

## 2016

## 2014

### HOW MUCH TIME DO CHILDREN SPEND WATCHING TV (parents' assessment)

**31%** of children watch TV for up to one hour per day  
**57%** of children watch TV for between 1 and 3 hours per day

**33%** of children watch TV for up to one hour per day  
**56%** of children watch TV for between 1 and 3 hours per day

The viewing figures show that children watch TV for about 3 hours per day. Compared to the research data from 2014\*, children over 13 watch less TV.

### ACCORDING TO THEIR PARENTS' ASSESSMENT

**42%** in the evening (the share of children aged 13-15 has increased)  
**27%** in the afternoon (the share of children aged 4-9 has increased)  
**9%** early in the morning (the share of children aged 0-6 has increased, while the share of older children has declined)

**39%** in the evening (mostly children aged 10-17)  
**27%** in the afternoon  
**11%** early in the morning (mostly children up to 3 years of age)

The viewing figures show that children in all age groups mostly watch TV from 9 p.m. to 10 p.m.\*



### WHO DO CHILDREN WATCH TV WITH

**51%** with their interviewed parent  
**46%** with a brother or sister  
**11%** alone

**57%** with their interviewed parent  
**55%** with a brother or sister  
**35%** alone

Children mostly watch TV with their family members: parents and/or brother or sister. They significantly less often watch TV alone. Children aged 16-17 more often watch TV alone, while children up to 6 years more often watch TV together with their parents.



### AWARENESS OF AGE APPROPRIATENESS RATINGS ON TV

93%				
12, 15, 18	8, 10, 12, 14	6, 9, 12, 15	Did not know	Did not notice the ratings
77%	3%	3%	18%	7%

89%				
12, 15, 18	8, 10, 12, 14	6, 9, 12, 15	Did not know	Did not notice the ratings
69%	2%	2%	16%	11%

About 4/5 of interviewees correctly identified the ratings used in Croatia to mark the suitability of content, which represents a significant increase from 2014.



### WHO DECIDES

**45%** interviewed parent  
**36%** mutual consensus  
**35%** other parent  
**13%** alone

**47%** interviewed parent  
**39%** mutual consensus  
**33%** other parent  
**21%** alone

The parents more often decided on what their younger children (up to 6 years) could watch. Older children (aged 13-17) more often chose by themselves (alone) what they would watch. About two-thirds of parents always or often decided on the content their child could or could not watch.

### RECOGNITION OF THE MEDIA LITERACY CAMPAIGN

More than half (**57%**) of the parents had noticed the media literacy campaign. Most of the parents had noticed the campaign on television (**44%**) or on the Internet (**10%**).

### BENEFIT OF THE MEDIA LITERACY CAMPAIGN

Of the parents who had noticed the campaign, **67%** considered the media literacy campaign useful.