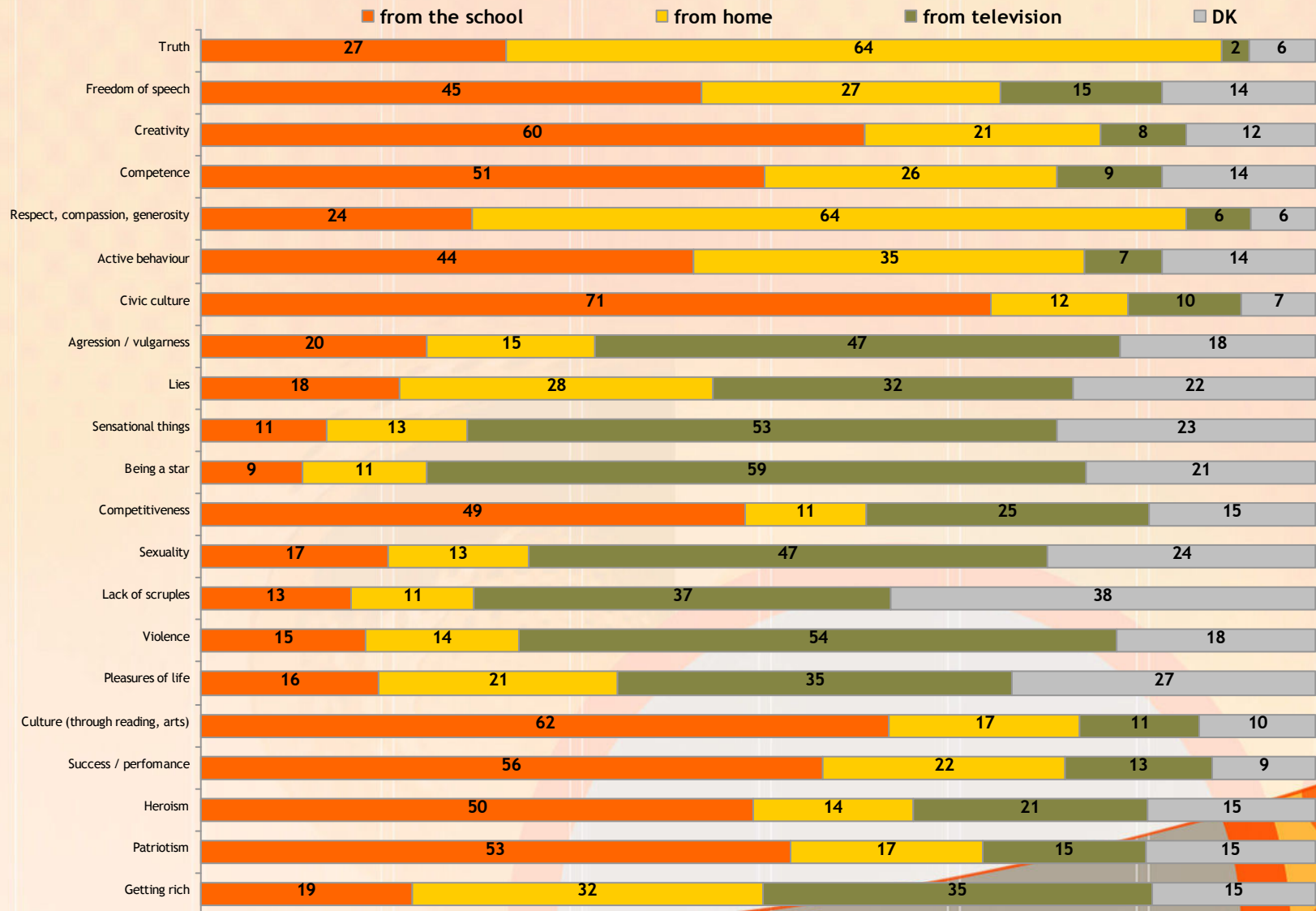
When you are big, which of the following things will be the most important for you?



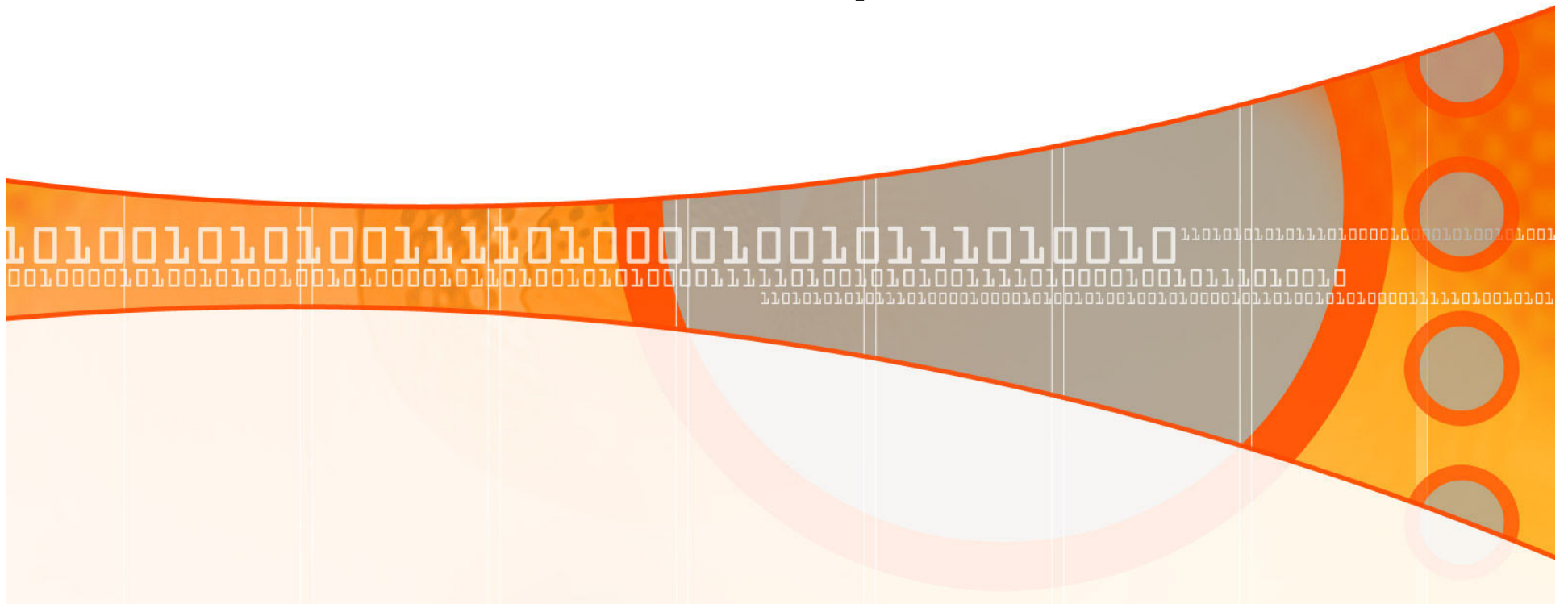
Which of the following things would you miss the most if it did not exist any more?



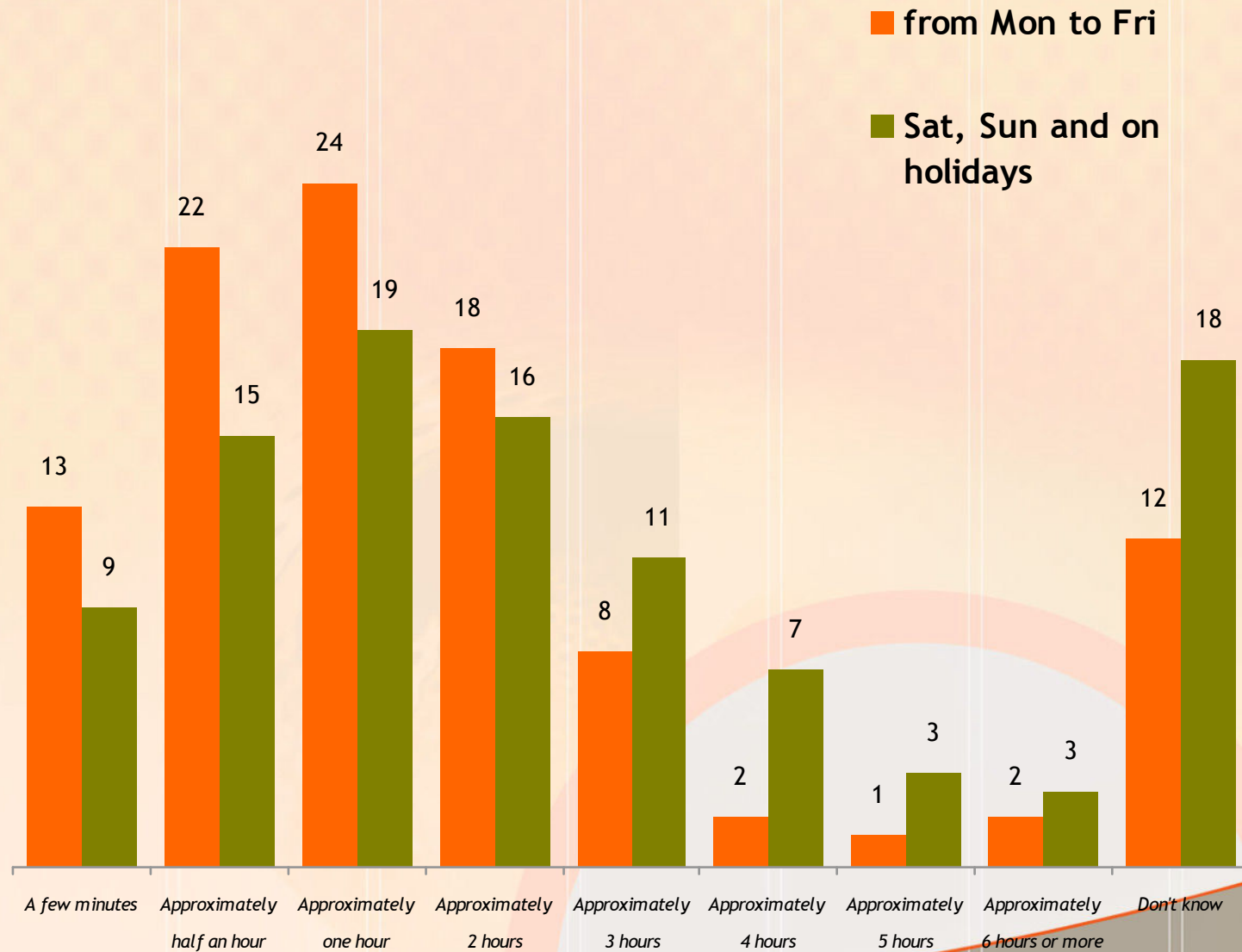
Where did you learn more about...?



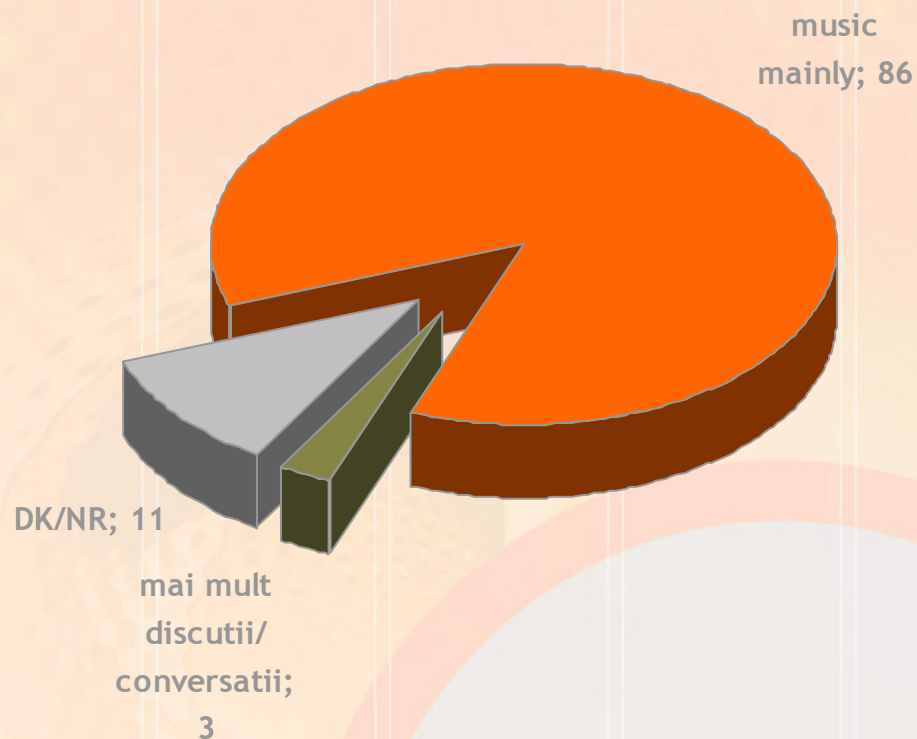
Radio consumption. Children's behaviour and preferences



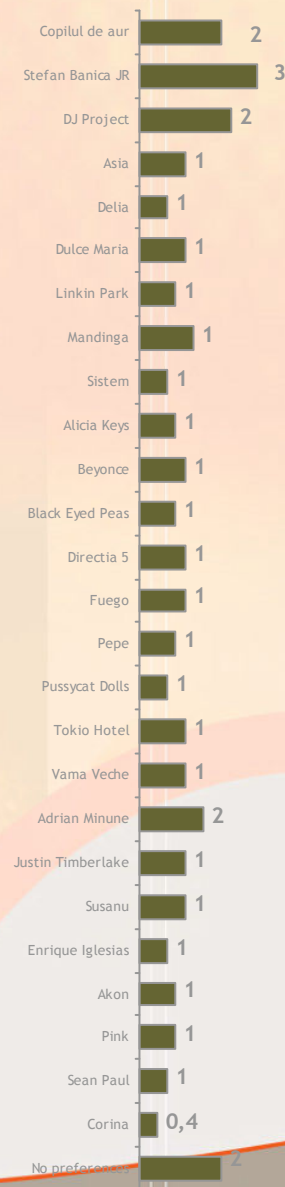
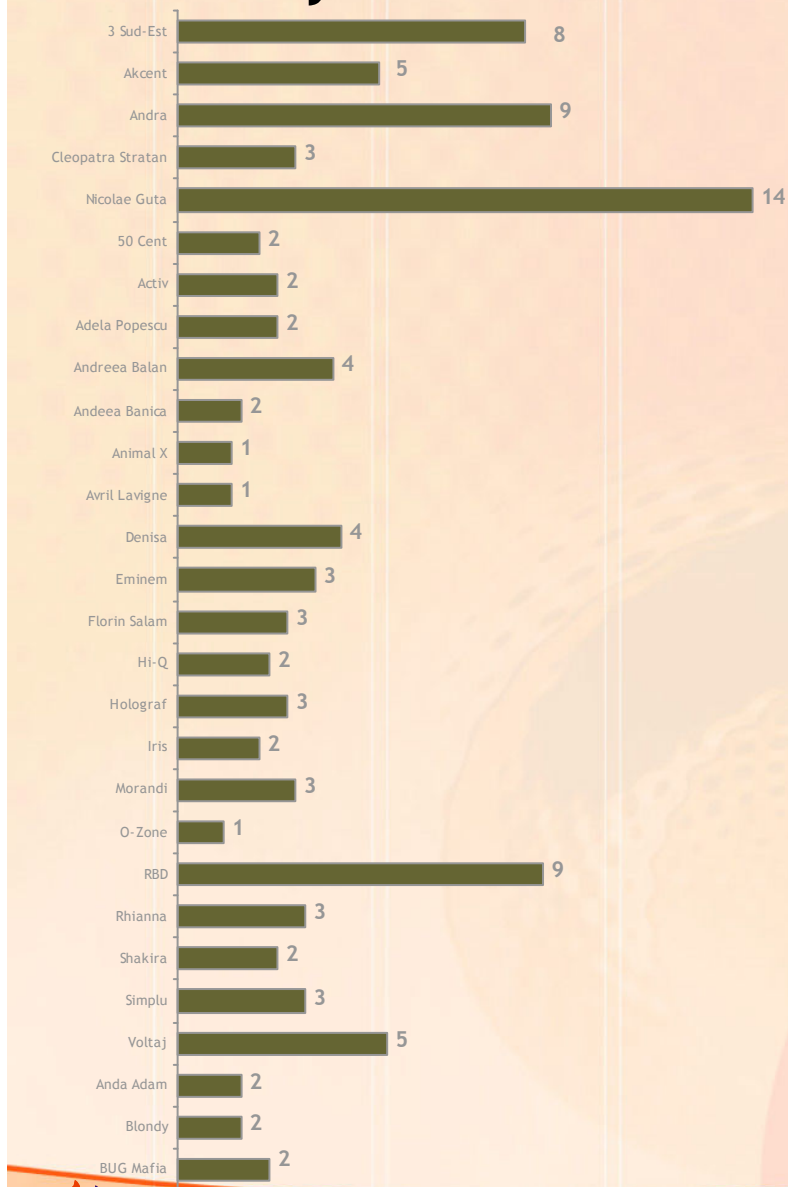
On a day when you listen to the radio, how long do you listen to it...?



Some radio programmes contain mainly music, others mainly discussions/conversations. When you listen to the radio, do you listen to...?

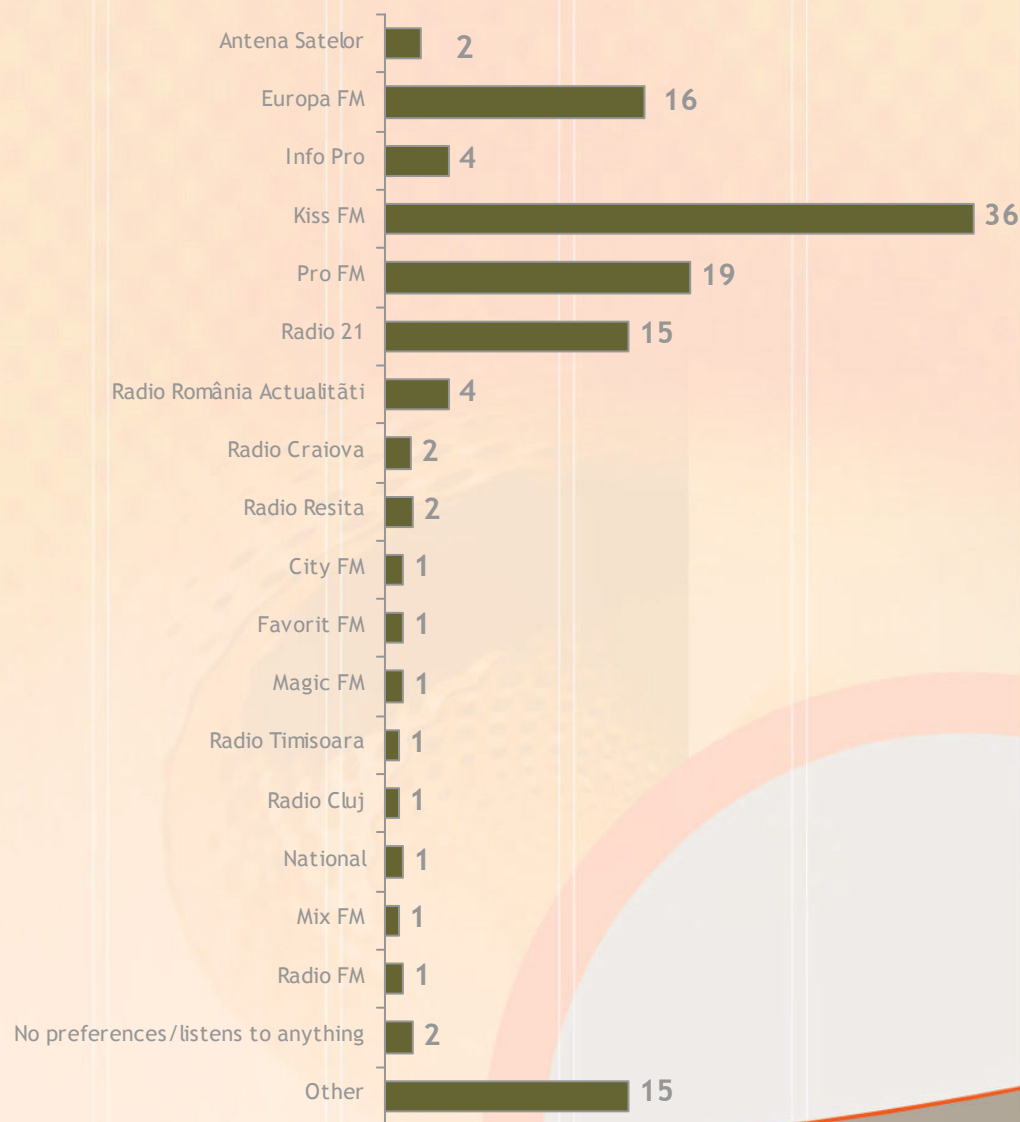


Who are your favourite singers or bands? Tell me two names of singers or bands that you like the most.



Open question. Percentages calculated from 3 cumulated mentions and related to those who state they listen to the radio - 35%
Only the singers/bands which got at least 0.5% were listed

Which are the radio stations that you listen to most often?



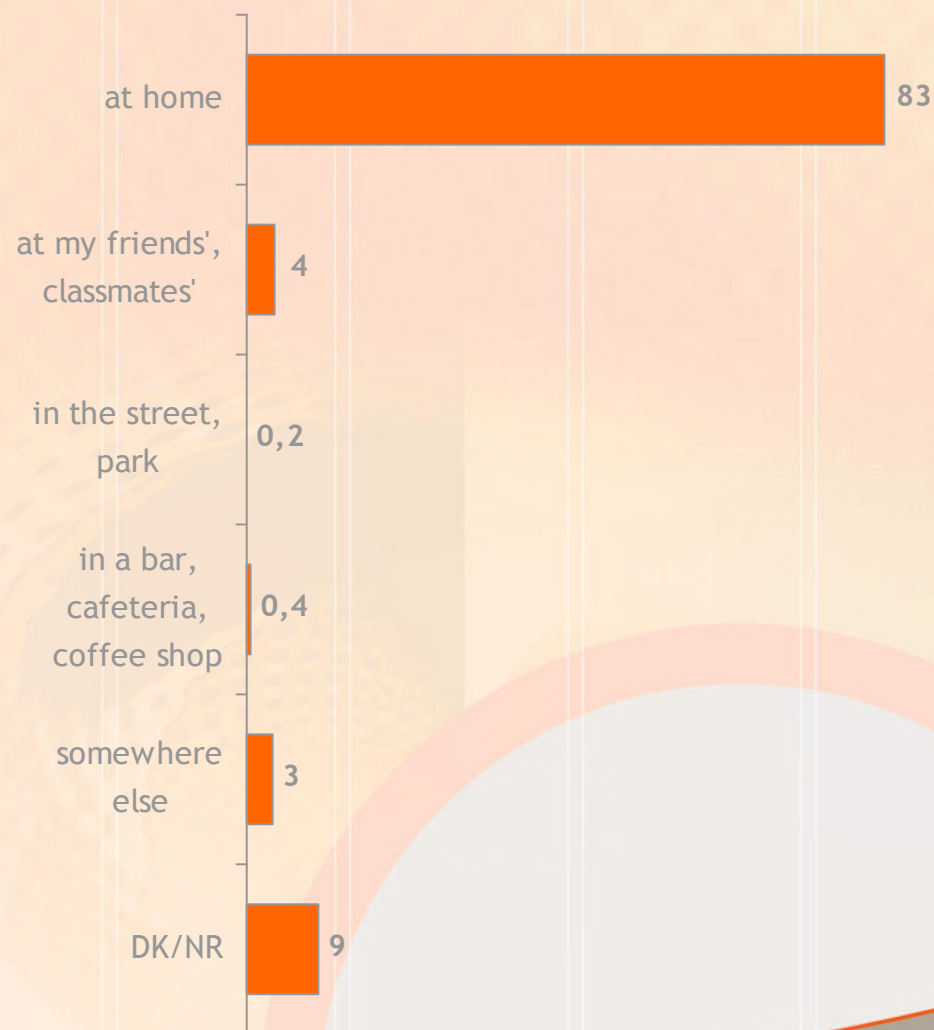
Open question. Percentages calculated by 2 cumulated mentions and related to those who state they listen to the radio - 35%

When they listen to the radio, some people prefer not to do anything else, while others do various activities. When you listen to the radio, you most often...



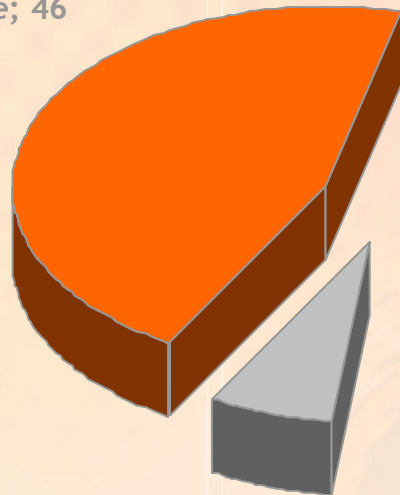
Percentages calculated by relating to those who state they listen to the radio- 35%

Where do you usually listen to the radio ?



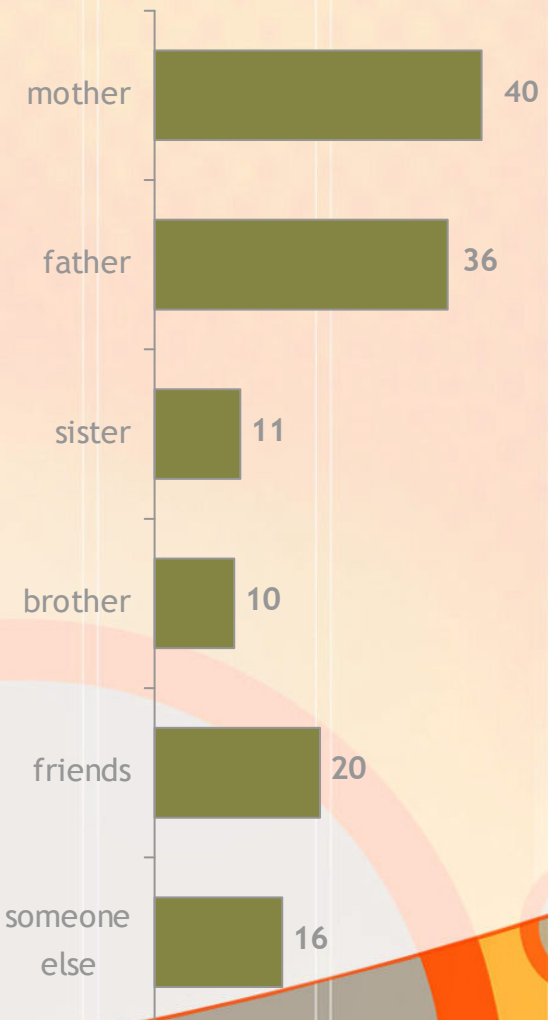
Do you usually listen to radio programmes alone or with someone else?
 With whom do you listen to these programmes? (*multiple answers*)

alone; 46



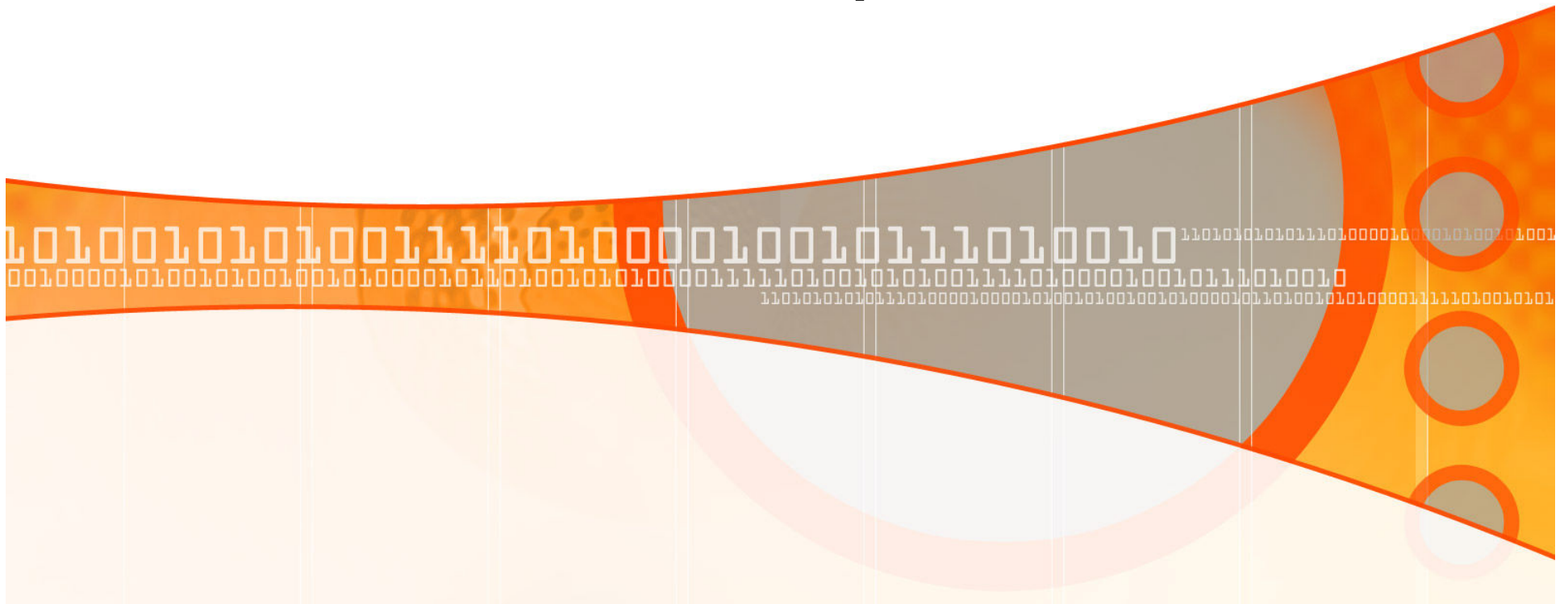
DK/NR; 6

with
someone;
48

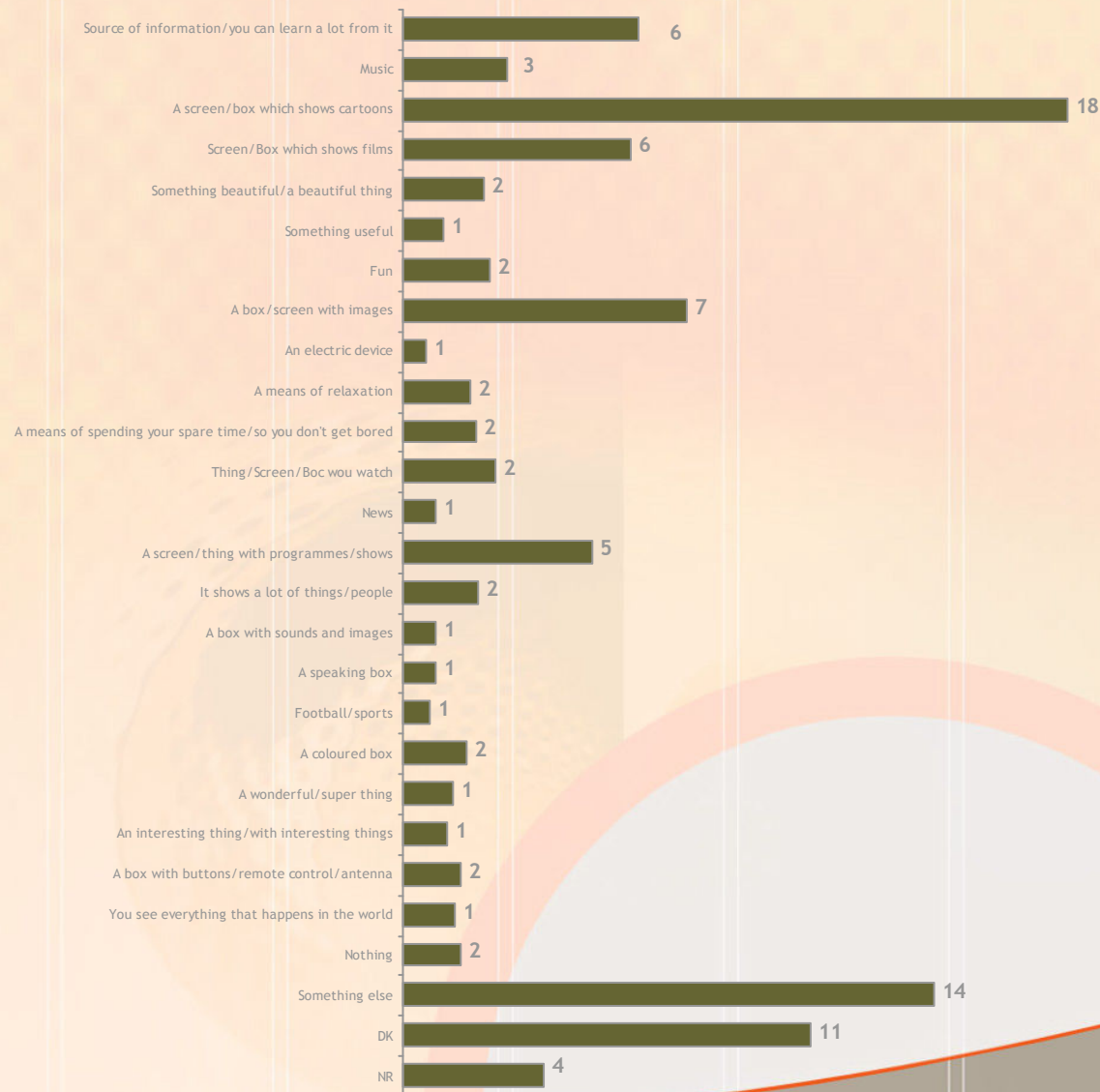


Percentages calculated relating to those who state they listen to the radio - 35%.
 For the second question, the percentages are related to those who listen to the radio 'with someone'

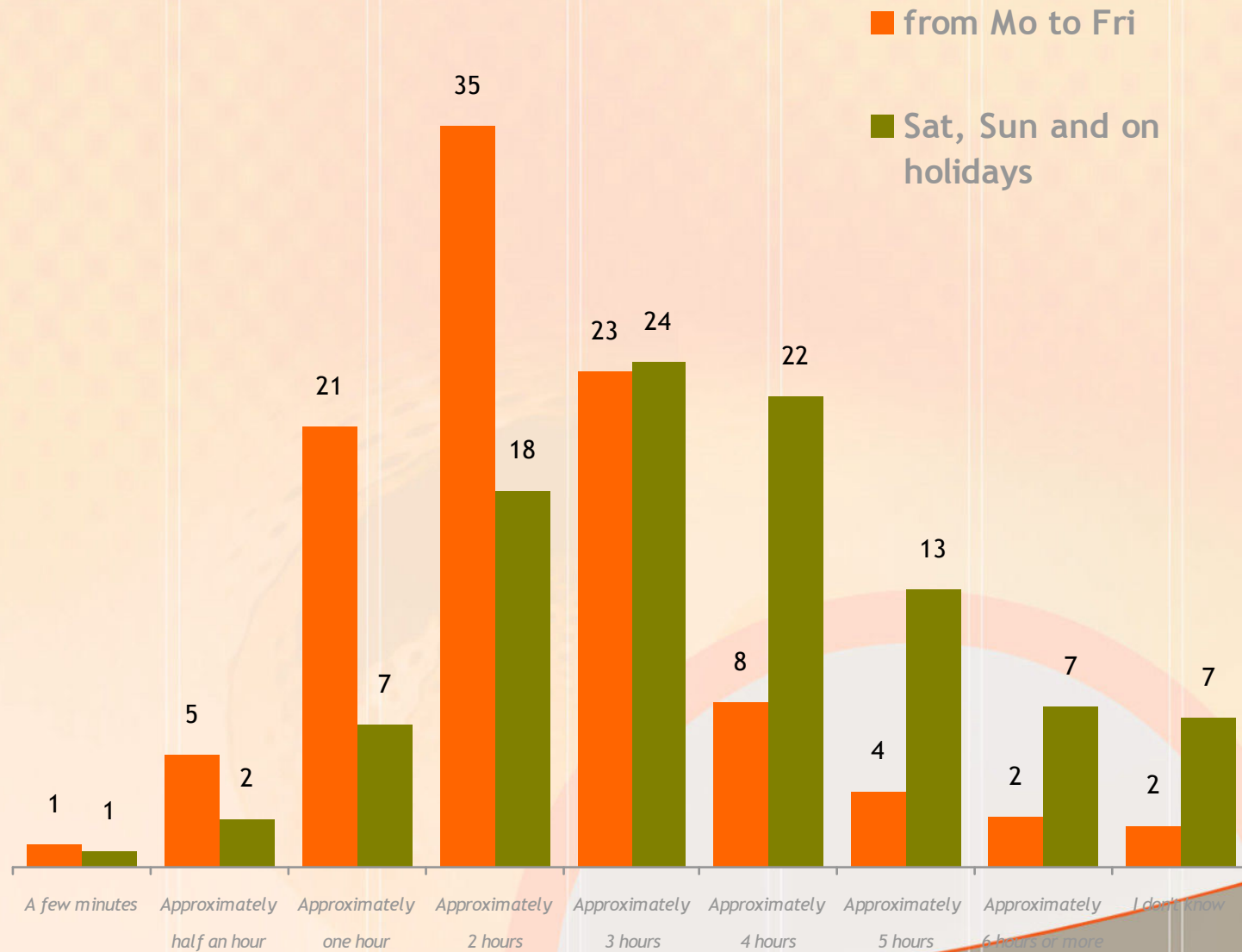
TV consumption. Children's behaviour and preferences



What is the first thing that comes to your mind when you think about television? If you had to describe the television to a Martian/ET what would you tell them?

