

Audience Perspectives on Harmful and Offensive Media Content

Background Report: Quantitative Survey of Adults



Coimisiún
na Meán

IFCO
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About the survey

This online survey was conducted in July 2024 by IPSOS B & A on behalf of An Coimisiún and IFCO. Respondents were drawn from the IPSOS B & A online panel, and quota controls were used to ensure a nationally representative sample. Some 1002 adults responded to the survey, of whom 34% were parents or guardians of children aged under 18 years (see guidance below for interpreting the term 'parents' in this survey).

The survey included 61 questions in total, including a mix of question types (e.g. yes/no questions, multiple choice questions, rating questions, etc.). Depending on their answers to key questions early in the survey, respondents were routed to different follow-on questions. For that reason, respondents typically answered considerably fewer than 61 questions.

The average length of time to complete the survey was 20 minutes.

The findings of the survey have been analysed and grouped thematically under eight headings as follows:

1. Media consumption habits
2. Media literacy levels
3. Concern about seeing or hearing potentially harmful or offensive content.
4. Concern about the four content types
5. Views about the appropriateness of children engaging with various content types.
6. Guidance and content warnings
7. Behaviours in response to encountering harmful or offensive content.
8. Awareness and perceptions of regulation.

Guidance for interpreting the findings

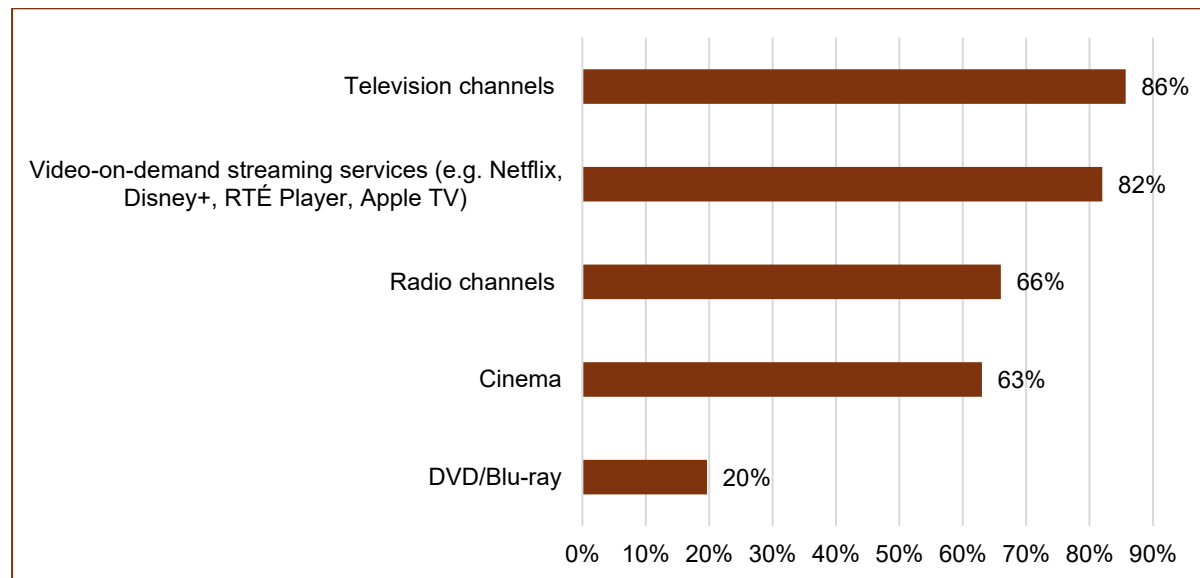
1. The term “parents” includes all respondents who reported that they have children (under 18 years) in their care. It should be understood to also include guardians, grandparents and others who have children under 18 years in their care. It does not include respondents whose adult children are living with them.
2. Following on from 1., above, the term “mothers” in this report can be understood to encompass all adult respondents who reported that their gender is female and that they have children under 18 years in their care. Similarly, “fathers” in this report can be understood to encompass all adult respondents who reported that their gender is male and that they have children under 18 years of age in their care. Also, the term “their children” in this report refers to children who are in the care of a respondent.
3. All references to children should be understood as persons under 18 years. References to “younger children” should be understood as referring to children who are 12 years or under. All references to “older children” should be understood as referring to children who are aged 13 to 17 years.
4. The term “older adults” is used in this report to refer to adults who are 55 years or older.
5. In some instances, when a figure presents values as a percentage of a whole, the total value adds to +/-1% point off 100%. This is not an error in calculation. It is linked with the stylistic choice to include percentage figures as whole numbers, without decimal places, throughout. This decision has been made with accessibility of the report’s findings in mind.

Findings

1. Media consumption

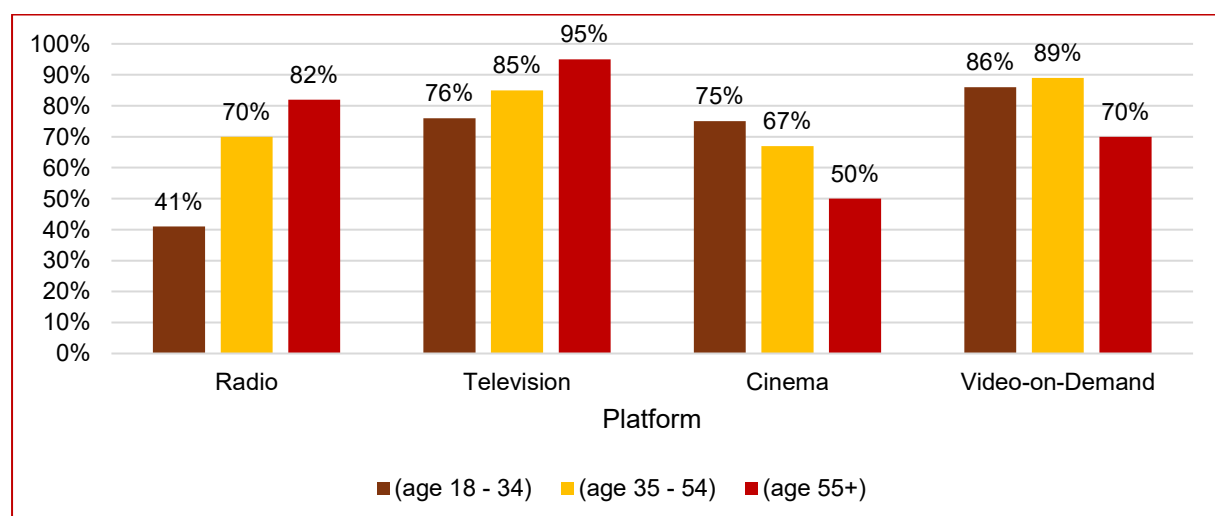
Television channels are the way in which respondents are most likely to watch programmes or films (86%). A large majority (82%) also say they watch programmes and films on video-on-demand services such as Netflix, Disney+ and RTÉ Player. Approximately two in three access content on radio (66%). Just one in five (20%) say they watch programmes or films on DVD or Blu-ray. See Figure 1.

Figure 1 Media types used by respondents to watch or listen to content [Q11; n = 1002]



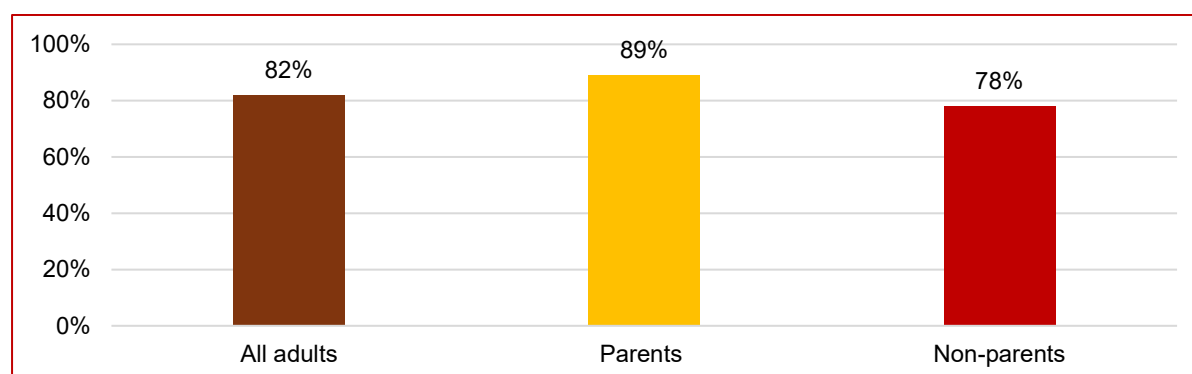
These patterns applied broadly across genders, but some notable differences were seen across the age categories. For example, older adults were more likely to watch television or listen to the radio than younger adults, and younger adults were more likely than older adults to view films in the cinema or on video-on-demand services such as Netflix, RTÉ Player or Apple TV. See Figure 2.

Figure 2 Age profile of respondents engaging with various media types [Q11 & Q1; n = 1002]



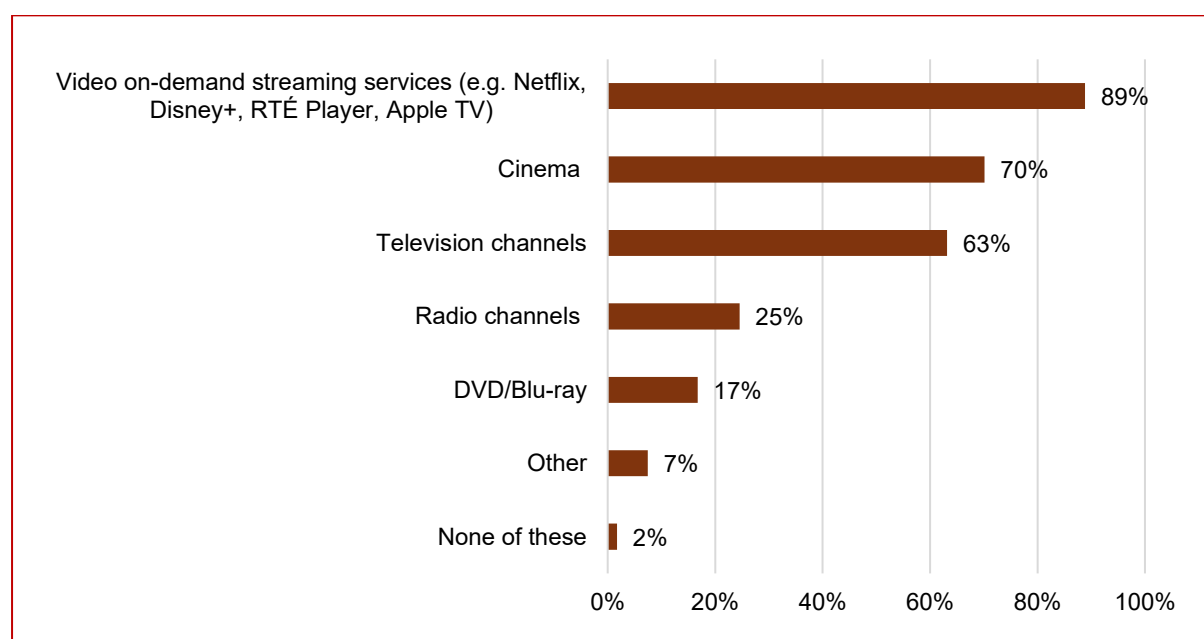
Parents were more likely than non-parents to watch video-on-demand services. See Figure 3.

Figure 3 Proportions who watch/listen to content on Video-on-Demand services (by parental status) [Q11 & Q7; n = 1002]



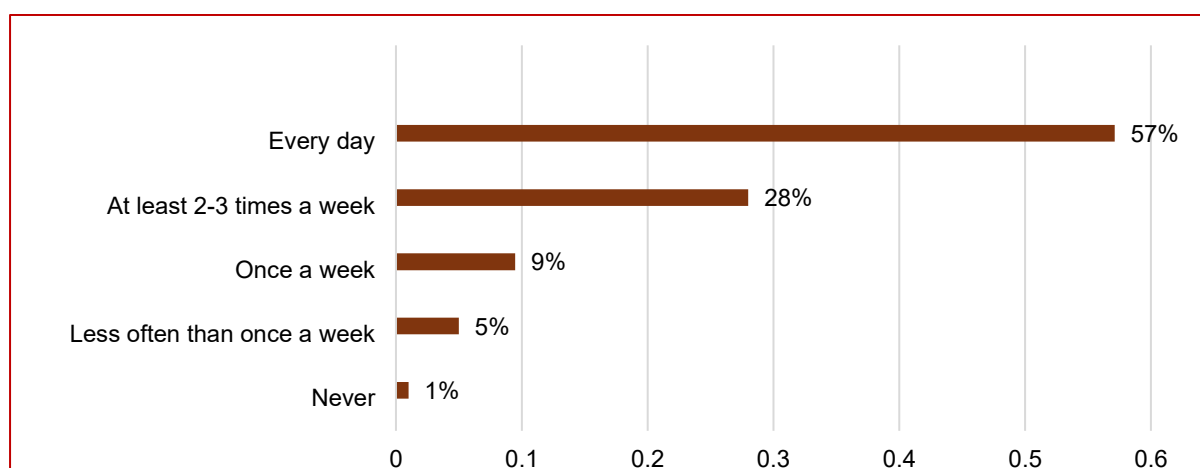
Video-on-demand is also a popular choice among children. They are more likely to engage with content via these services than via cinema, television, radio or DVD/Blu-ray, with 89% selecting this option. 70% of children watch films in the cinema, while 63% watch films or programmes on television channels. Just one in four children (25%) listen to radio, while fewer than one in five (17%) watch films on DVD or Blu-ray. See Figure 4.

Figure 4 How children are watching/listening to content [Q12; n=343]



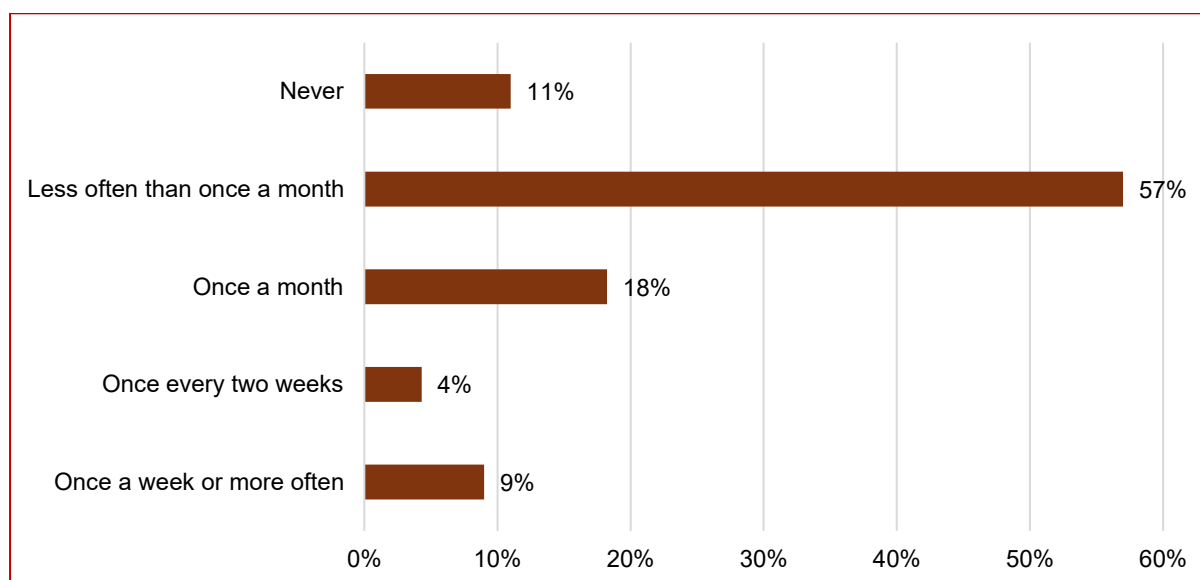
More than half (57%) of respondents watch or listen to programmes or films at home every day (see Figure 5).

