

2014 CHILDRENS MEDIA RESEARCH: CHILD SURVEY

109106627

INTERVIEWER'S NAME:	
RESPONDENT'S NAME:	
ADDRESS:	
DATE	PHONE NUMBER

Checked _____ Date _____
Callbacks QN's required _____
Callbacks _____
Completed _____ Date _____

EMPLOYEE NO.					
INTERVIEW DURATION					

START TIME	FINISH TIME
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CODE AGE OF CHILD FROM Q9d OF PARENT QUESTIONNAIRE

Six	1
Seven	2
Eight	3
Nine	4
Ten	5
Eleven	6
Twelve	7
Thirteen	8
Fourteen	9

Received Cash (please sign):

CHILD _____

Initial contact

Hi **[CHILD]**. Thank you for talking with me today. I'm going to talk to you about things like televisions, radios, and computers that you might use here at home. It won't take too long. There are no right or wrong answers and it's okay if you're not sure how to answer a question.

Shall we start now?

Media activities during previous day

First of all I'm going to ask you to think about things that you did here at home yesterday.

SHOWCARD Q1a

Q1a Did you watch TV or TV shows at home yesterday...

READ OUT OPTIONS. CODE ALL MENTIONED BELOW.

On a TV	1	
Using a computer or laptop	2	
Using a tablet like an iPad or Samsung	3	
Using a smartphone or mobile phone	4	
Using a game console like an Xbox or Playstation	5	
Did not watch TV at home yesterday	6	GO TO Q1g
Don't know (DO NOT READ)	7	GO TO Q1g

Q1b Thinking about all the TV and TV shows you watched at home yesterday, did you mostly do that by yourself, with other children, or with a grown up? **CODE ONE ONLY.**

By yourself	1
With other children	2
With a grown up	3
Don't know (DO NOT READ)	4

Q1c Thinking about the whole day yesterday while you were at home, about how long did you watch TV and TV shows for? **IF NECESSARY:** You don't have to be exact, a guess will do

WRITE IN BELOW:

Hours	Mins

IF CHILD STRUGGLING WITH CONCEPT OF TIME, CODE AS 99.99

Q1d While you were at home yesterday, did you use the Internet or go to a website to look at something that was related to a TV show you watch?

READ OUT. CODE ALL MENTIONED.

Yes	1
No	2
Don't know	3

Q1e What time did you stop watching TV yesterday?

CODE AS FOUR DIGITS. USE 12 HOUR CLOCK. USE LEADING ZERO IF NECESSARY. EG, 9.30PM = 09.30PM. PLEASE CIRCLE AM OR PM. IF DON'T KNOW OR CAN'T REMEMBER, ENTER 99.99

		.			PM/ AM
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IF CHILD STRUGGLING WITH CONCEPT OF TIME, CODE AS 99.99

SHOWCARD Q1f

Q1f Which TV channels did you watch at home yesterday?

CODE ALL MENTIONED IN COLUMN A BELOW.**ASK ALL****SHOWCARD Q1f AGAIN**

Q1g And which one of these TV channels is your favourite one?

CODE ONE ONLY IN COLUMN B BELOW.

	Col A	Col B
TV ONE	01	01
TV2	02	02
TV3	03	03
FOUR	04	04
Prime	05	05
Maori TV	06	06
Disney	07	07
Nickleodeon	08	08
Cartoon Channel	09	09
Disney Jr	10	10
Nick Jr	11	11
Playhouse	12	12
Kidzone	13	13
E	14	14
Comedy Central	15	15
Animal Planet	16	16
The Edge TV	17	17
MTV	18	18
Juice TV	19	19
Vibe	20	20
The Box	21	21
SKY Sport channels	22	22
SKY Movies channels	23	23
Some other channel (please specify) _____	24	24
Don't know	25	25

ASK ALL

SHOWCARD Q2a

Q2a Did you watch a TV on demand website like TVNZ, TV3/FOUR, SKY Go, or Netflix at home yesterday...

READ OUT OPTIONS. CODE ALL MENTIONED BELOW.