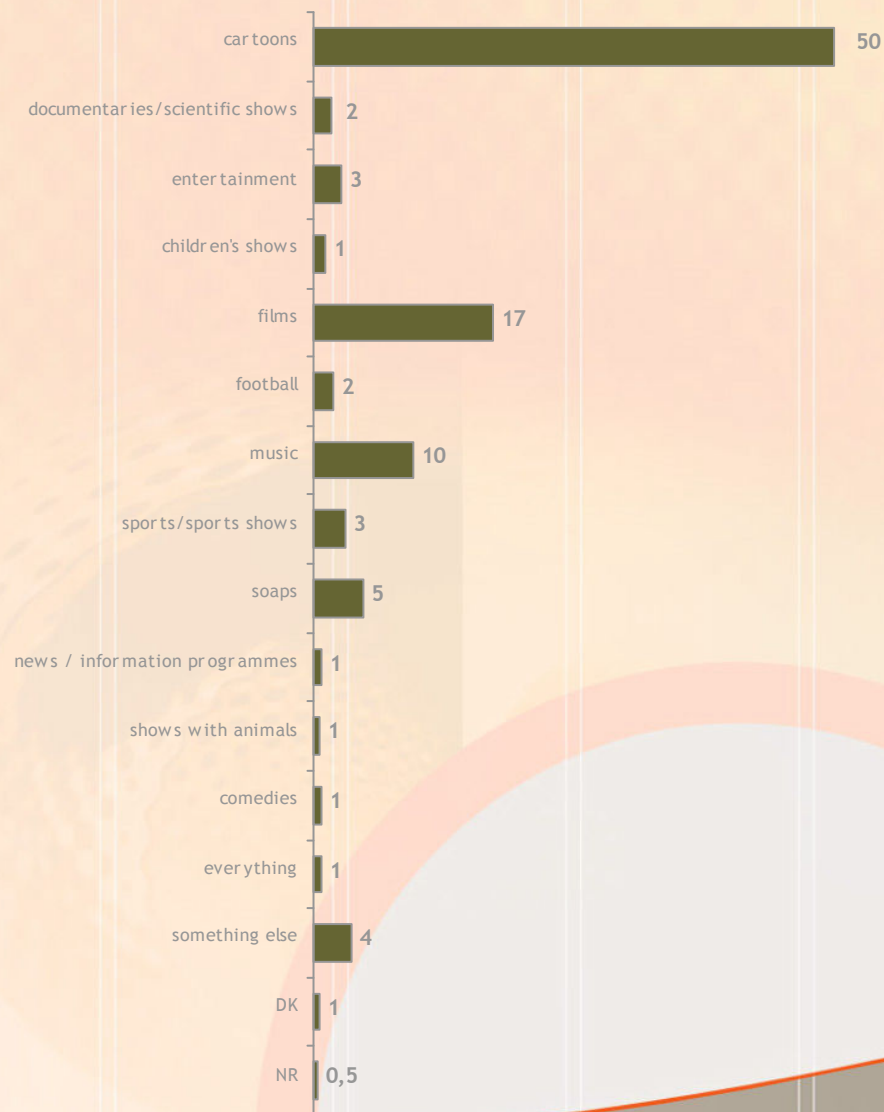


On a day when you watch TV, about how long do you watch it on...?

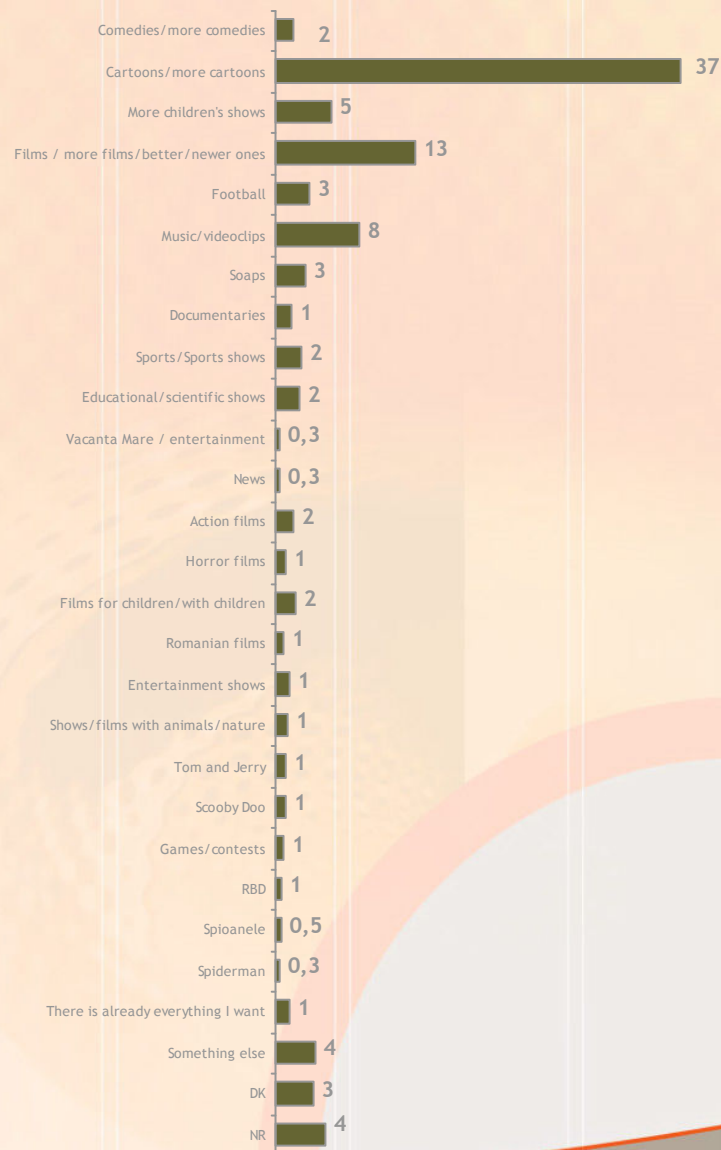


Percentages calculated by relating to those who state they watch TV - 98%

What do you like watching most on television?

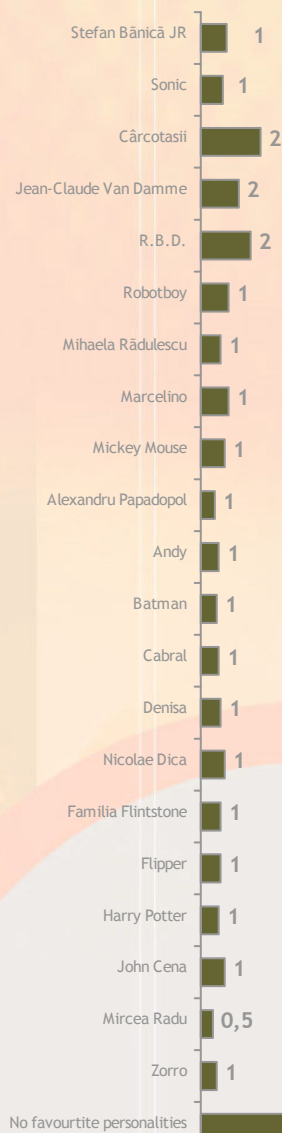
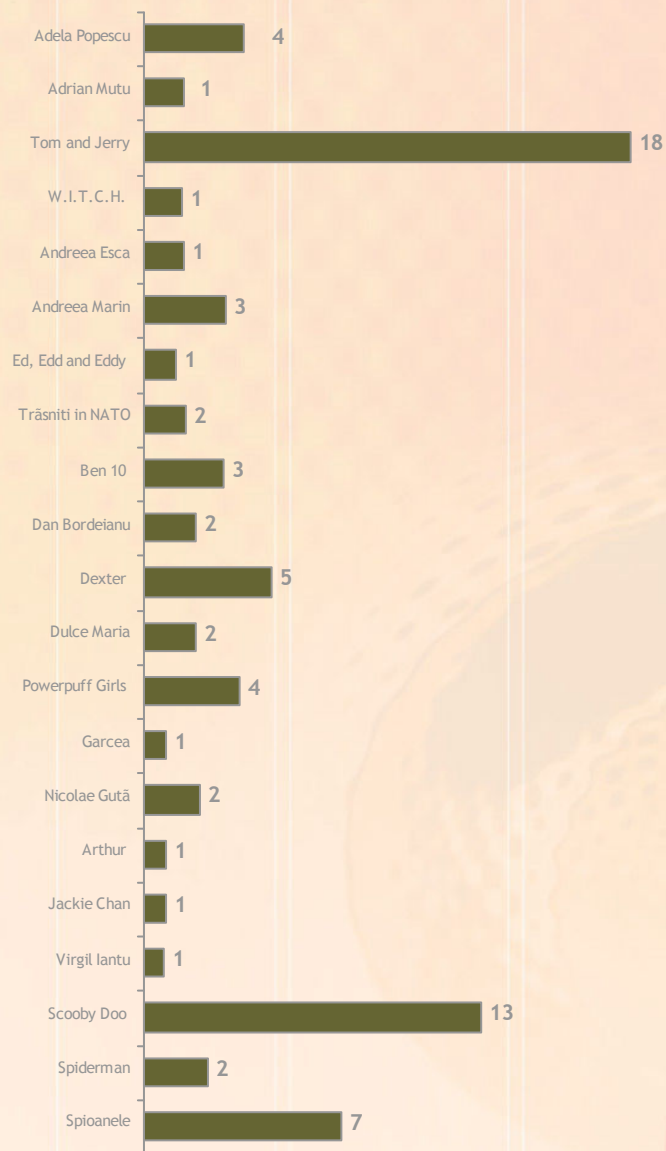


What would you most like to see on television?



Open question. Percentages calculated by relating to those who state they watch TV - 98%

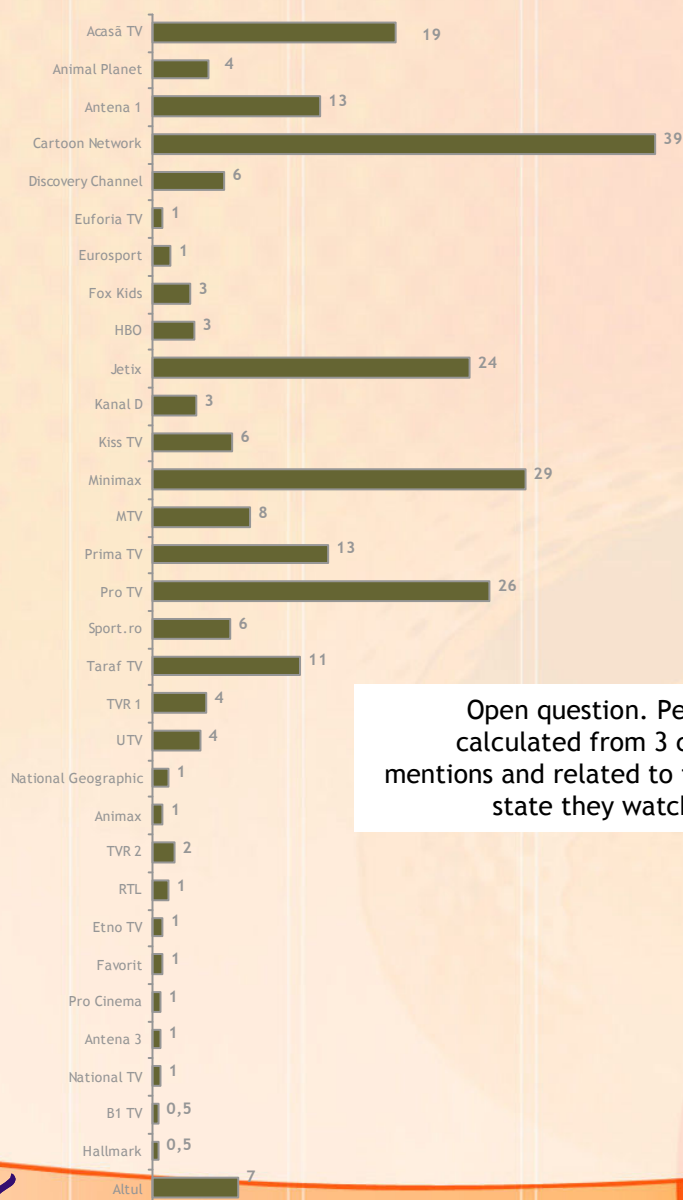
Who are your favourite TV personalities/stars?



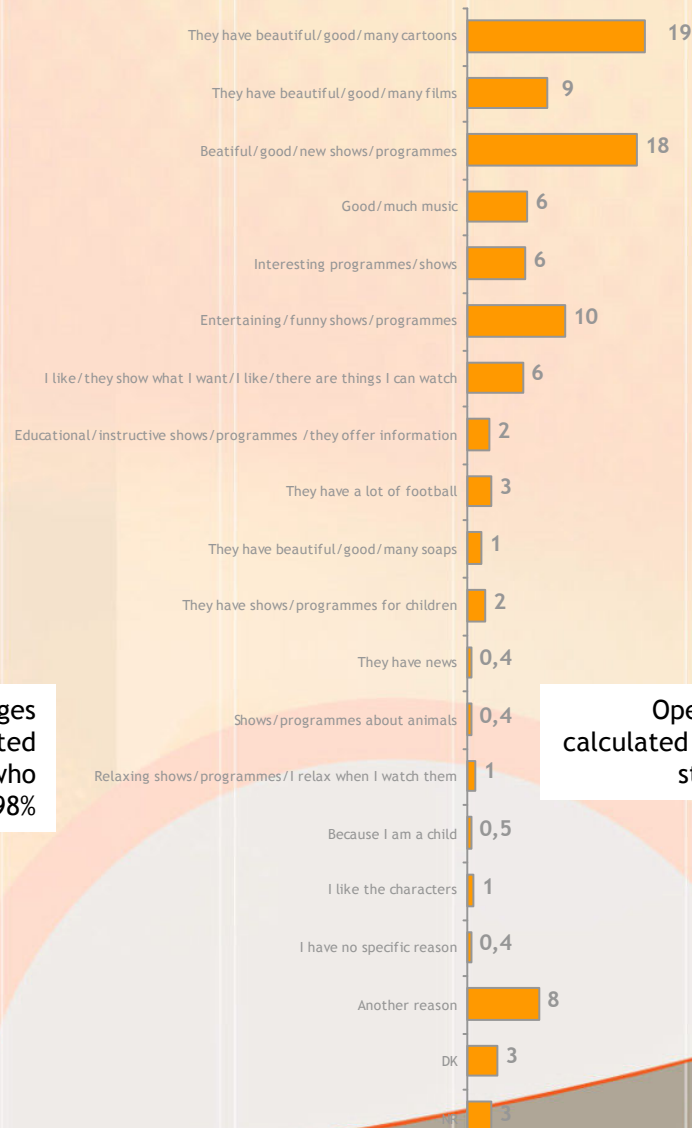
Open question. Percentages calculated from 3 cumulated mentions and related to those who state they watch TV - 98%

Only the personalities who had at least 0.5% were listed

Which TV stations do you like the most? Why do you like them?

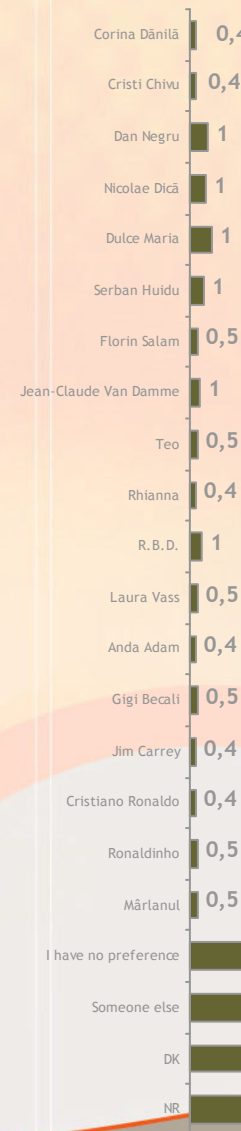
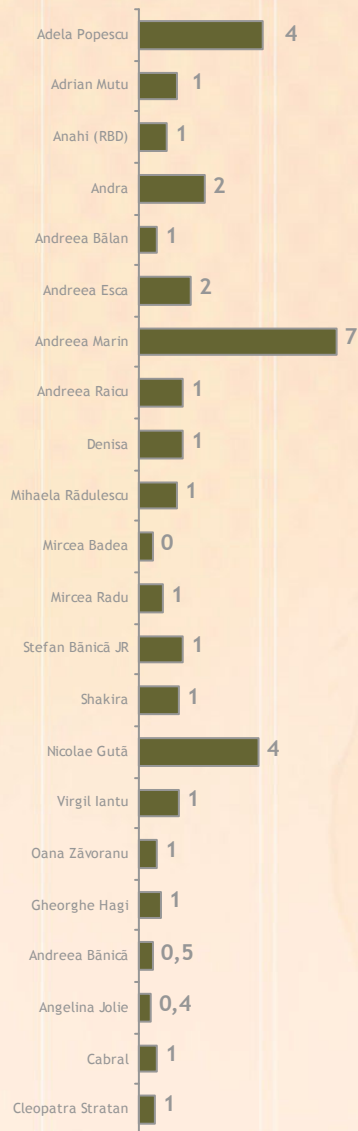


Open question. Percentages calculated from 3 cumulated mentions and related to those who state they watch TV - 98%



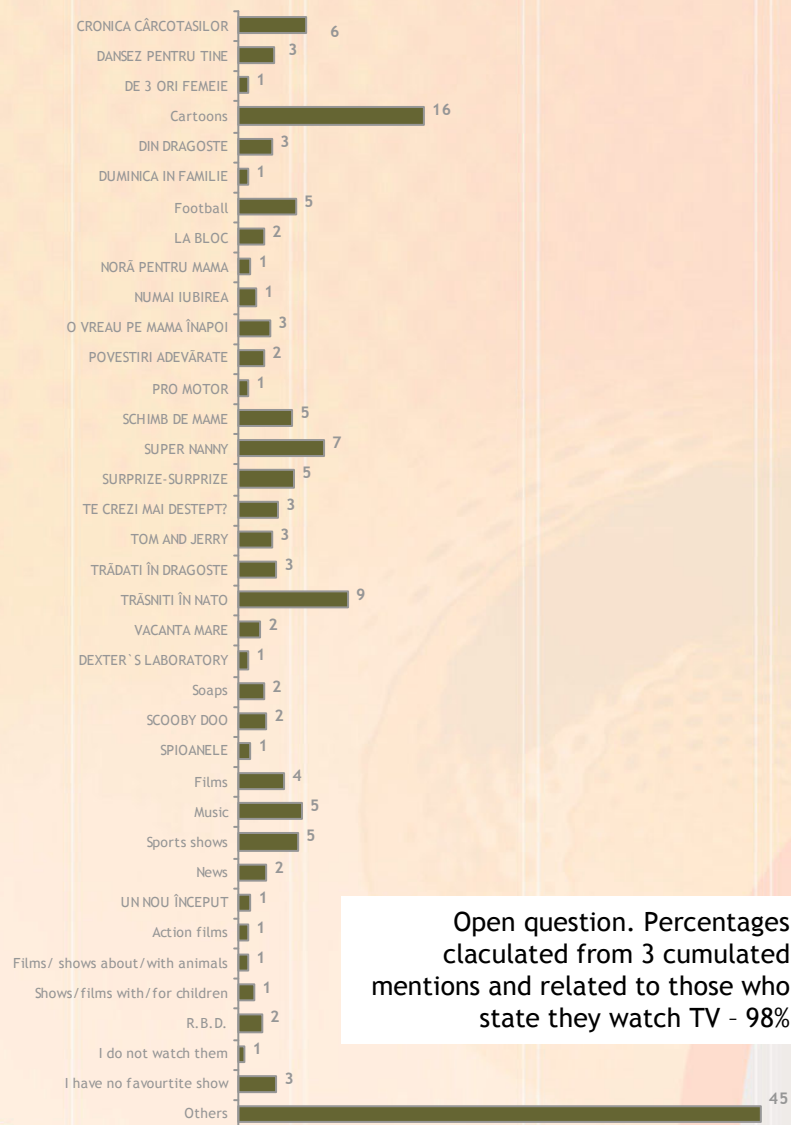
Open question. Percentages calculated by relating to those who state they watch TV - 98%

Of the stars you see on television - speakers, actors, singers - who do you like so much that you'd like to be like them when you grow up?

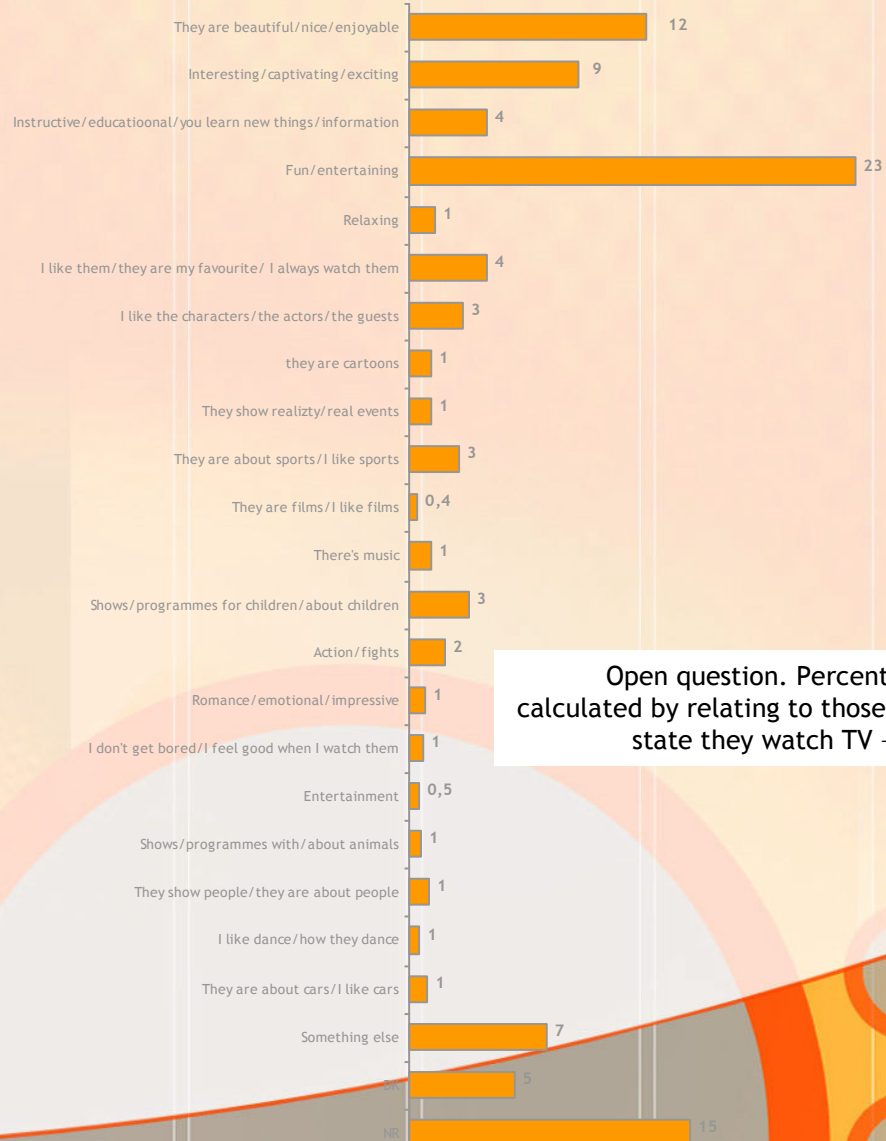


Which TV shows do you like the most? The ones you try never to miss?

Why do you like them?

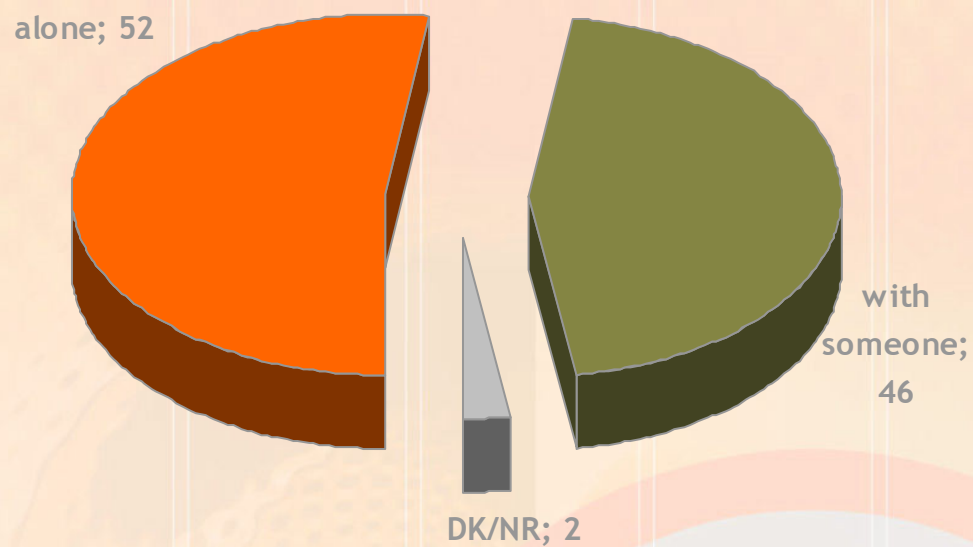


Open question. Percentages calculated from 3 cumulated mentions and related to those who state they watch TV - 98%



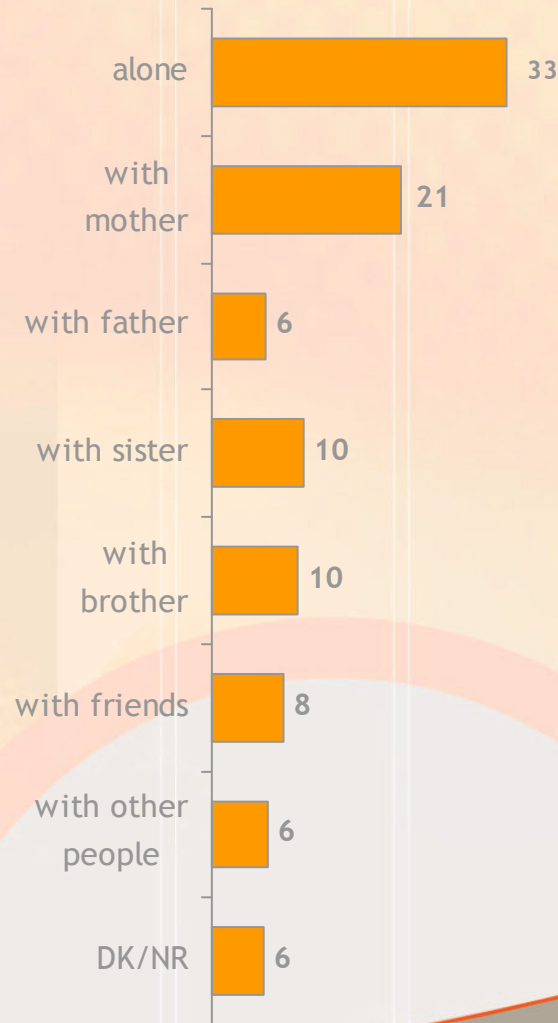
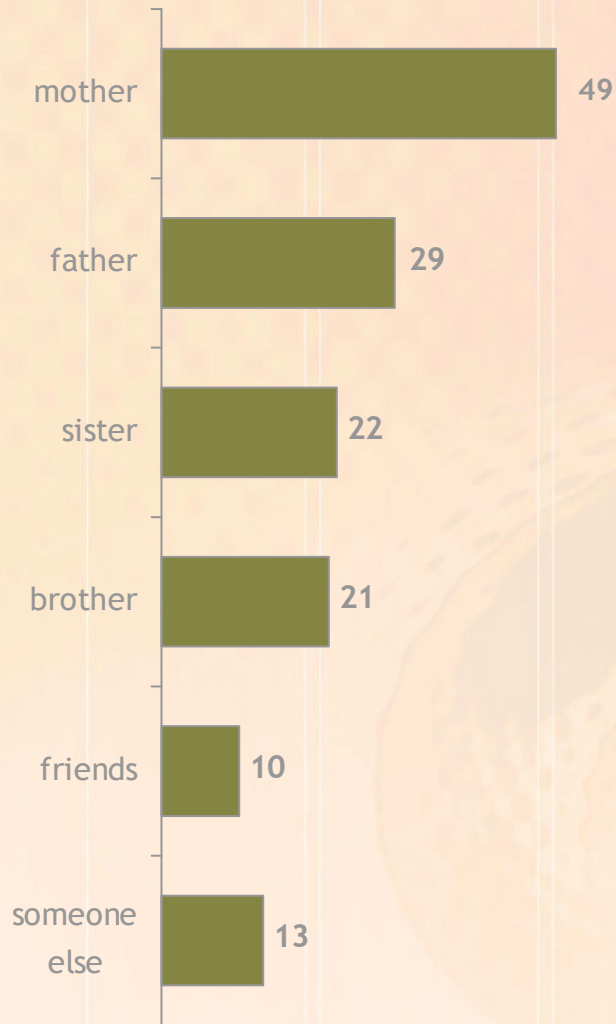
Open question. Percentages calculated by relating to those who state they watch TV - 98%

Do you usually watch these shows alone or with others?

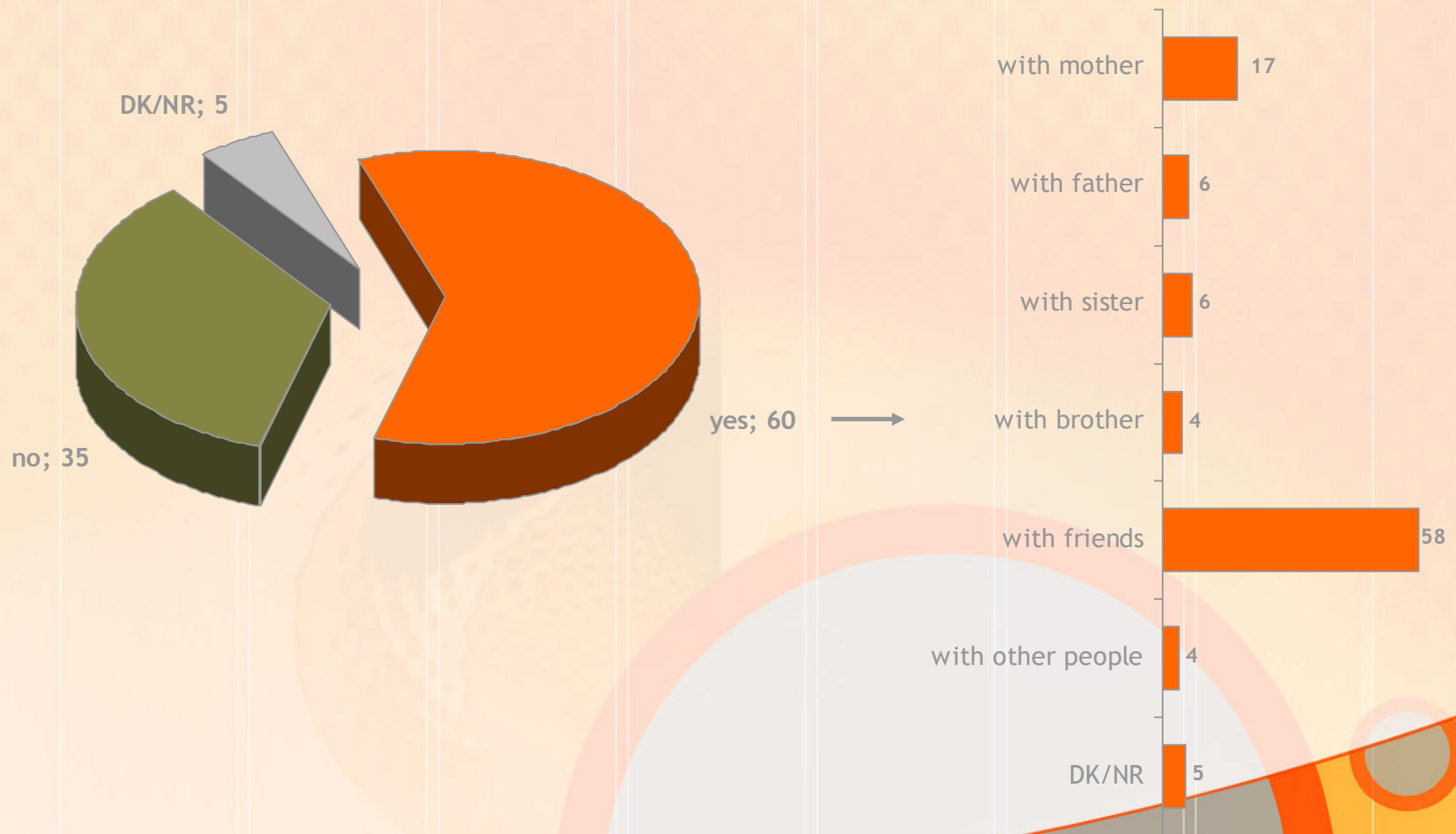


Who do you watch these shows with? (*multiple answers*)

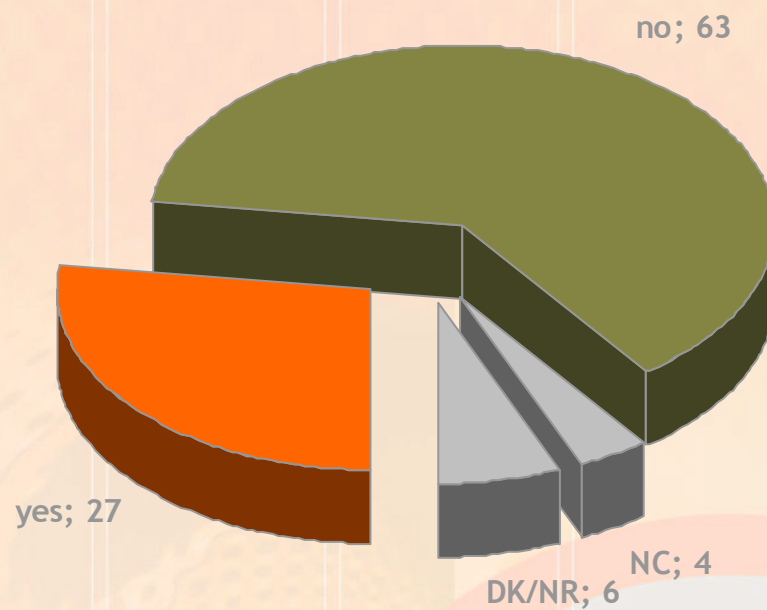
How do you like to watch TV most?