Figure 5 Frequency of watching or listening at home (all respondents) [Q13; n = 1002]



Almost one in three (31%) watch content in the cinema once a month or more often (see Figure 6).

Figure 6 Frequency of cinema attendance (all respondents) [Q13a; n = 1002]



There does not appear to be a correlation between the frequency of viewing or listening to different forms of media and the extent to which respondents are concerned about seeing or hearing potentially harmful or offensive content. For example, of those who say they ARE concerned, 58% watch or listen to programmes or films at home every day. The same proportion (57%) of those who are NOT concerned also watch or listen to programmes or films at home every day. Similarly, some 52% of those who ARE concerned watch films in the cinema less often than once a month, and a similar proportion of those who are NOT concerned (58.2%) also watch films in the cinema less often than once a month.

Almost four in ten younger children (39%) watch or listen to programmes or films at home, on their own or with friends, every day (see Figure 7). This percentage increases to 42% for older children. (see Figure 8).

Figure 7 Frequency of younger children watching or listening at home on their own or with friends [Q14 & Q7; n = 266]

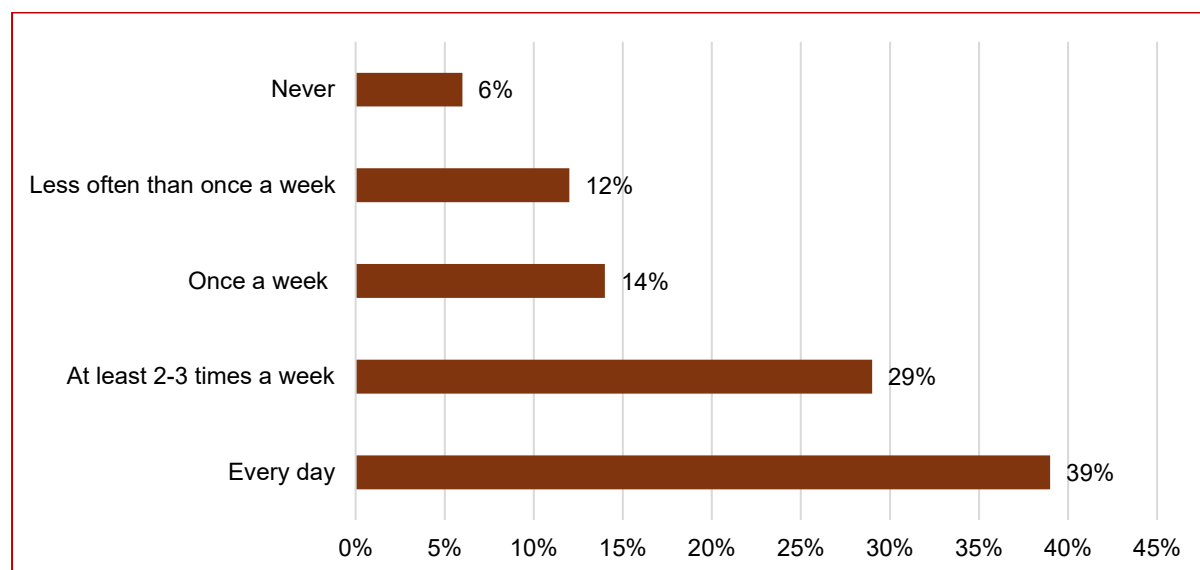
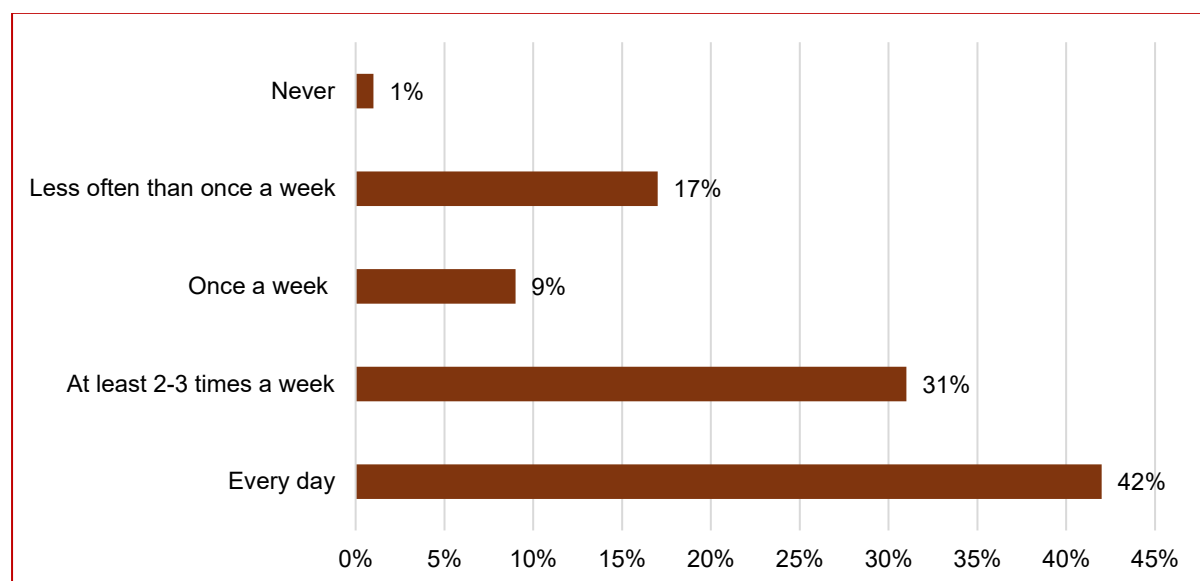


Figure 8 Frequency of older children watching or listening at home on their own or with friends [Q15 & Q7; n = 137]



Some 38% of younger children watch films in the cinema once a month or more often on their own or with friends. See Figure 9 This compares to 49% of older children. See Figure 10.

Figure 9 Frequency of younger children's cinema attendance on their own or with friends [Q14a & Q7; n = 266]

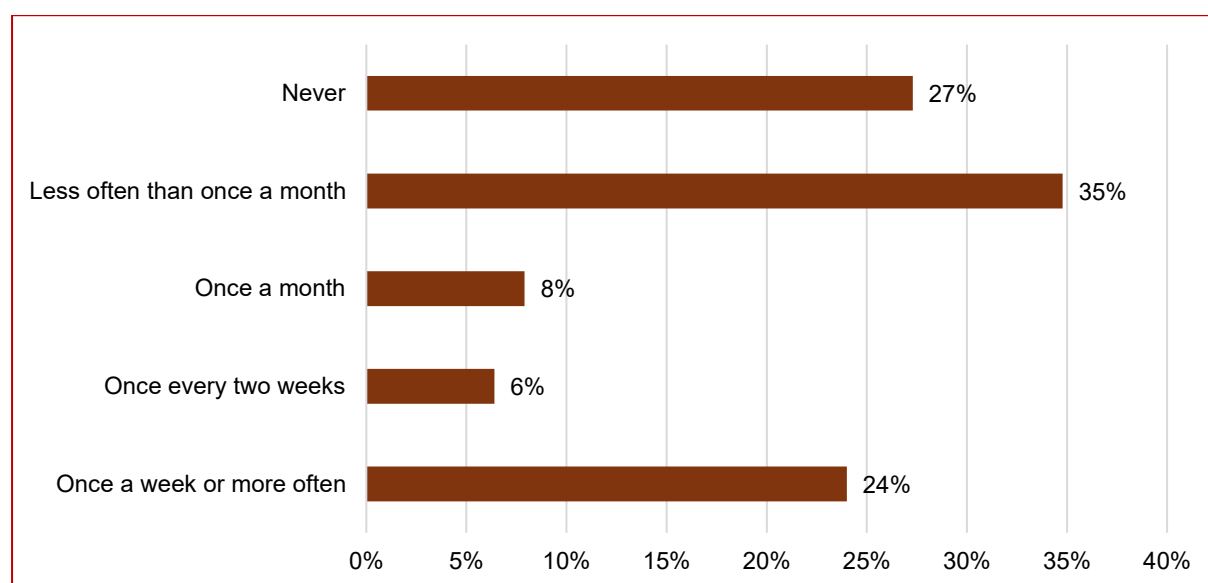
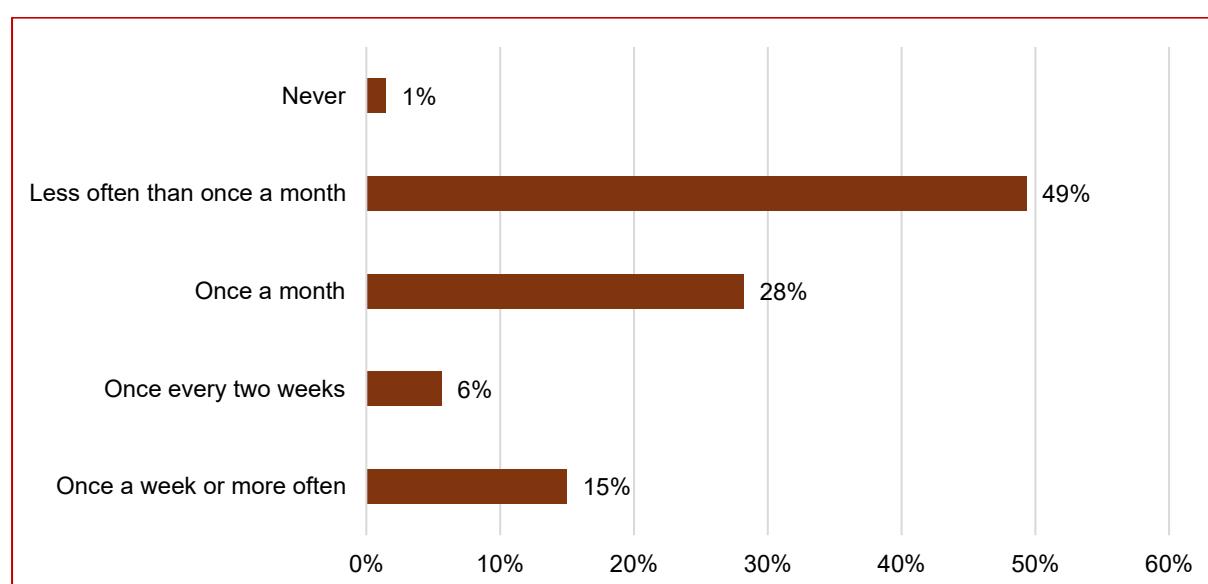


Figure 10 Frequency of older children's cinema attendance on their own or with friends [Q15a & Q7; n = 137]



More than one in four (27%) younger children never watch films at the cinema without an adult in their company. This compares with just 1% of older children.

Almost one in four parents of younger children (23%) said they watch programmes or films at home with their children every day (see Figure 11). There is a marked difference in the reported viewing /listening behaviours reported by parents of older children, however, with only 13% of these parents stating that they watch programmes or films at home every day with their children (see Figure 12).

Figure 11 Frequency of younger children watching or listening at home with their parents/guardians [Q16 and Q7; n = 266]

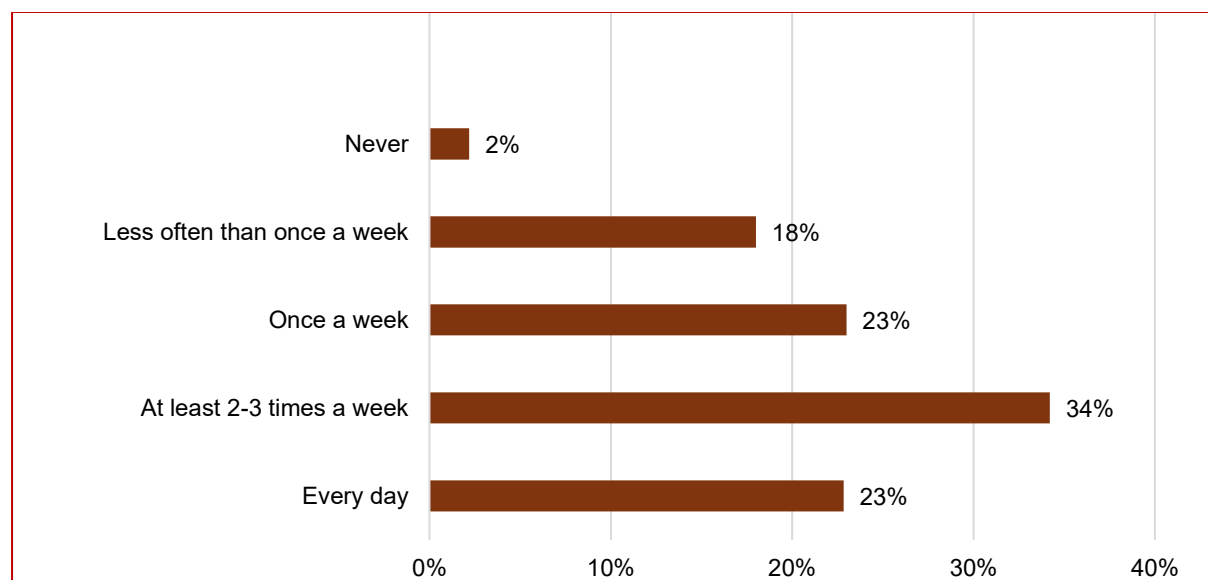
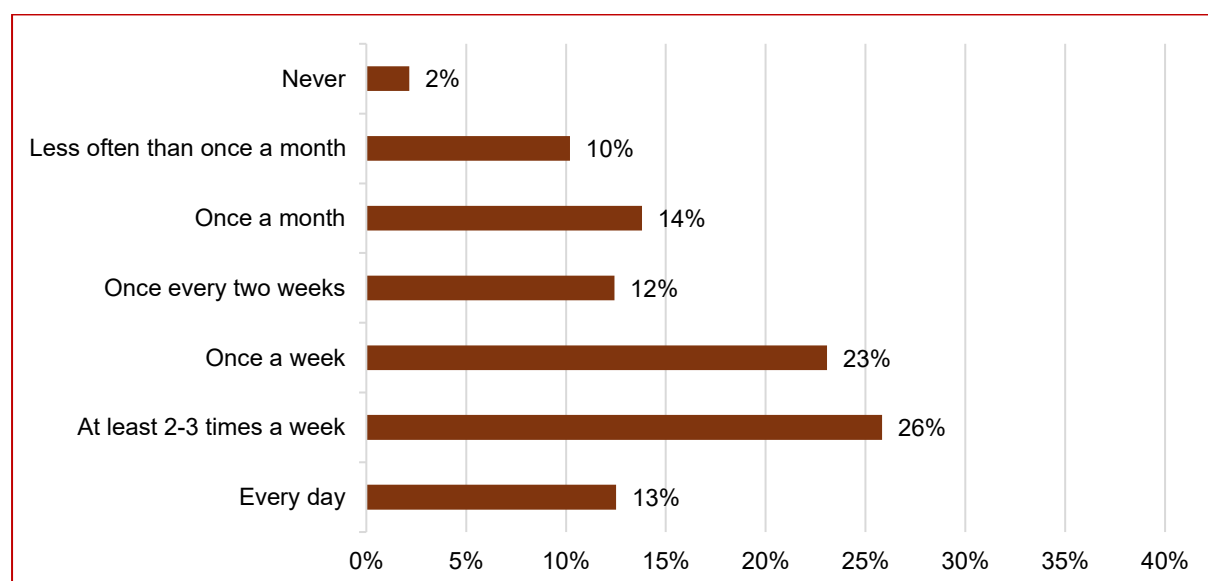


Figure 12 Frequency of older children watching or listening at home with their parents [Q17 & Q7; n = 137]



The majority (84%) of parents of younger children watch films in the cinema with their children, and almost two fifths (39%) of these do so once a month or more often (see Figure 13). This trend continues into the teenage years, and indeed, the percentage of parents of older children who watch films in the cinema with them is even higher at 97%, although just one in three (33%) say this happens once a month or more often. See Figure 14.