On a TV	1	
Using a computer or laptop	2	
Using a tablet like an iPad or Samsung	3	
Using a smartphone	4	
Using a game console like an Xbox or Playstation	5	
Did not use a TV on demand website at home yesterday	6	GO TO Q3
Don't ever use a TV on demand website at home	7	GO TO Q3
Don't know (DO NOT READ)	8	GO TO Q3

Q2b Thinking about watching TV on demand websites at home yesterday, did you mostly do that by yourself, with other children, or with a grown up? **CODE ONE ONLY.**

By yourself	1
With other children	2
With a grown up	3
Don't know (DO NOT READ)	4

Q2c Thinking about the whole day yesterday while you were at home, about how long did you watch TV on demand websites for? **WRITE IN BELOW.**

IF NECESSARY: You don't have to be exact, a guess will do.

Hours	Mins

IF CHILD STRUGGLING WITH CONCEPT OF TIME, CODE AS 99.99

SHOWCARD Q2d

Q2d Which of these sites did you use at home yesterday?

CODE ALL MENTIONED

TVNZ Ondemand	1
TV3/FOUR Ondemand	2
SKY Go	3
Maori TV Ondemand	4
Lightbox	5
Netflix	6
Quickflix	7
Some other site (please specify) (NOT YOUTUBE)	8
Don't know (DO NOT READ)	9

Q2e What time did you stop watching TV on demand websites yesterday?

CODE AS FOUR DIGITS. USE 12 HOUR CLOCK. USE LEADING ZERO IF NECESSARY. EG, 9.30PM = 09.30PM. PLEASE CIRCLE AM OR PM. IF DON'T KNOW OR CAN'T REMEMBER, ENTER 99.99

		.			PM/ AM
--	--	---	--	--	-------------------

IF CHILD STRUGGLING WITH CONCEPT OF TIME, CODE AS 99.99

ASK ALL

SHOWCARD Q3a

Q3a Did you use the Internet or a website at home yesterday...

READ OUT OPTIONS. CODE ALL MENTIONED BELOW.

On a TV	1	
Using a computer or laptop	2	
Using a tablet like an iPad or Samsung	3	
Using a smartphone or mobile phone	4	
Using a game console like an Xbox or Playstation	5	
Did not use the Internet at home yesterday	6	GO TO Q4
Don't ever use the Internet at home	7	GO TO Q4
Don't know (DO NOT READ)	8	GO TO Q4

Q3b Thinking about using the Internet or a website yesterday, did you mostly do that by yourself, with other children, or with a grown up? **CODE ONE ONLY.**

By yourself	1
With other children	2
With a grown up	3
Don't know (DO NOT READ)	4

Q3c Thinking about the whole day yesterday while you were at home, about how long did you use the Internet for? **WRITE IN BELOW.**

IF NECESSARY: You don't have to be exact, a guess will do.

Hours	Mins

IF CHILD STRUGGLING WITH CONCEPT OF TIME, CODE AS 99.99

SHOWCARD Q3d

Q3d Which of these websites, social media or apps, if any, did you use at home yesterday?

CODE ALL MENTIONED.

Facebook	01
Twitter	02
Youtube	03
Instagram	04
Snapchat	05
Trademe	06
Stuff	07
NZ Herald	08
The Wireless	09
iHeartRadio	10
Pandora	11
SoundCloud	12
Spotify	13
None of these	14
Don't know (DO NOT READ)	15

Q3e What time did you stop using the internet yesterday?

CODE AS FOUR DIGITS. USE 12 HOUR CLOCK. USE LEADING ZERO IF NECESSARY. EG, 9.30PM = 09.30PM. PLEASE CIRCLE AM OR PM. IF DON'T KNOW OR CAN'T REMEMBER, ENTER 99.99

		.			PM/ AM
--	--	---	--	--	-------------------

IF CHILD STRUGGLING WITH CONCEPT OF TIME, CODE AS 99.99

ASK ALL

SHOWCARD Q4a

Q4a Did you listen to the radio at home yesterday...