Do you discuss your favourite shows with other people? Who with?

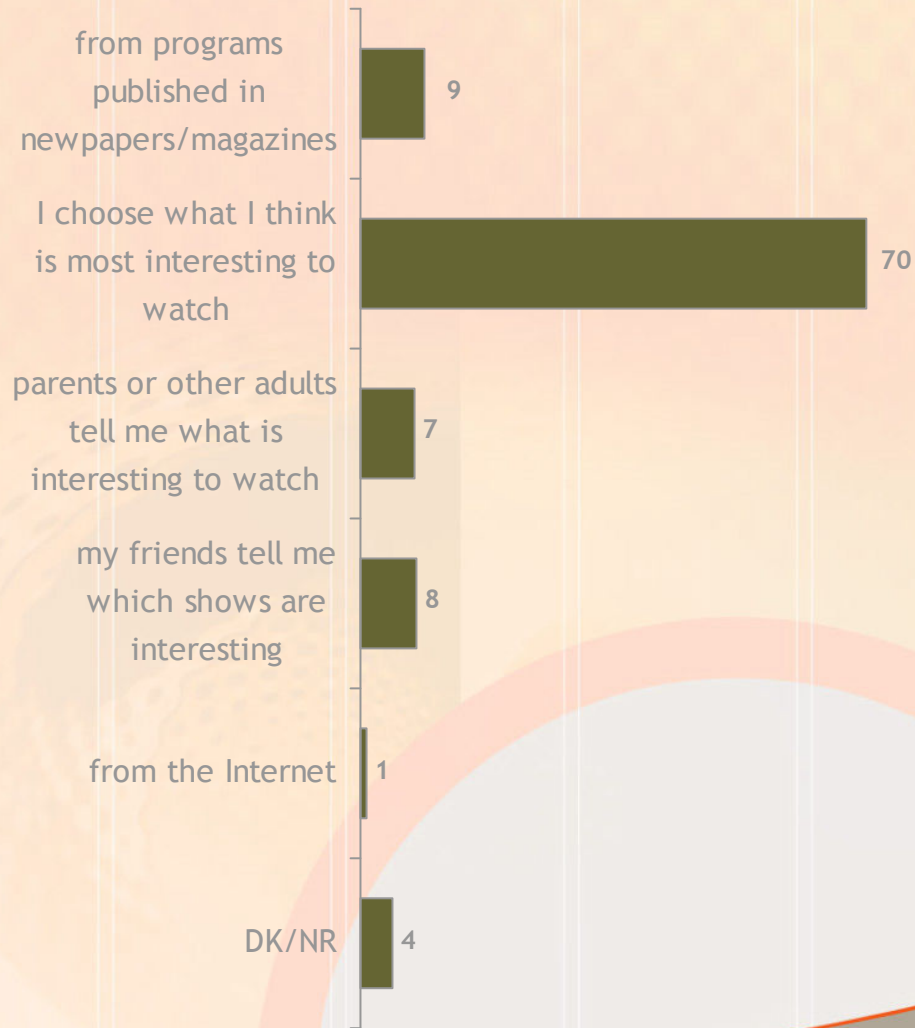


Do your teachers happen to recommend television shows for you to watch?



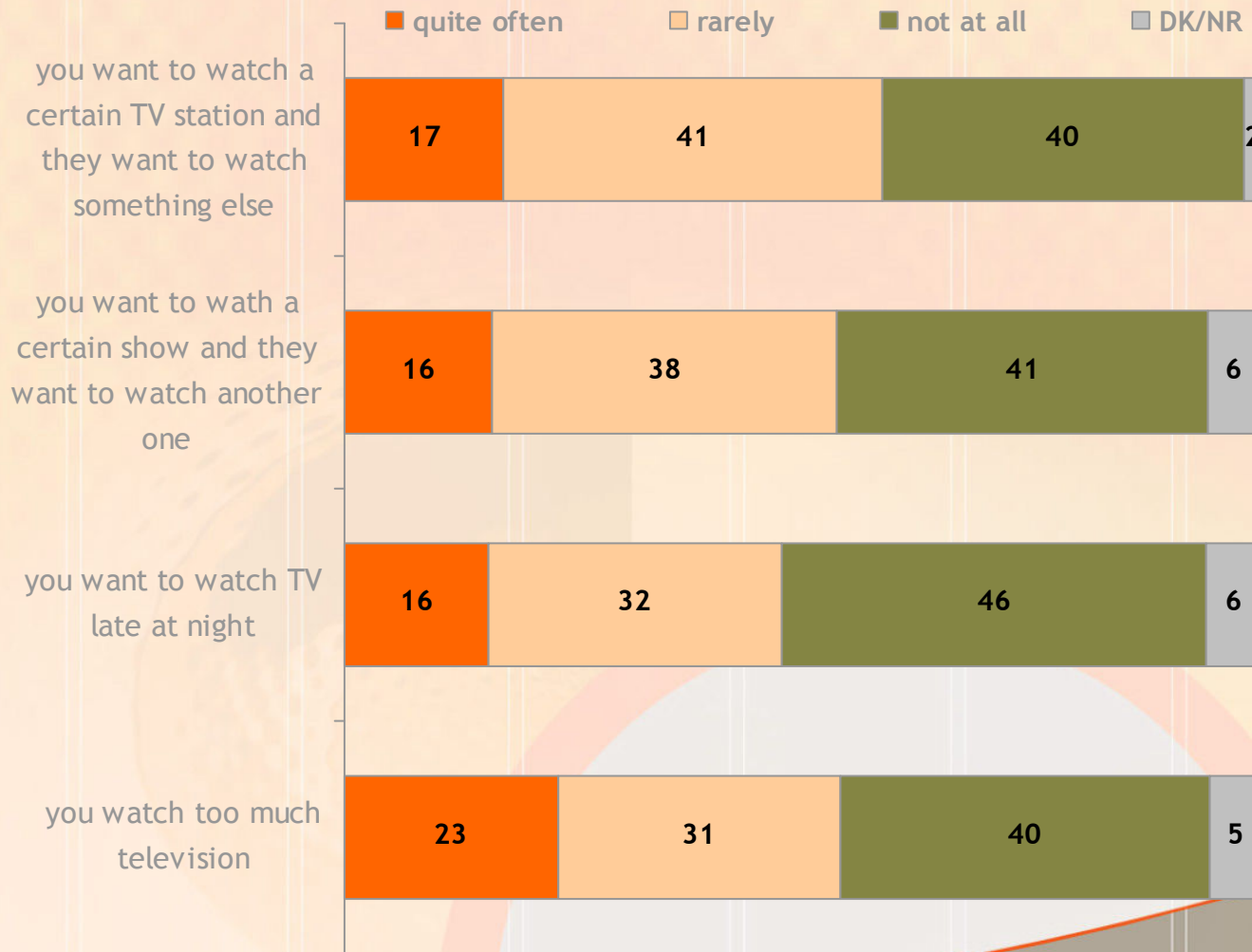
Percentages calculated by relation to those who state they watch TV - 98%

How do you usually choose the shows you watch?



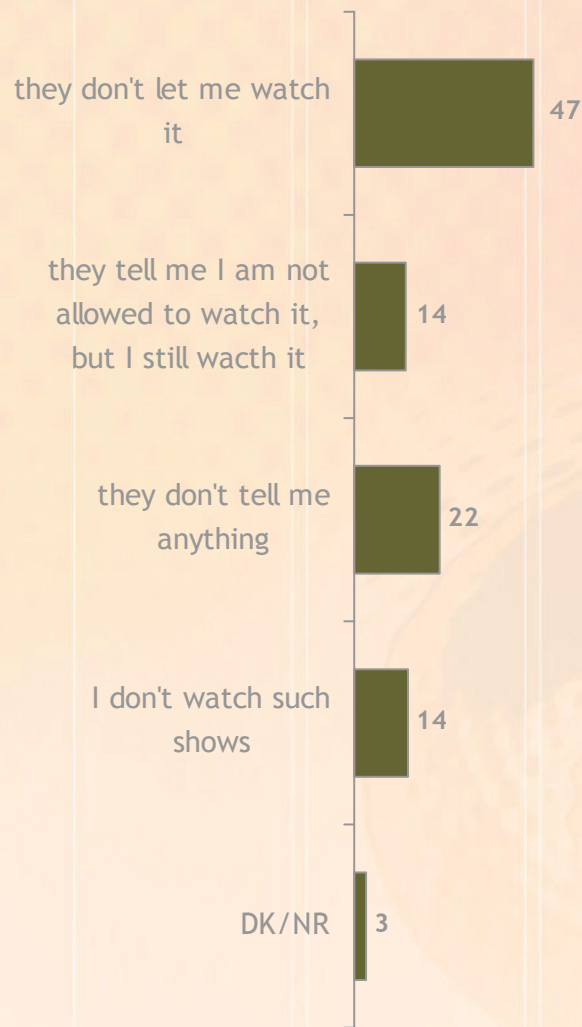
Percentage calculated by relating to those who state they watch TV - 98%

How often do you happen to quarrel / be scolded by your parents because...?



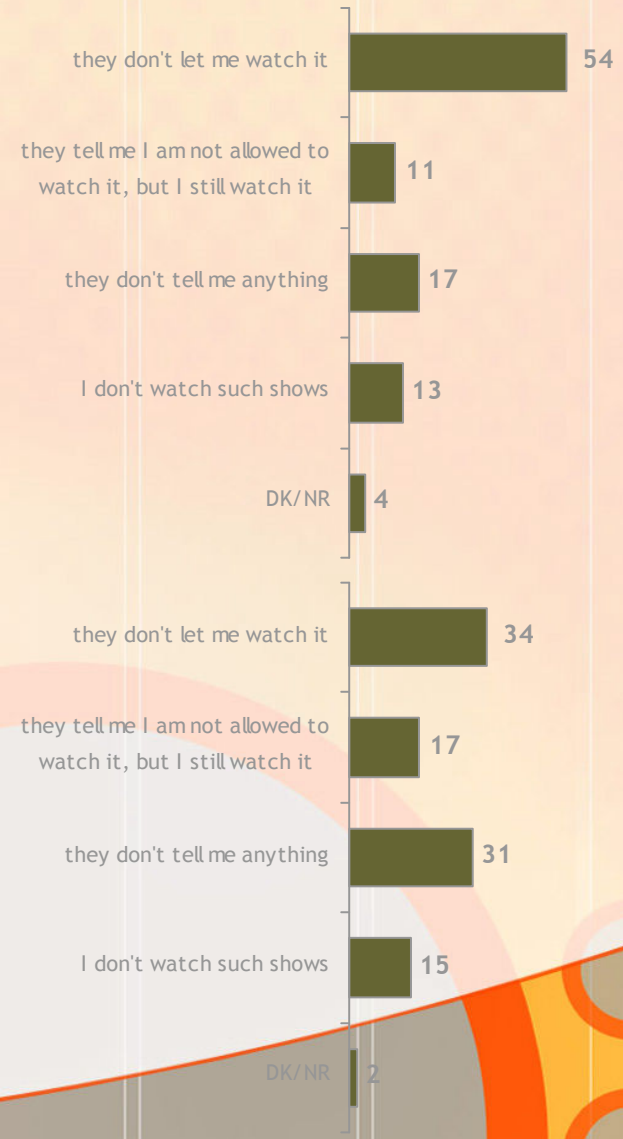
Percentages calculated by relating to those who state they watch TV - 98%

If your parents see that you watch a TV show which is marked [...] do they forbid you to watch that show, or do they allow you to go on watching it?

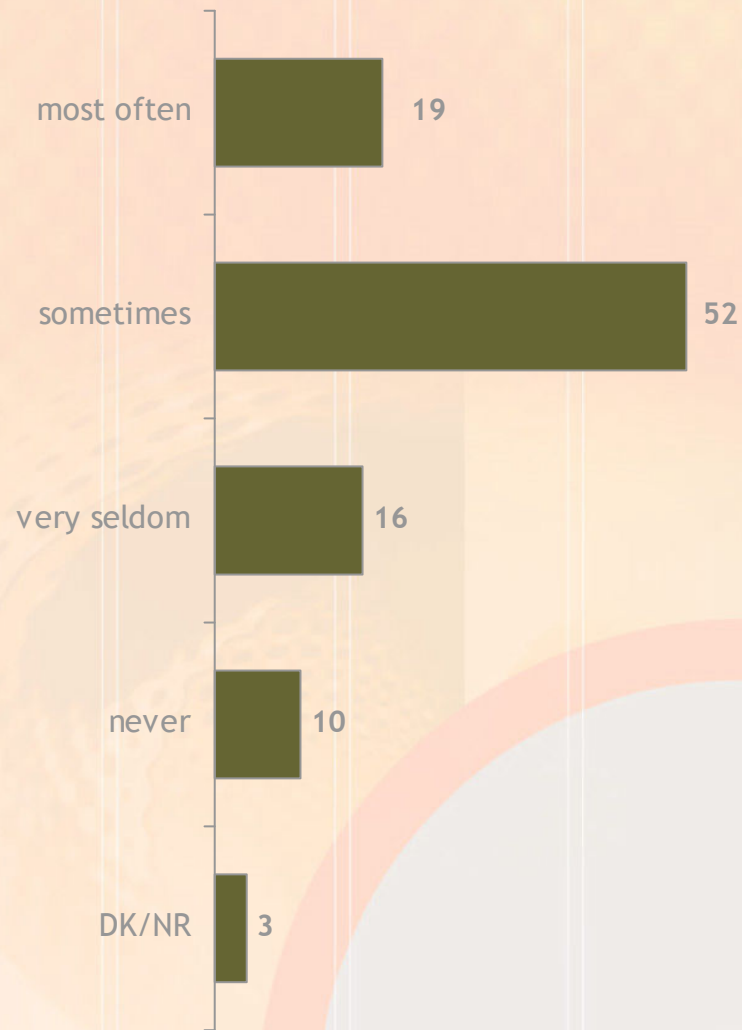


12

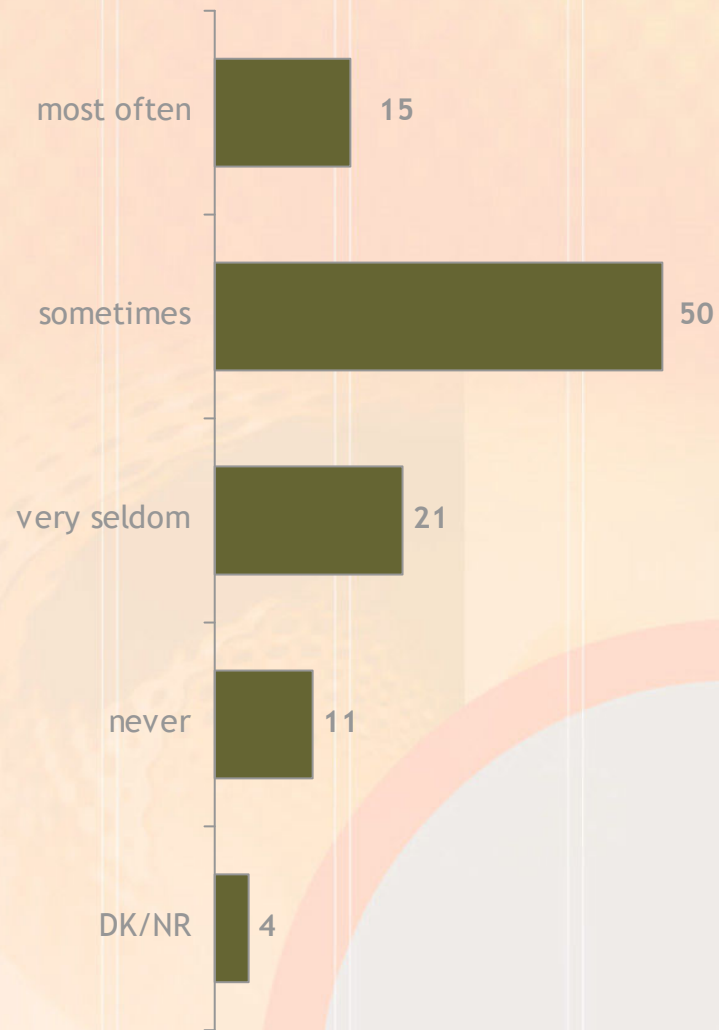
15



While you are watching a show, do you change channels to see what's on on other channels?



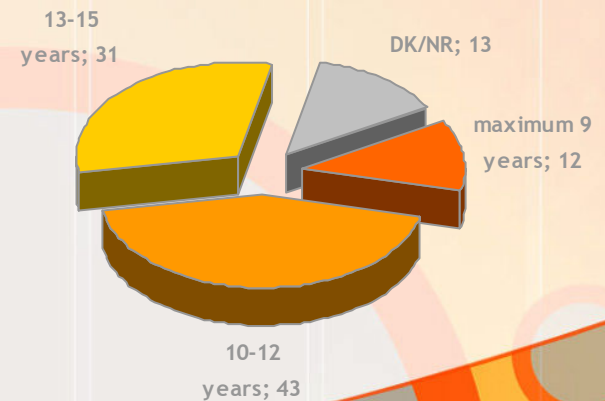
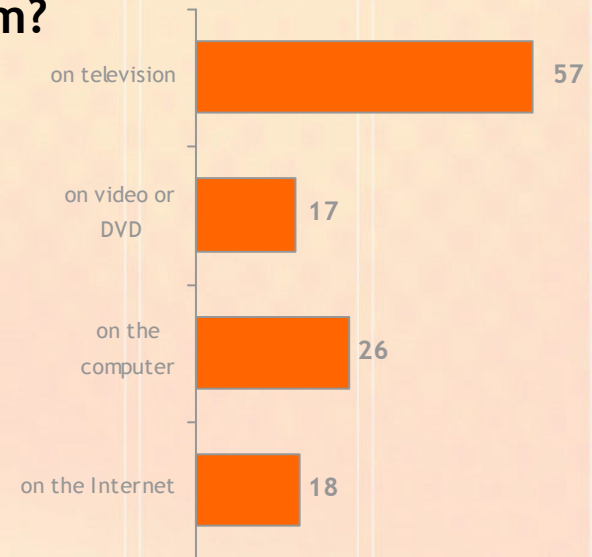
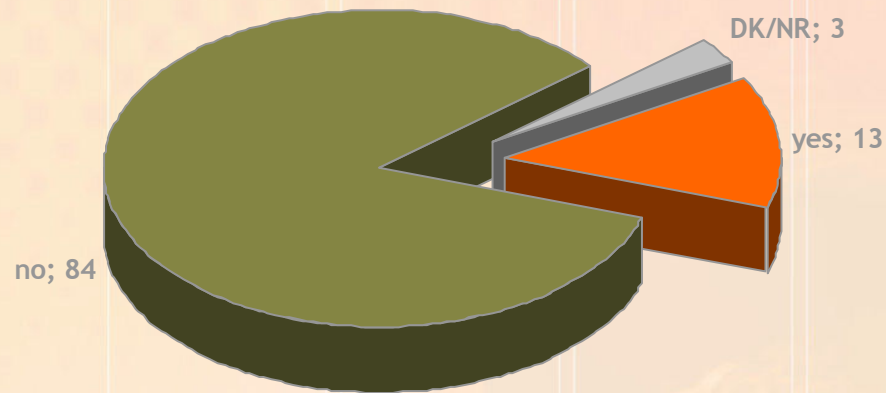
Do you happen to watch TV just because other family are also watching it?



Have you ever seen a pornographic film?

Where? *(multiple answers)*

How old were you when you first watch a porno film?

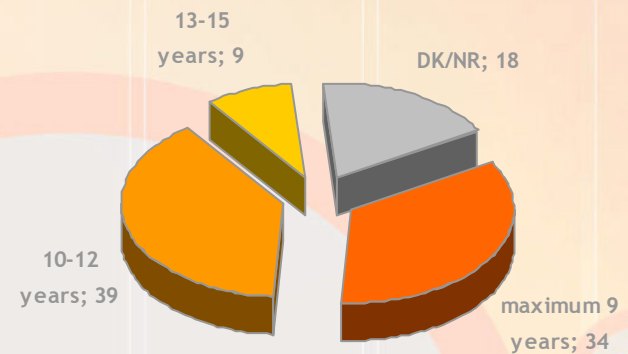
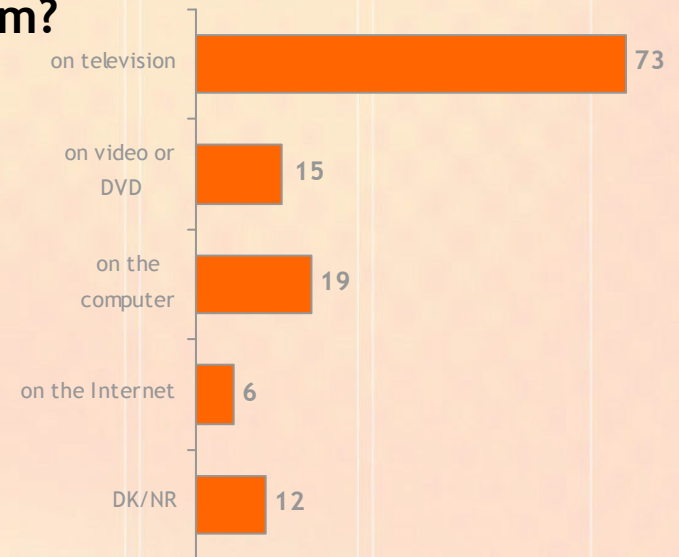
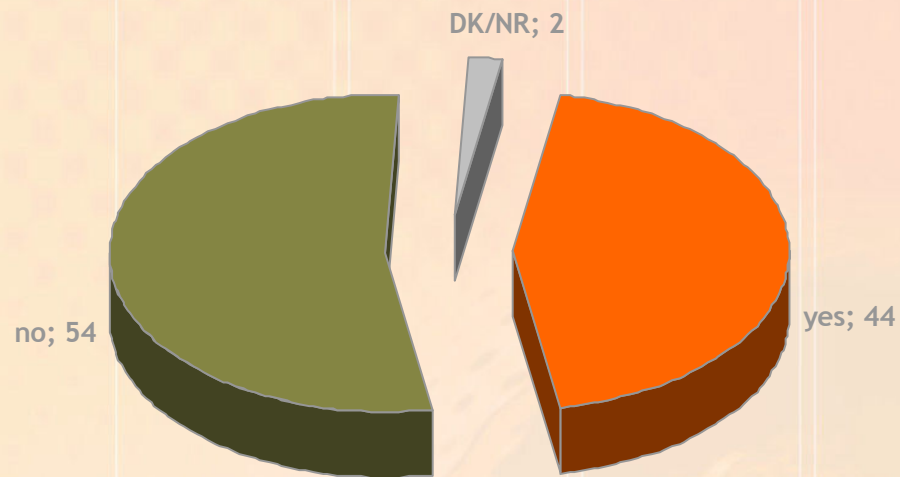


Percentages calculated by relating to the entire sample. For the charts on the right the percentages were calculated by relating to those who have seen a porno film

Have you ever seen a horror film?

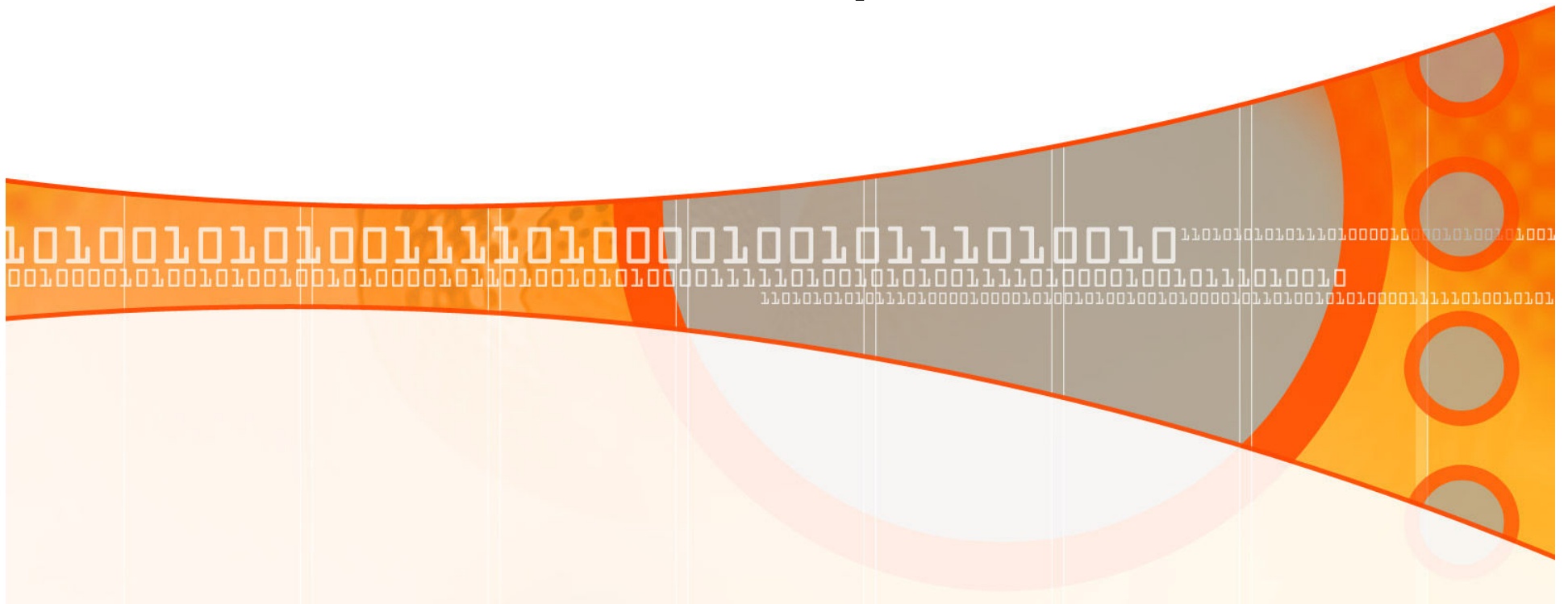
Where? *(multiple response)*

How old were you when you saw the first horror film?

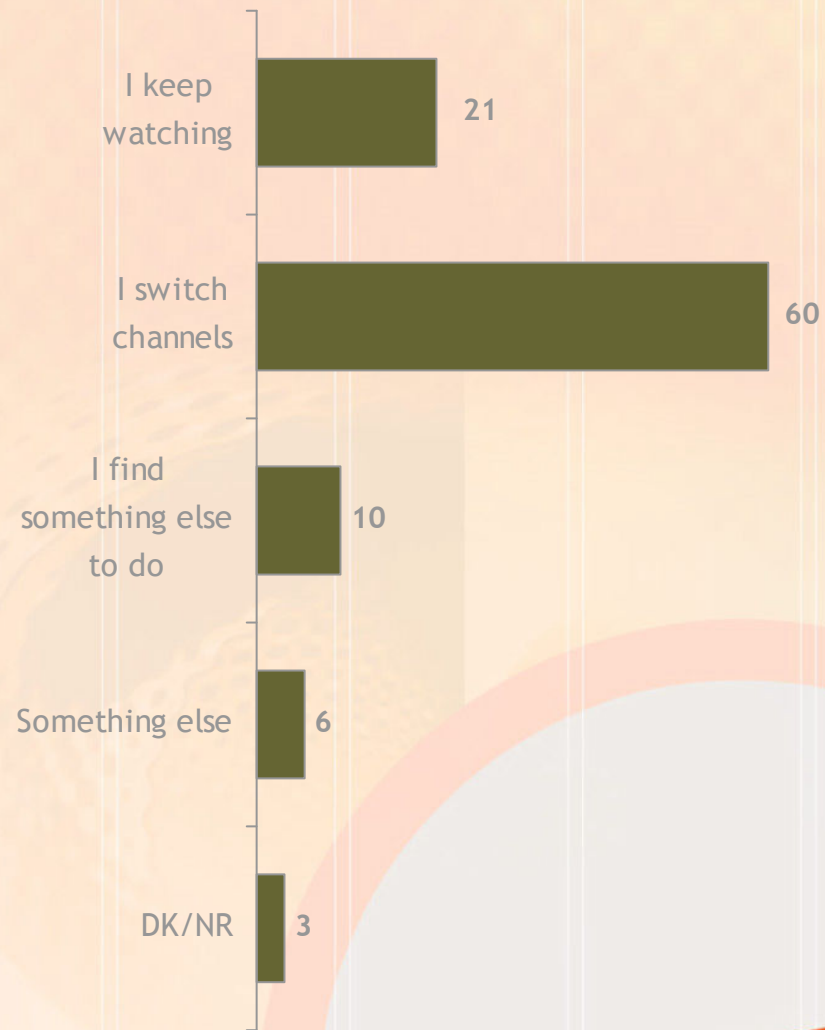


Percentages were calculated by relating to the entire sample. For the charts on the right, the percentages were related to those who have seen a horror film

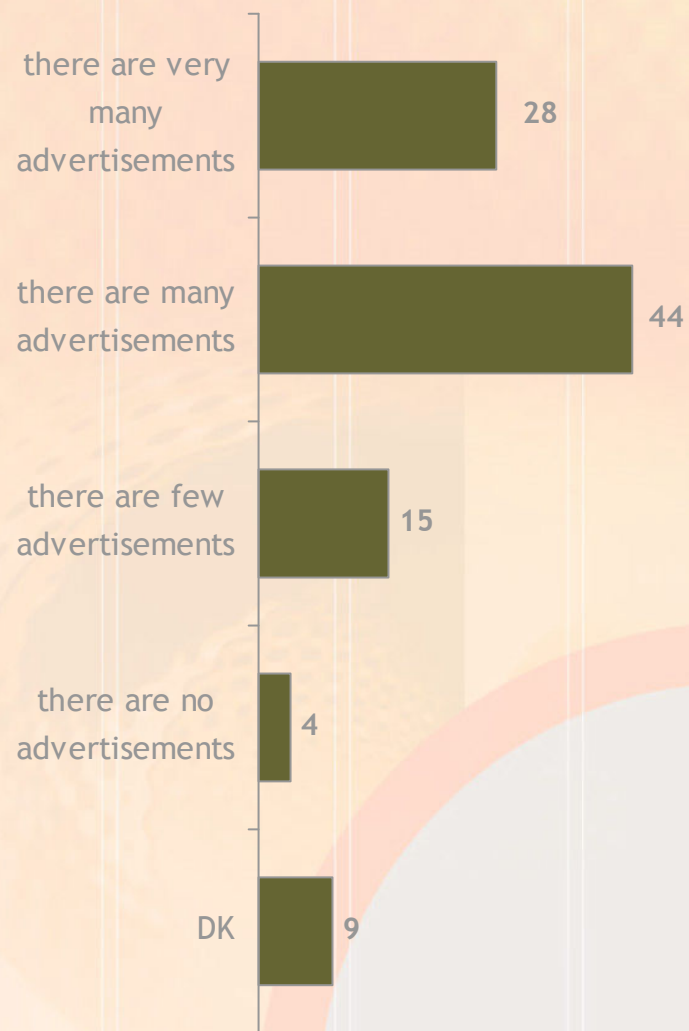
Advertisement consumption. Children's behaviour and preferences



What do you usually do when advertisements are shown on television?

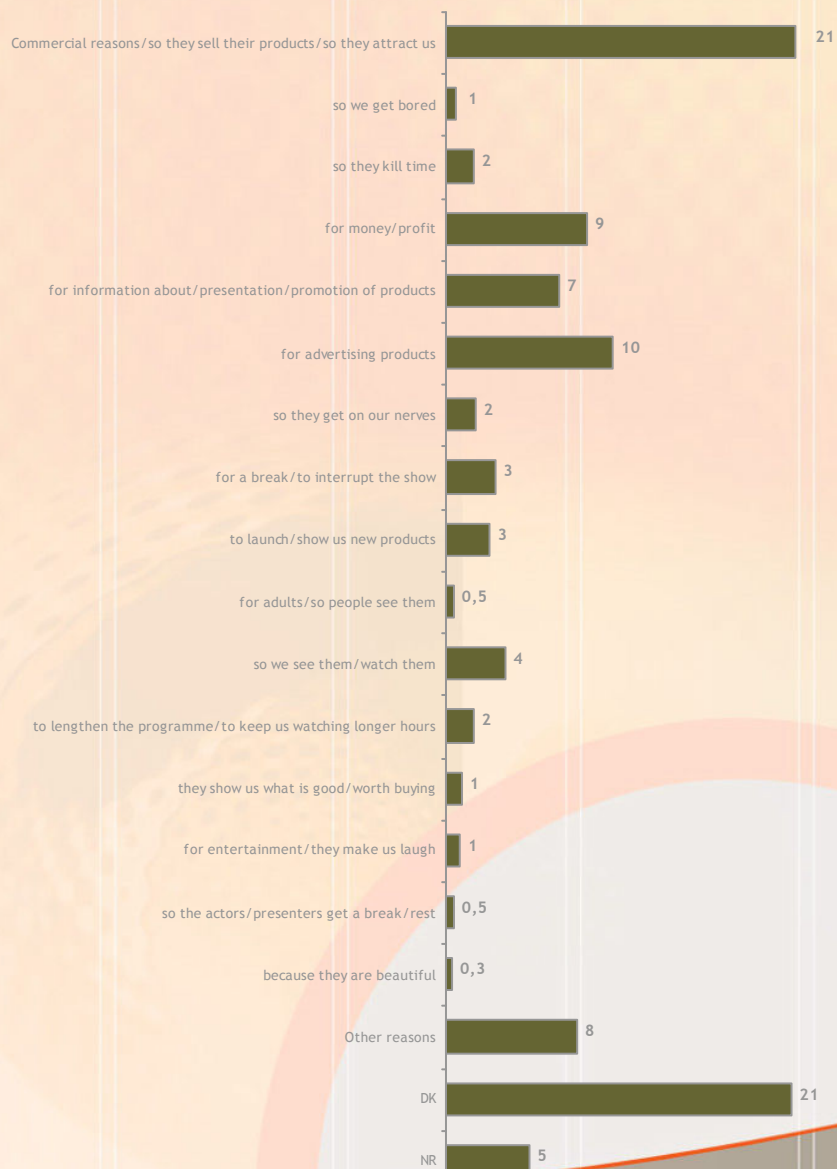


Considering your favourite show, do you think that during it...?