Figure 13 Frequency of younger children attending the cinema with their parents/guardians [Q16a and Q7; n = 266]

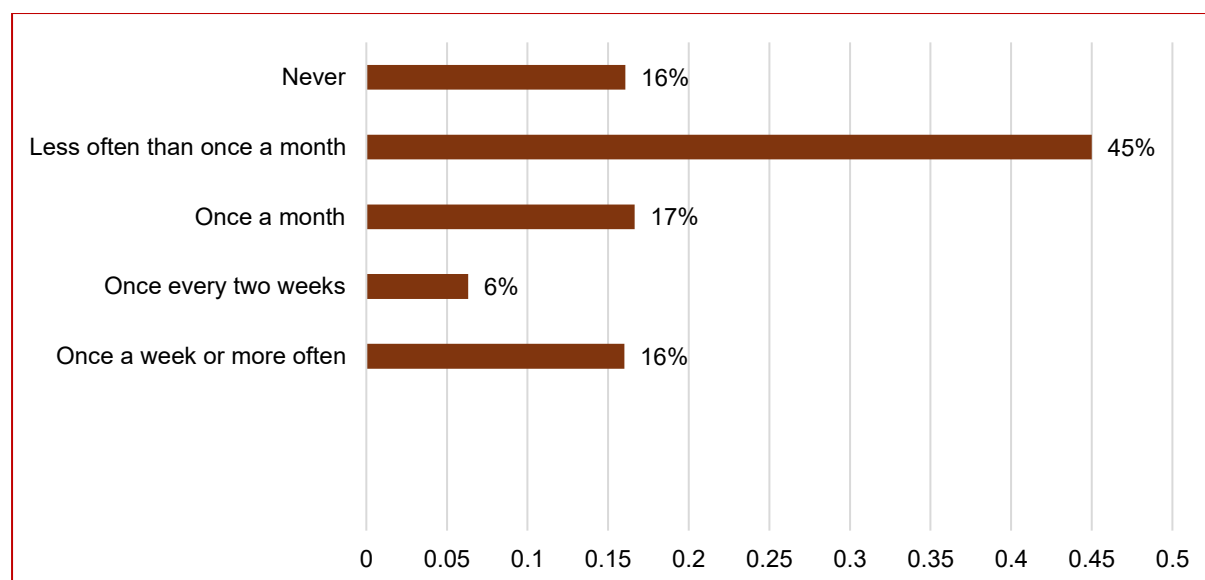
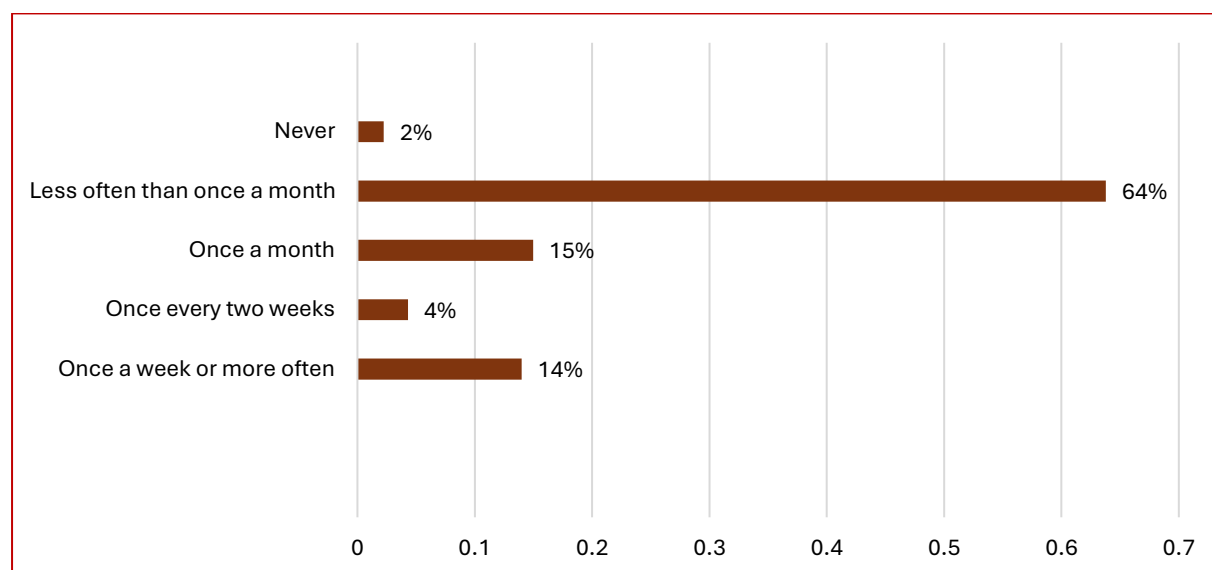


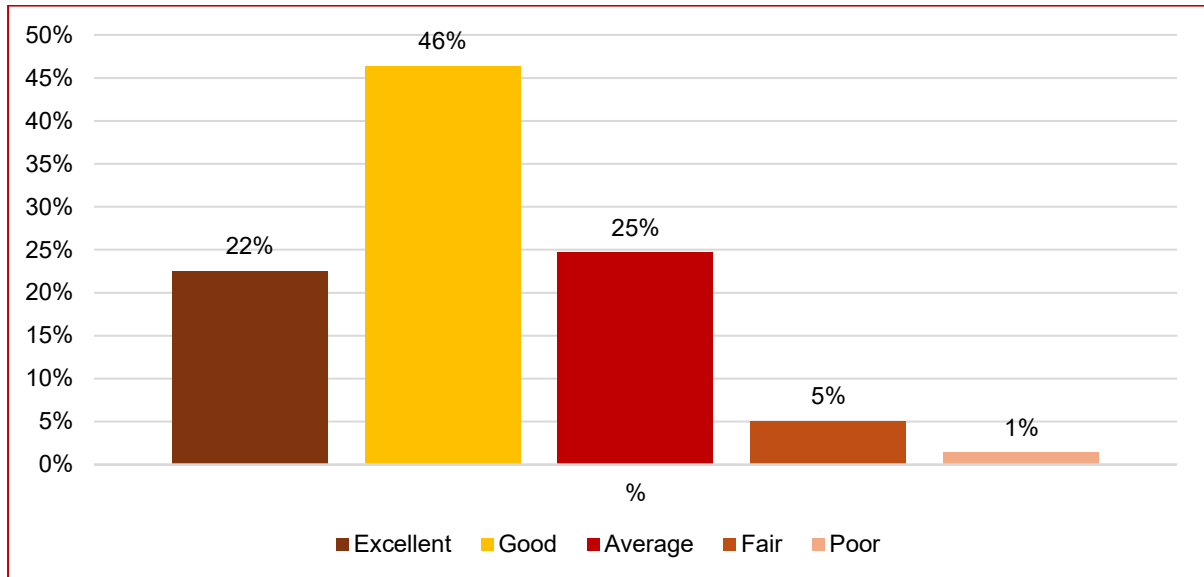
Figure 14 Frequency of older children attending the cinema with their parents [Q17a and Q7; n = 137]



2. Media literacy levels

Respondents were asked to rate their level of media literacy (defined as their ability to understand, navigate and identify different types of media, and guidance material about media content). The majority (68%) rated their level of media literacy as either excellent or good. Only 6% rated their level of media literacy as fair or poor. See Figure 15.

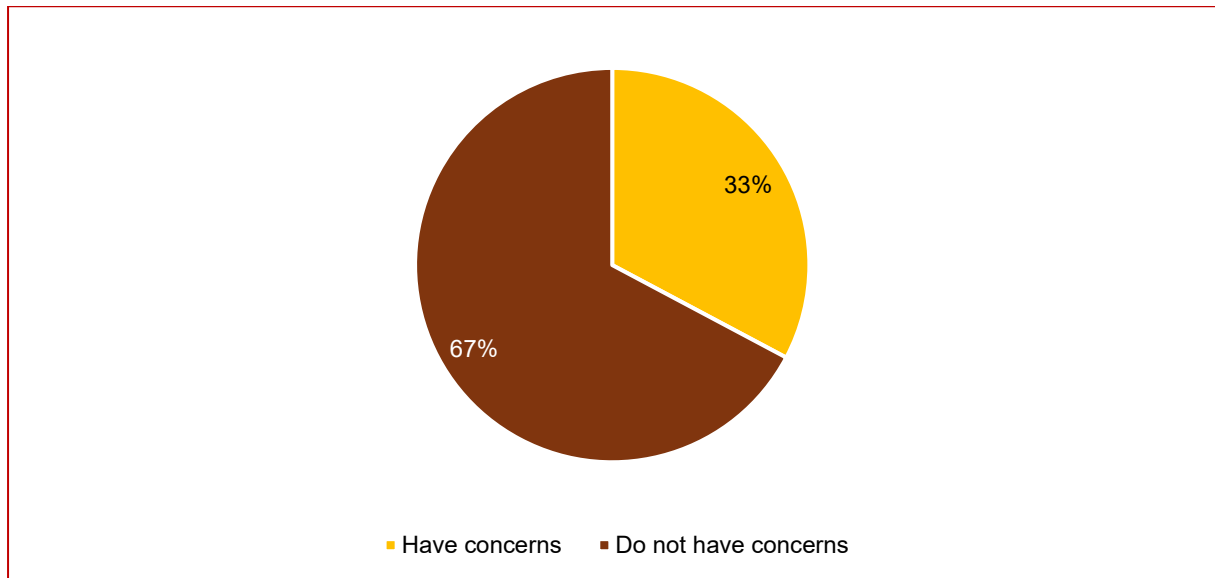
Figure 15 Respondents' self-reported media literacy levels [Q55; n = 1002]



3. Concern regarding harmful or offensive content

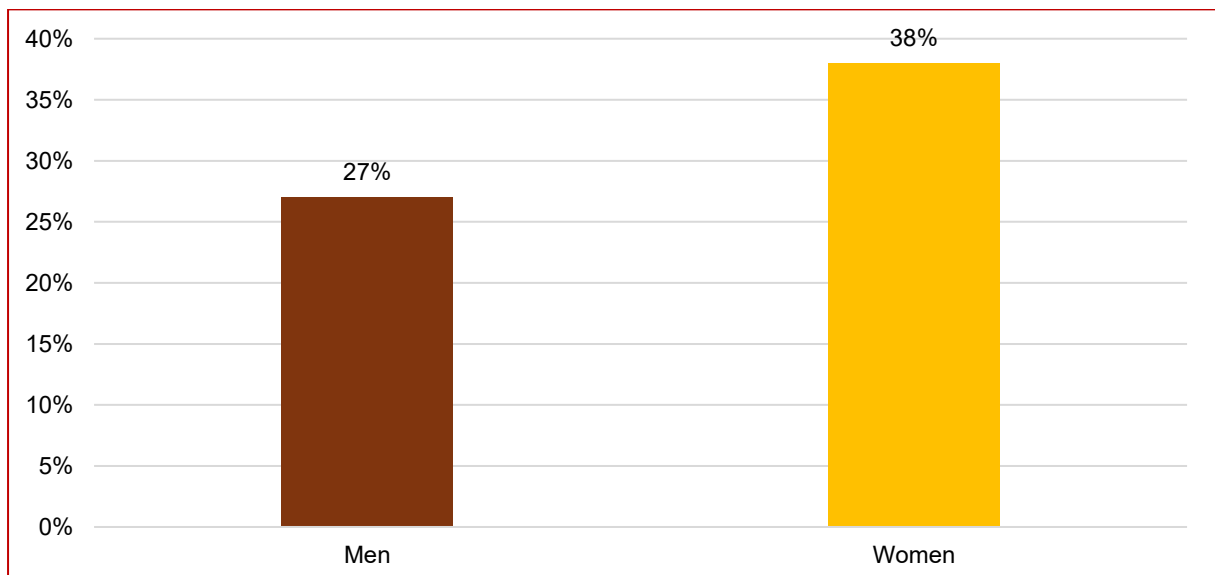
More than two in three respondents (67%) DID NOT have concerns about seeing or hearing potentially harmful or offensive content themselves. See Figure 16.

Figure 16 Respondents who have /have not concerns about seeing or hearing potentially harmful or offensive content [Q. 18; n = 1002]



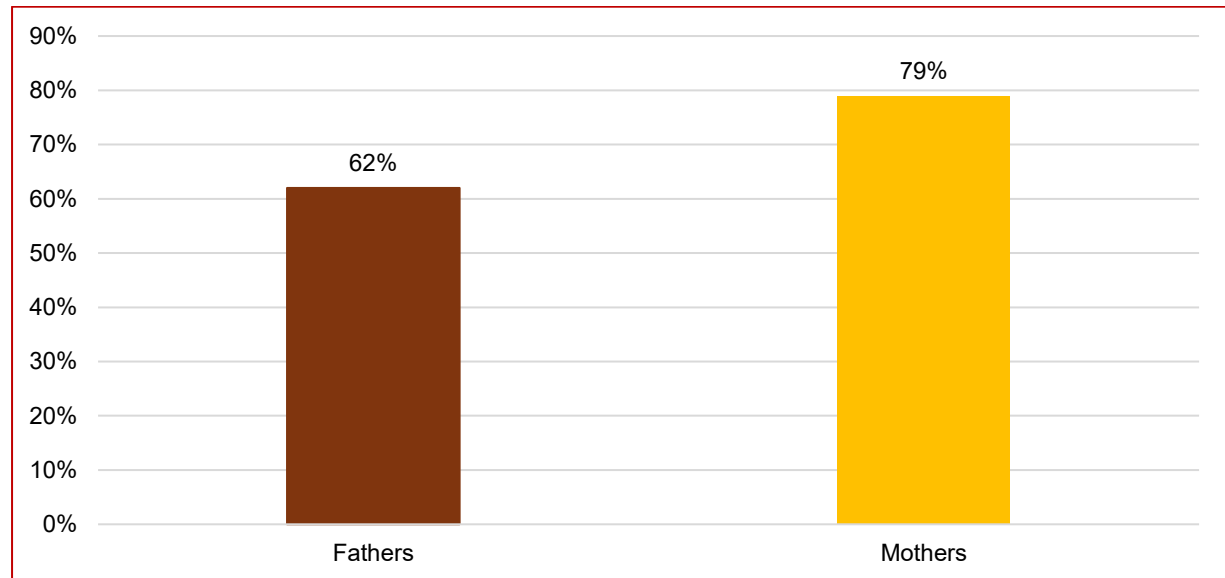
Women were more likely than men to be concerned about seeing or hearing potentially harmful or offensive content. See Figure 17.