READ OUT OPTIONS. CODE ALL MENTIONED BELOW.

IF NECESSARY: We are only asking about listening at home and not in the car or anywhere else.

On a stereo or radio	1	
Using a computer or laptop	2	
Using a tablet like an iPad or Samsung	3	
Using a smartphone or mobile phone	4	
Did not listen to the radio at home yesterday	5	GO TO Q5
Don't ever listen to the radio at home	6	GO TO Q5
Don't know (DO NOT READ)	7	GO TO Q5

Q4b Thinking about listening to the radio yesterday, did you mostly do that by yourself, with other children, or with a grown up? **CODE ONE ONLY.**

By yourself	1
With other children	2
With a grown up	3
Don't know (DO NOT READ)	4

Q4c Thinking about the whole day yesterday while you were at home, about how long did you listen to the radio for? **WRITE IN BELOW.**

IF NECESSARY: You don't have to be exact, a guess will do.

Hours	Mins

IF CHILD STRUGGLING WITH CONCEPT OF TIME, CODE AS 99.99

Q4d What time did you stop listening to the radio yesterday?

CODE AS FOUR DIGITS. USE 12 HOUR CLOCK. USE LEADING ZERO IF NECESSARY. EG, 9.30PM = 09.30PM. PLEASE CIRCLE AM or PM IF DON'T KNOW OR CAN'T REMEMBER, ENTER 99.9

		.			PM/ AM
--	--	---	--	--	-------------------

IF CHILD STRUGGLING WITH CONCEPT OF TIME, CODE AS 99.99

ASK ALL**SHOWCARD Q5a**

Q5a Did you listen to music at home yesterday...

READ OUT OPTIONS. CODE ALL MENTIONED BELOW.

On a stereo or radio	1	
Using a computer or laptop	2	
Using a tablet like an iPad or Samsung	3	
Using a smartphone or mobile phone	4	
Using a CD player or iPod	5	
Did not listen to music at home yesterday	6	GO TO Q5c
Don't ever listen to music at home	7	GO TO Q6
Don't know (DO NOT READ)	8	GO TO Q6

Q5b Thinking about the whole day yesterday while you were at home, about how long did you listen to music for? **WRITE IN BELOW.**

IF NECESSARY: You don't have to be exact, a guess will do.

Hours	Mins

IF CHILD STRUGGLING WITH CONCEPT OF TIME, CODE AS 99.99**ASK ALL EXCEPT NEVER LISTEN (CODE 7) AND DON'T KNOW (CODE 8) AT Q5a****SHOWCARD Q5c**

Q5c In which of these ways do you find out about new music?

Radio	01
Friends	02
Family	03
Facebook	04
Youtube	05
Music TV channels	06
Other TV channels	07
Some other way (please specify)	08
Don't really find new music	09
Don't know	10

ASK ALL

SHOWCARD Q6

Q6 Thinking about the whole day yesterday, which of these, if any, did you do somewhere that was not at home? This could have been at school, or in the car, or with your friends, or at a friend's house, or anywhere else. **CODE ALL MENTIONED.**

Watched TV or TV Show	01
Used a TV on demand site like TVNZ or TV3/FOUR	02
Listened to the radio on air or online	03
Watched Youtube	04
Used a video site like Quickflix, Lightbox, or Netflix	05
Listened to music on a site like Spotify or SoundCloud	06
Listened to other music sites like Dezar or Rdio	07
Used the Internet for some other reason	08
Watched a movie	09
None of these things	10
DO NOT READ: Don't know	11

Television

ASK ALL

That's the end of the questions about what you did yesterday.

- Q7 What's good about watching TV? **DO NOT READ. CODE EACH MENTIONED.**
IF CHILD DOESN'T UNDERSTAND QUESTION, ASK: Why is it good to watch TV?
IF SAYS "GOOD"/"I LIKE IT", ASK: What's good about it? What do you like about it?
IF CHILD SAYS SPECIFIC SHOW ASK: What's good about watching [**SHOW**]?