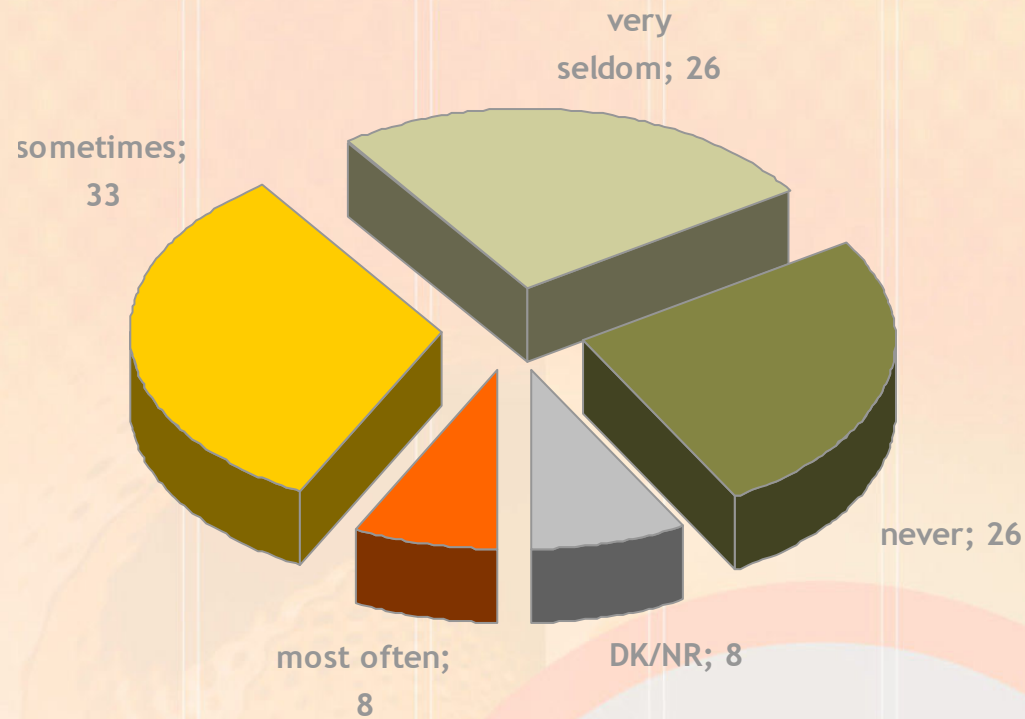
Percentages calculated by relating to those who state they watch TV - 98%

Why do you think they show advertisements on television?

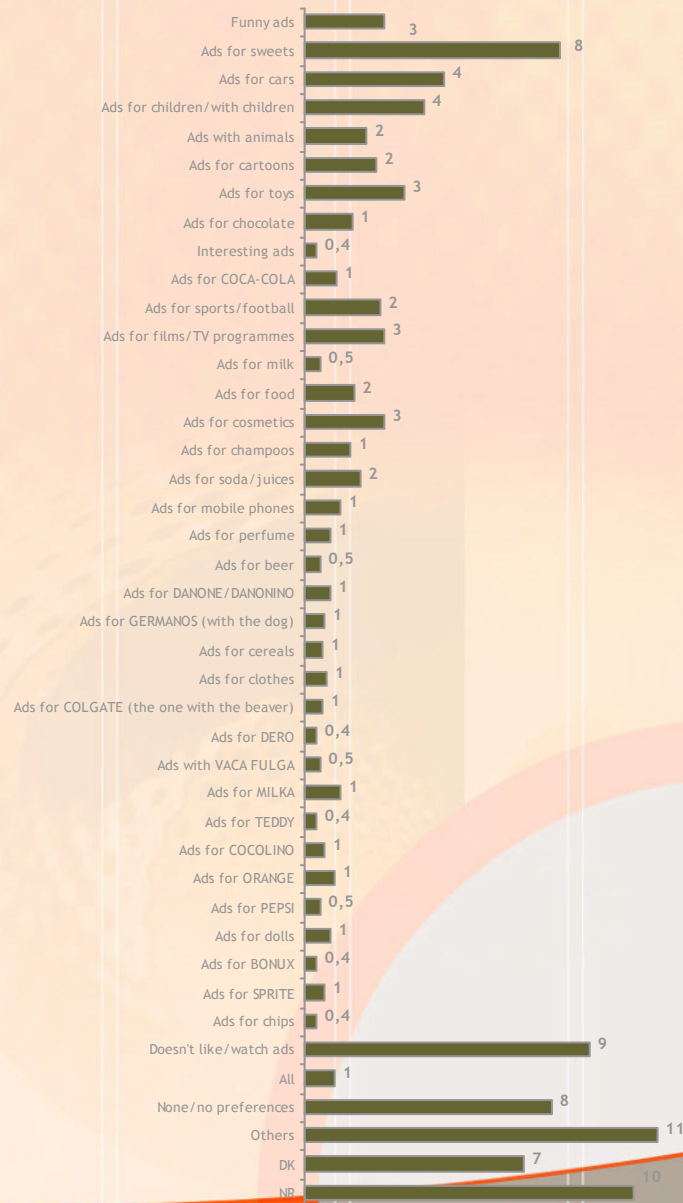


Open question. Percentages calculated by relating to those who state they watch TV - 75%

Do you like watching advertisements on television?

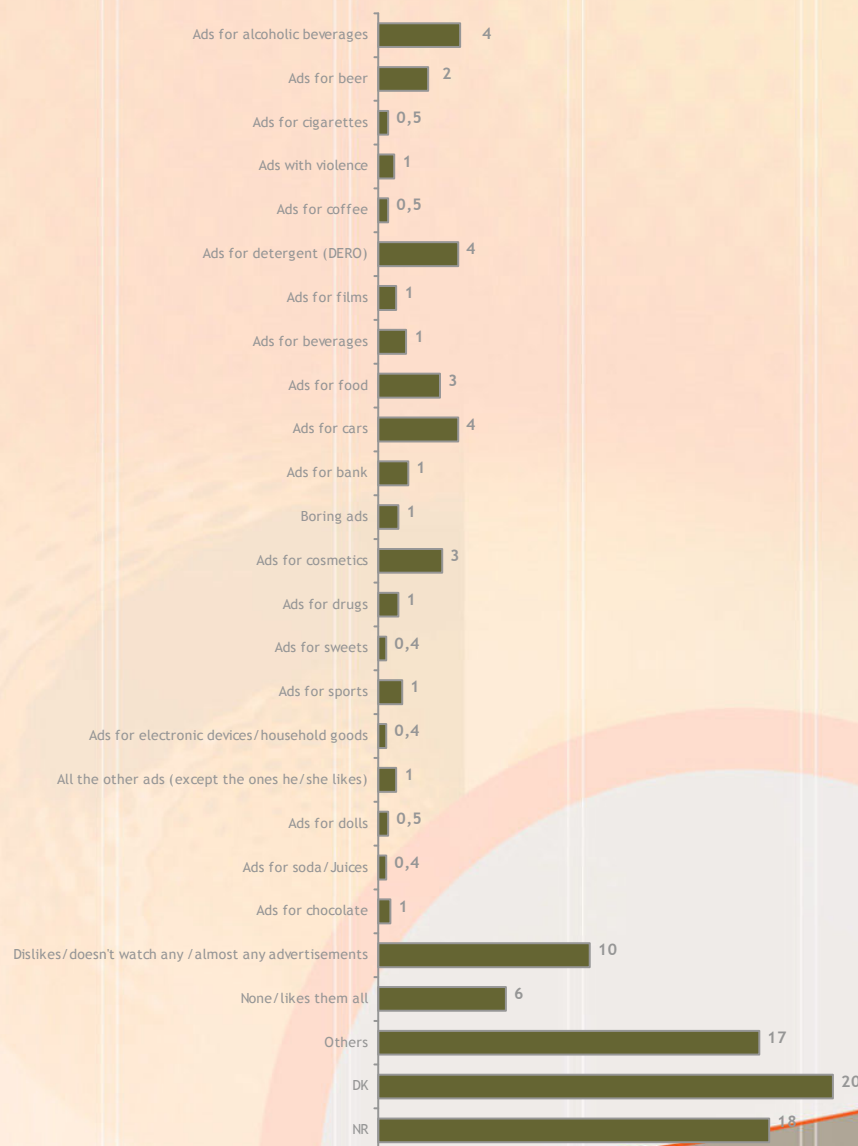


What kind of advertisements do you like most?



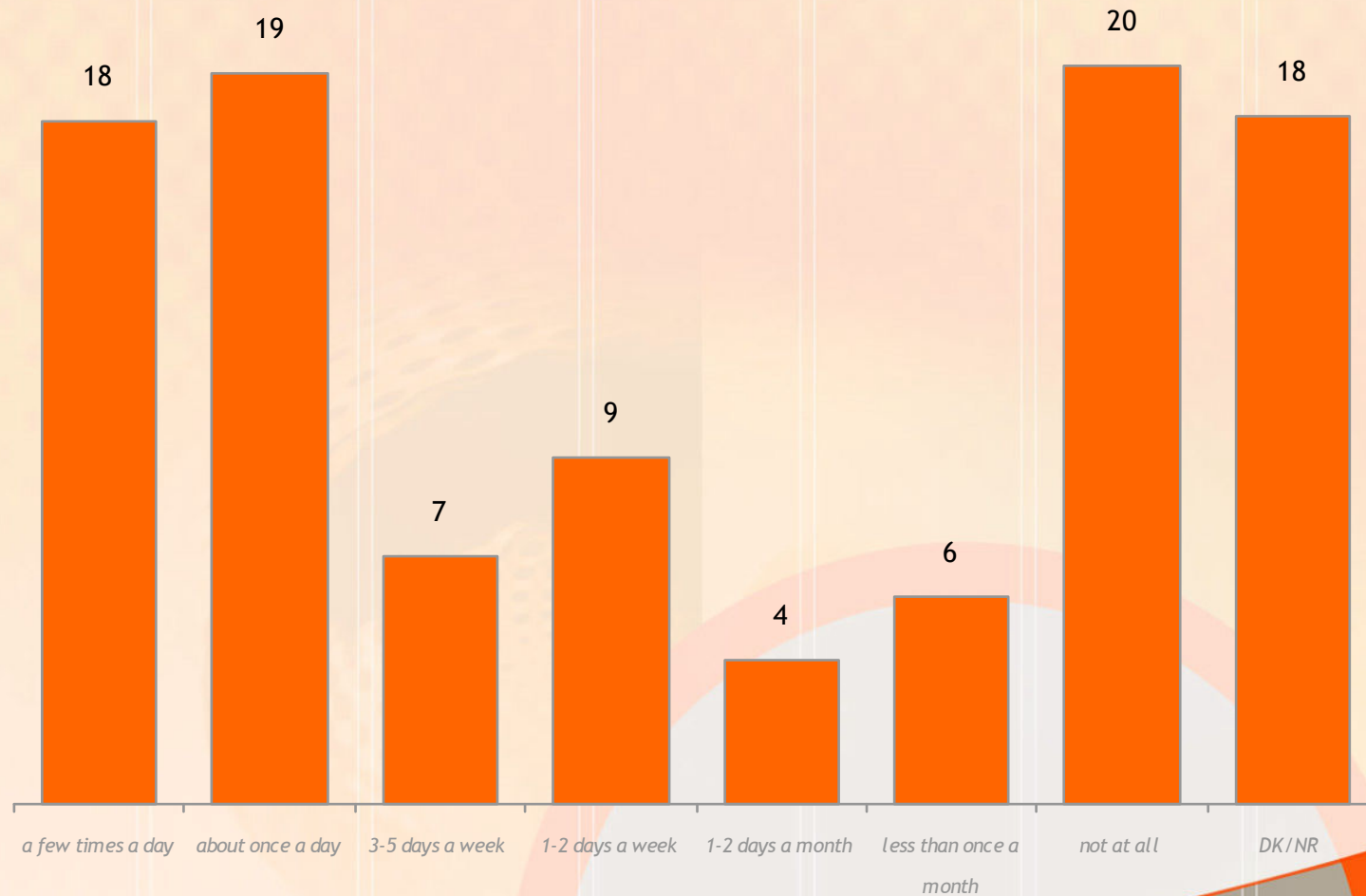
Open question. Percentages calculated for those who state they watch TV - 98%

What kind of advertisements do you like the least?

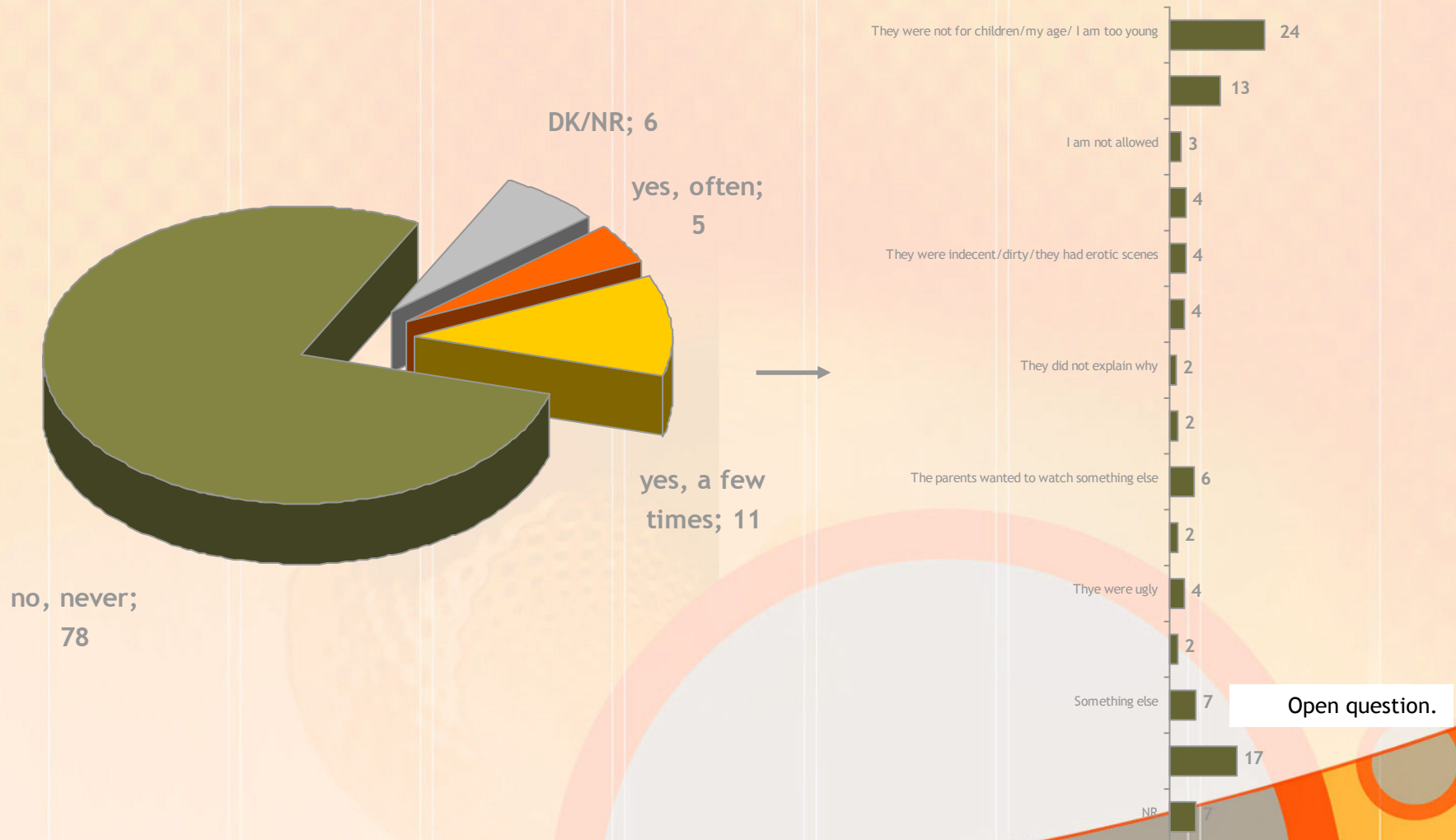


Open question. Percentages calculated for those who state they watch TV - 98%

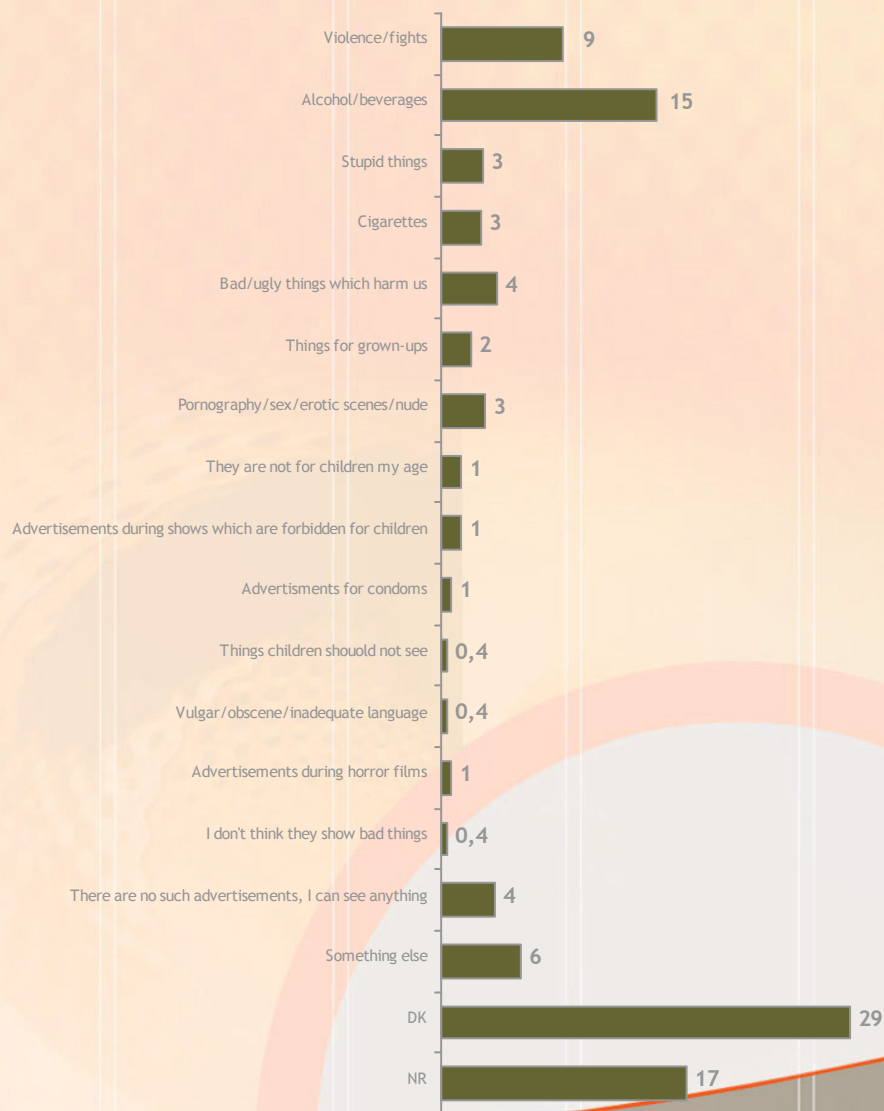
How often do you see on television advertisements for alcoholic beverages?



Has it ever happened that your parents or other adults did not let you watch an advertisement on television? Why would they not let you watch it?

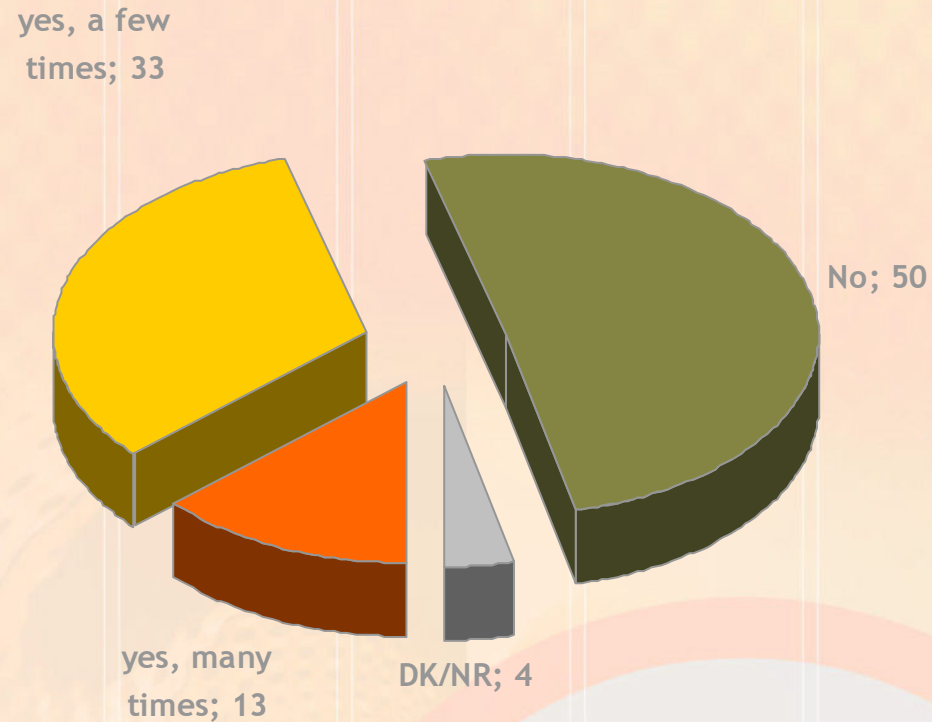


Some grown-ups say that there are advertisements which should not be seen by children like you. In your opinion, what advertisements do you think should not be seen by children like you? What do these advertisements show?

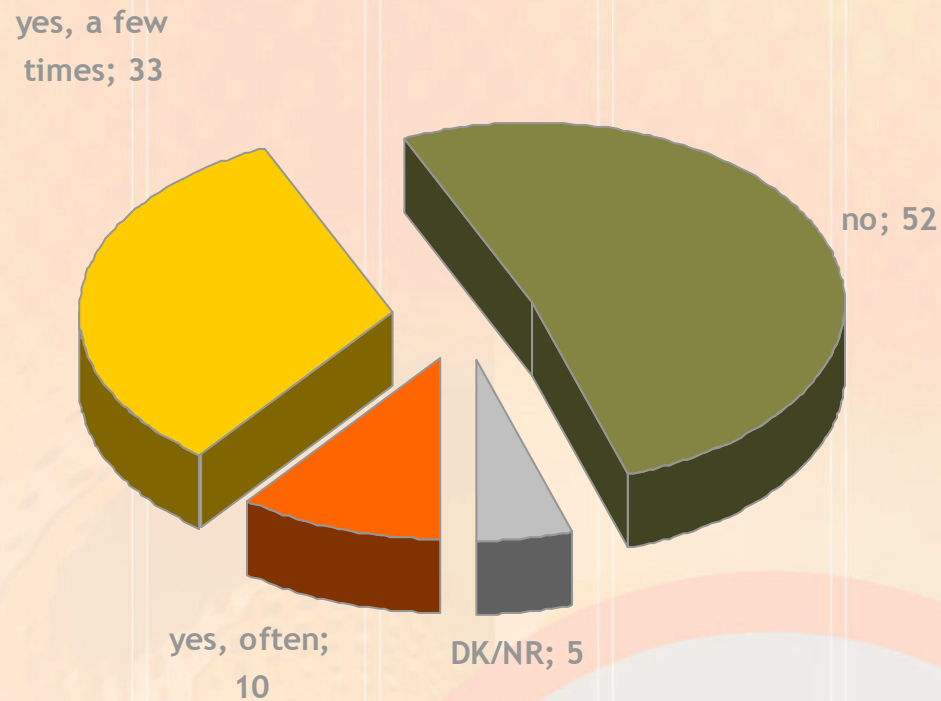


Open question. Percentages related to those who state they watch TV - 98%

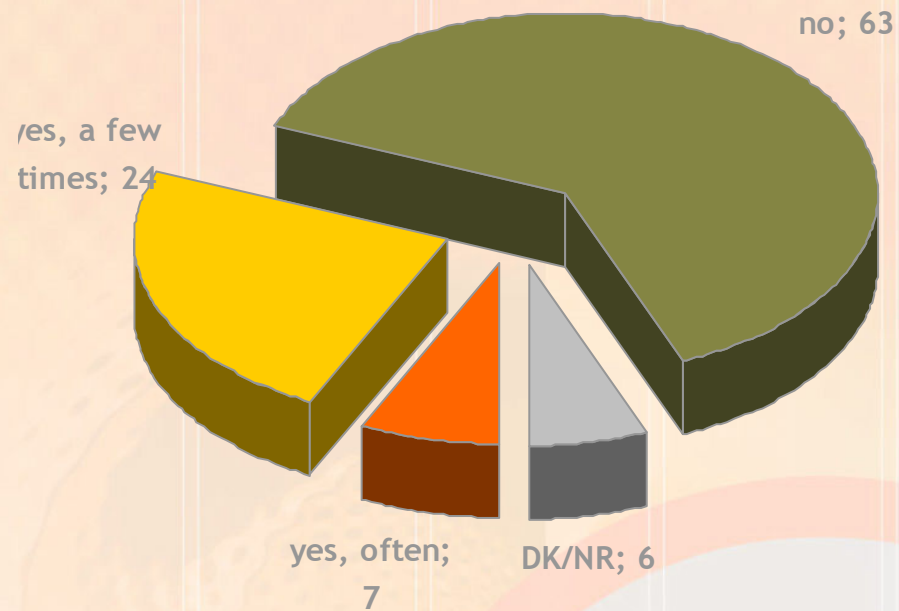
Have you bought anything this year under the influence of the advertisement for that product on TV?



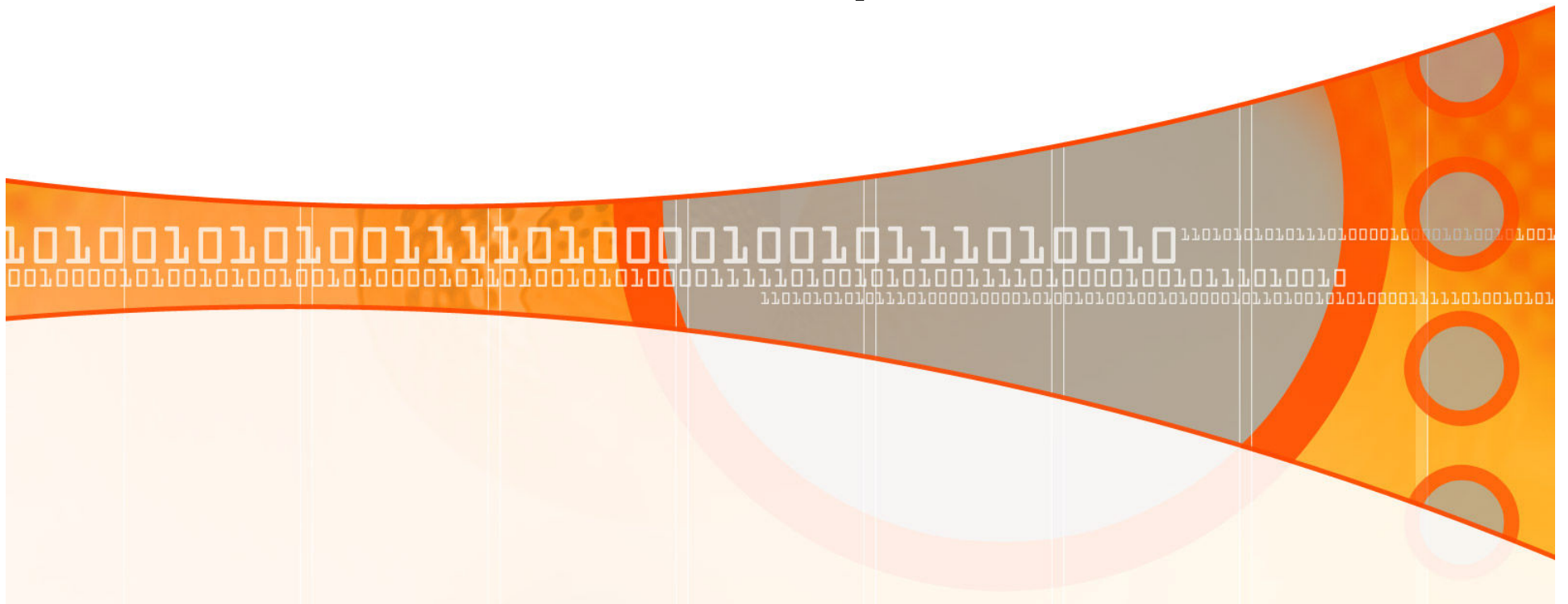
In the last months, have you talked to someone about any advertisement you saw on television?



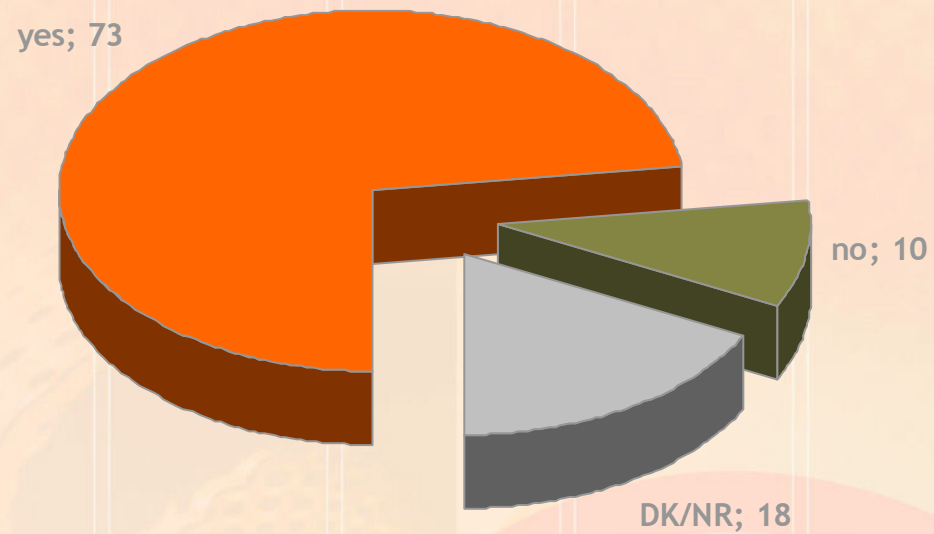
In the last months, have you talked to someone about any advertisement you saw on television?



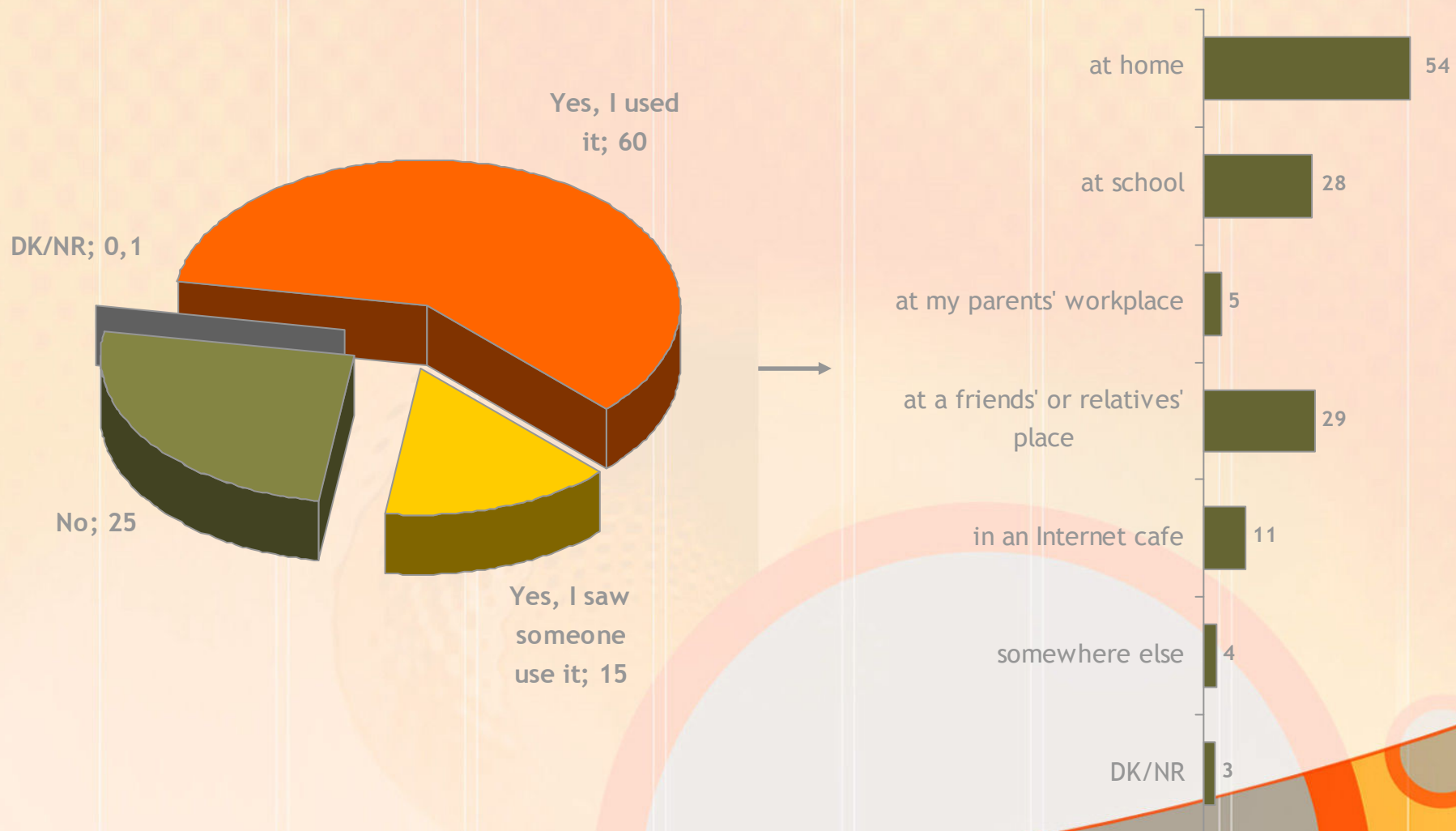
Internet. Children's behaviour and preferences



Have you heard about the Internet?