Figure 17 Percentages of men and women who have concerns about seeing or hearing potentially harmful or offensive content [Q 18 & Q 3; n = 1002]



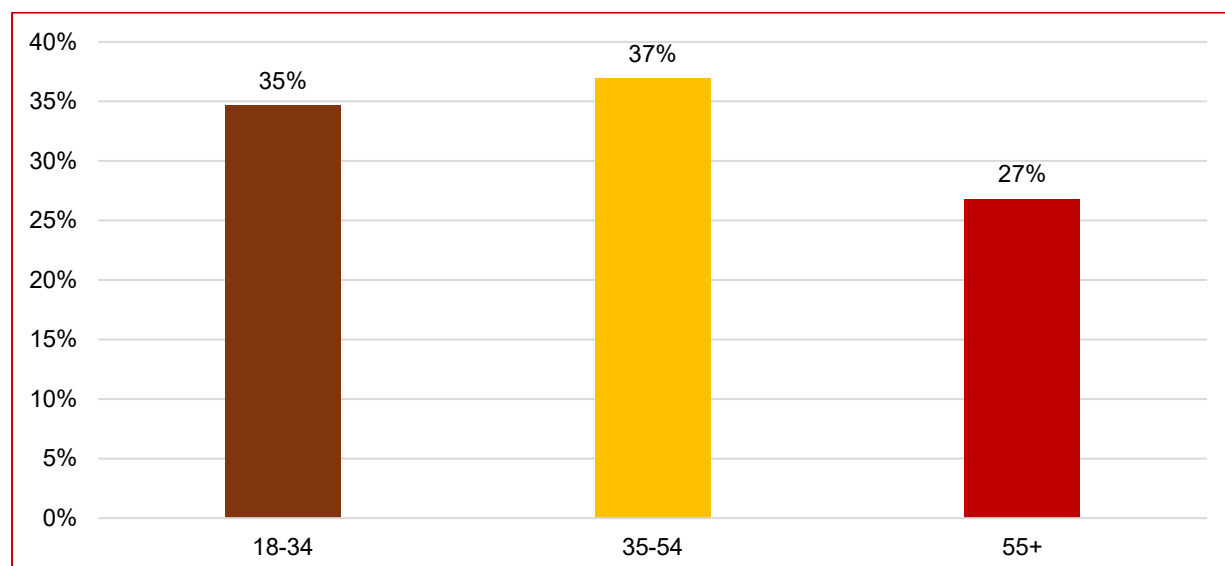
Mothers were also more likely than fathers to have concerns about children viewing harmful or offensive content, with almost four in five mothers (79%) saying they have concerns, compared to almost two in three fathers (62%). See Figure 18.

Figure 18 Gender breakdown of parents who have concerns about their children seeing or hearing potentially harmful or offensive content [Q 19 & Q3; n = 343]



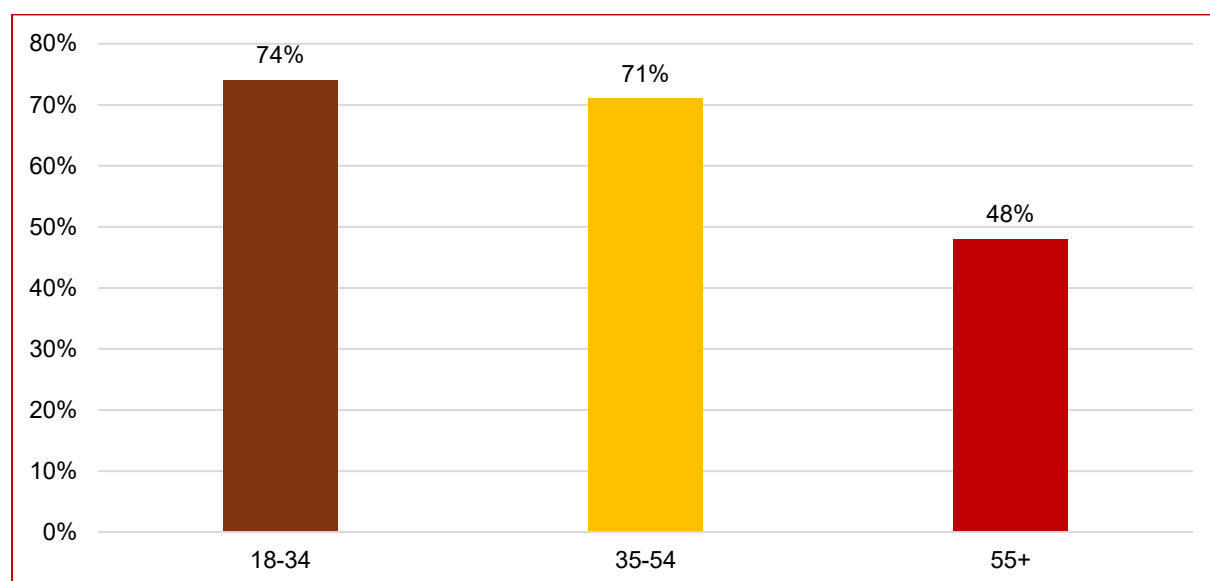
Older respondents (55 years +) were somewhat less likely to be concerned about seeing or hearing potentially harmful or offensive content. See Figure 19.

Figure 19 Age profile of respondents who have concerns about seeing or hearing potentially harmful or offensive content [Q 18 & Q 1; n = 1002]



Following this trend, older parents (55 years +) were also significantly less likely to have concerns about their children seeing or hearing potentially harmful or offensive content. See Figure 20.

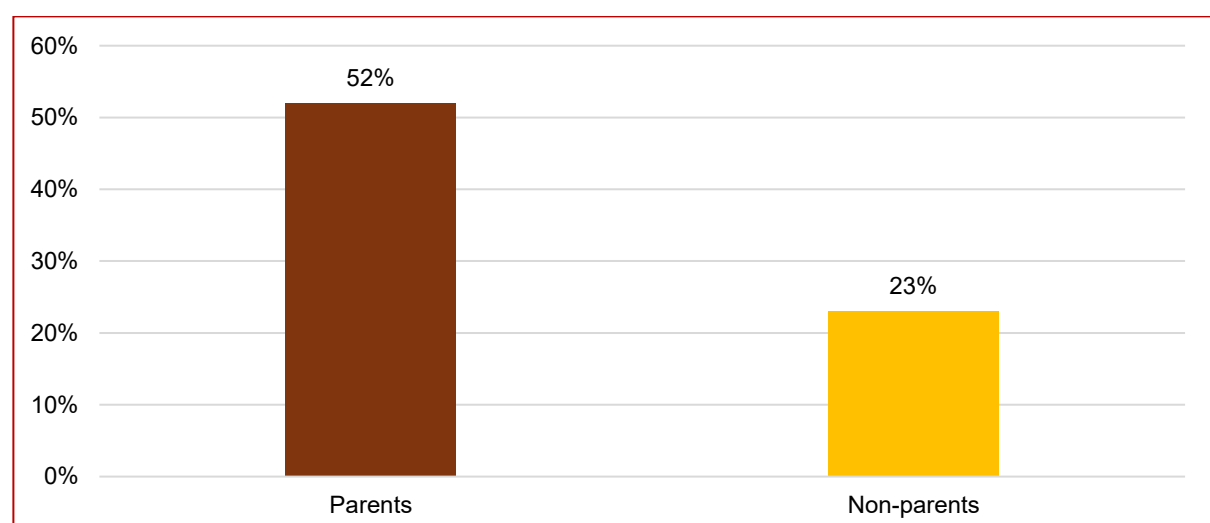
Figure 20 Parents who have concerns about their children seeing or hearing potentially harmful or offensive content (by age) [Q 19 & Q 1 & Q7; n = 343]



There may be a correlation between these lower levels of concern among older people and their media consumption habits, whereby they are more likely to consume content via more traditional broadcast media (television and radio), and less likely to consume content through video-on-demand services and in the cinema (see Figure 2).

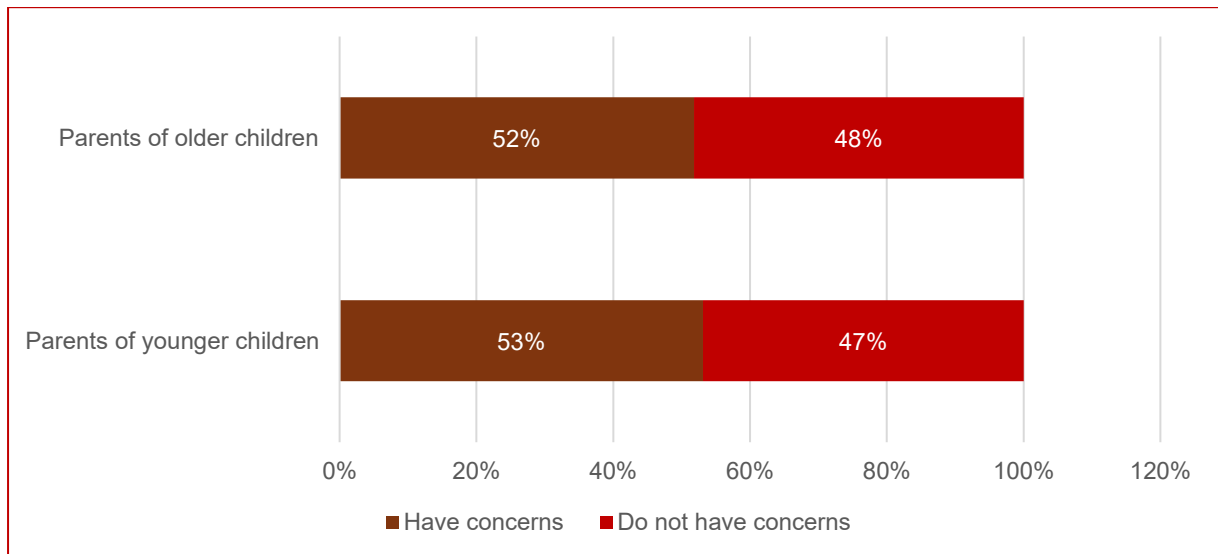
Parents are significantly more likely to be concerned about seeing or hearing potentially harmful or offensive content than those who are not, with more than half of parents (52%) saying they are concerned, as compared with fewer than a quarter of non-parents (23%). See Figure 21.

Figure 21 Parents who have concerns about seeing or hearing potentially harmful or offensive content [Q18 & Q7; n = 343]



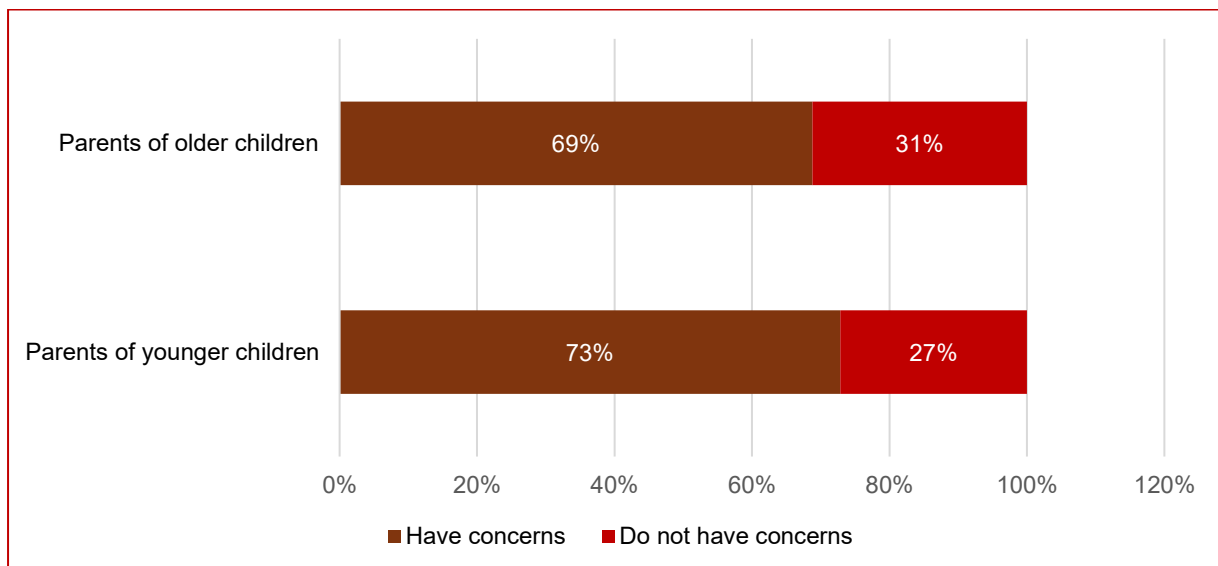
The age of respondents' children did NOT seem to impact the level of concern that parents had for themselves, with regard seeing or hearing potentially harmful or offensive content. Just over half say they have concerns, regardless of the age of their children. See Figure 22.

Figure 22 Parents who have /do not have concerns about seeing or hearing potentially harmful or offensive content (by age of children) [Q18 & Q7 & Q8; n = 343]



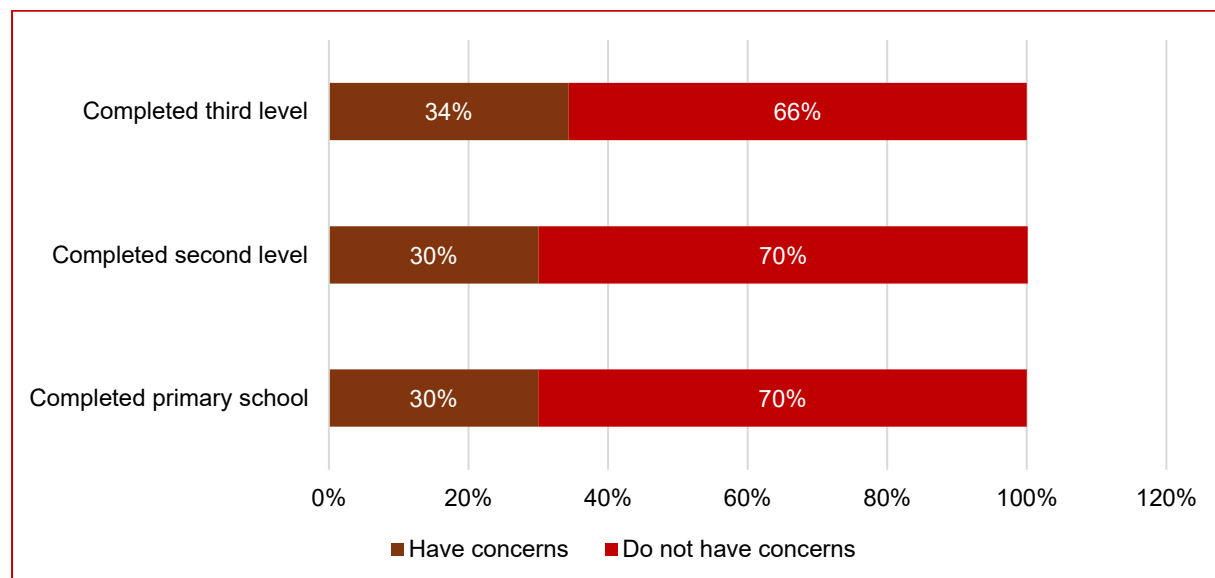
Neither did the children's ages seem to have much bearing on parents' level of concern about their children seeing or hearing potentially harmful or offensive content. See. Figure 23.

Figure 23 Parents who have/do not have concerns about their children seeing or hearing potentially harmful or offensive content (by age of children) [Q19 & Q7 & Q8; n = 343]



Neither did the level of education attained by parents appear to be a significant factor, with approximately one in three respondents saying they did not have concerns, regardless of whether their highest level of educational attainment was at primary, secondary or third level. See Figure 24.