Learn things/education	01
Helps with school projects	02
If I don't watch TV I get bored	03
Fun/makes me laugh	04
Entertaining	05
Nothing else to do	06
Something to do	07
Good thing to do when it's raining	08
Keeps me from bothering Mum/Dad	09
It's cool	10
Cartoons	11
Sports/all sports	12
The news	13
Movies/children's movies	14
Music	15
Animal programmes	16
Other specific programmes	17
Relaxing	18
Lots of programmes/children's programmes	19
Seeing things I like/ favourite programmes	20
Interesting programmes/children's programmes	21
Watching with friends or family/it's social	22
The bigger screen	23
Seeing shows I know and love	24
Easy to turn and watch	25
Easy to find something good to watch	26
Don't really watch much TV	27
Other (specify)	28
Don't know	29

SHOWCARD Q8a

Q8a Which of these types of TV show do you like to watch?

CODE ALL MENTIONED IN COLUMN A.

Q8b And which one of these do you like to watch the most? **CODE ONE ONLY IN COLUMN B.**

	Col A	Col B
TV shows with a variety of content like The 4.30 Show and Sticky TV	1	1
Cartoons like Generator Rex, Phineas and Ferb	2	2
Music shows like Smash	3	3
Documentaries and information shows like Operation Hero and Let's Get Inventin'	4	4
Drama/comedies like Girl vs Boy, and Jessie	5	5
TV shows with animals	6	6
TV shows with stories about real New Zealand children and families	7	7
Sports	8	8
None of these	9	9

CODE CARD Q8c

Q8c What are your five favourite television programmes to watch? They could be New Zealand shows or shows from a different country.

ENTER CODE FROM CODE-CARD. ONLY WRITE IN NAME OF PROGRAMME IF IT DOES NOT FIT CODES ON CODE-CARD.

IF CHILD NAMES A TV CHANNEL ASK; What shows do you like on that channel?

IF CHILD CANNOT NAME A SHOW, CODE AS "DON'T KNOW"

	PROGRAMME NAME	CODE
PROGRAMME 1		
PROGRAMME 2		
PROGRAMME 3		
PROGRAMME 4		
PROGRAMME 5		

SHOWCARD Q8d

This is a list of New Zealand children’s TV shows.

Q8d First of all which of these have you heard of?

CODE ALL MENTIONED IN COLUMN A

Q8e And which of these do you watch at least once a week?

CODE ALL MENTIONED IN COLUMN B

Q8f And which one of these is your favourite to watch?

CODE ONE ONLY IN COLUMN C

	COLUMN A Aware of	COLUMN B Watch at least once a week	COLUMN C Favourite
The 4.30 Show	1	1	1
Sticky TV	2	2	2
What Now	3	3	3
Girl Vs Boy	4	4	4
2 Kaha	5	5	5
Fresh	6	6	6
Haven't heard of any of these	7 SKIP TO Q8h	--	--
Don't watch any of these shows	--	8 SKIP TO Q8h	--
Don't know	--	--	9 SKIP TO 8h

Q8g Thinking about **(SHOW FROM COLUMN C)**, why do you really like this show? **PROBE TWICE.** What is really good about this show?

IF CHILD SAYS "I just like it", or "It's good", ASK WHY THEY LIKE IT, OR WHAT IS GOOD ABOUT IT.

Q8h How do you know if a TV programme is not for kids?

DO NOT READ. PROBE TO NO: How else? CODE EACH MENTIONED.

Warning/message on TV	01
AO programme	02
PGR programme	03
R rating/restricted age rating	04
VSL rating	05
Programme is on late at night	06
Programme is on after 8.30pm	07
Content – unsuitable/yucky/bad/boring	08
Mum/Dad/other adult say so	09
Violent action e.g. shooting/ killing	10
Bad language/ rude words	11
Looks/ sounds scary	12
Boring/Is for adults	13
Other (specify)	14
Don't know	15

Q8i Do you think there is a certain time of night when TV programmes start that are not OK for children to watch?

CODE ONE ONLY.