Have you ever used the Internet or seen anyone use it? Where did you use the Internet or saw someone use it? (*multiple answers*)

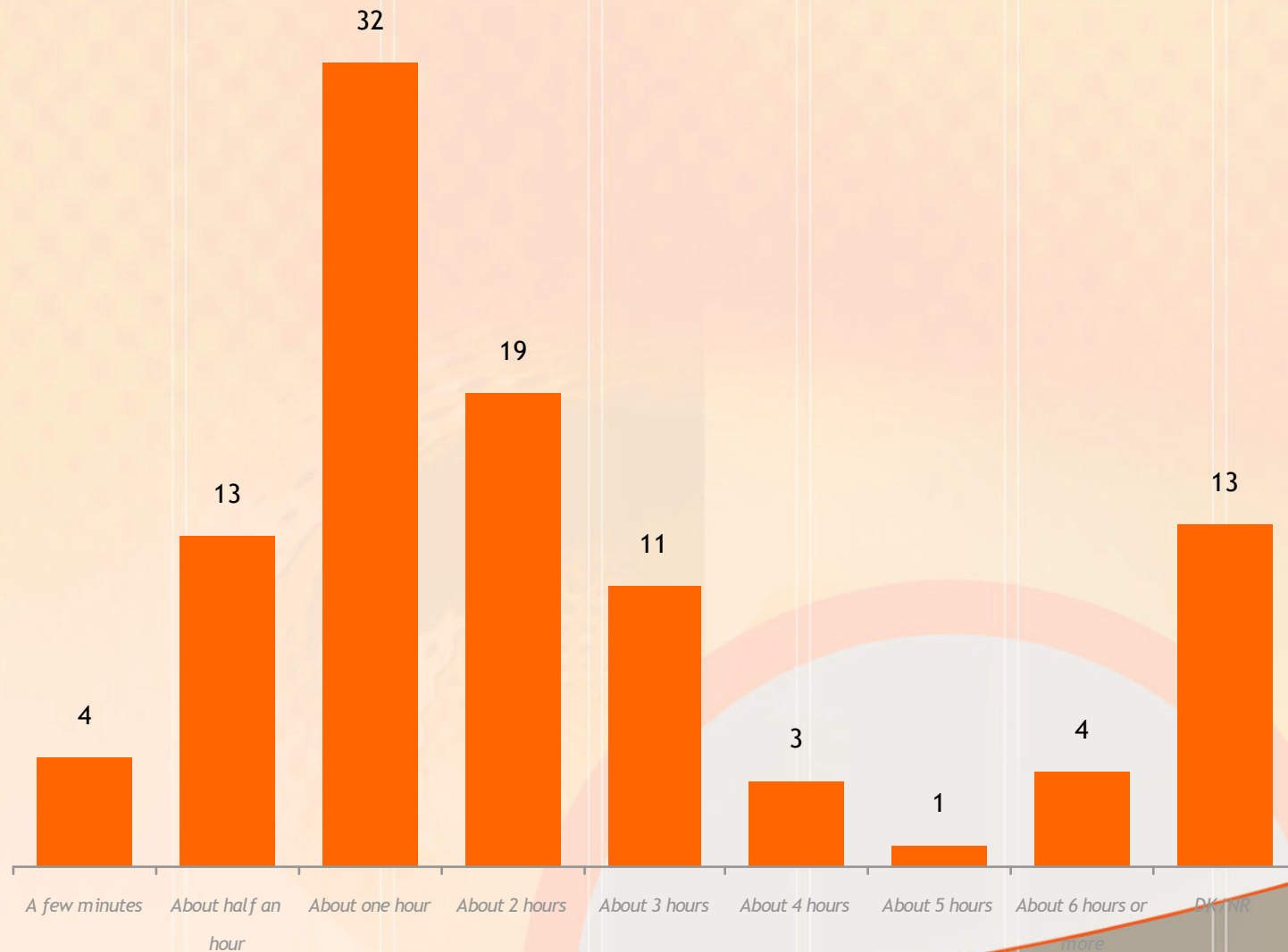


Percentages calculated for those who heard about the Internet - 73%. For the chart on the right the percentages were related to those who saw someone or used the Internet themselves

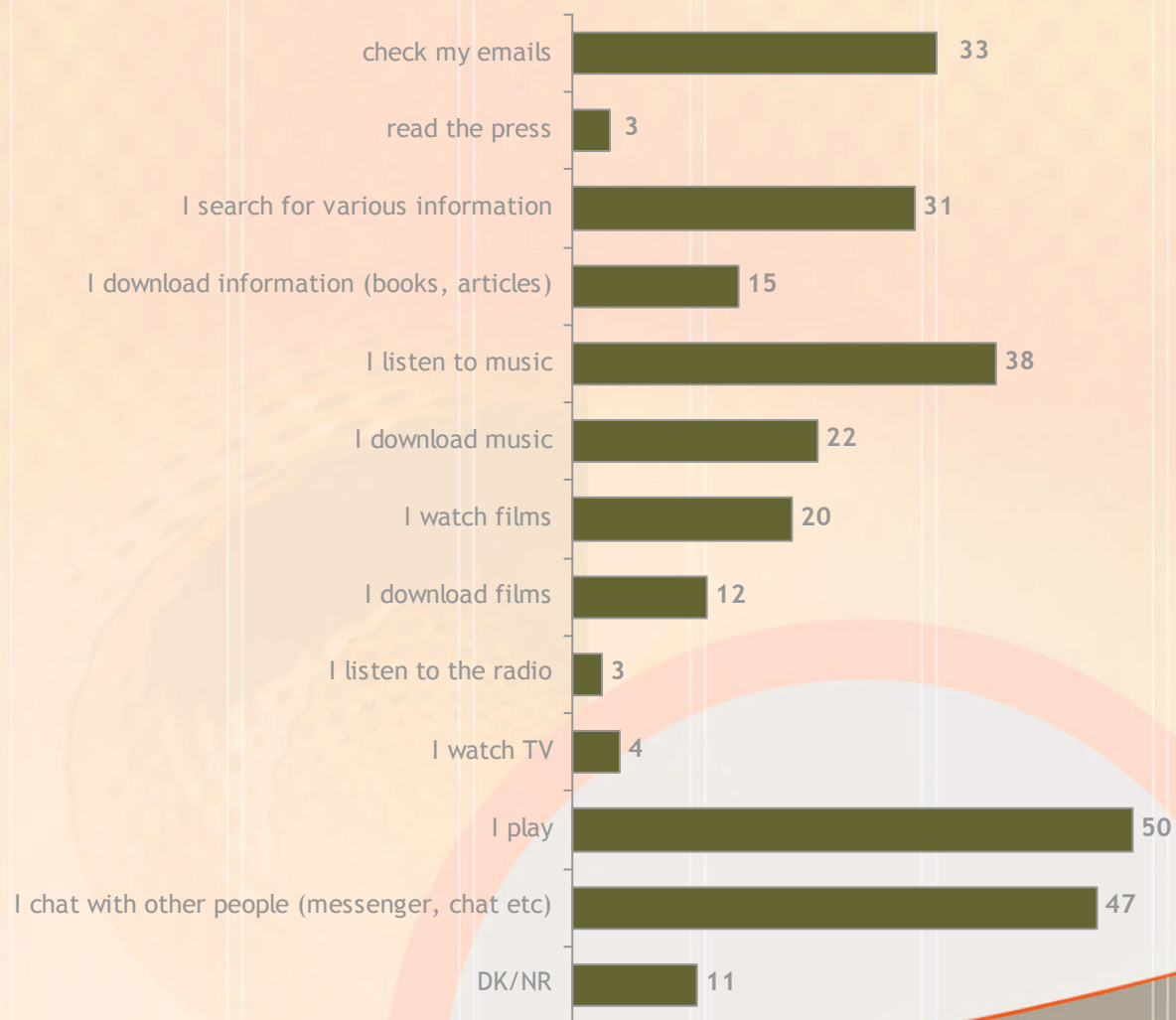
How often do you use the Internet?



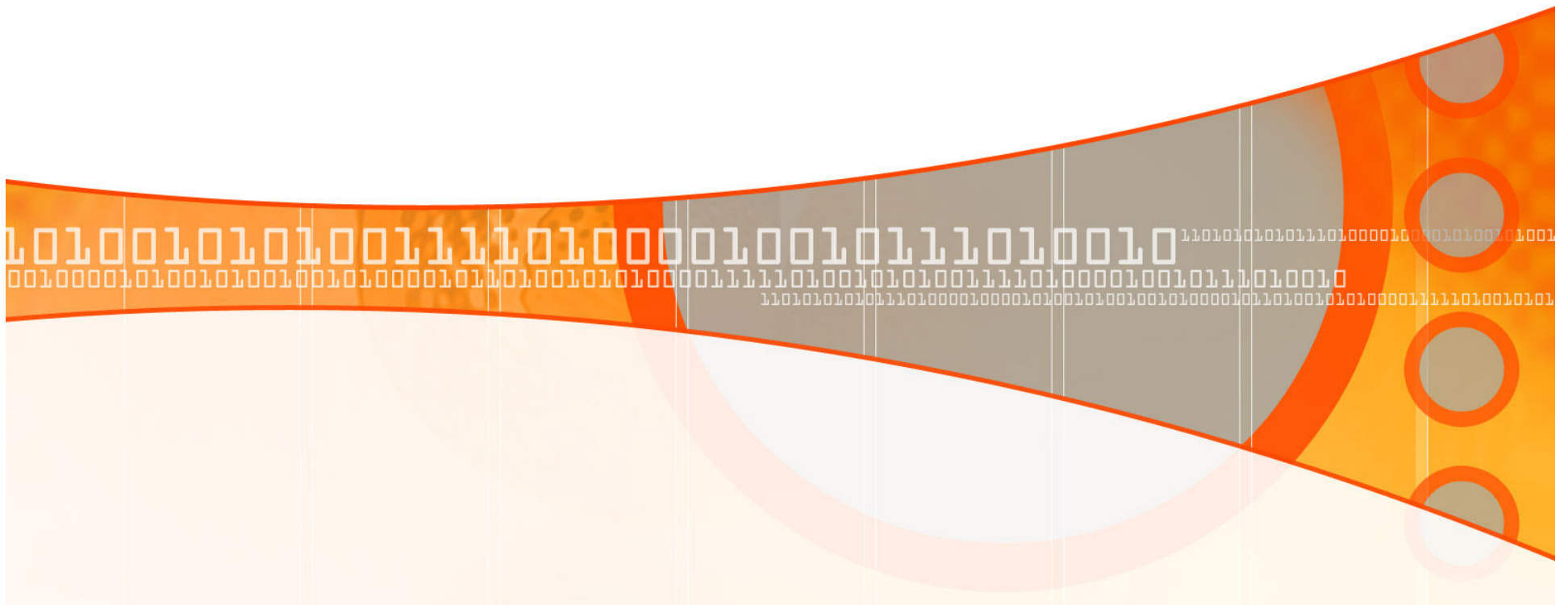
On a normal day when you use the Internet, approximately how many hours do you use it?



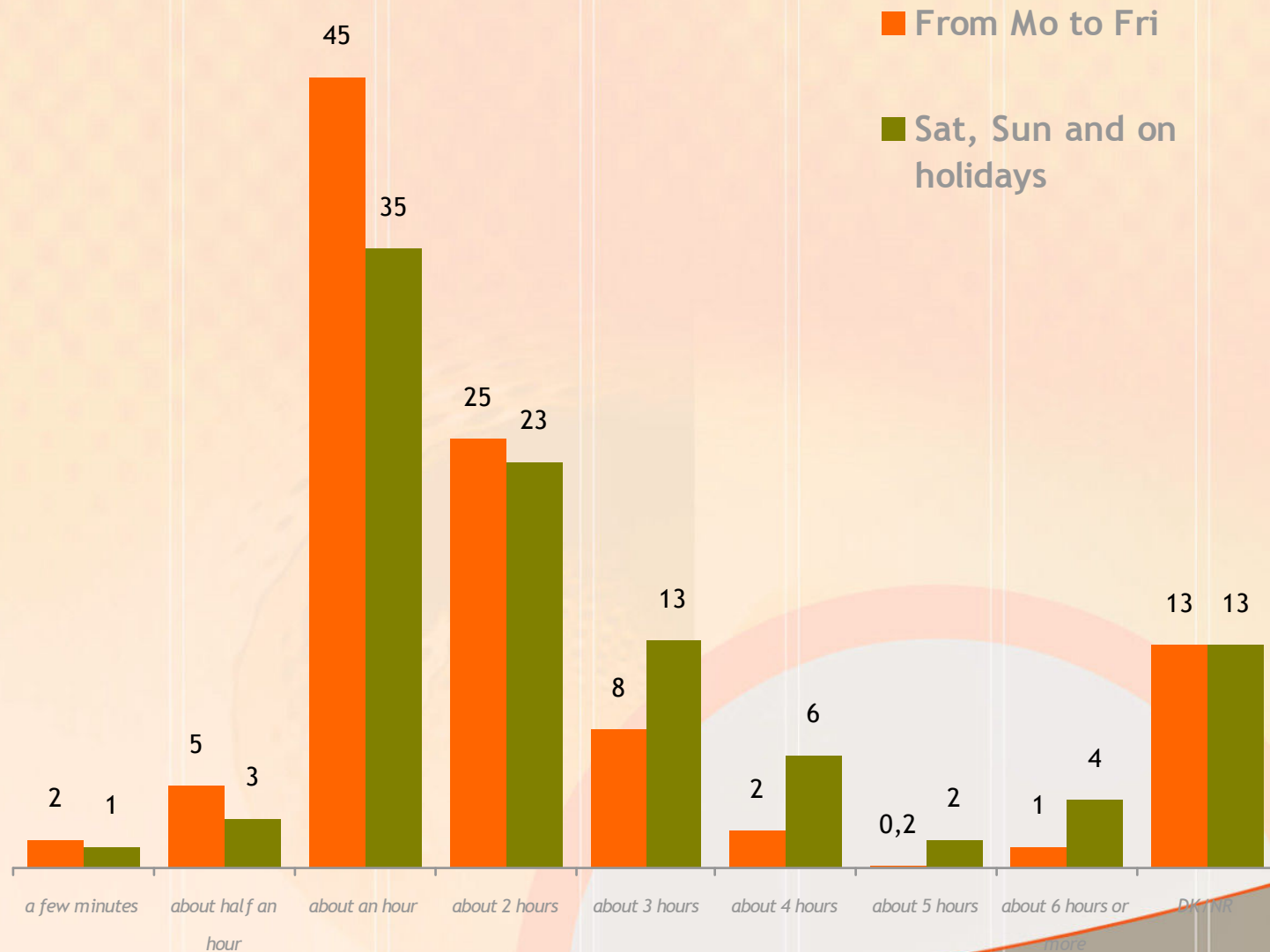
What do you usually do when you use the Internet? *(multiple answers)*



Children's radio consumption. Parents' opinions

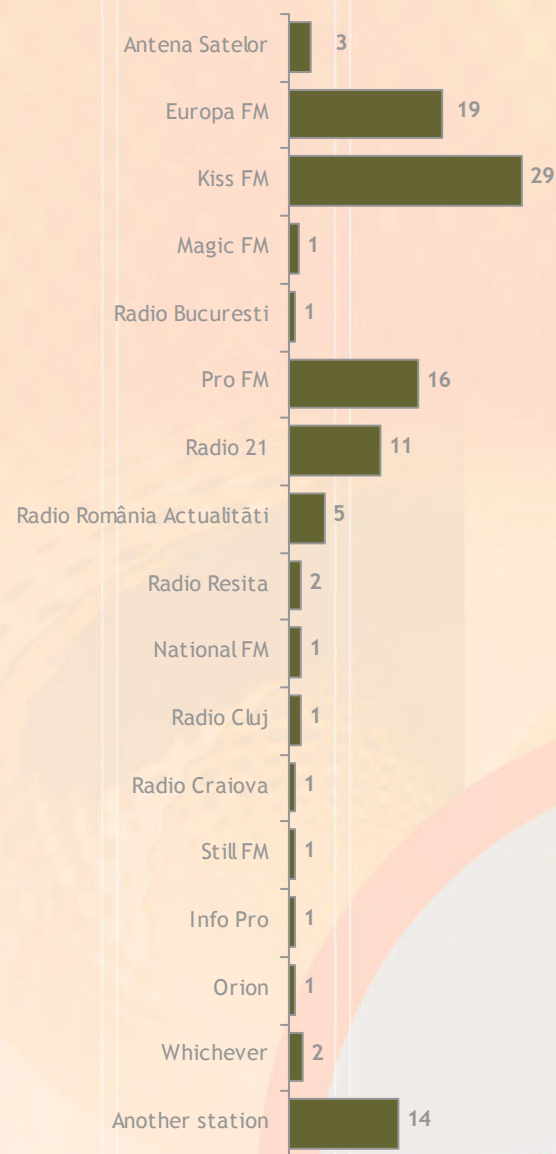


When s/he listens to the radio, how many hours a day on the average do they listen to it?

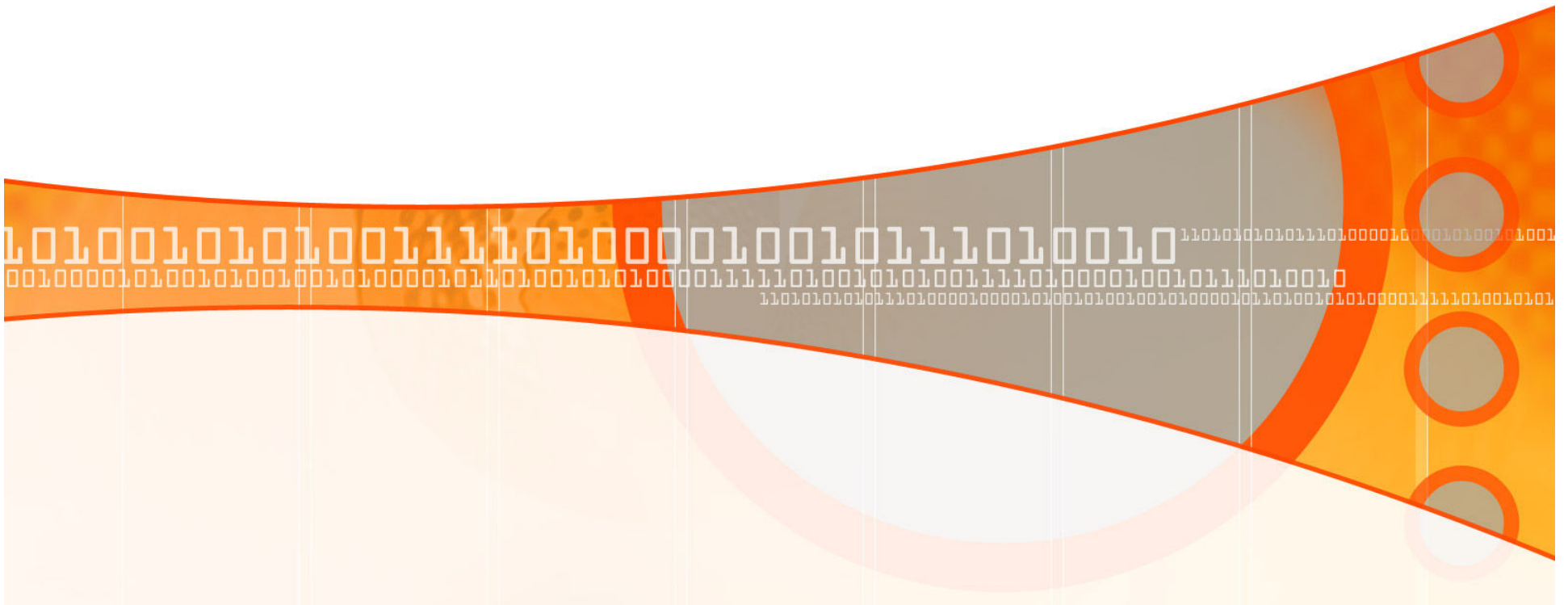


61% of the parents think that their children do not listen to the radio at all. The percentages are calculated related to the number of parents who think their children listen to the radio

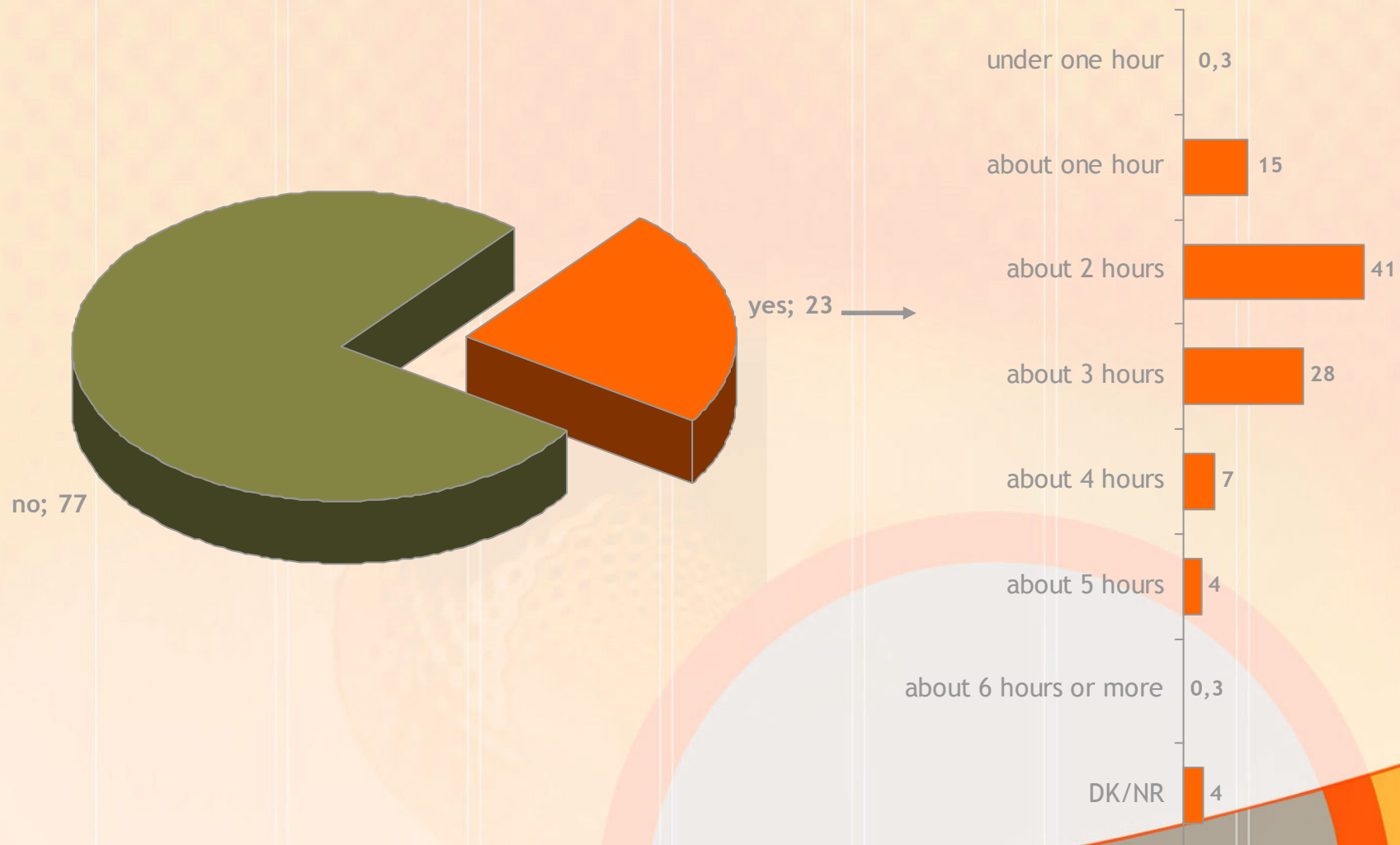
Wch radio stations does your child most often listen to?



Children's TV consumption. Parents' opinions

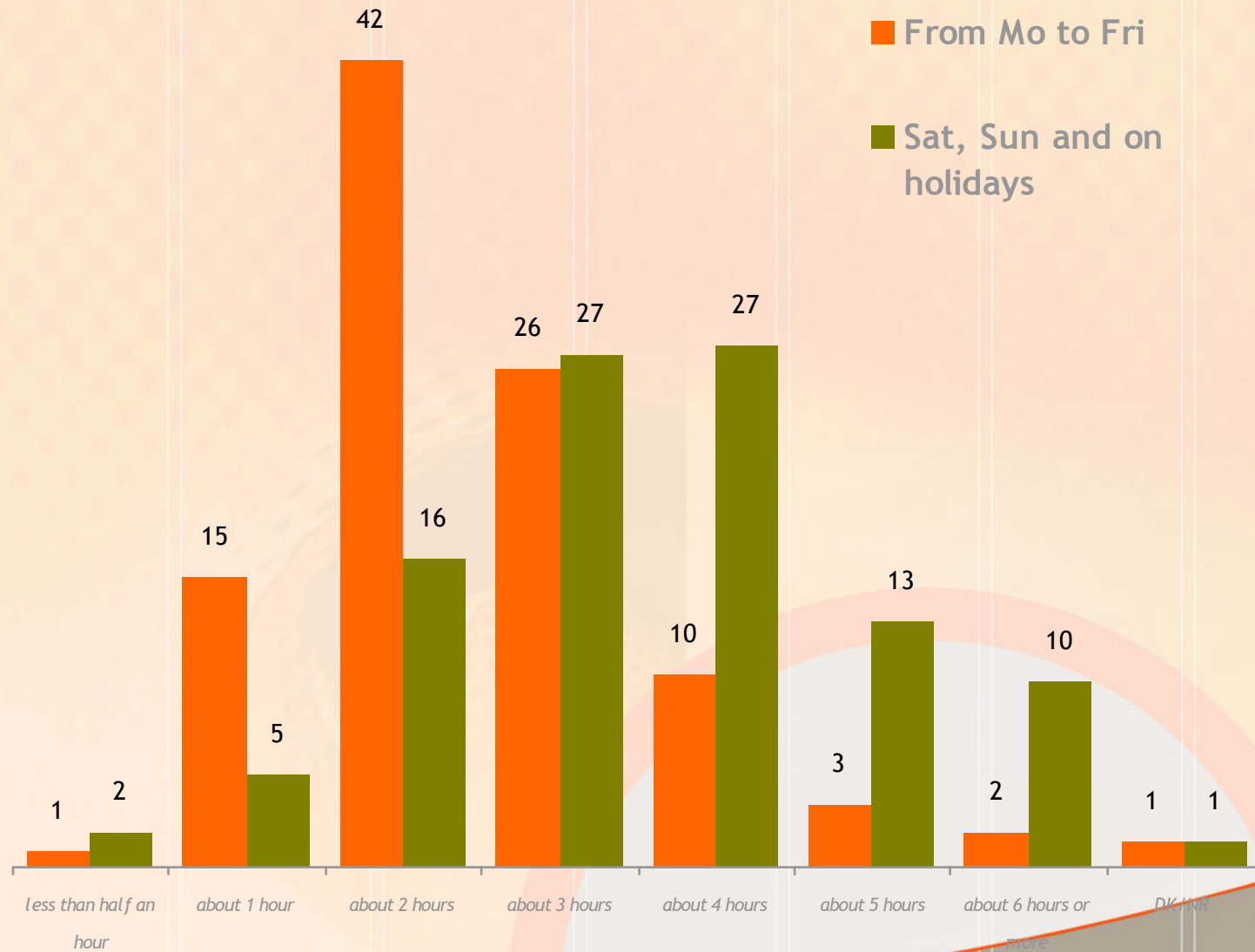


Did you or another adult in the family set a time limit (number of hours) for the child to spend watching television a day?



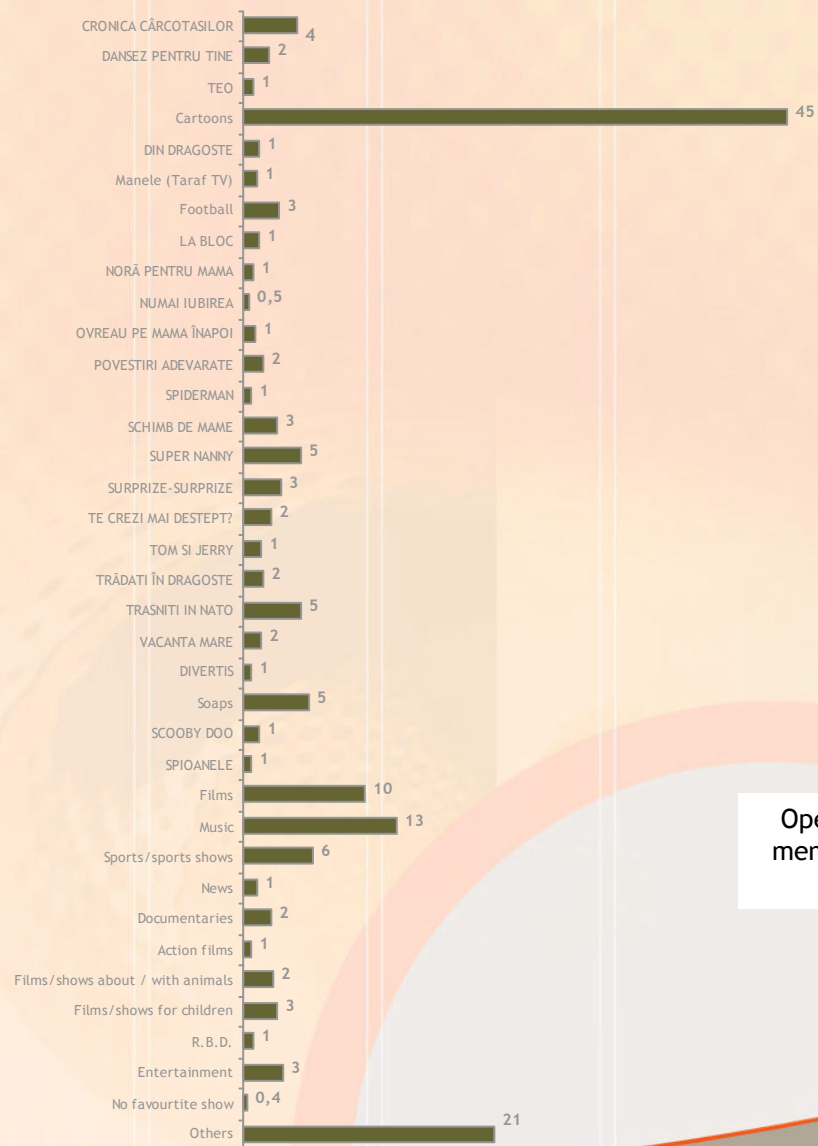
Percentages related to the entire sample. For the chart on the right, the percentages were calculated related to those who state that their children have a set time limit to spend watching TV

When they watch TV, on the average how many hours a day do they watch it?



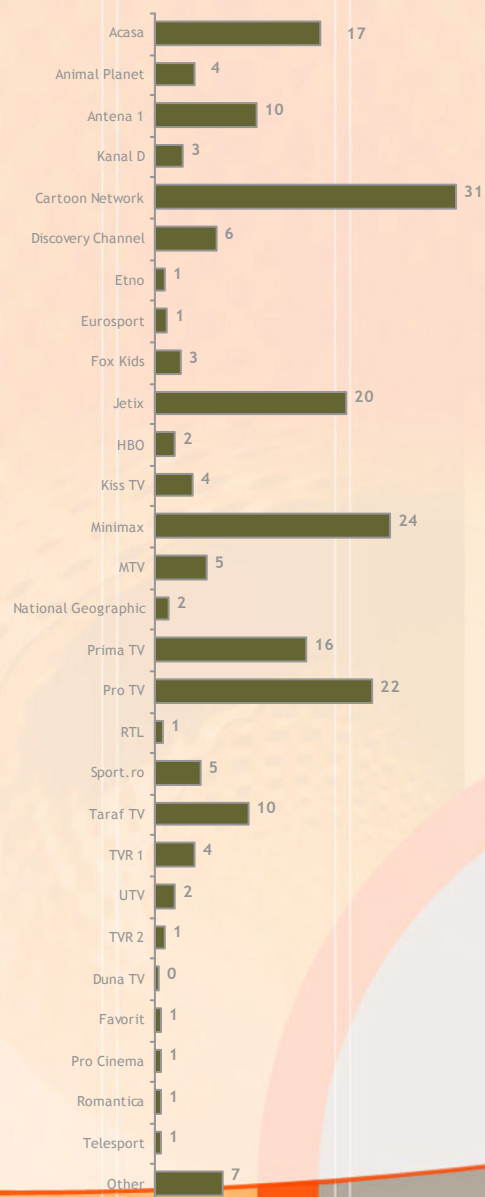
3% of the parents think that their children do not watch TV. The percentages are calculated related to the number of parents who think that their children watch TV - 97%

Which ones are your child's favourite television shows?



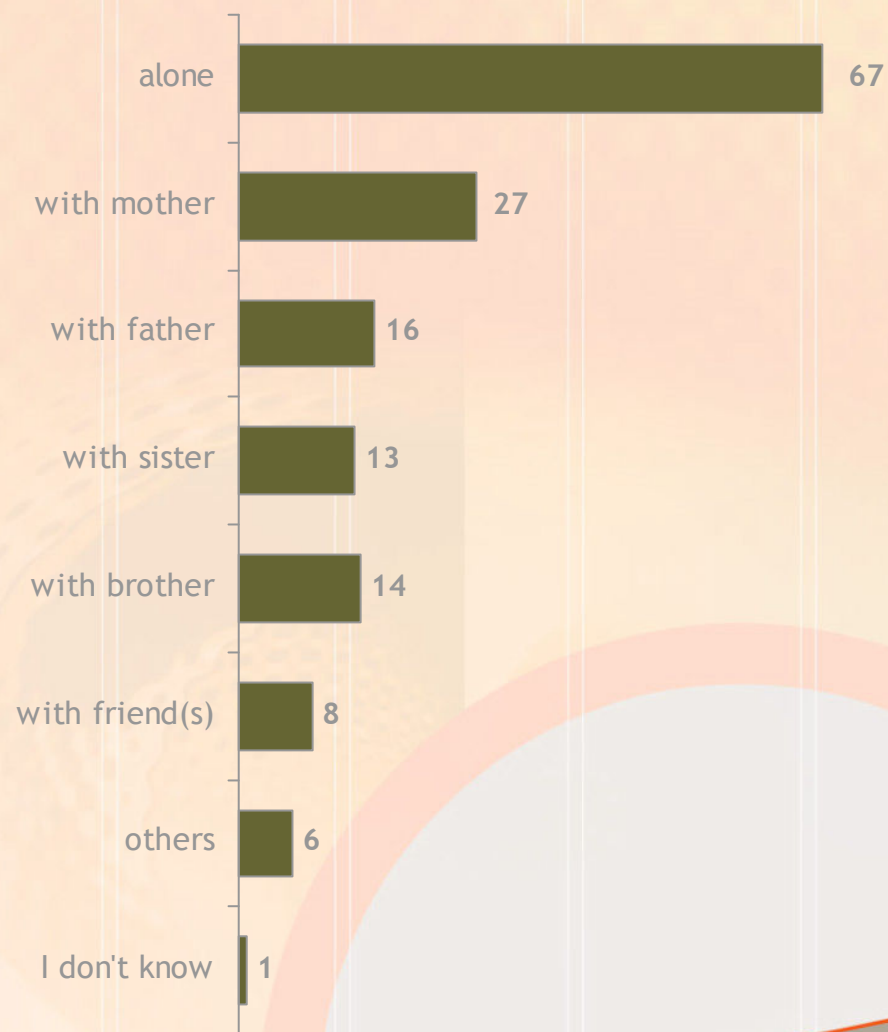
Open question. Percentages cumulated from 3 mentions and related to the number of parents who think their children watch TV - 97%.

Which ones are your child's favourite television channels?