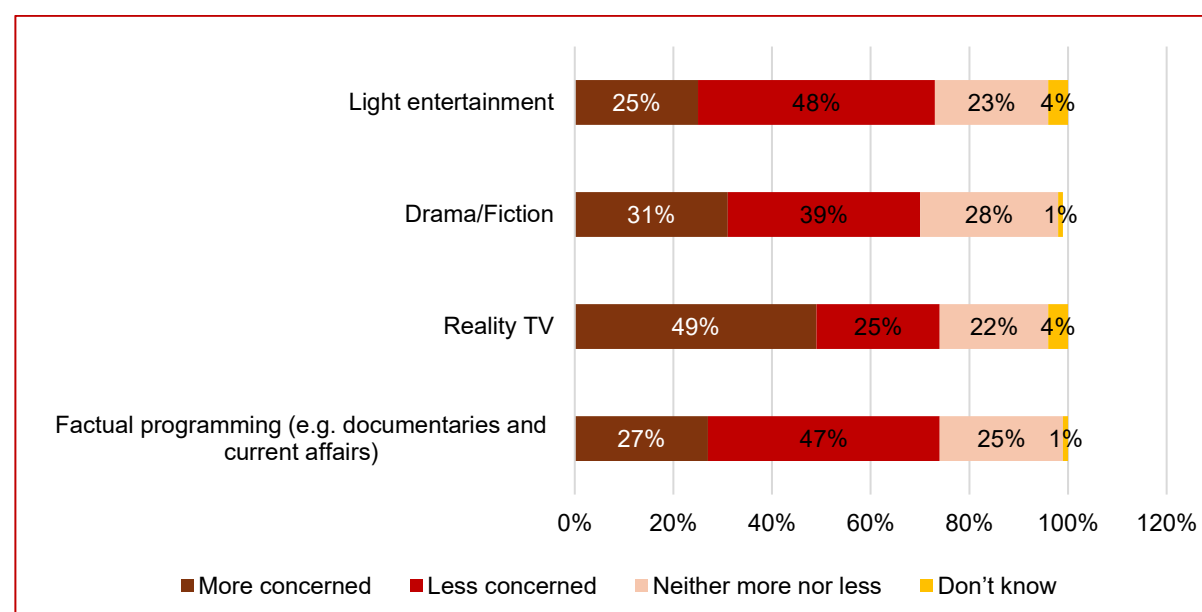
Figure 24 Respondents who have /do not have concerns about seeing or hearing potentially harmful or offensive content (by level of education) [Q18 & Q59; n = 1002]



Similarly, social class was not significant.

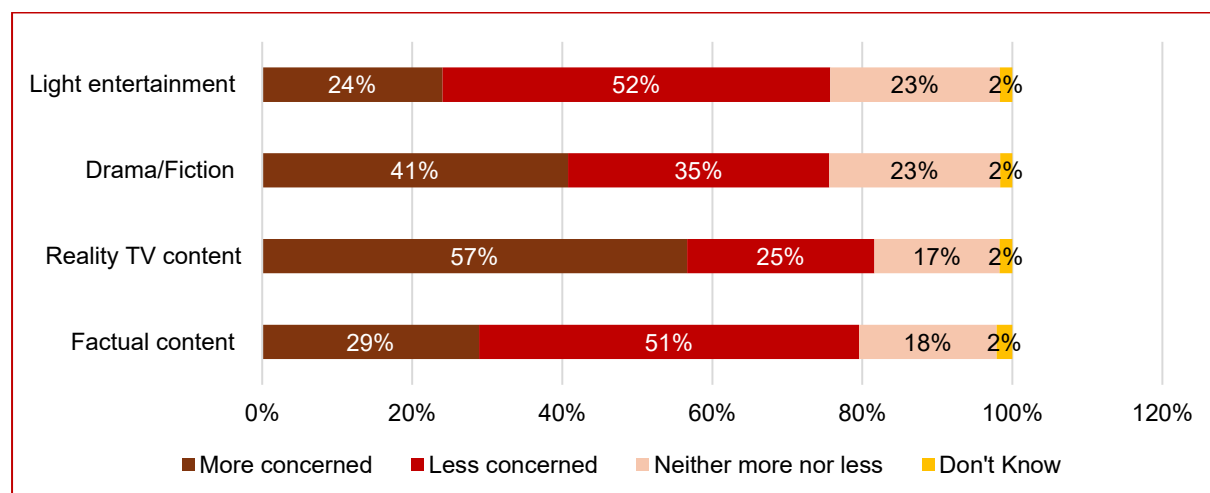
Of those respondents who said they were concerned about seeing or hearing potentially harmful or offensive content, they tended to be significantly more concerned about seeing or hearing such content in a Reality TV format than in other programming genres such as dramas/fictional programmes, documentaries or current affairs programmes, or light entertainment programmes. See Figure 25.

Figure 25 Respondents' level of concern depending on programme genre [Q18 & Q23; n = 328]



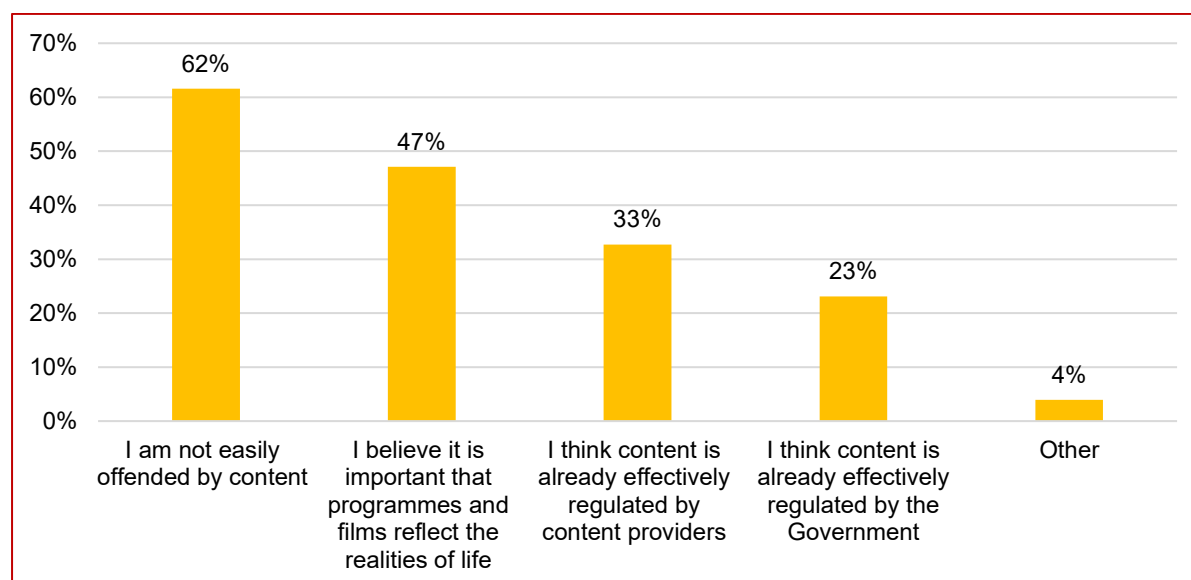
Similarly, parents who were concerned about their children seeing or hearing potentially harmful or offensive content tended to be significantly more concerned in the context of a Reality TV programme rather than other genres. See Figure 26.

Figure 26 Parents' level of concern depending on programme genre [Q26 & Q19; n = 242]



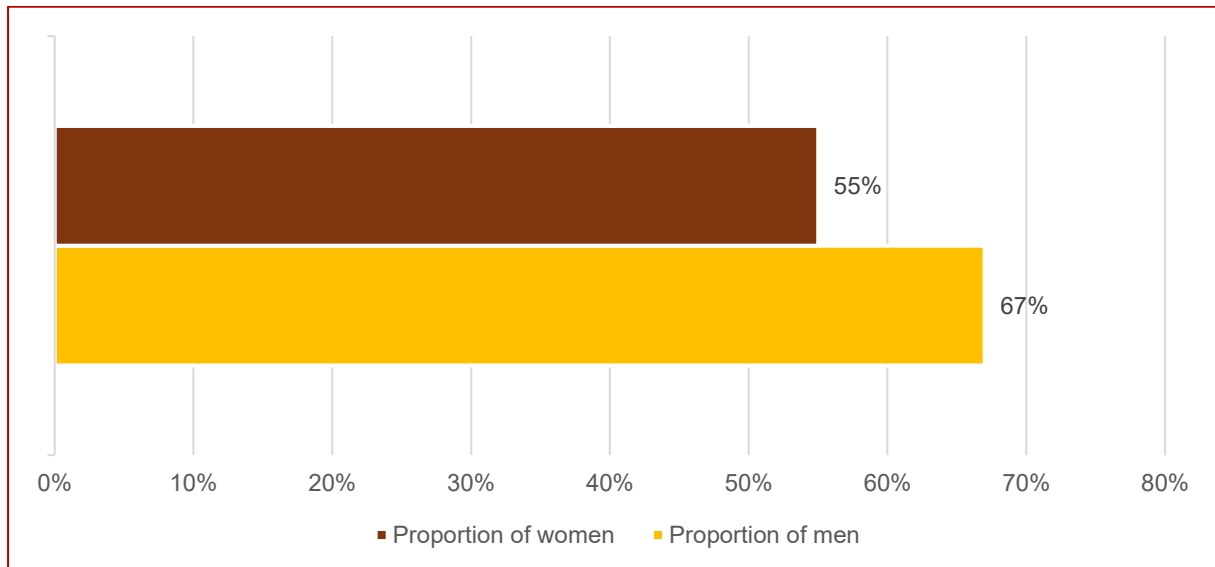
Across all age groups, respondents who said they were not concerned about seeing or hearing potentially harmful or offensive content were asked to give their reasons for this. They mainly attributed this to not being easily offended, or because they felt programmes should show the realities of life, good and bad. Fewer respondents were likely to attribute it to a belief that content is already regulated by content providers or by the State. See Figure 27.

Figure 27 Respondents' reasons for not being offended (multiple choice) [Q18 & Q20; n = 674].



While the majority of male and female respondents were likely to attribute their lack of concern to not being easily offended, there was some variation between genders in response to this question, with more than two-thirds of men selecting “I am not easily offended by content...” compared with just more than half of women. See Figure 28.

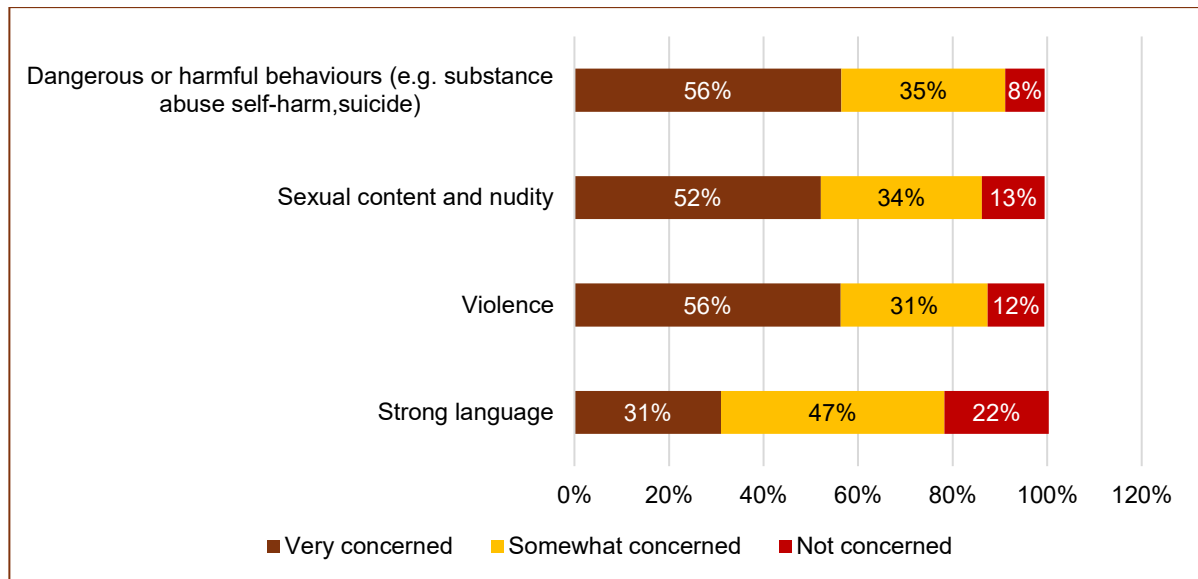
Figure 28 Proportions of men and women saying they are not easily offended [Q20 & Q3: n = 415]



4. The four content types

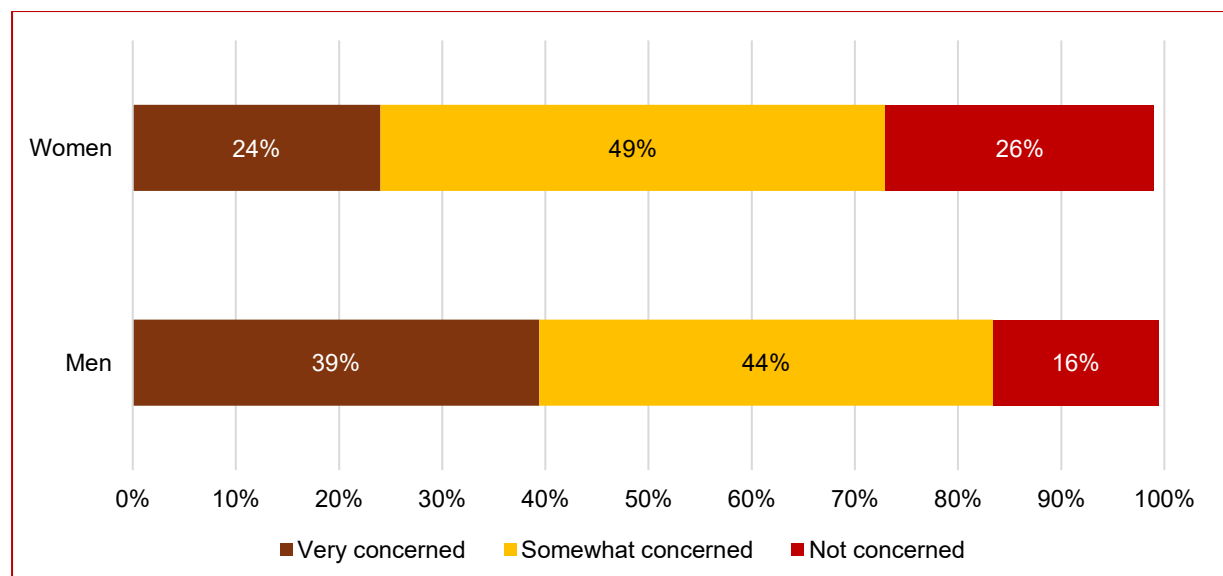
There was some variation in the perspectives of respondents who said they were concerned about seeing or hearing potentially harmful or offensive content, depending on the content type. They were less concerned about seeing or hearing content containing strong language than they were about the other content types. They were almost twice as likely to be very concerned about seeing or hearing content depicting dangerous or harmful behaviours (56%) than they were about seeing or hearing strong language (30%). See Figure 29.