Yes	1
No	2
Don't know	3

GO TO Q8k

GO TO Q8k

Q8j Do you know what time of night that is? **IF YES:** What is it?

DO NOT READ. CODE ONE ONLY.

Before 8pm	01
8.00 – 8.29pm	02
8.30pm	03
8.31 – 9.00pm	04
9.01 – 9.30pm	05
9.31 – 10.00pm	06
10.01 – 10.30pm	07
10.31 – 11.00pm	08
11.01 – midnight	09
After midnight	10
Don't know	11

CONTINUE FOR CHILDREN AGED 9 AND ABOVE ONLY. IF CHILD IS AGED 6, 7, OR 8, SKIP TO Q9a.

Q8k What have you seen on TV that has bothered you, or upset you, or that you didn't like seeing?

IF CHILD MENTIONS A PARTICULAR PROGRAMME SAY: What was it about [PROGRAMME] that bothered or upset you?

DO NOT READ. CODE EACH MENTIONED.

No (has not seen anything)	01	GO TO Q9a
Bad language	02	
Swearing	03	
Naked people/pornography	04	
Sex	05	
Rude things	06	
Kissing	07	
Violence	08	
Hitting	09	
Fighting	10	
Killing	11	
Shooting	12	
Blood and guts	13	
Scary/spooky things	14	
Complicated words or stories	15	
Things that are hard to understand	16	
Cruelty to animals	17	
Death/someone dying	18	
Suffering in the world (eg wars)	19	
Bullying	20	
Named specific programme (specify)	21	
Other (specify)	22	
Don't know	23	GO TO Q9a

Q8I And what did you do when you came across (that/those) things?

DO NOT READ. CODE EACH MENTIONED.

Told an adult	01
Talked to my friends	02
Turned the TV off / stopped watching	03
Changed the channel/watched a different programme	04
Did nothing/kept watching	05
Left the room	06
Closed my eyes/covered my eyes	07
Looked the other way/ignored it	08
Cried/ felt sad	09
Other (specify)	10
Don't know / can't remember	11

Radio

CODE CARD Q9a

Q9a What is the name of the radio station you usually listen to? Please think about online radio and radio that is broadcast on to stereos in the car and house.

CODE ONE ONLY. IF MENTIONS MORE THAN ONE ASK: Which do you listen to the most?

ENTER CODE FROM SHOWCARD. ONLY WRITE IN NAME OF STATION IF DOESN'T FIT CODES ON SHOWCARD.

	STATION NAME	CODE	
STATION			
Don't really listen to the radio		777	GO TO Q10a

SHOWCARD Q9b

Q9b Which of the following, if any, do you ever listen to?

CODE ALL MENTIONED.

Children's radio show on National Radio	1
Children's radio show on another radio station	2
Access Radio where people from different cultures and communities make radio programmes	3
None of these	4
Don't know DO NOT READ	5

CONTINUE FOR CHILDREN AGED 9 AND ABOVE ONLY. IF CHILD IS AGED 6, 7, OR 8, SKIP TO Q10a.

Q9c What have you heard on the radio that has bothered you, or upset you, or that you didn't like hearing?

DO NOT READ. CODE EACH MENTIONED.

No (has not come across anything)	1	GO TO Q10a
Bad language	2	
Swearing	3	
Rude things	4	
Complicated words or stories	5	
Things that are hard to understand	6	
Other (specify)	7	
Don't know	8	GO TO Q10a

Q9d And what did you do when you came across (that/those) things?

DO NOT READ. CODE EACH MENTIONED.