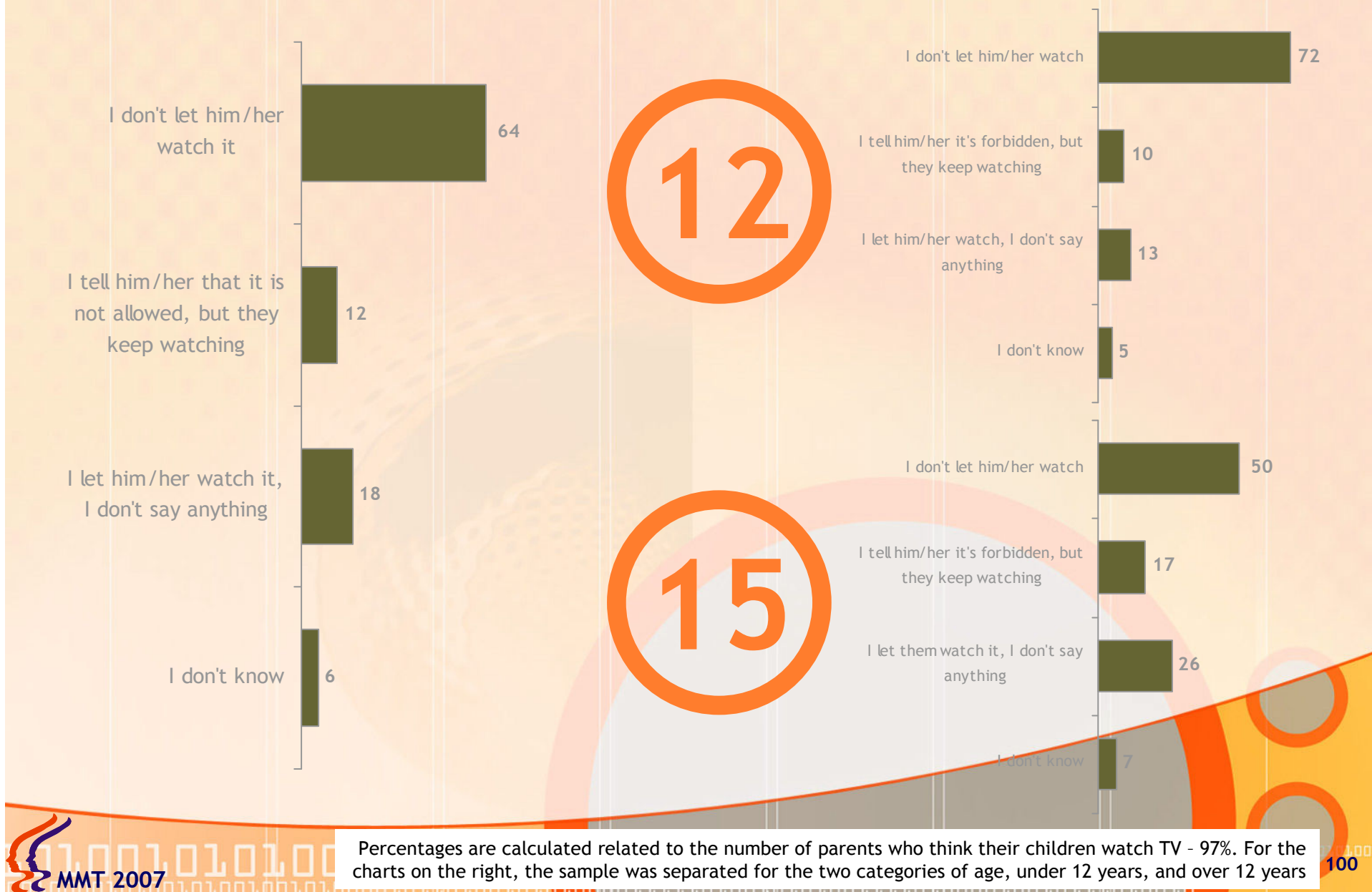


Open question. Percentages cumulated from 3 mentions and related to the number of parents who think their children watch TV - 97%.

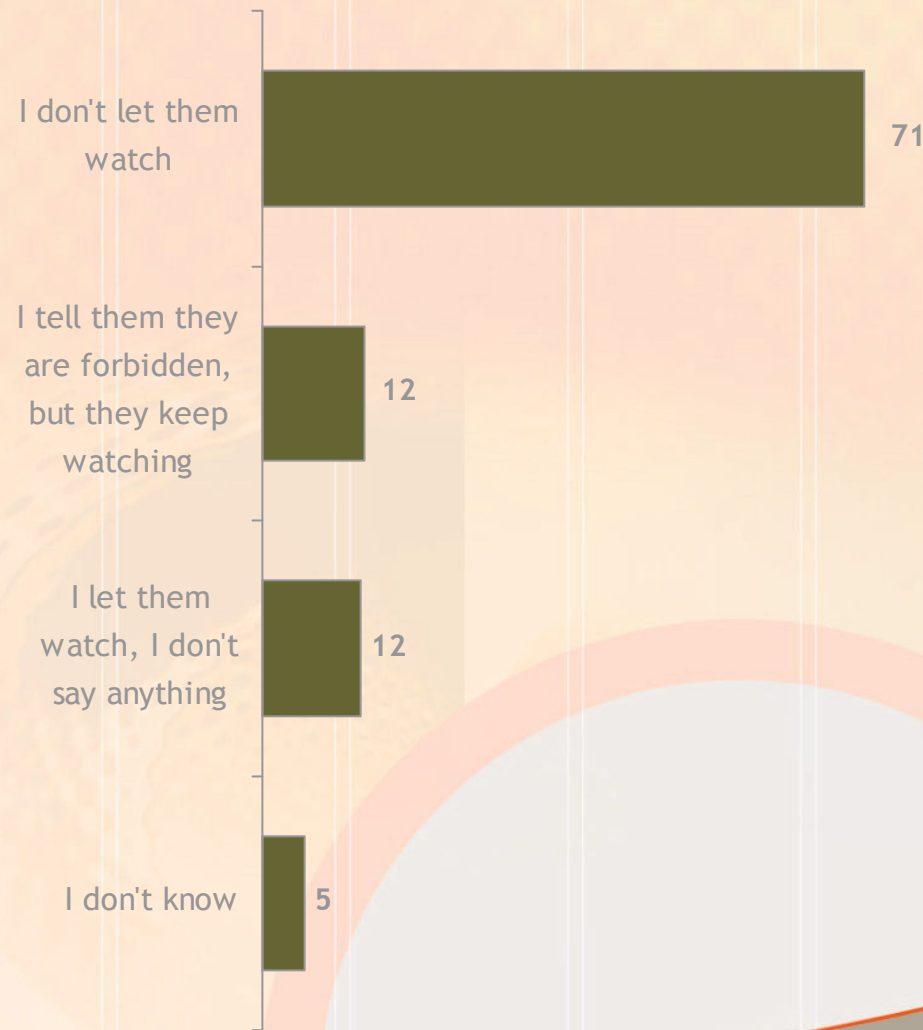
Does your child usually watch TV? (multiple answers)



If you see that your child is watching a TV programme marked with the sign which forbids children to watch it, do you forbid him/her to watch it or let him/her watch on?

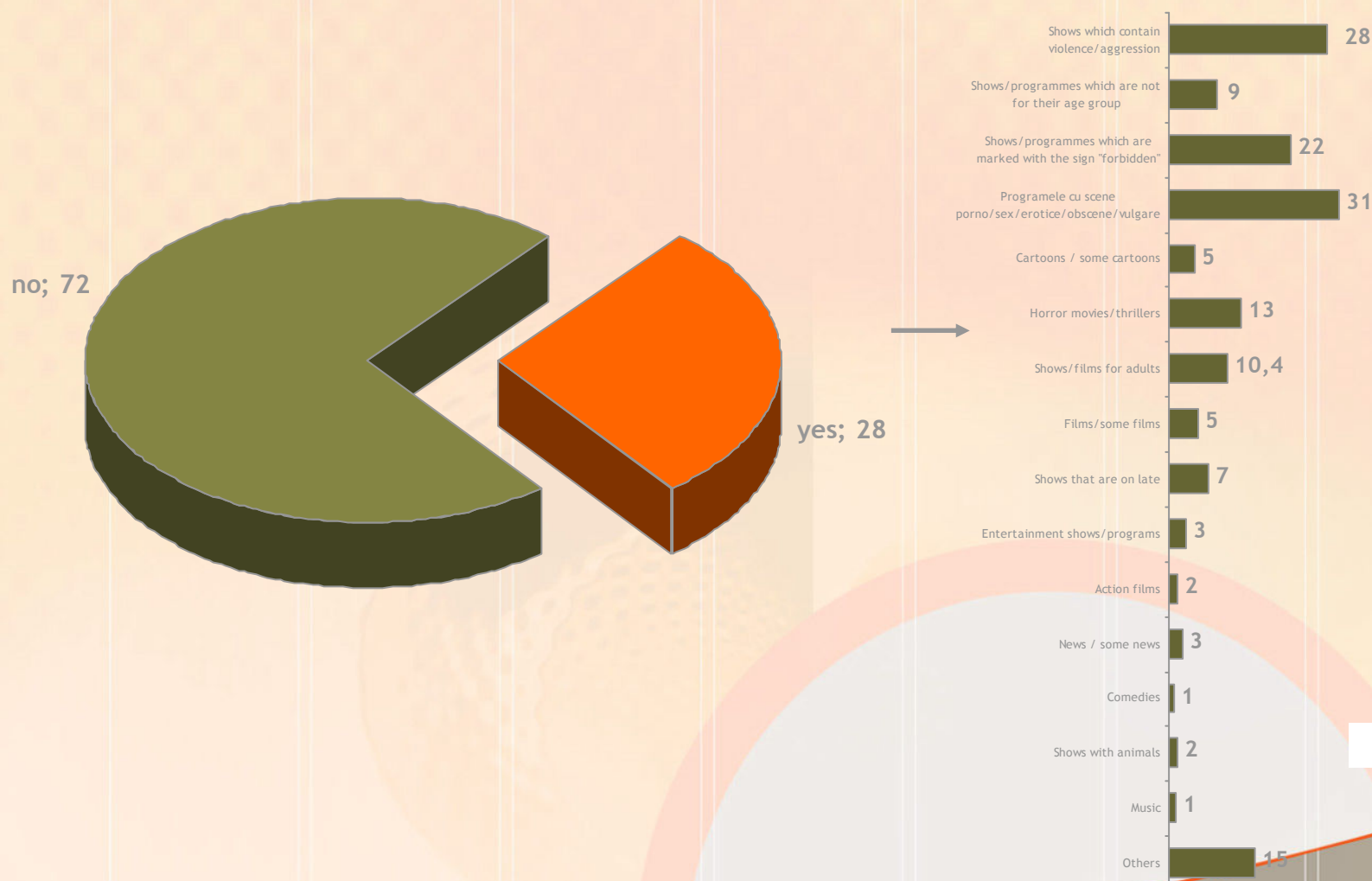


If you see that your child is watching a film with violent scenes, or sex, or obscene dialogues, do you forbid them to watch the show/film or do you allow them to watch on?



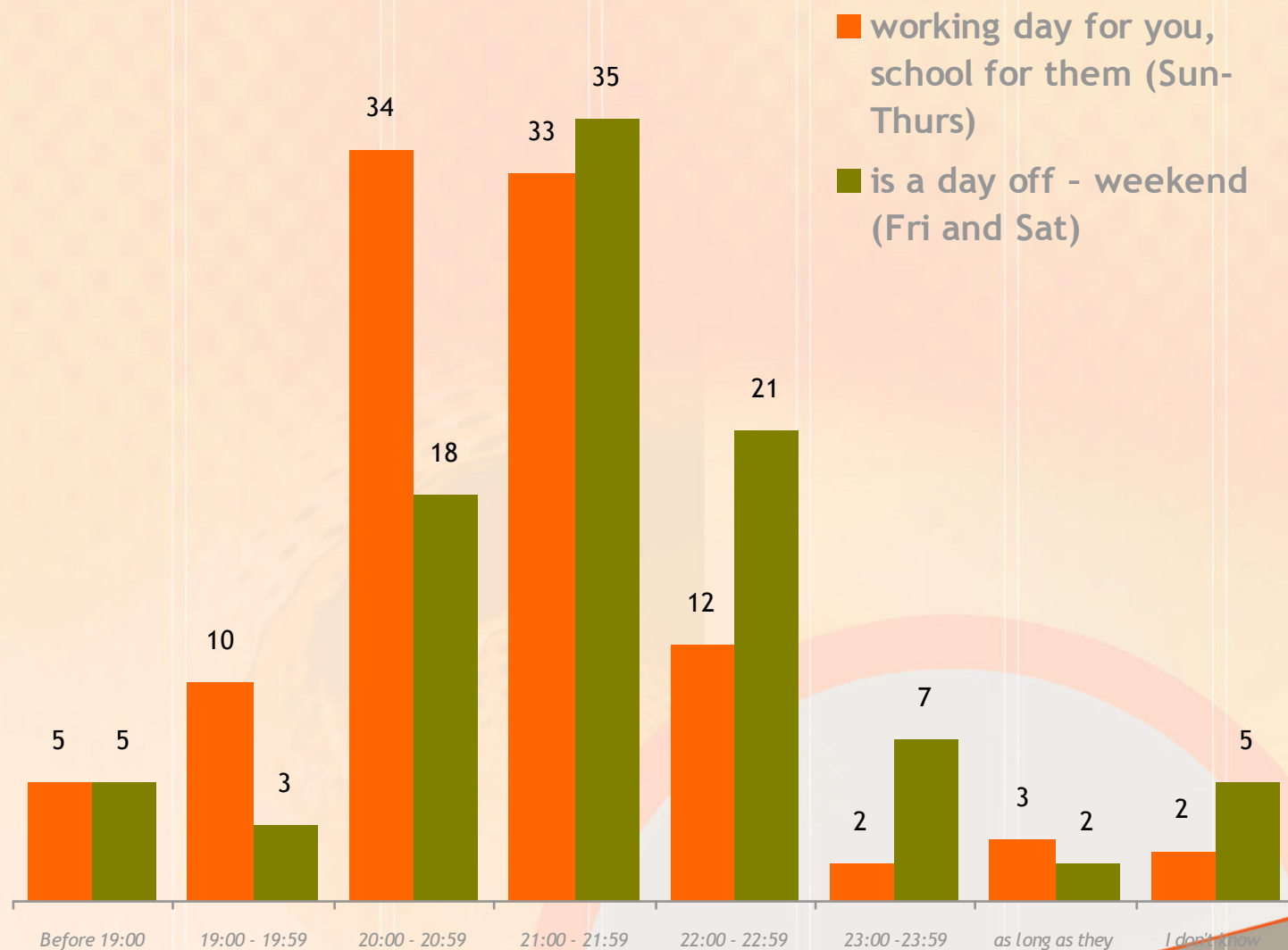
Percentages related to the number of parents who think their child watches TV- 97%.

Did you or any other adult in the family set for your child some programmes, shows or films which they are not allowed to watch?
Which ones are these programmes, shows, films?

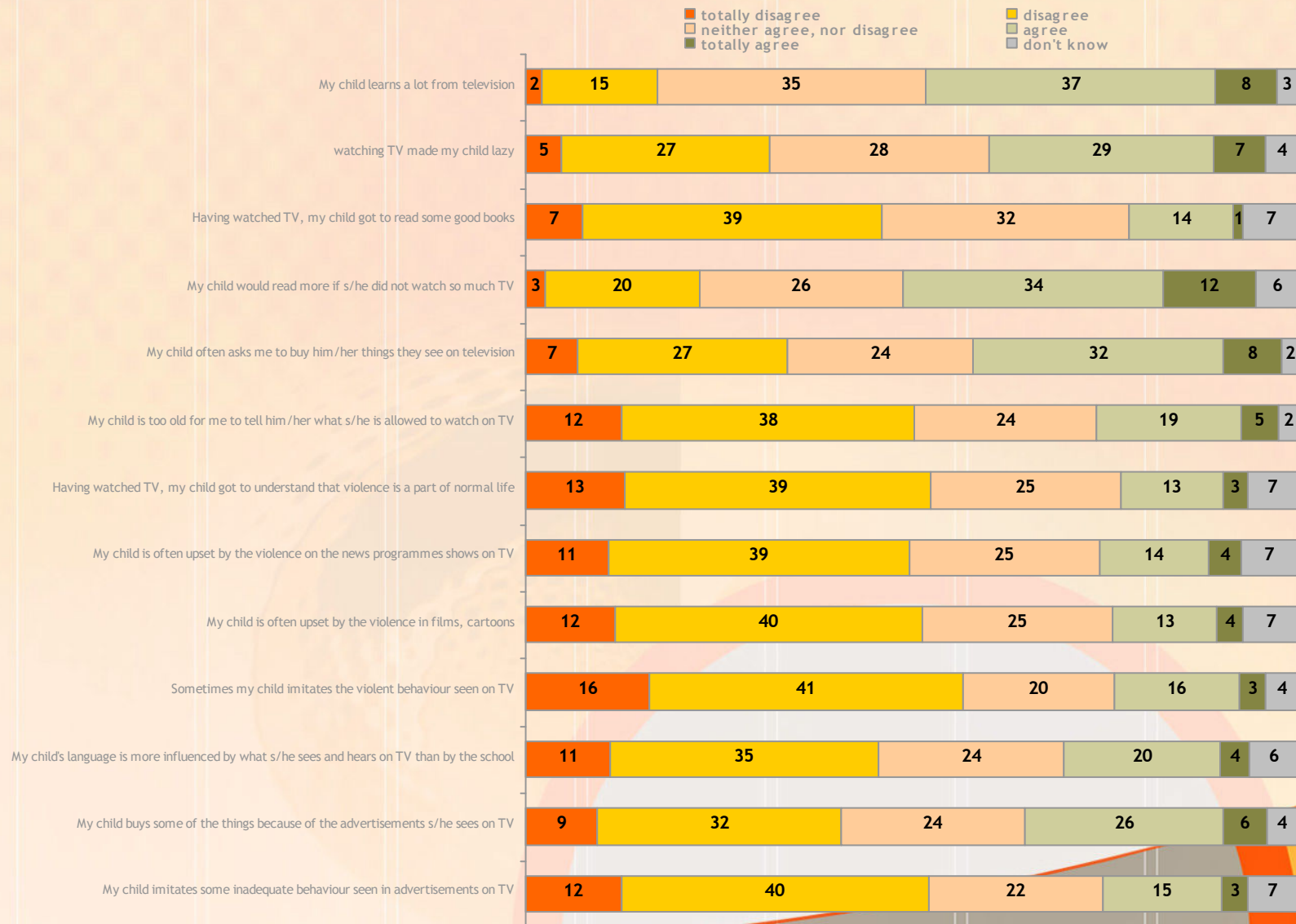


Open question.

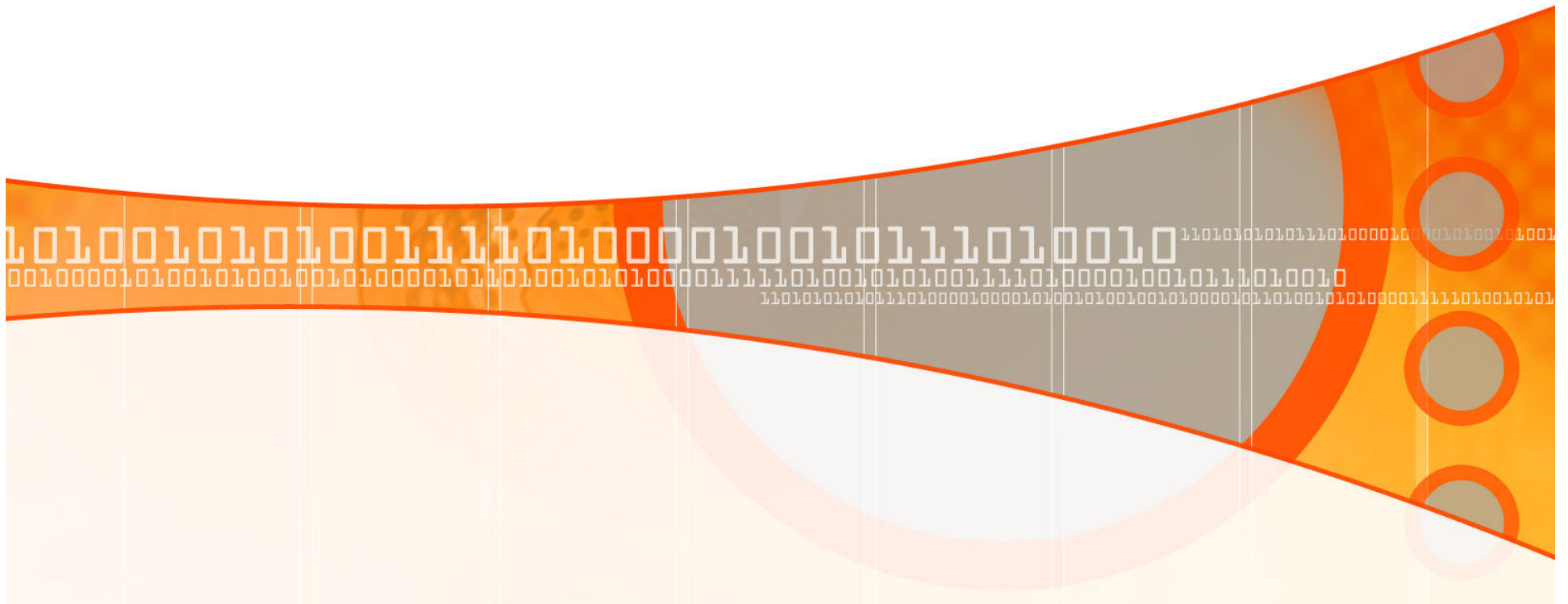
How long do you allow your child to watch TV when the next day is?



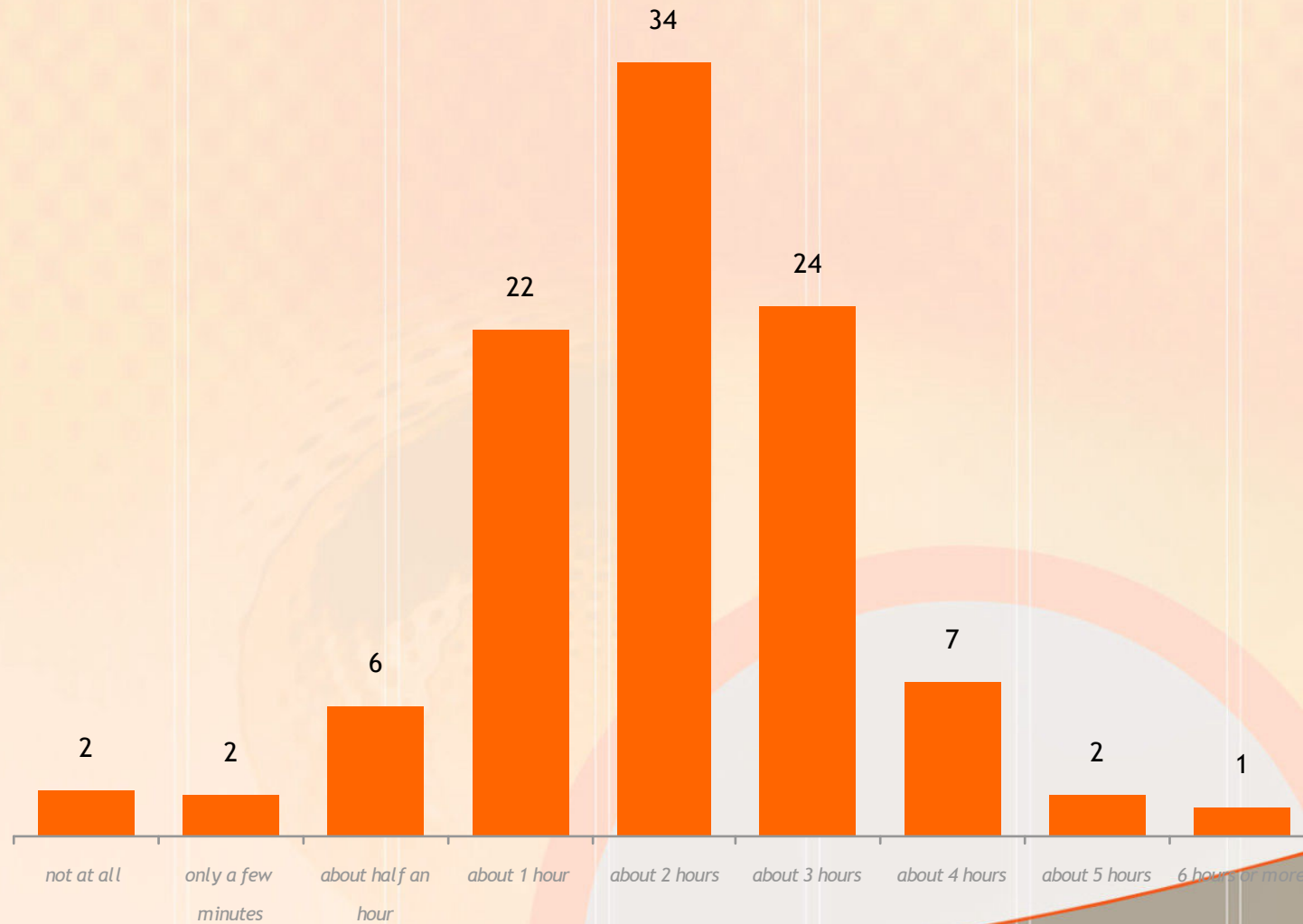
I am going to read some statements people make about their children and televisions. Do you agree or disagree with them?



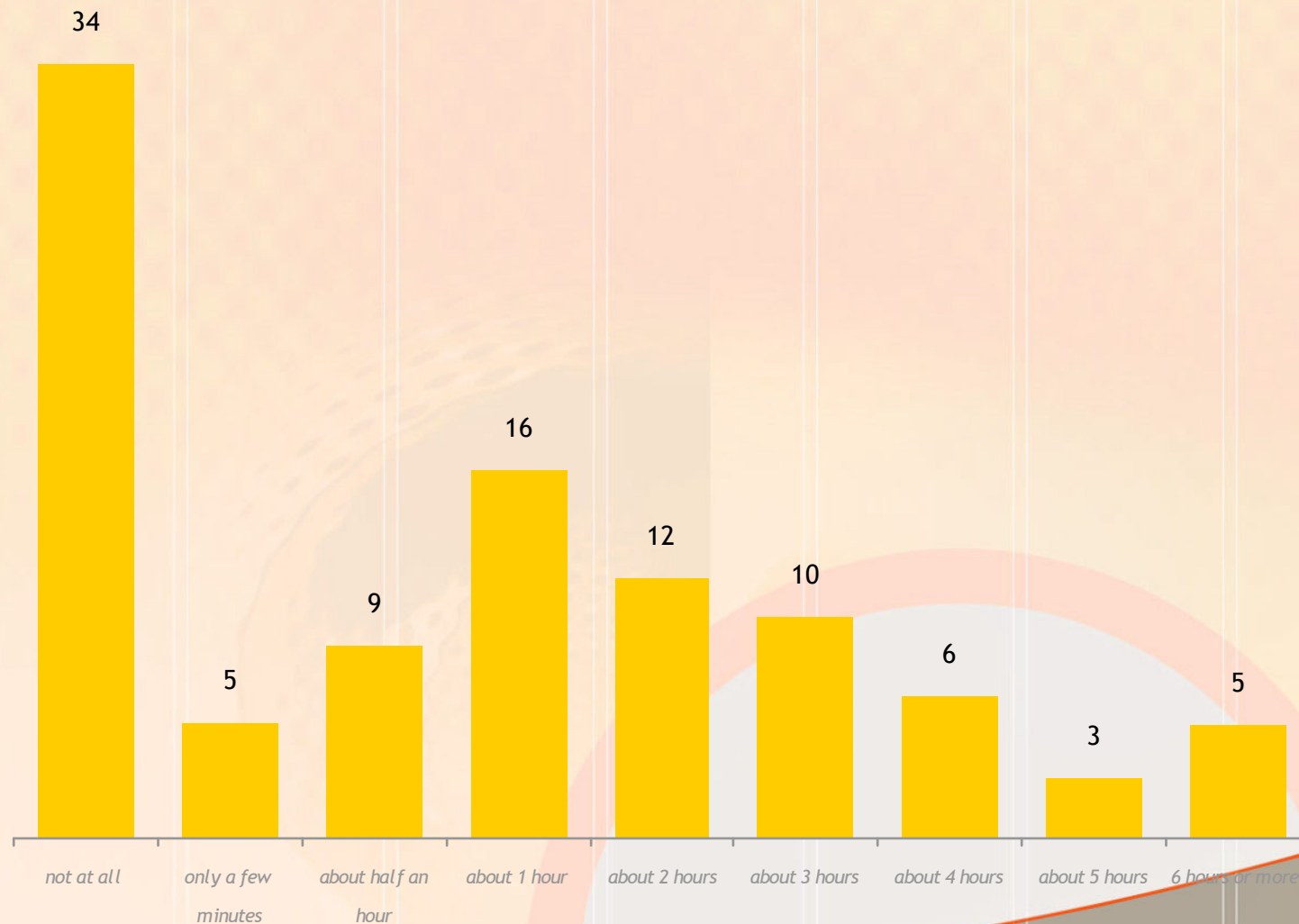
Parents' media consumption.



On a common day when you watch television, how long do you usually watch it?

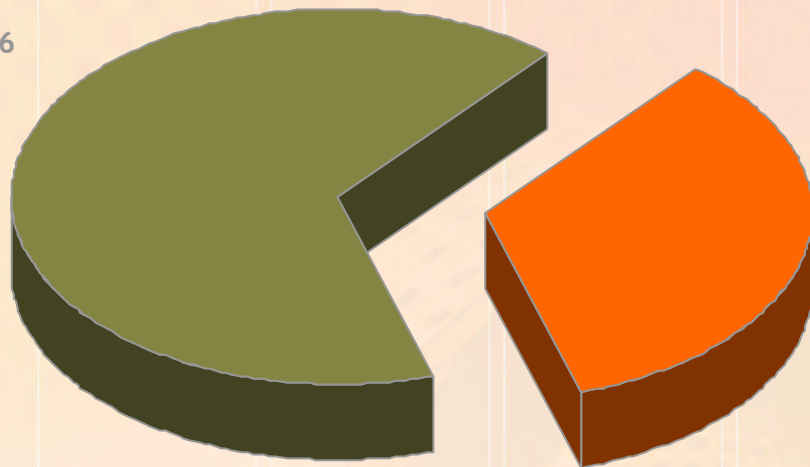


On a day when you listen to the radio, how long do you listen to it, regardless where you do that?



Do you use a computer? Where? (*multiple answers*)

no; 66



yes; 34

at home

73

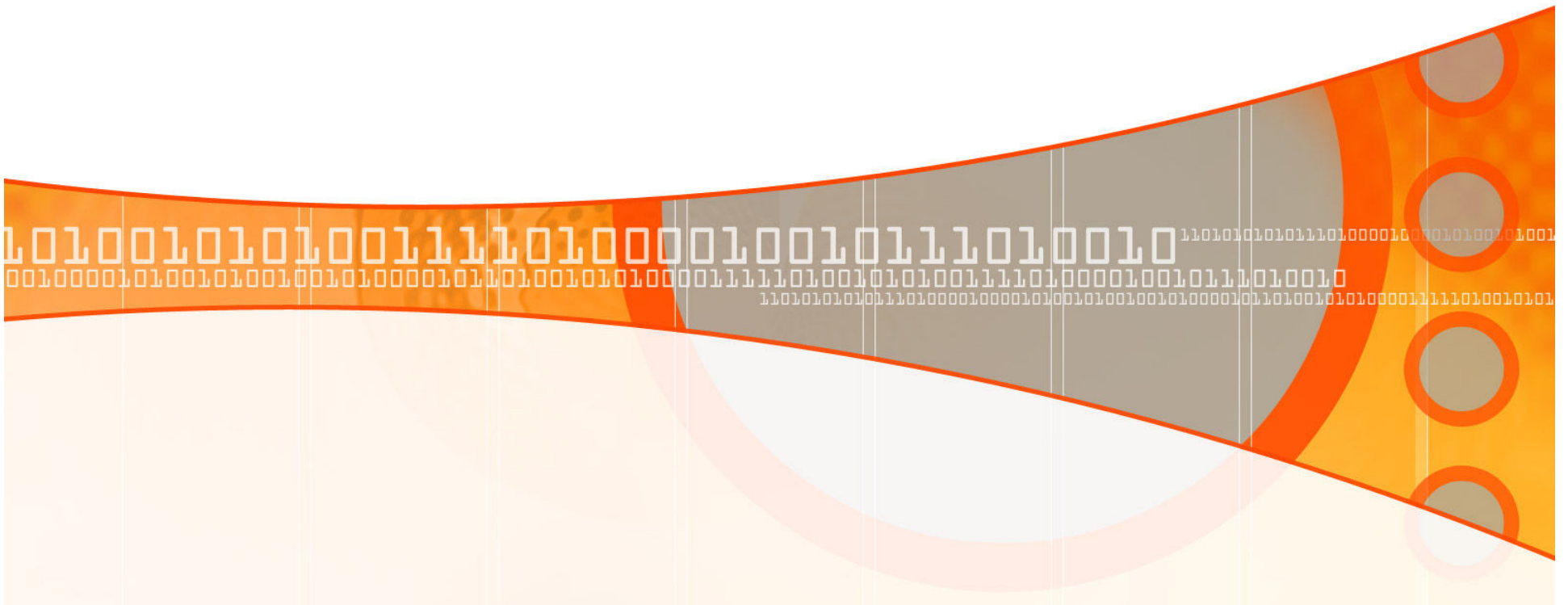
at work

47

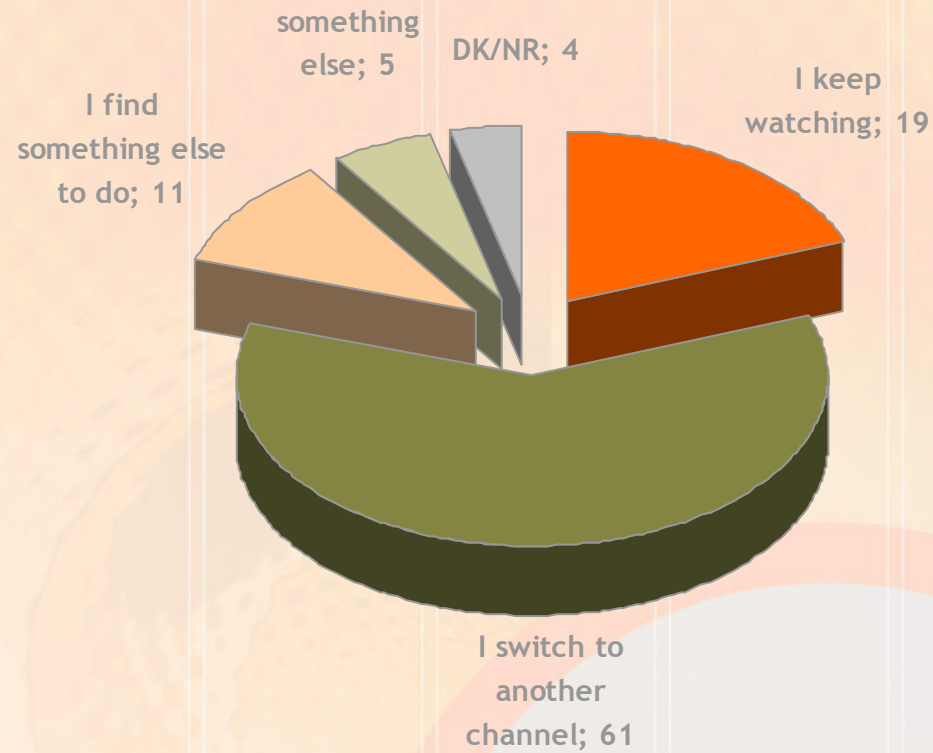
somewhere else

7

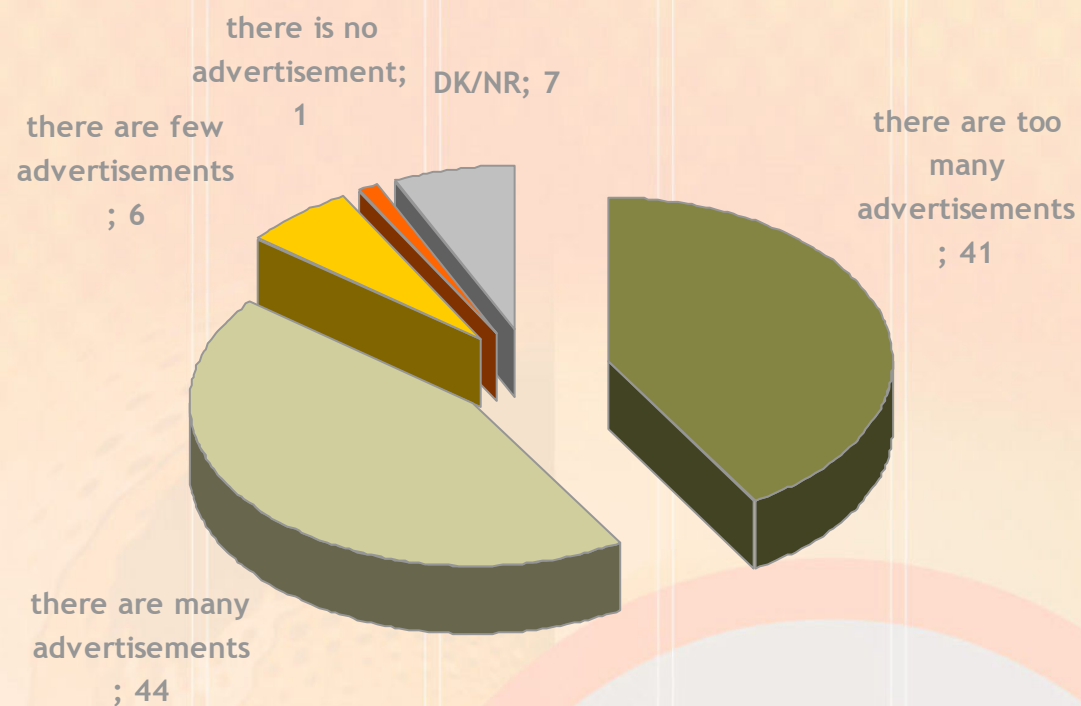
Parents' advertisement consumption.