Figure 29 Respondents' concerns about the different content types [Q18 & Q22; n = 328]



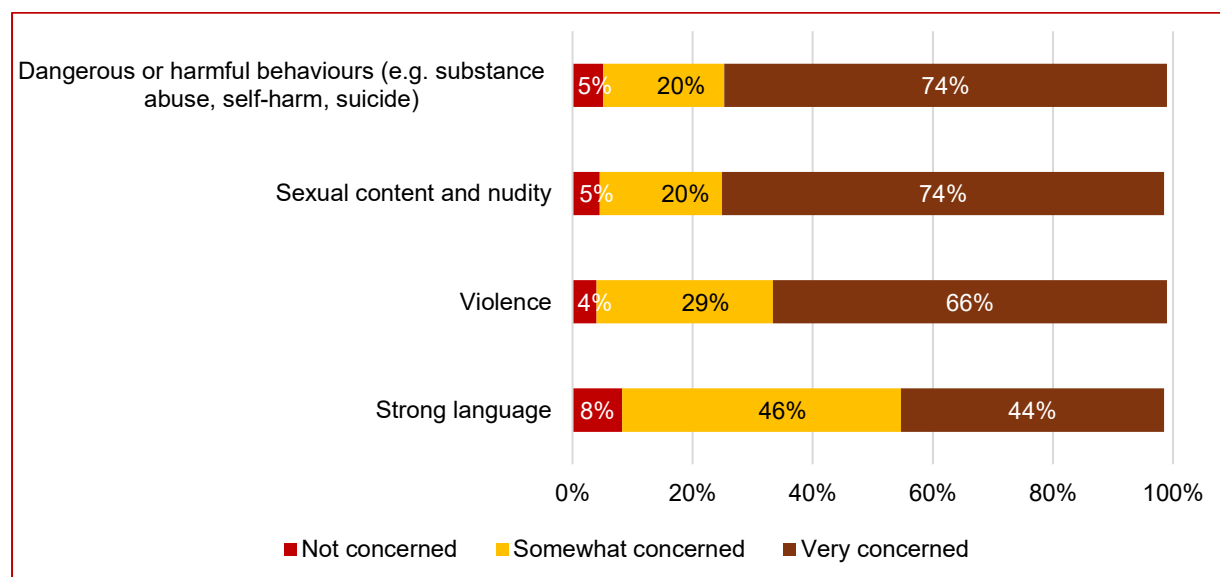
Men were more likely than women to be concerned about strong language, with 39% of men saying they were very concerned, compared with only 24% of women. See Figure 30. This runs contrary to the overall trend whereby women tended to be more concerned by content overall.

Figure 30 Levels of concern about strong language (by gender) [Q 18 & Q22A; n = 328]



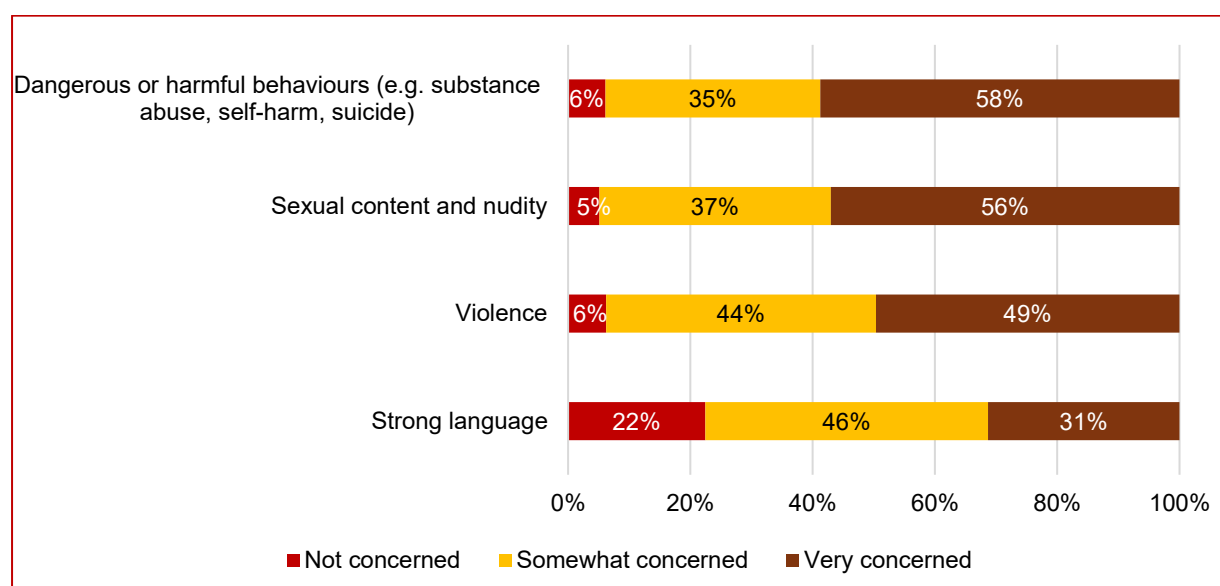
In line with the overall trend, parents of both younger and older children who expressed concern about their children seeing or hearing potentially harmful or offensive content, were least concerned about them seeing or hearing strong language. See Figure 31 and Figure 32

Figure 31 Parents' level of concern about their younger children seeing or hearing offensive or harmful content (by content type) [Q24; Q19 & Q7; n = 194]



Broadly speaking, parents of older children were less concerned about all content types than parents of younger children. See Figure 32.

Figure 32 Parents' level of concern about their older children seeing or hearing harmful or offensive content (by content type) [Q25, Q19 & Q7; n = 94]

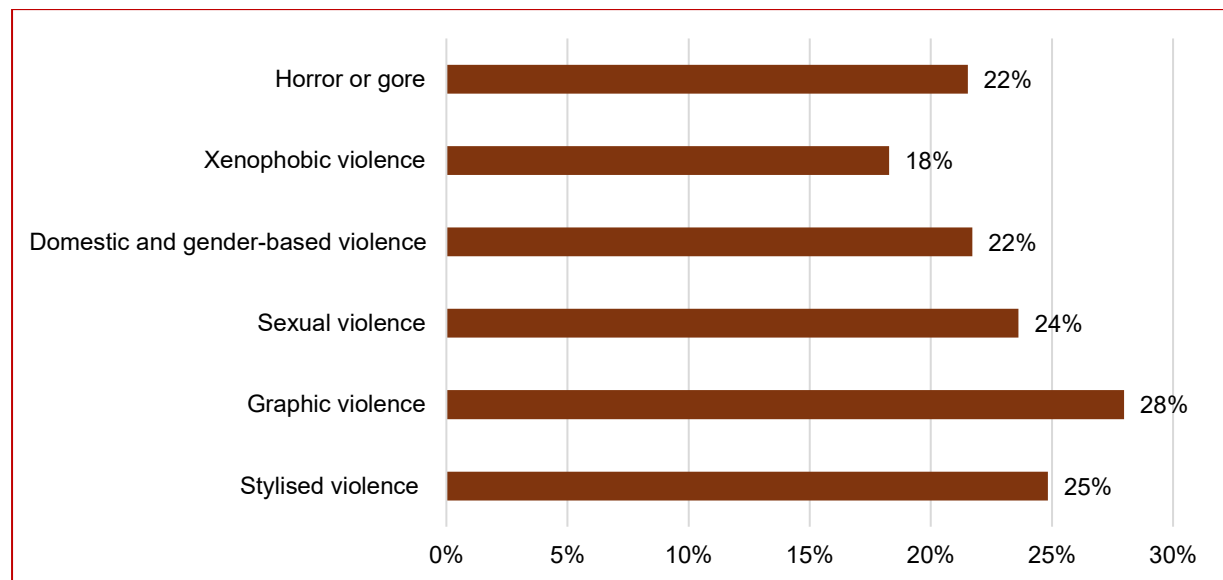


Respondents who said they have concerns about seeing or hearing potentially harmful or offensive content were asked to focus on each of the four types (strong language, violence, sexual content/nudity and dangerous or harmful behaviours) and to offer more detailed feedback in relation to each. The findings from that section of the survey are presented below under each of the four content types.

4.1 Violence

Respondents who said they have concerns about seeing or hearing potentially harmful or offensive content were asked to identify how often they see or hear each of six different types of violence in a way that is problematic for them. Of the six sub-categories presented, graphic violence is the one that more respondents encounter regularly in a way that they find problematic. That said, the numbers who encounter it regularly in a way that's problematic are still relatively small, at just over one in four (28%). See Figure 33.

Figure 33 Proportions regularly encountering violence in a way that is problematic [Q18 & Q32; n = 328]

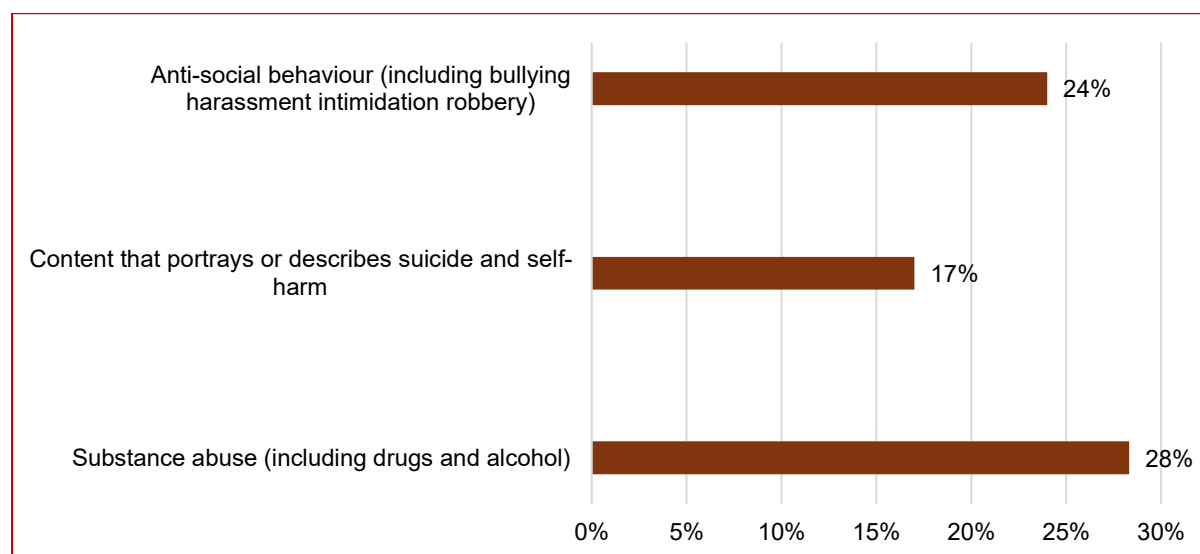


When thinking about the younger children in their care, only a small minority of parents say their children regularly encounter any of the types of violent content in a way that is problematic. This varied between 10% and 13% across all sub-categories of violent content. When it came to older children, the proportions were slightly higher. Stylised violence was the type of violence that parents say their older children are more likely to be exposed to, but the numbers of parents selecting this sub-type was still just a little over one in five (21%), indicating that this is not a widespread issue.

4.2 Dangerous or harmful behaviours

Respondents who said they have concerns about seeing or hearing potentially harmful or offensive content were asked to identify how often they see or hear each of three different types of content portraying dangerous or harmful behaviours in a way that is problematic. Of the three types, content portraying substance abuse was the sub-category that more respondents said they encounter regularly in a way that is problematic. See Figure 34.

Figure 34 Proportions regularly encountering dangerous or harmful behaviours in a way that is problematic [Q42 & Q18; n = 328]

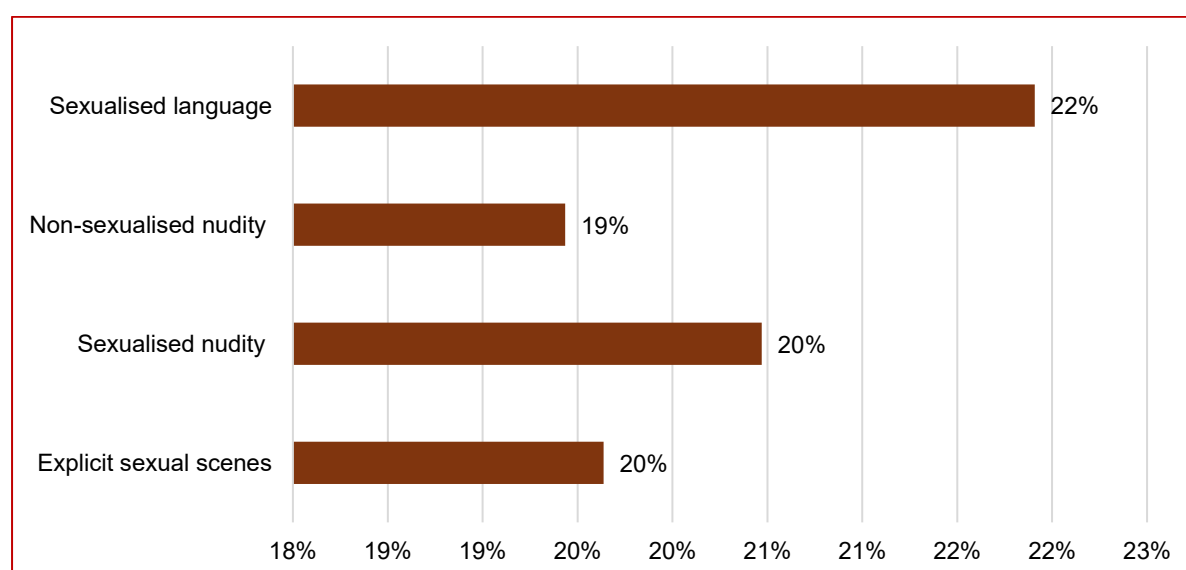


When thinking about the children in their care, only a small minority (between 12% and 13%) of parents of younger children say their children regularly encounter any of the types of dangerous or harmful content in a way that is problematic. This was also reported to be the case for older children, although the proportions of such children regularly encountering content about substance abuse or antisocial behaviour were marginally higher at 16% to 17%.

4.3 Sexual content and nudity

Respondents who said they have concerns about seeing or hearing potentially harmful or offensive content were asked to identify how often they see or hear sexual content or content portraying nudity in a way that is problematic for them. Sexualised language is the type of sexual content that more respondents encounter regularly in a way that they find problematic. Even in the case of that sub-category, however, only a minority of respondents (22%) say they encounter it regularly in a way that is problematic. See Figure 35

Figure 35 Proportions regularly encountering sexual content/nudity in a way that is problematic [Q 37 & Q18; n = 328]

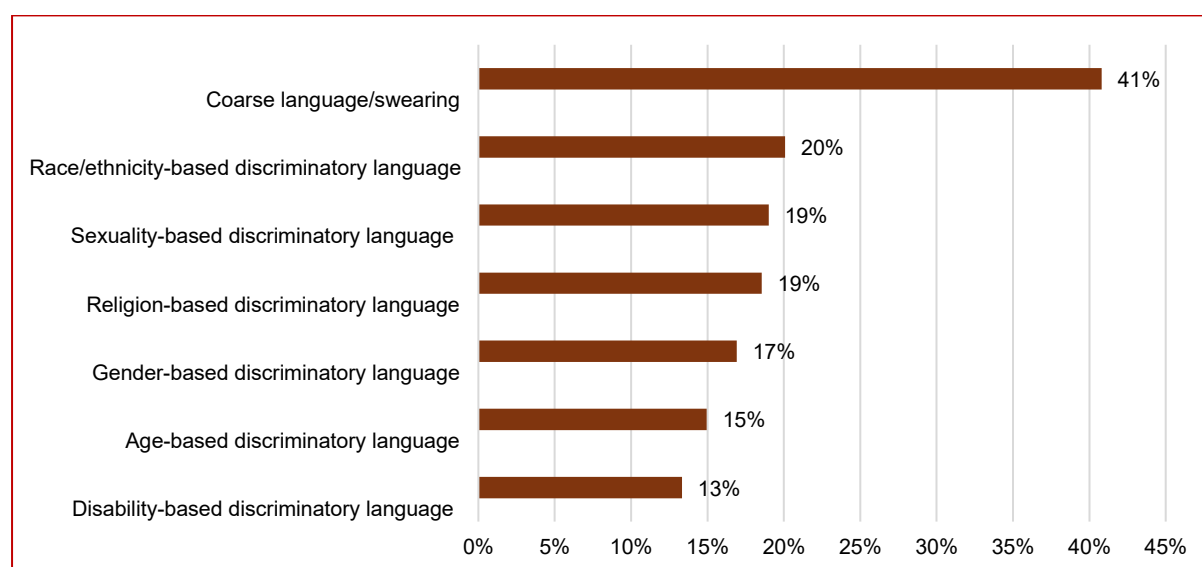


Similarly, when thinking about the children in their care, only a small minority of parents of younger children say their children regularly encounter any of the types of sexual content/ nudity in a way that is problematic. (This varied between 10% and 16% across all sub-categories of sexual content/nudity) regardless of the age of the children.