Told an adult	1
Talked to friends	2
Turned the radio off / stopped listening	3
Changed the channel/watched a different station	4
Did nothing/kept listening	5
Other (specify)	6
Don't know/Can't remember	7

Internet

ASK ALL

SHOWCARD Q10a

Q10a Which of these things, if any, do you do on the Internet at home? **CODE ALL**

MENTIONED

Watch Youtube	01	
Watch TV shows and movies on the Internet	02	
Use Facebook	03	
Use Twitter	04	
Listen to music on sites like Spotify and SoundCloud	05	
Listen to music on iHeartRadio or Pandora	06	
Listen to a radio station online	07	
Play games	08	
Stream music for free	09	
Visit a TV show website like The 4.30 Show, or Shortland St	10	
Stream movies or TV shows for free	11	
None of these	12	
Don't really use the Internet	13	SKIP TO Q11
Don't know	14	SKIP TO Q11

ASK Q10b IF CODE 1 OR 2 AT Q10a

SHOWCARD Q10b

Q10b About how often do you... **ASK FOR EACH ACTIVITY**

	Watch a TV show on the Internet	Watch a short video clip on Youtube
Every day	1	1
A few times a week	2	2
Once a week	3	3
Every 2 or 3 weeks	4	4
Once a month or less	5	5
Never	6	6
Don't know	7	7

CONTINUE FOR CHILDREN AGED 9 AND ABOVE ONLY. IF CHILD IS AGED 6, 7, OR 8, SKIP TO Q11.

SHOWCARD Q10c

Q10c How do you usually find out about things to watch or look at on the Internet?

READ OUT. CODE ALL MENTIONED.

Friends	01
Family	02
Teachers	03
Facebook	04
On TV	05
On radio	06
Search on Google or Yahoo or Bing or another search engine	07
Youtube	08
New Zealand TV on demand sites	09
Some other way (specify)	10
Don't really find out about these things	11
Don't know	12

Q10d What are your three favourite websites? **RECORD VERBATIM**

1. _____
2. _____
3. _____

Q10e What have you come across on the internet that has bothered you, or upset you, or that you didn't like seeing?

DO NOT READ. CODE EACH MENTIONED.

No (has not come across anything)	01
Bad language	02
Swearing	03
Someone I didn't know	04
People I shouldn't talk to	05
Bad people / dangerous people	06
Content for adults / websites not for children	07
Naked people / pornography	08
Sex	09
Rude things	10
Kissing	11
Violence	12
Hitting	13
Fighting	14
Killing	15
Shooting	16
Blood and guts	17
Scary/spooky things	18
Complicated words or stories	19
Things that are hard to understand	20
Pop-ups/advertising on website	21
Youtube	22
Bullying	23
Other (specify)	24
Don't know	25

GO TO Q10g

GO TO Q10g

Q10f And what did you do when you came across that/those things on the internet?

DO NOT READ. CODE EACH MENTIONED.

Told an adult	1
Talked to friends	2
Closed the browser/chat window/console	3
Went to a different website	4
Put the person on ignore	5
Nothing	6
Tried to ignore/walked away/shut my eyes	7
Other (specify)	8
Don't know	9

Q10g Does the computer that you use the most at home stop you from seeing certain websites?

CODE ONE ONLY.

Yes	1
No	2
Don't know	3

Concepts

Q11 Imagine a new New Zealand made TV show or website that was made for children like you and that you would love.

PROBE WITH: What would you like about it? What would be in it?

Closing

SAY TO PARENT AND CHILD

That's the end of the interview. Thank you very much for your time. As I said before I'm ... from Colmar Brunton, a research company. If you have any questions, feel free to call my supervisor.

[GIVE RESPONDENT SUPERVISORS NAME AND NUMBER IF REQUESTED]

DISTRIBUTE CASH INCENTIVES TO RESPONDENTS AND THANK THEM AGAIN FOR THEIR TIME.

Q13 WAS THE CHILD'S PRIMARY CAREGIVER PRESENT DURING THE CHILD'S INTERVIEW?

CODE ONE ONLY.

Yes, they answered for the child/influenced the response as the interview was taking place	1
Yes, they commented or helped the child but did not influence the response	2
Yes, but they did not interfere with the interview	3
No, they were not present	4

"I certify that I have conducted this interview in accordance with the guidelines set out in the Market Research Society Code of Practice and in accordance with the instructions from Colmar Brunton. I have thoroughly checked the questionnaire and it is complete in all respects."

INTERVIEWER'S SIGNATURE: _____