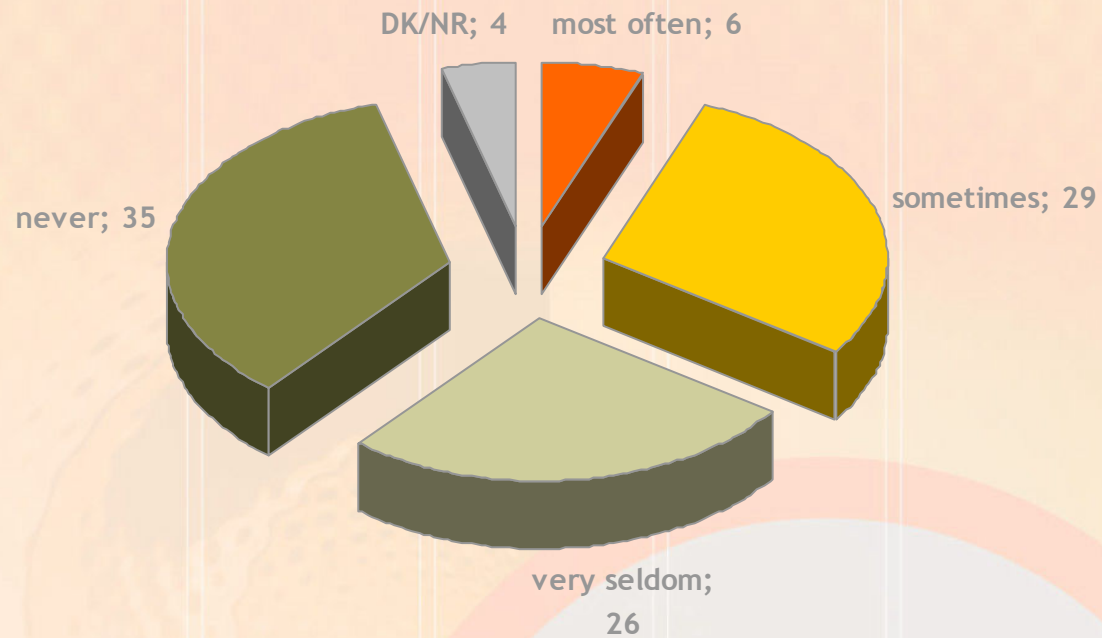
What do you generally do when advertisements are shown on television?



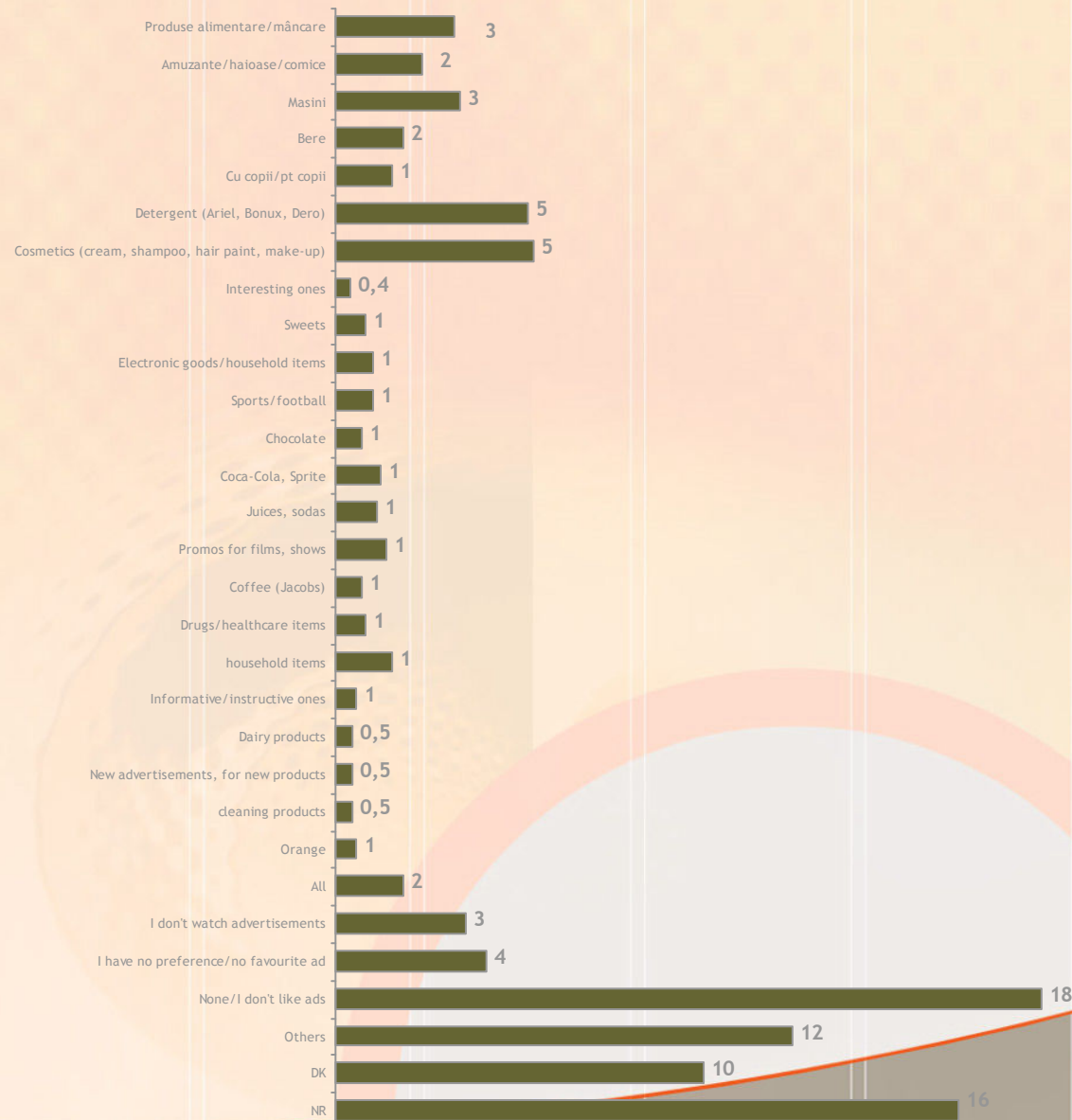
Thinking about your favourite show, do you consider that during it...?



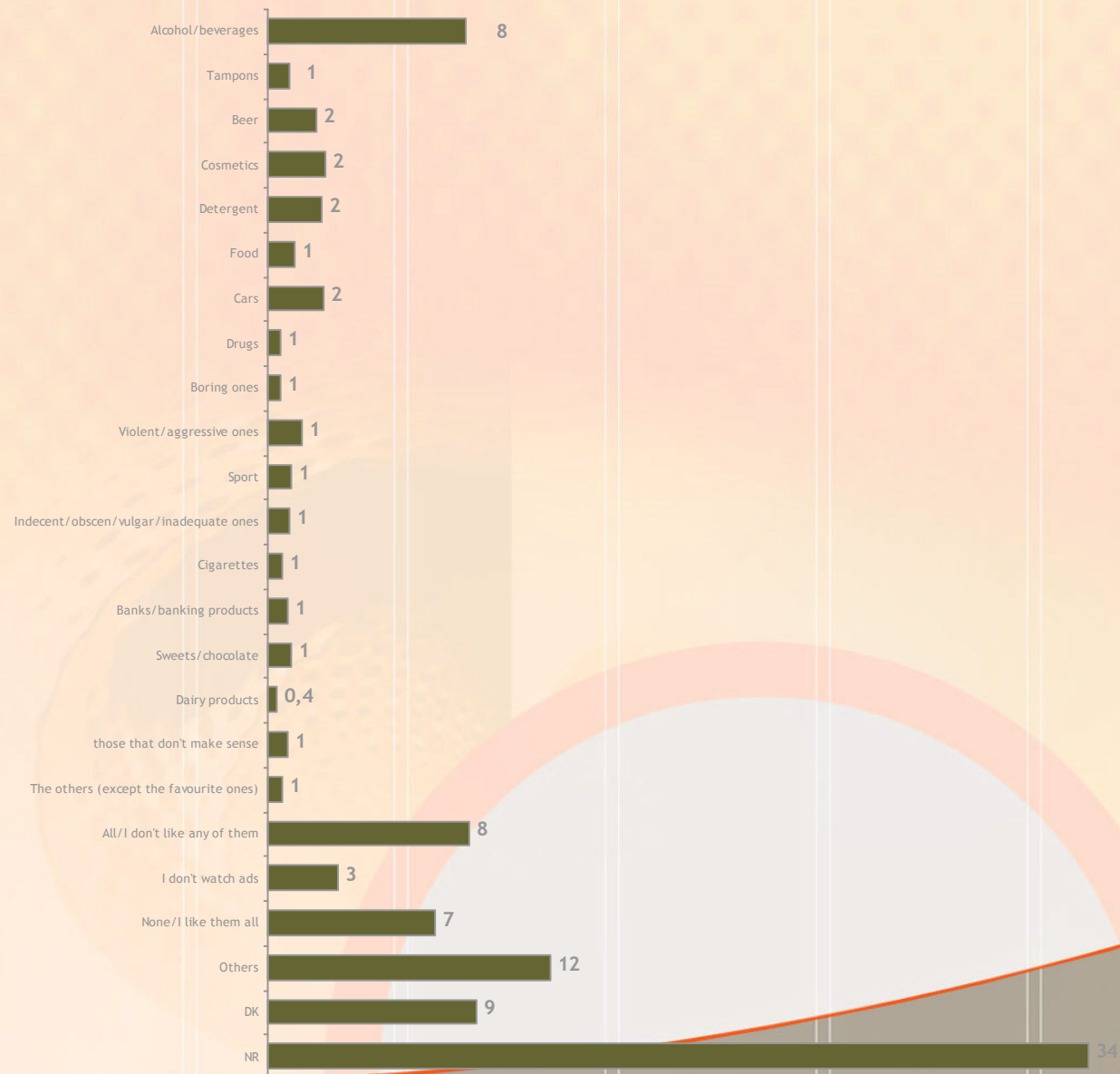
Do you like watching advertisements on TV?



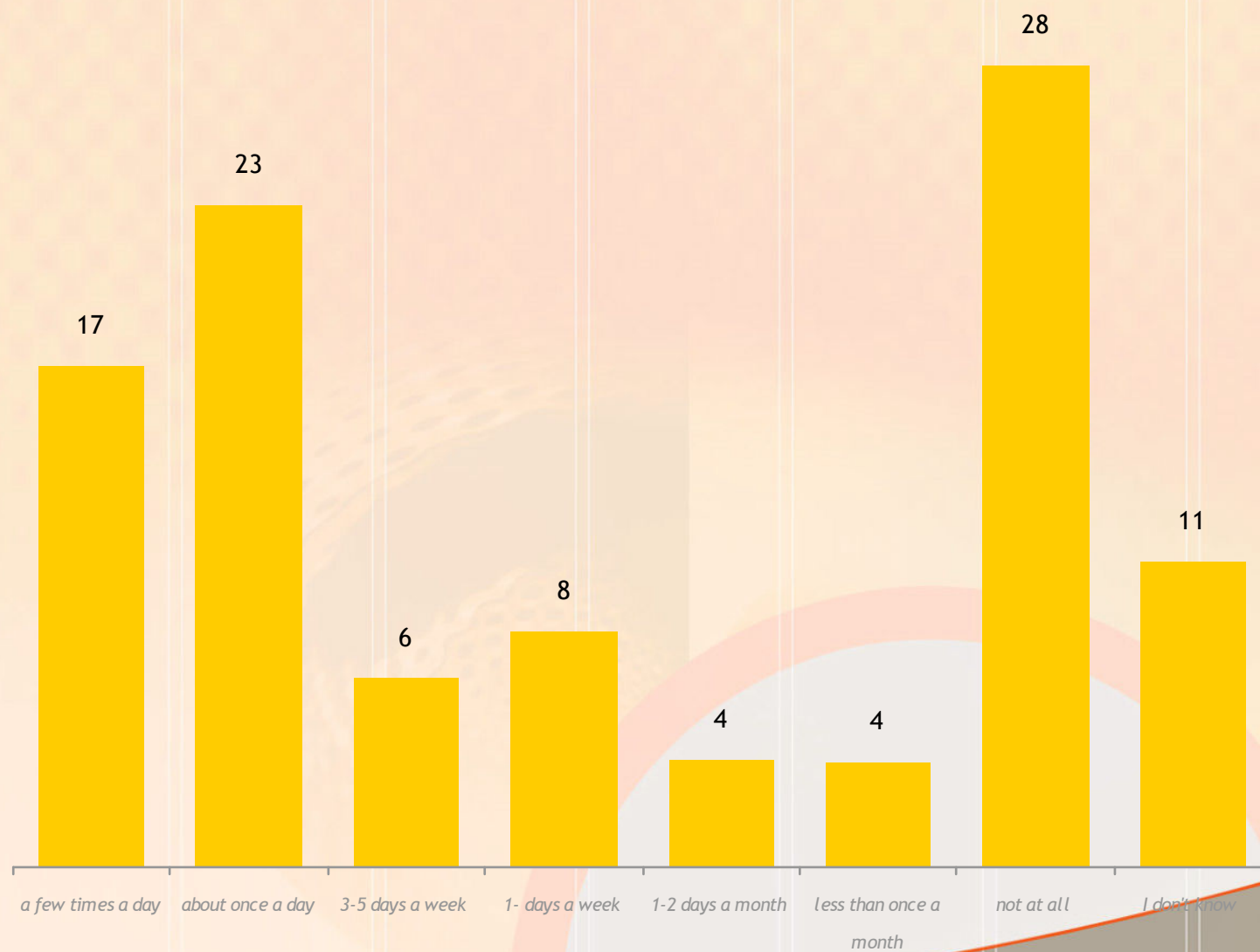
What kind of advertisements do you like most?



What types of advertisements do you like the least?



How often do you watch ads for alcohol on television?

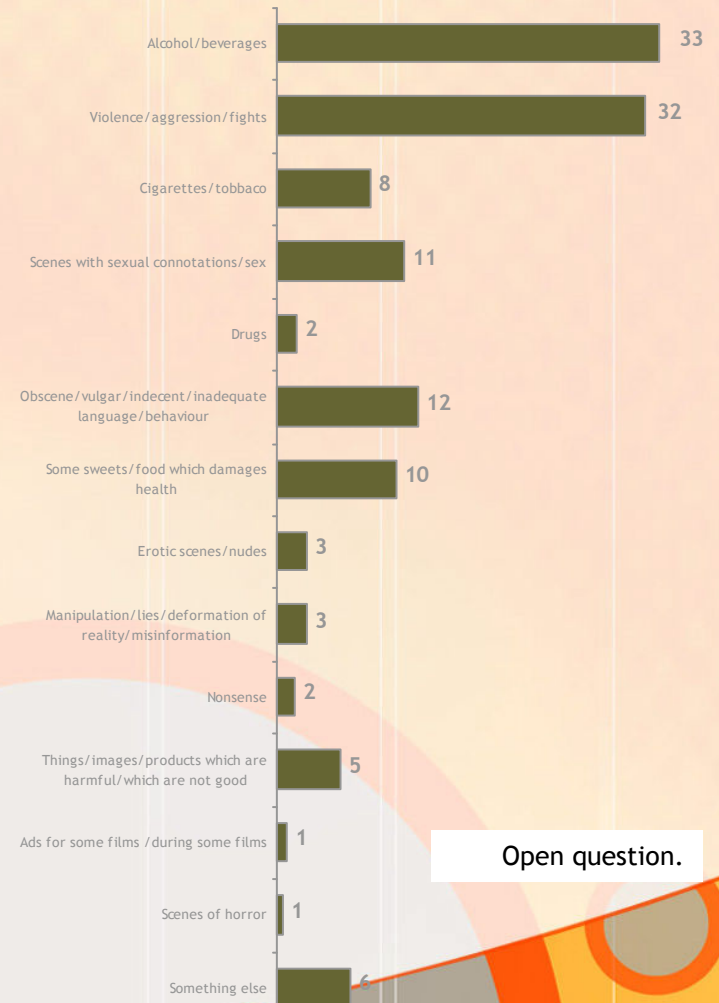


Some people say that there are ads which harm the children if they watch them. What do you think? What do the ads that harm the children contain?

DK/NR; 31

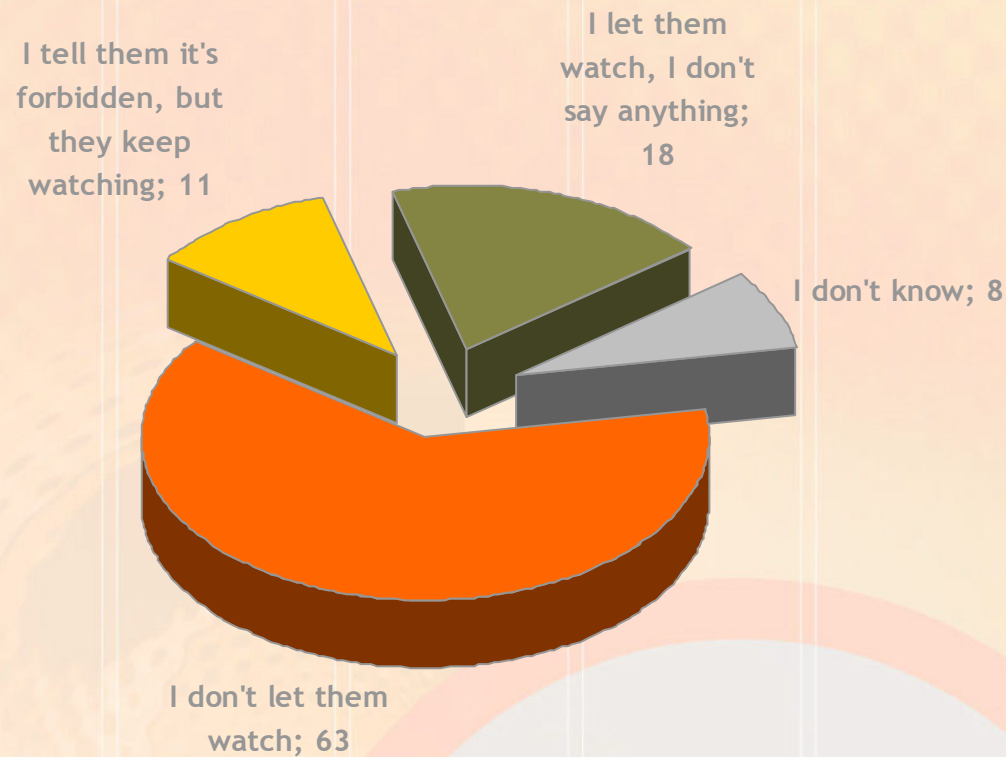
no, there
aren't any
such ads; 25

yes, there
are such ads
44



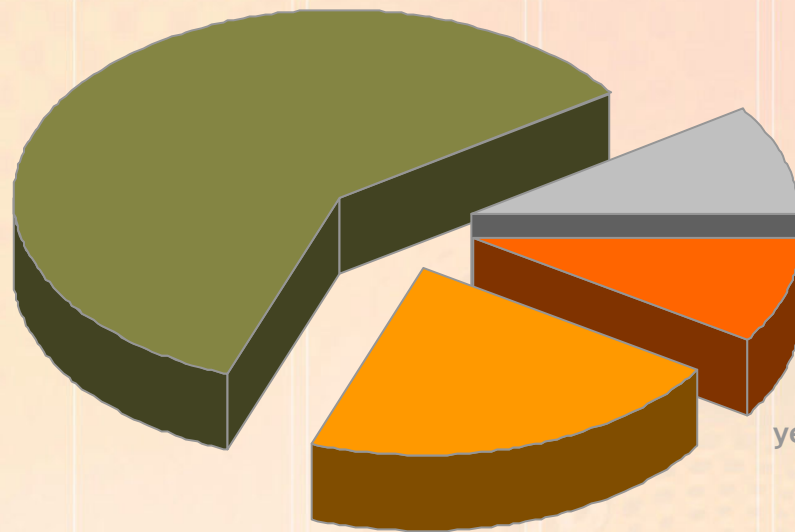
Open question.

If you see that your child is watching alcohol ads or ads which contain violence, sex, obscene dialogue, do you forbid him/her to watch the ad or do you let him/her watch on?



Have you ever forbidden your child to watch an ad on television? What did you tell your child as a reason for not allowing them to watch the ad?

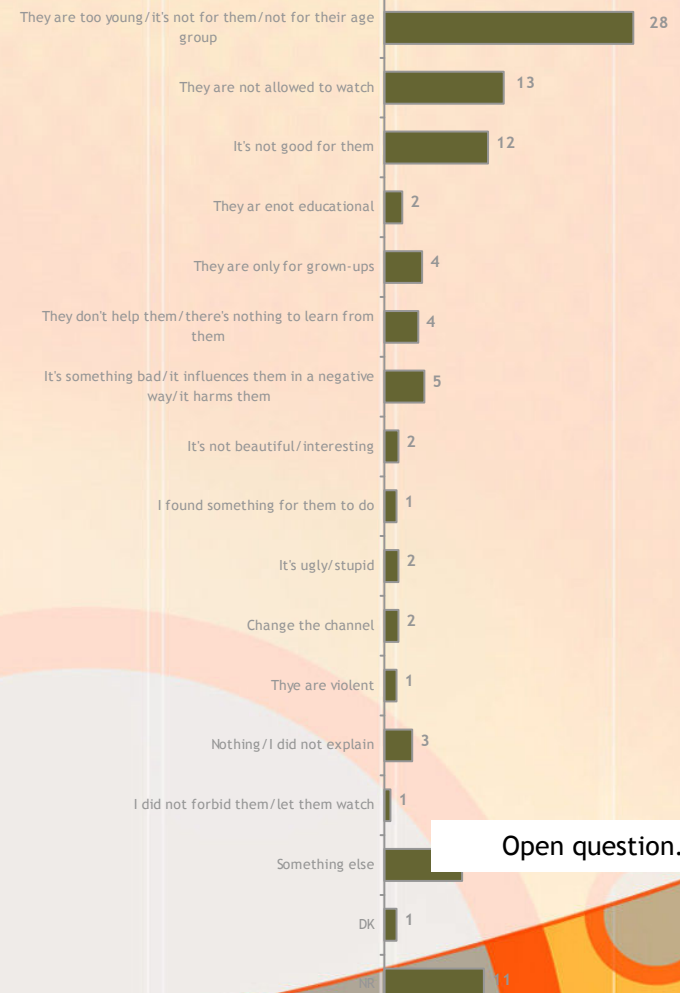
no, never;
60



DK/NR; 9

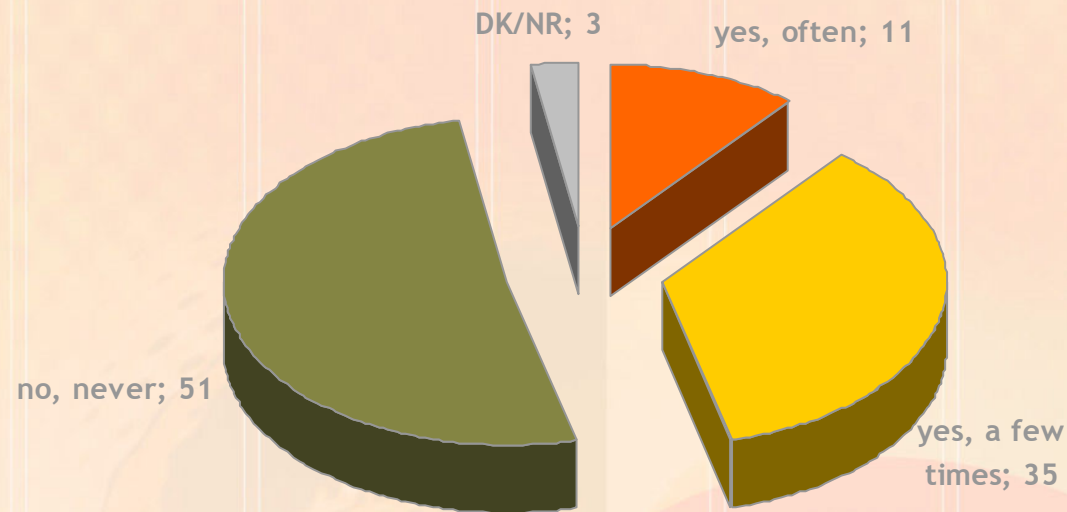
yes, often; 9

yes, a few
times; 21

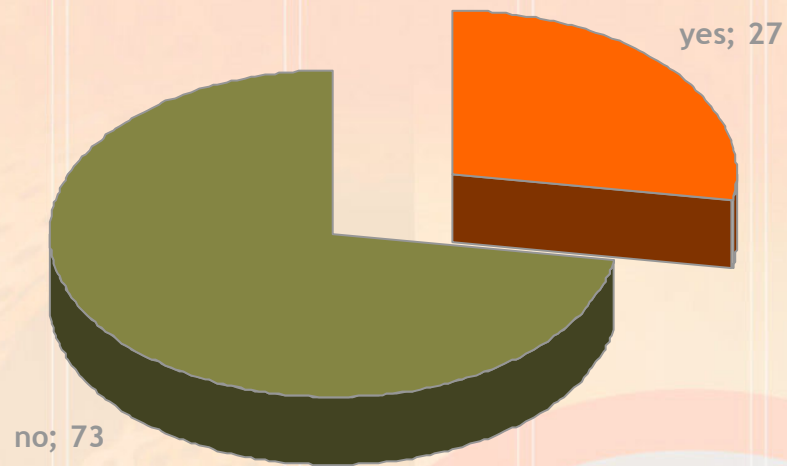


Open question.

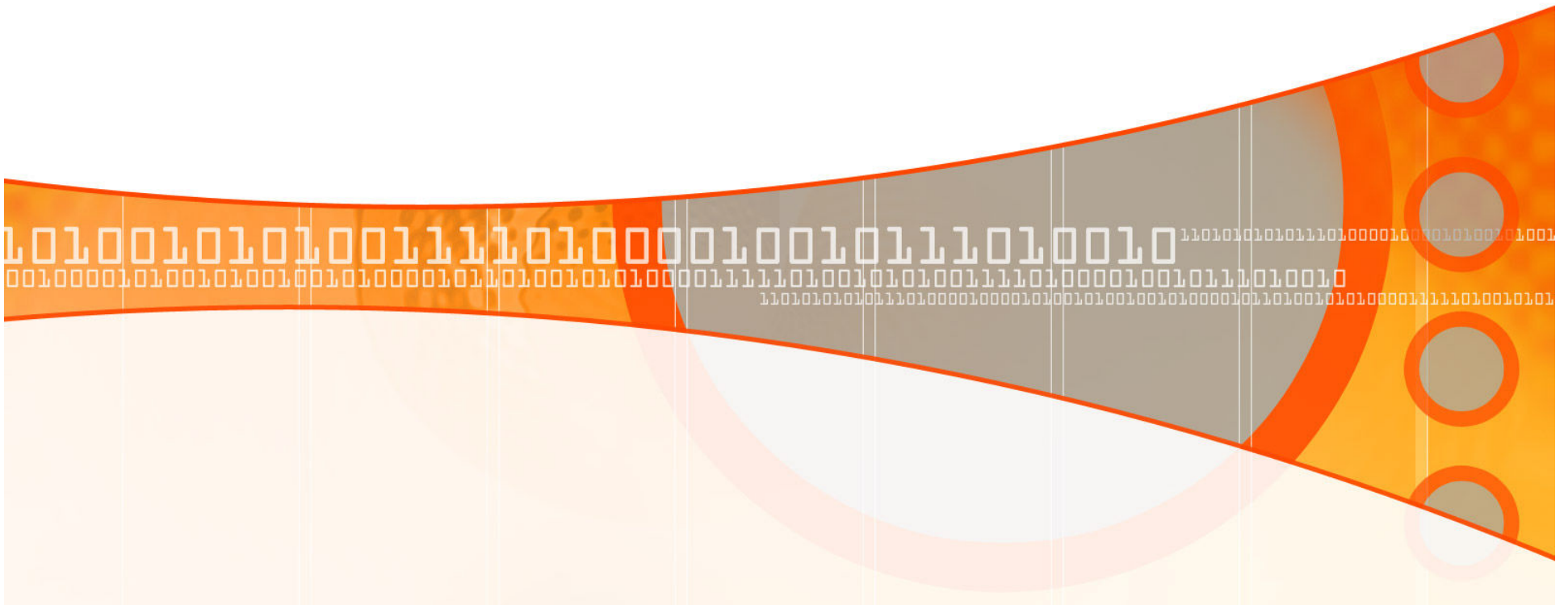
Have you bought a product or service in the last 6 months because you had seen the ad for the product or service on television?



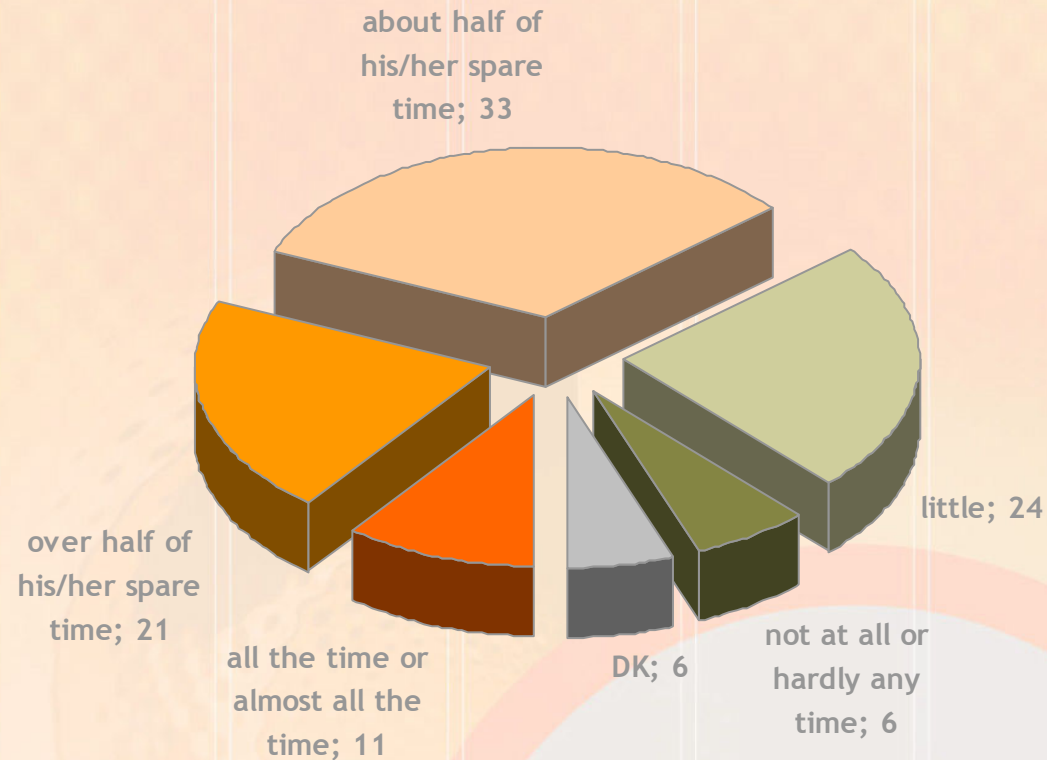
Have you talked in the last months with your child about an ad you saw on television?



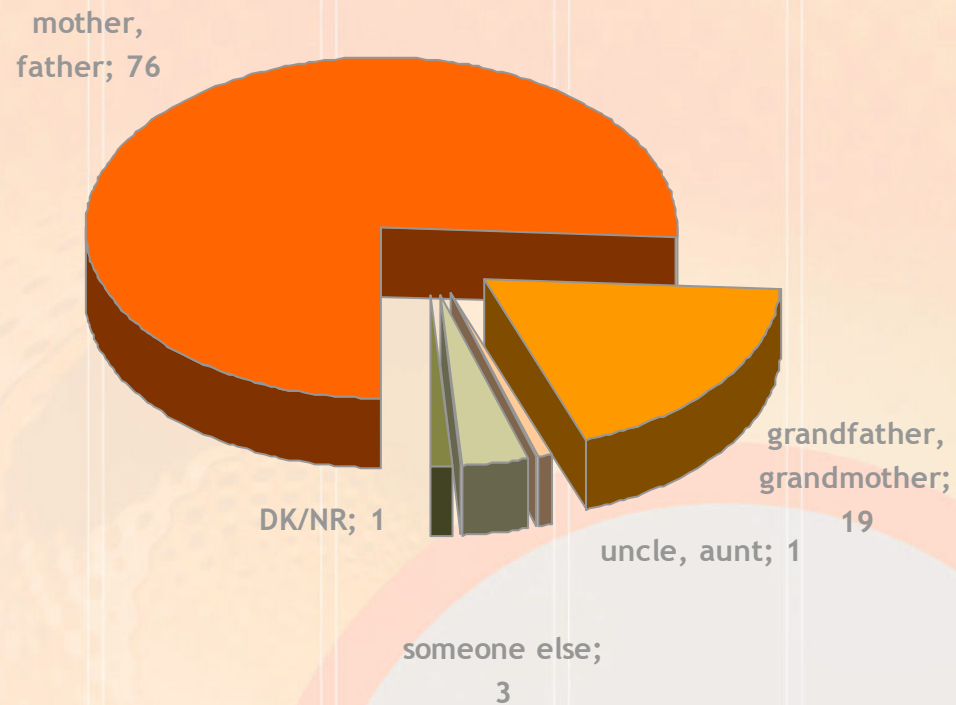
Parent-child relations. Parents' opinions



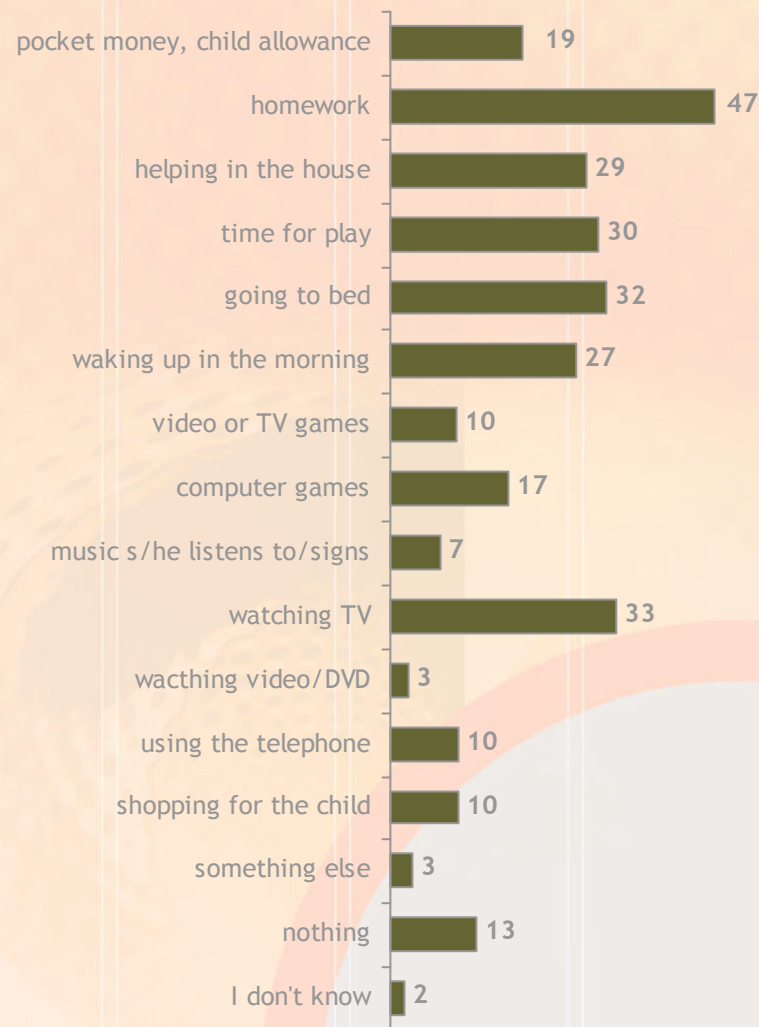
On a common day, how much of his/her spare time does your child spend outside without you or another adult?