4.4 Strong language

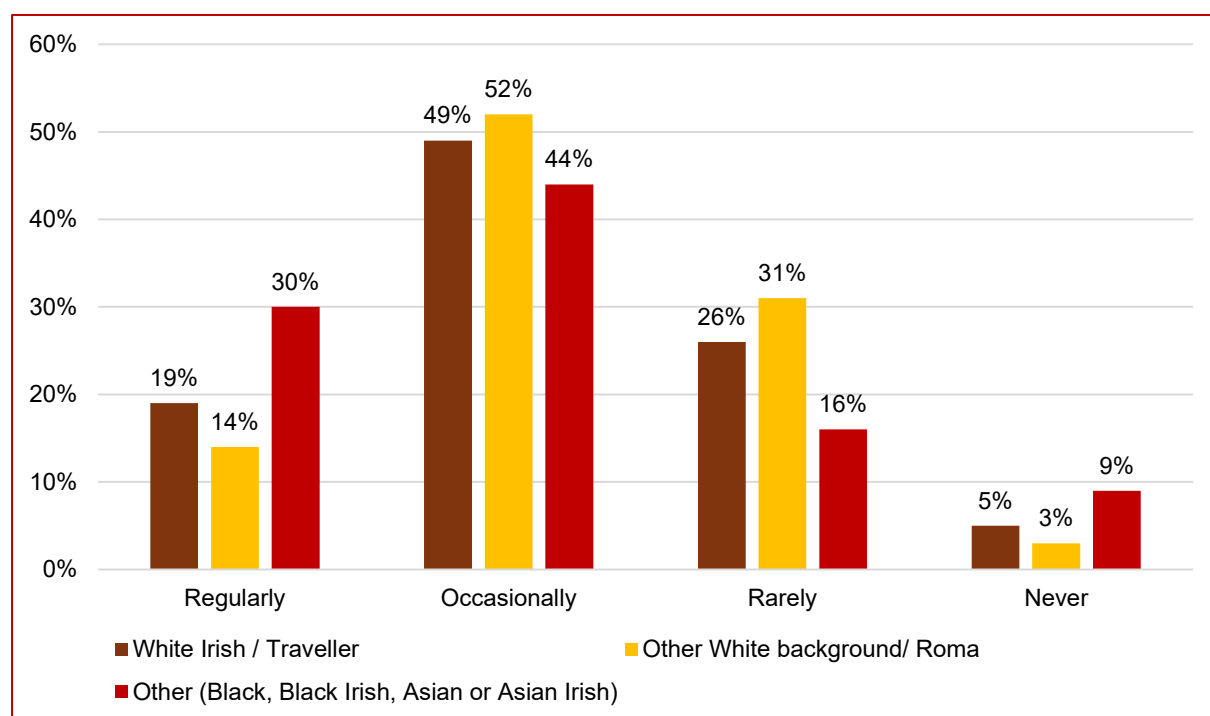
Respondents who said they have concerns about seeing or hearing potentially harmful or offensive content were asked to consider the extent to which, in the case of each of seven different types of strong language, they encounter it in a way that is problematic for them. Of the seven types of strong language presented, coarse language/swearing is the one that more respondents say they encounter regularly in a way that they find problematic. Language that discriminates based on disability is the type of strong language that the fewest respondents say they encounter regularly in a way that is problematic for them. See Figure 36.

Figure 36 Proportions of respondents regularly encountering the seven types of strong language in a way that is problematic [Q18 & Q27; n = 328]



Respondents who categorise themselves as being White Irish or Traveller were significantly less likely to report regularly encountering language that discriminates based on ethnicity than those who categorised themselves as Black, Black Irish, Asian or Asian Irish. See Figure 37. Caution is urged in considering these data, however, as the numbers of respondents in all categories other than White Irish/Traveller were low in absolute terms.

Figure 37 Frequency of encountering language that discriminates on the basis of race/ethnicity [Q27b & Q18; n = 328]



When thinking about the children in their care, only a minority of parents said children encounter strong language regularly in a way that is problematic. Of the different categories of strong language, coarse language/swearing was highlighted by parents as the type of strong language that their children are most likely to encounter regularly in a way that is problematic. That said, only 21% of parents of younger children and 27% of parents of older children selected this option, and even fewer parents selected the other forms of strong language as being encountered regularly by their children.

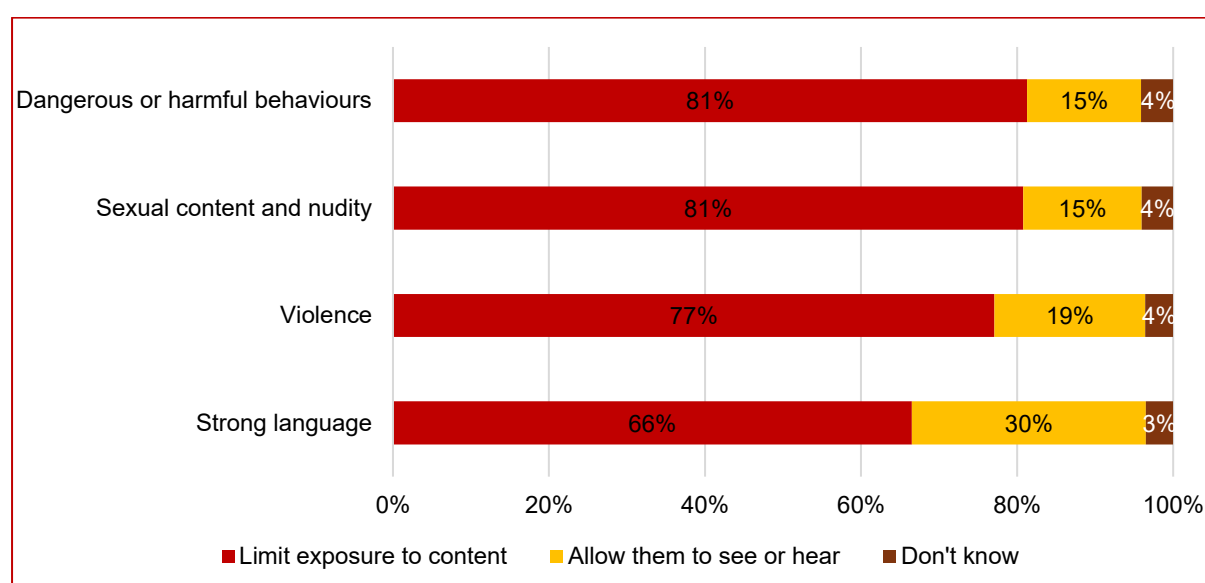
5. Children's engagement with content

Respondents were asked to consider, in the case of each of the four types of potentially harmful or offensive content, the extent to which they believed children's exposure to them should be limited, or whether it is better to prepare them by allowing them to see or hear such content (within reason).

In the case of younger children, and across all four categories, the majority of respondents considered it appropriate to limit their exposure to potentially harmful or offensive content.

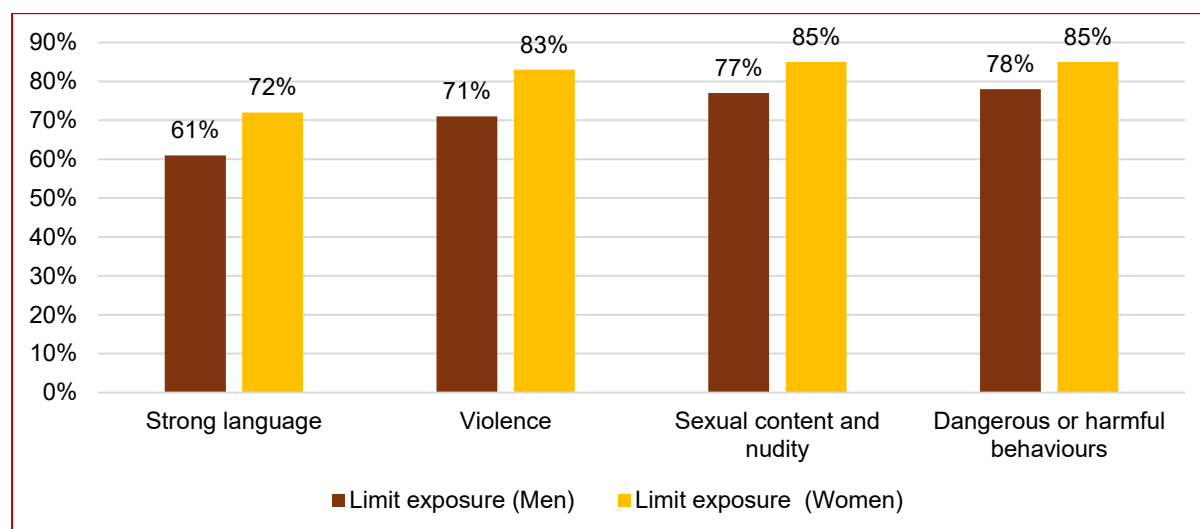
There was some variation in perspectives, however, depending on the nature of the content. Respondents consider it more appropriate to restrict children's exposure to dangerous or harmful behaviours and sexual content/nudity, than content that contains strong language or violence. There appears to be a greater tolerance for content containing strong language than the other three forms of content. See Figure 38.

Figure 38 Respondents' attitudes re protecting/preparing younger children (by content type) [Q53; n = 1002]



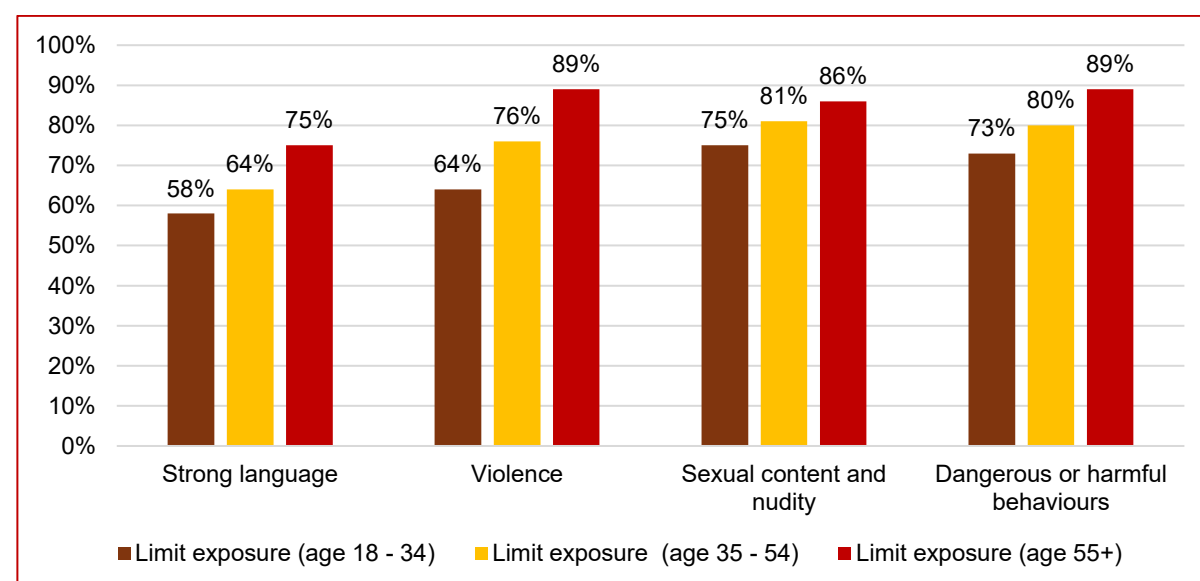
Across all four categories, women were more likely than men to favour restricting younger children's exposure. See Figure 39.

Figure 39 Respondents' belief that younger children's exposure should be limited (by gender and content type) [Q53 & Q3; n = 1002]



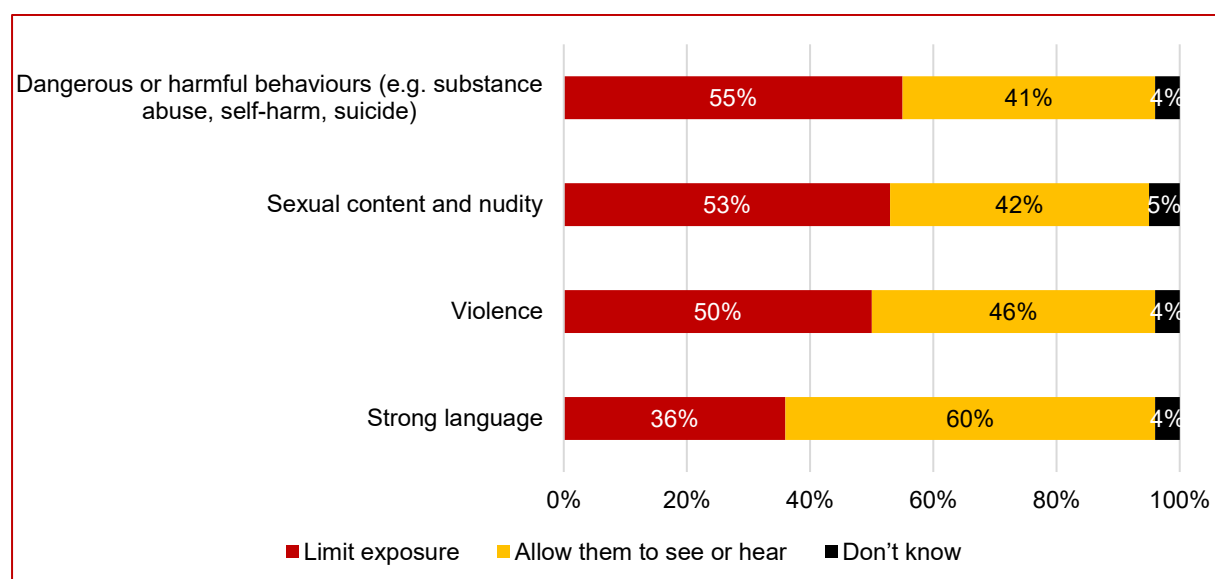
Across all four categories, older respondents are more likely than younger respondents to favour restricting younger children's exposure, with the likelihood increasing progressively across the three age bands in the case of all four categories of content. See Figure 40. This was interesting, given that older respondents (55 years +) were somewhat less likely to be concerned about seeing or hearing potentially harmful or offensive content themselves. See Figure 19.