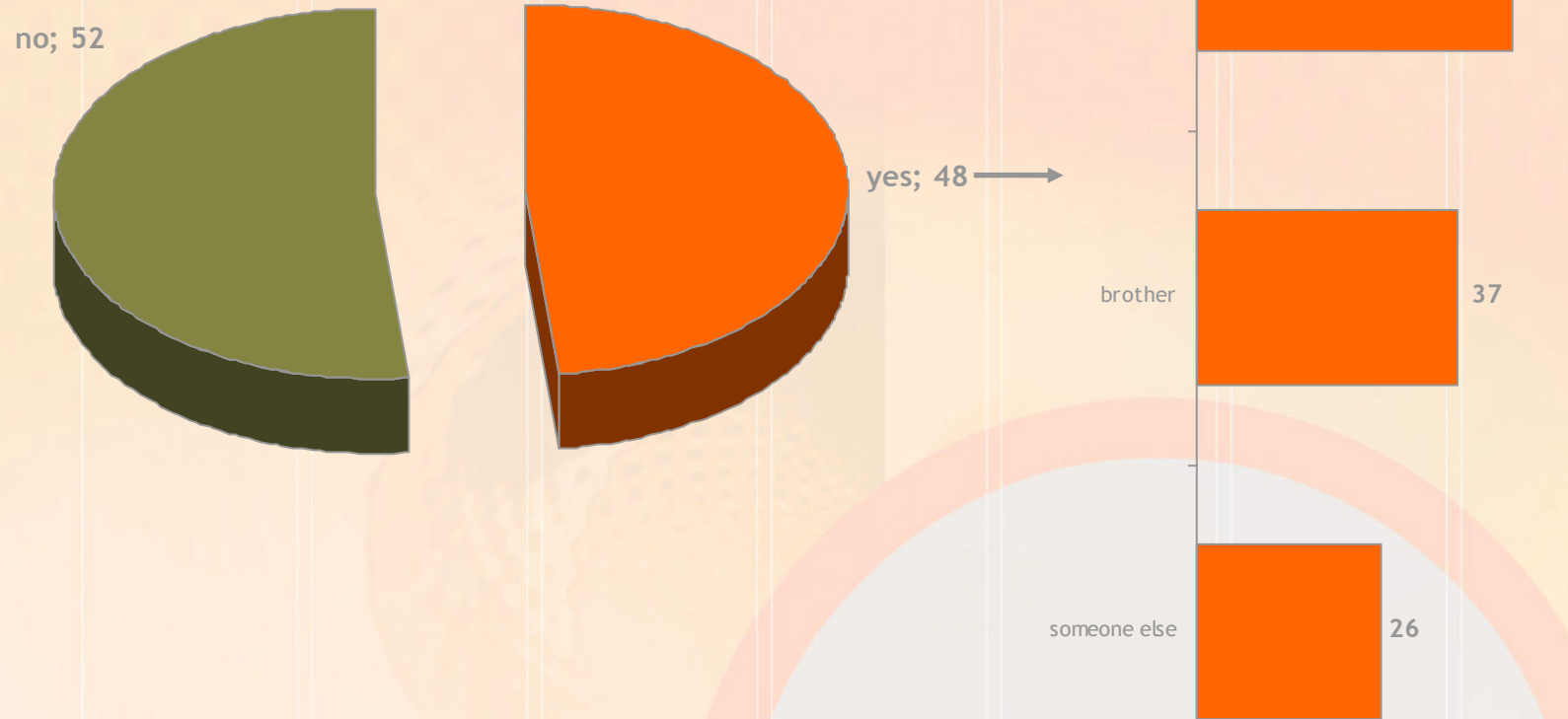
Which of the following people spends the most time with the interviewed child?



Here is a list of things some parents say can cause arguments between them and their children. Which ones if any cause you sometimes to argue with your child?
(multiple answers)



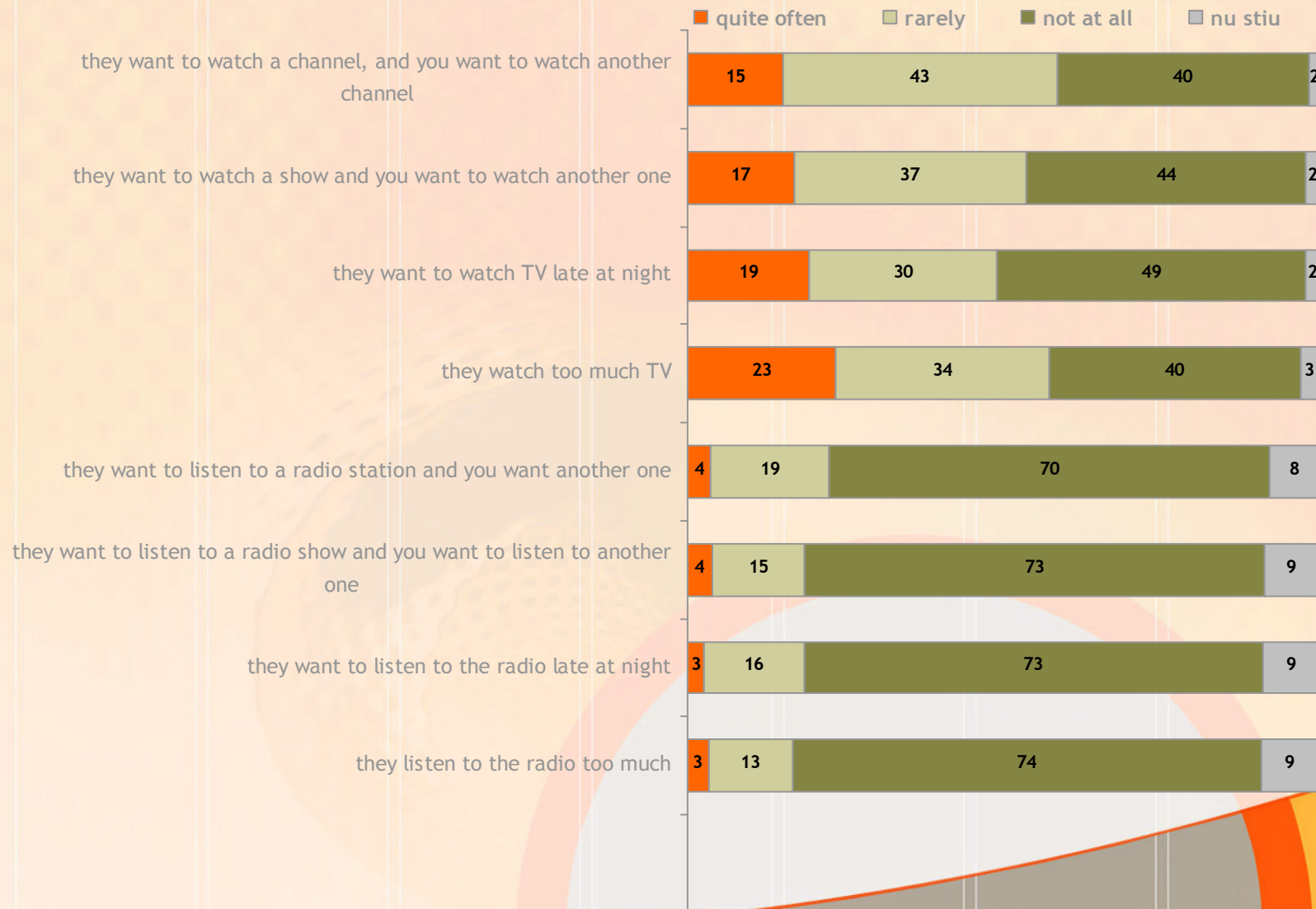
Does your child share his/her room (bedroom) with someone else?
With whom? (*multiple answers*)



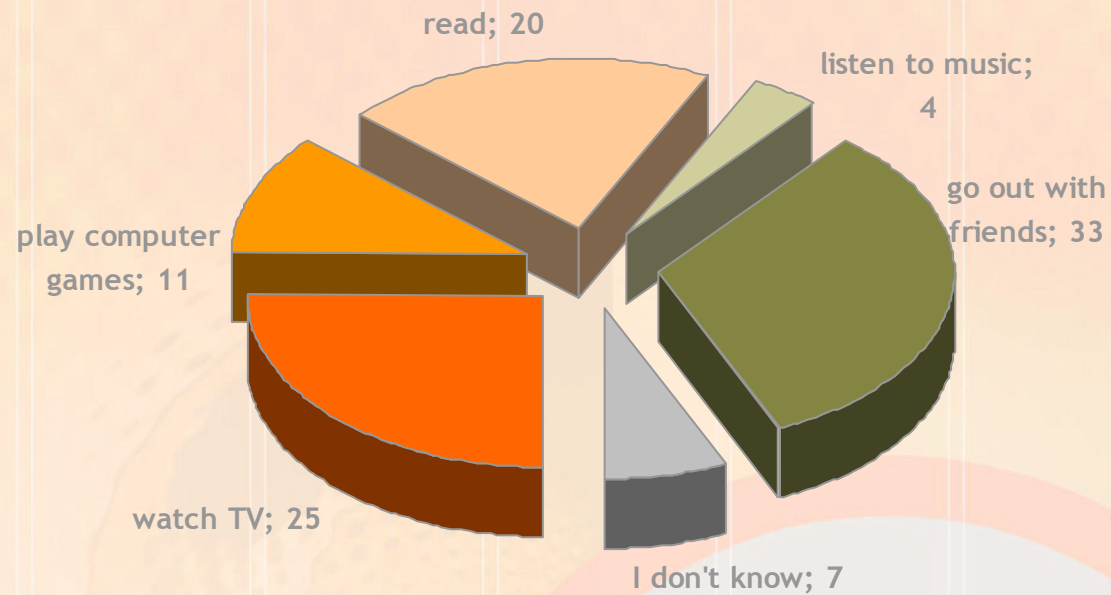
How often ...?



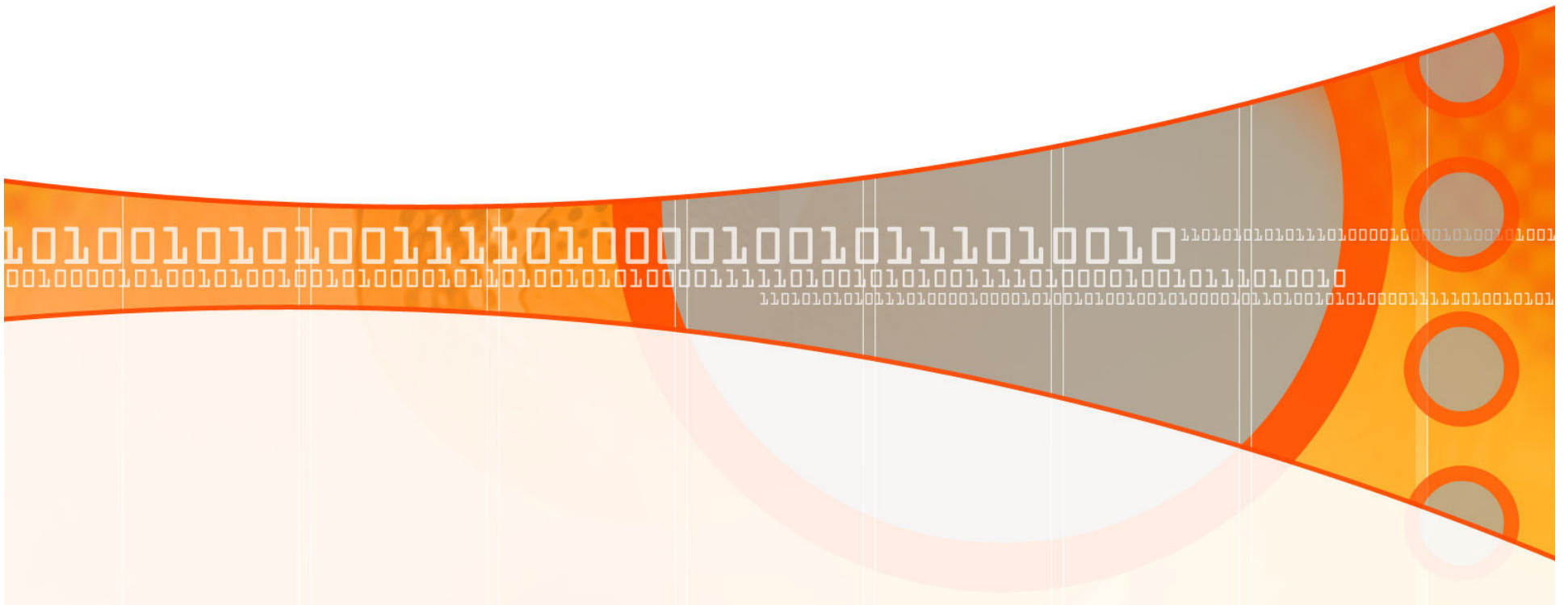
How often do you happen to argue with your child because...?



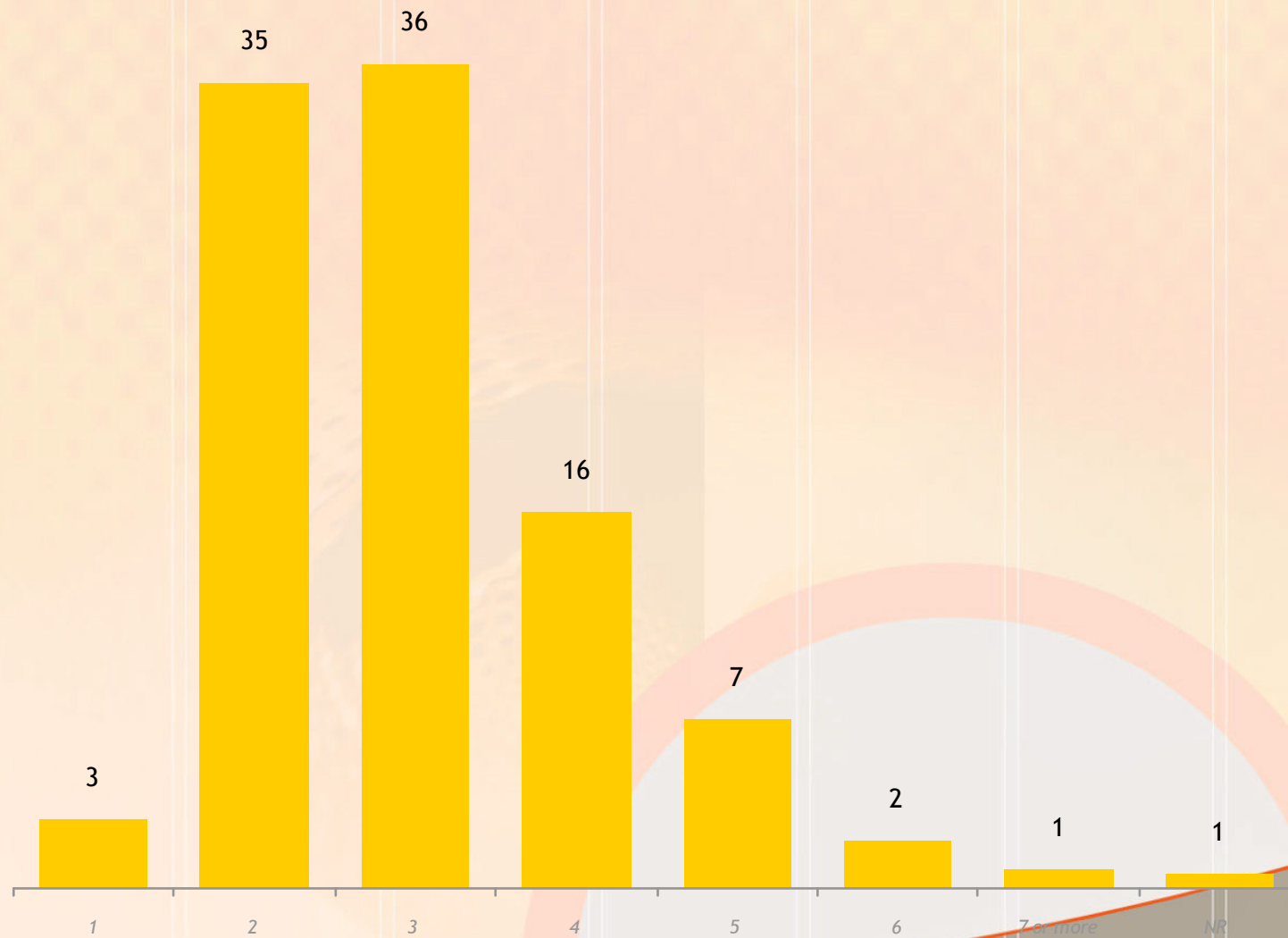
When your child has time off and you cannot be with him/her, how do you find it most comfortable to keep him / her busy?



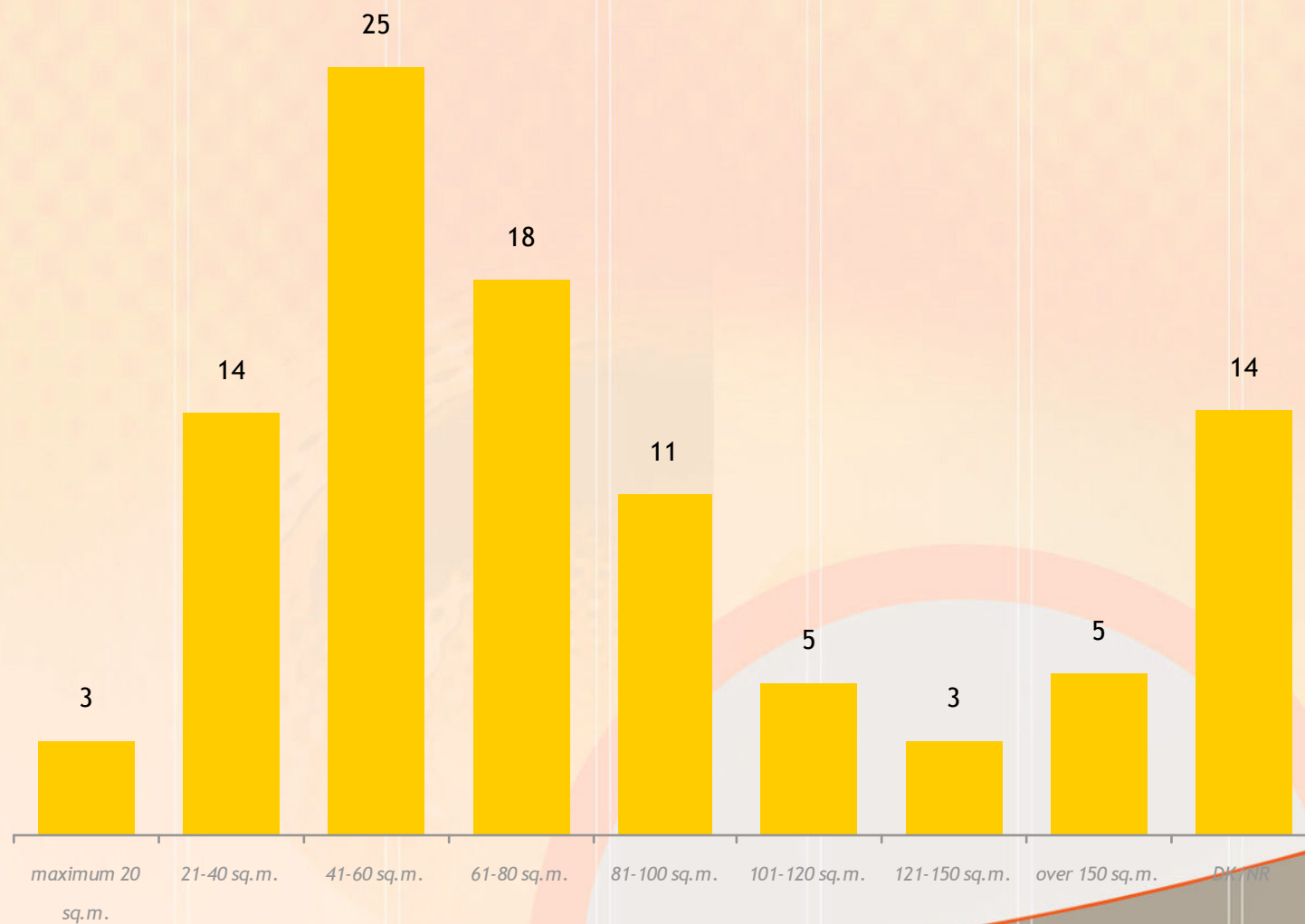
Data about the household.



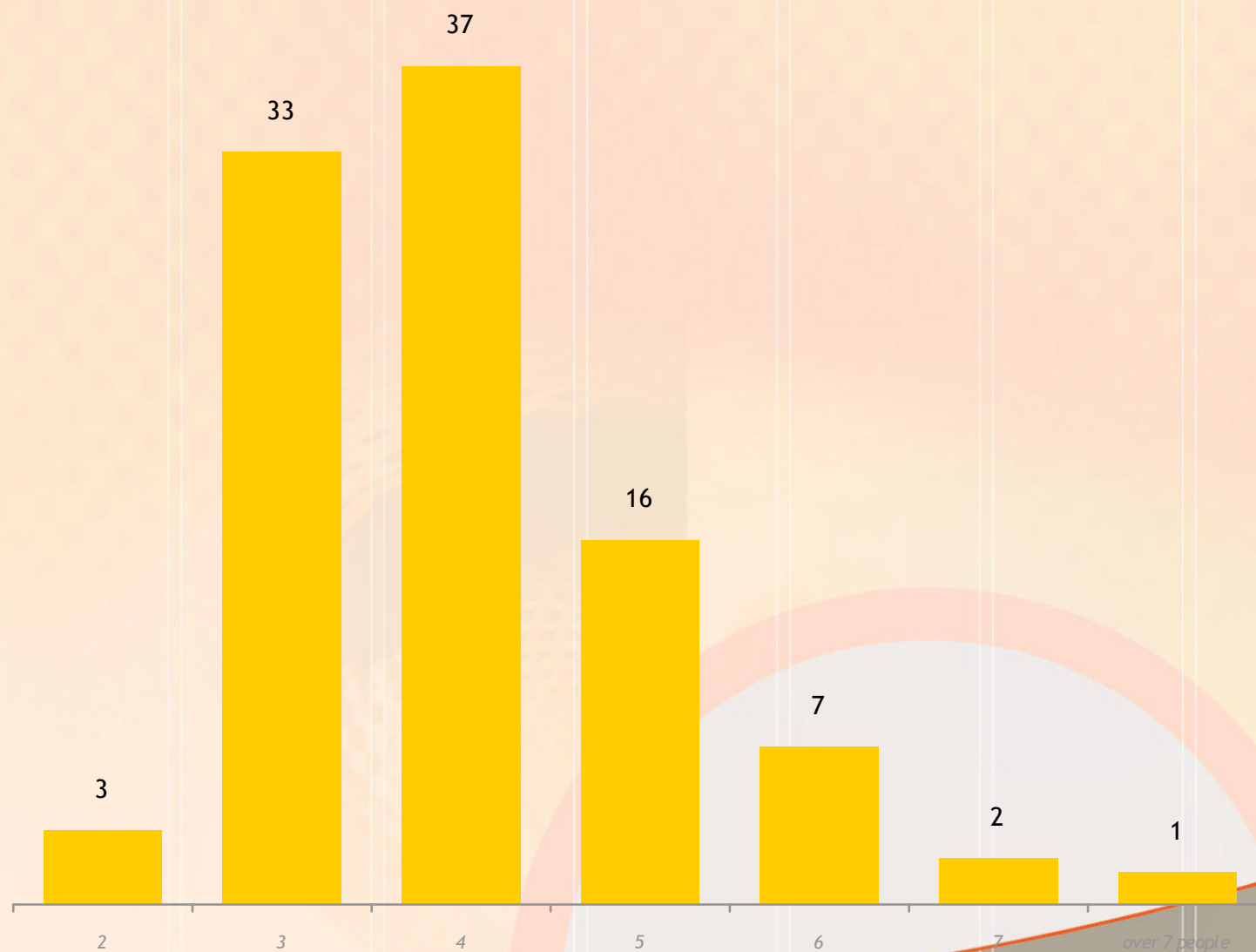
How many rooms (excluding the bathroom, the kitchen, the hall and storage area) do you have?



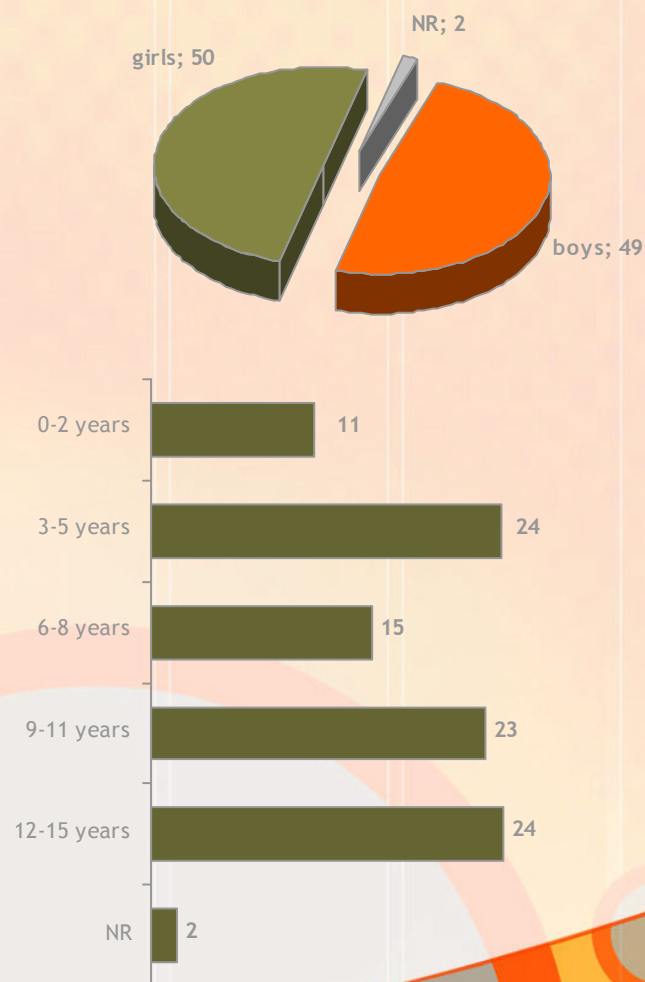
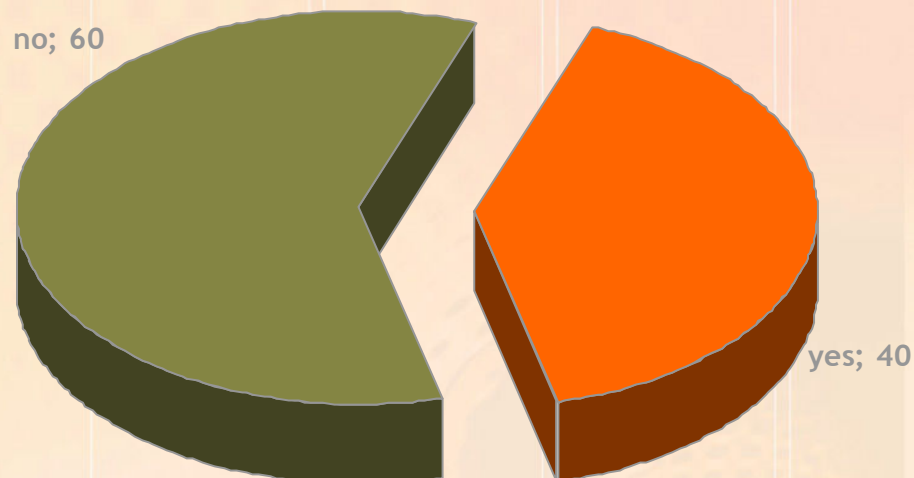
What area does your household cover.?



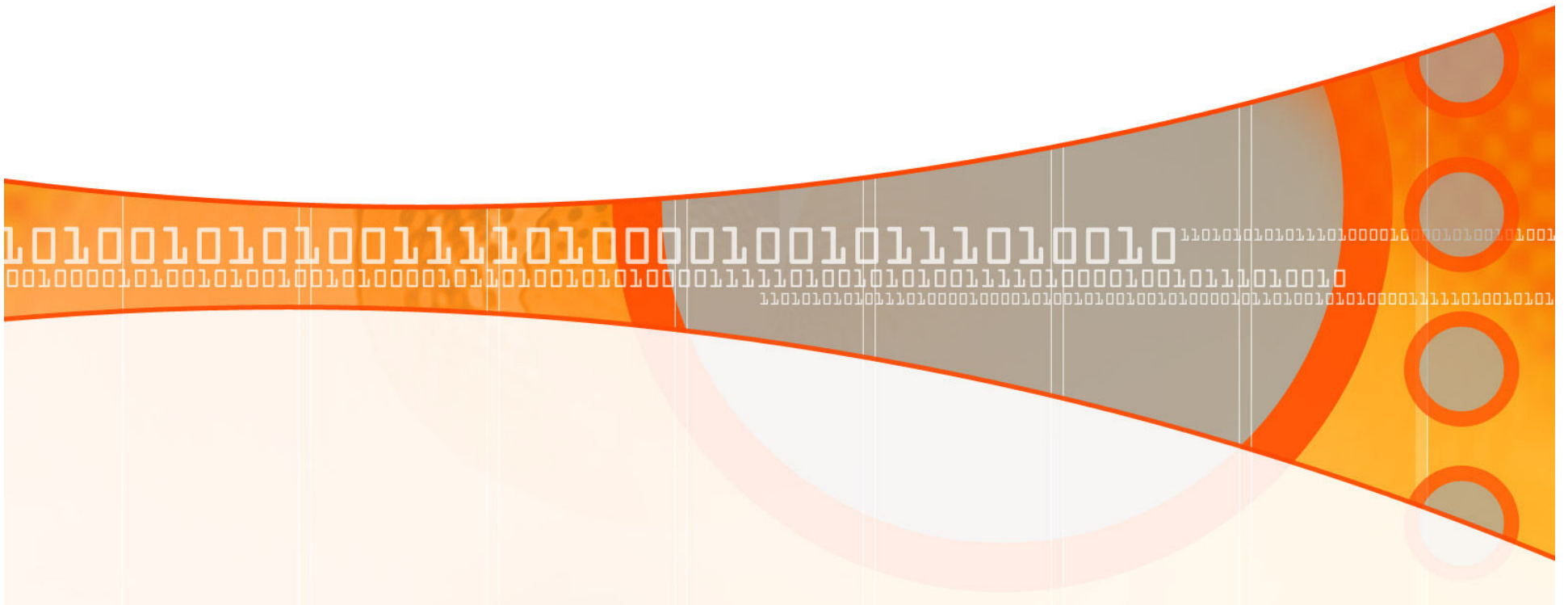
How many people live in your household, in all? (including you) ?



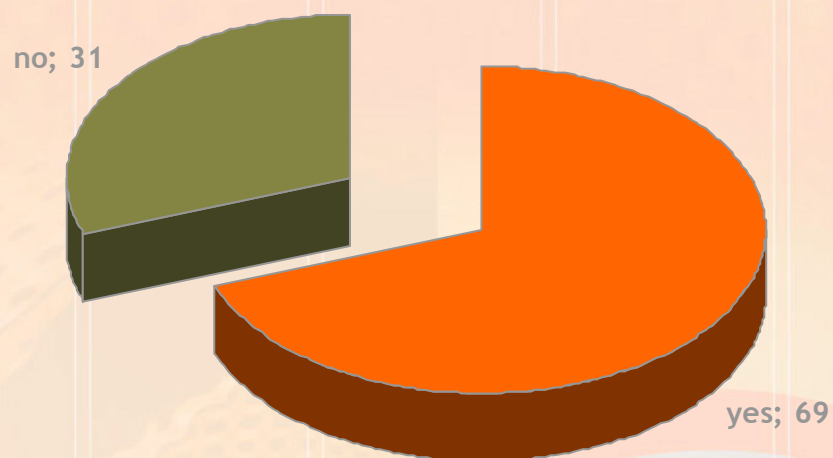
In the household, besides the interviewed child, are there any other children aged 0-15 years?



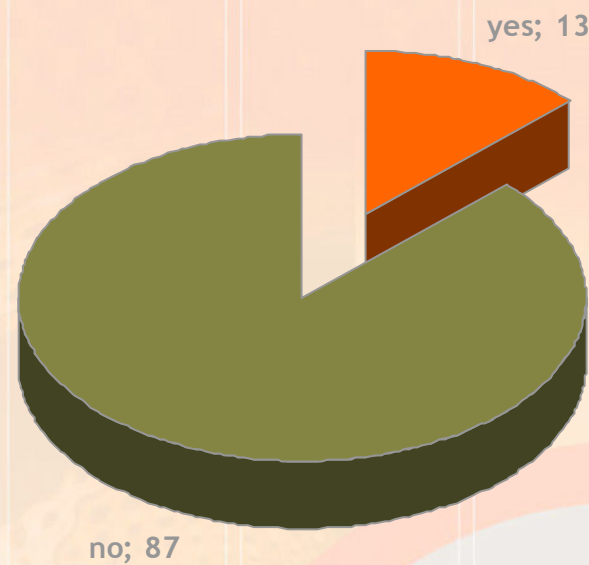
Interviewing conditions.



Was one of the parents there when the questionnaire was applied to the child?



Were there any questions to which the parents or someone else in the room suggested the answer to the child?



Duration of the interview with the child, in minutes.