Figure 40 Age breakdown of respondents who believe that younger children's exposure should be limited [Q53 & Q1; n = 1002]



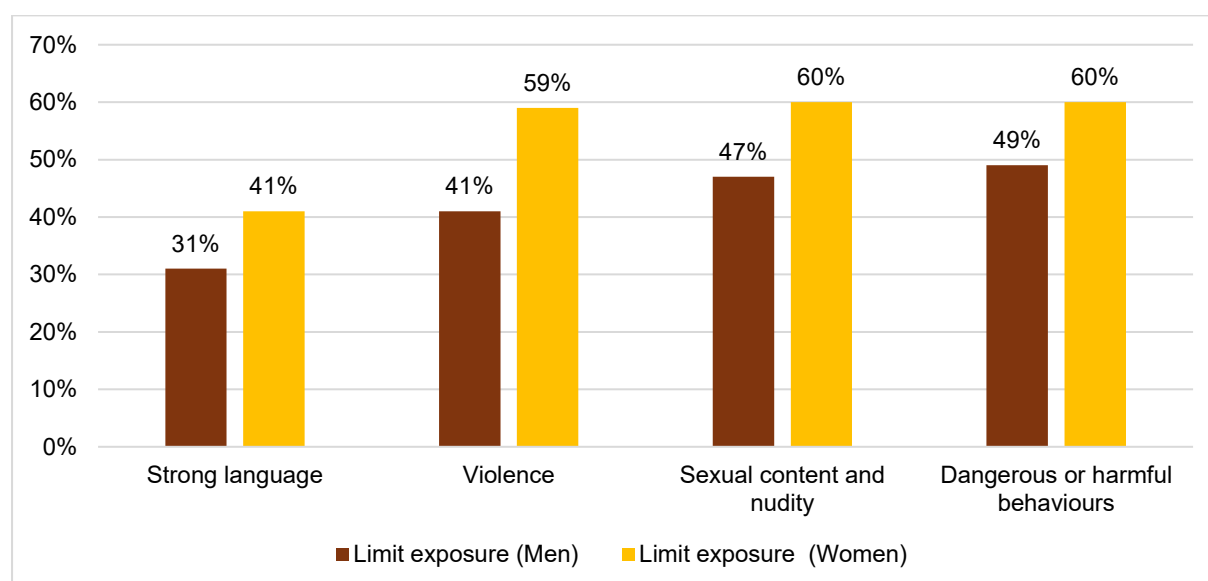
In the case of older children, respondents were less in favour of restricting exposure. For example, just over one in three respondents (36%) considered that older children's exposure to content containing strong language should be limited. In the case of the other three categories, however, a majority favoured reducing older children's exposure, albeit that the numbers of respondents who were of this view was considerably smaller than those considering that younger children's exposure should be limited. See Figure 41.

Figure 41 Respondents' attitudes re protecting/preparing older children (by content type) [Q53 & Q7; n = 1002]



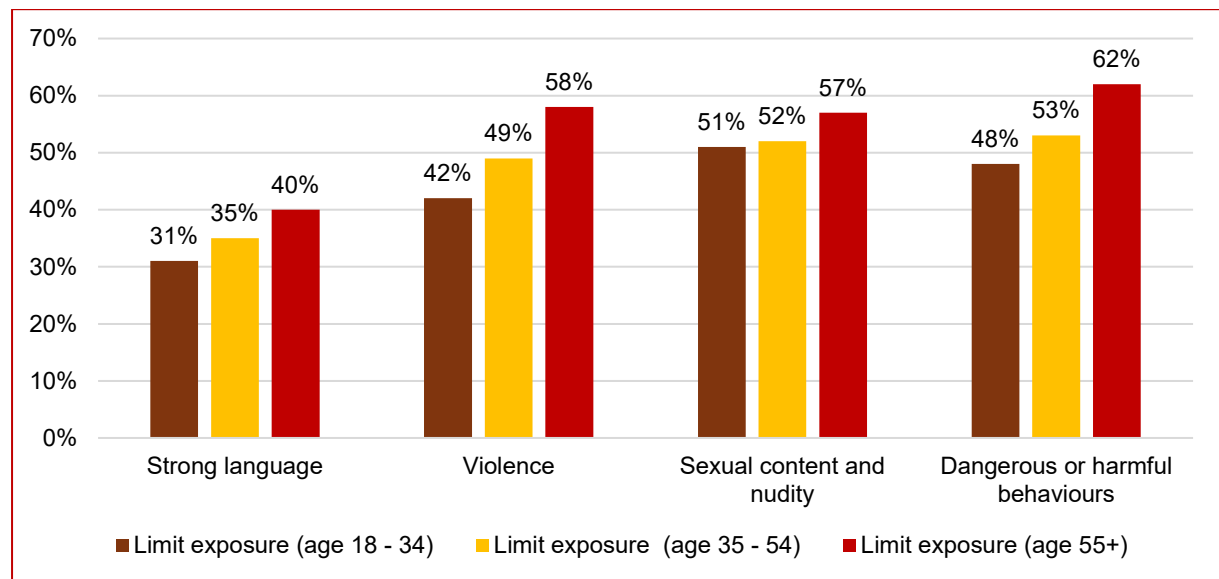
As was the case in respect of younger children, across all four categories, women were more likely than men to favour restricting older children's exposure. See Figure 42. This gender difference was especially pronounced in the case of violent content, with 41% of men favouring older children's exposure be limited, compared to 59% of women.

Figure 42 Respondents' belief that older children's exposure should be limited (by gender and content type) [Q53 & Q3; n = 1002]



As was the case in respect of younger children, across all four categories, older respondents are more likely than younger respondents to favour restricting older children's exposure. See Figure 43.

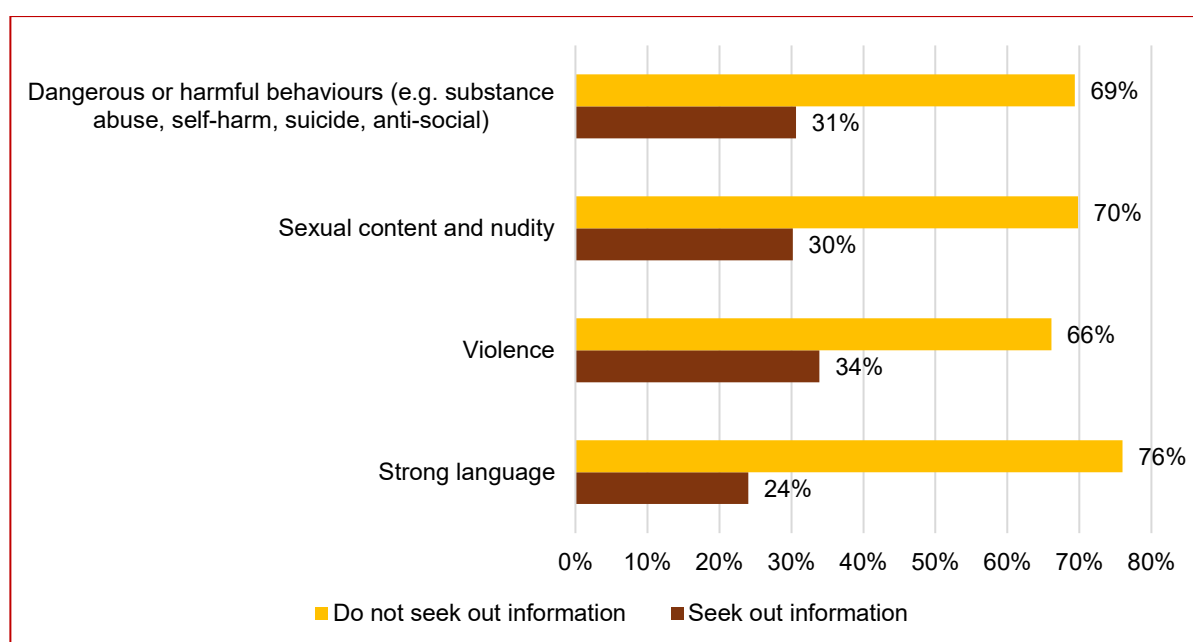
Figure 43 Respondents' belief that older children's exposure should be limited (by age of respondent and content type)
[Q53 & Q1; n = 1002]



6. Guidance and content warnings

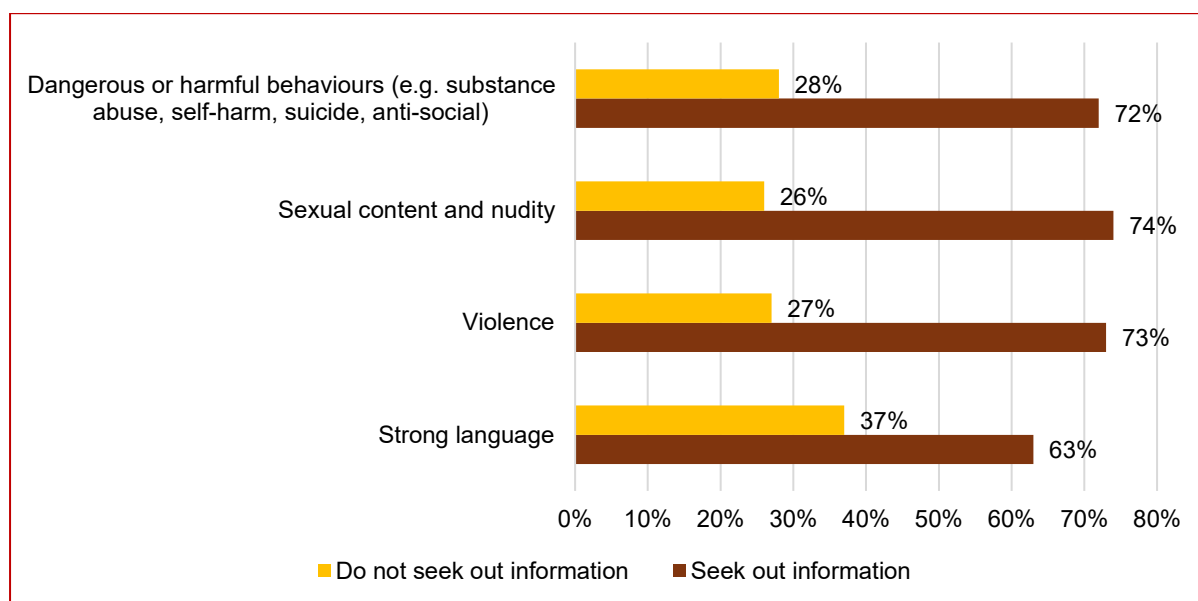
The majority of respondents say they do not seek out information about the four types of content before they themselves watch or listen to a programme or film. See Figure 44. This is particularly so in the case of strong language, where fewer than one in four (24%) say they seek out information in advance. In the case of violence, respondents are slightly more likely to seek out information in advance, although it is still just one in three (34%) who are likely to do so.

Figure 44 Proportion of respondents who seek out information before watching or listening (by content type) [Q47; n =1002]



However, the picture is very different when parents were asked if they seek out information before their children watched or listened to content. The majority (between 63% and 74%) say they do seek out information in such circumstances, although they are somewhat less likely to seek out information in relation to strong language. See Figure 45.

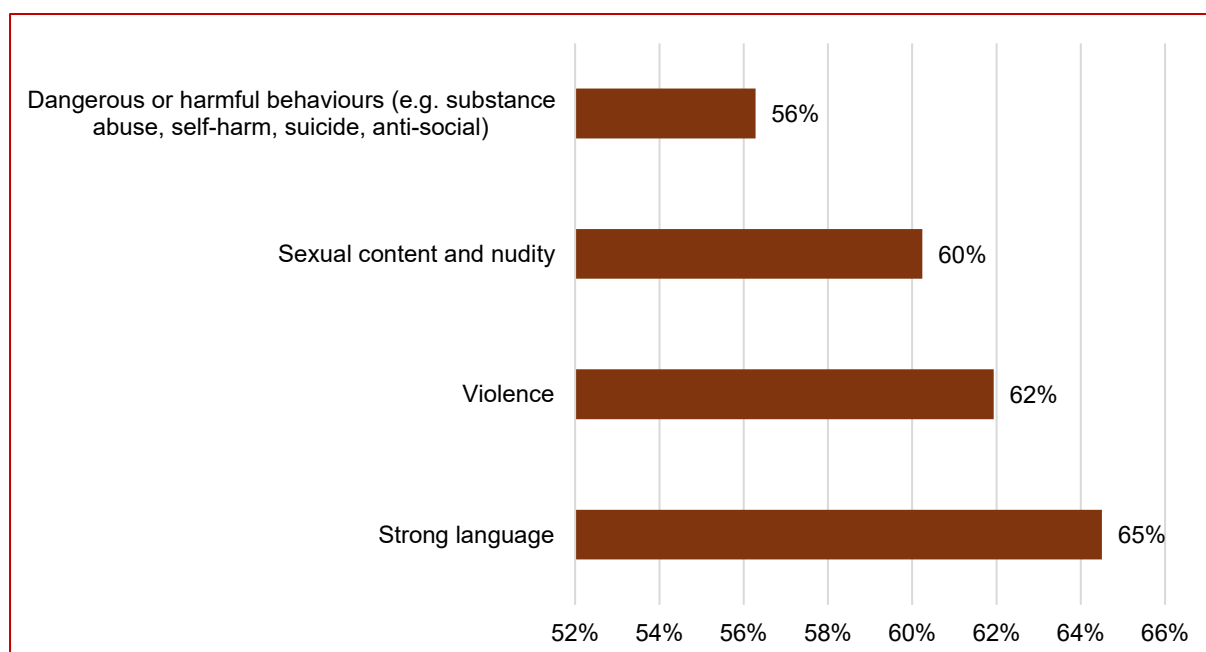
Figure 45 Proportions of parents who seek out information before their children watch or listen (by content type) [Q49 & Q7; n = 343]



The proportion is even higher in the case of respondents who are concerned about their children seeing or hearing content that is potentially harmful or offensive. In the case of parents of young children, the vast majority (between 87% and 88% depending on content type) said they look for information or warnings before their children view or listen. In the case of parents of older children, this percentage was somewhat lower, but still a large majority (76% to 83% depending on content type).

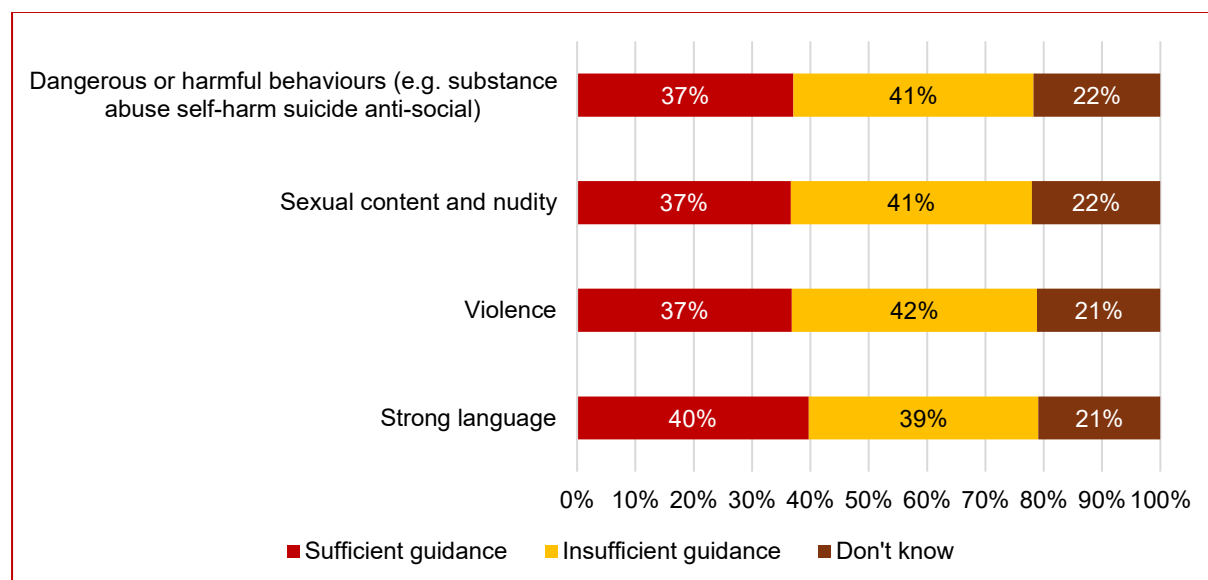
A majority of respondents felt the available guidance is sufficient to help them to make a viewing or listening decision for themselves or their children. There was some variation across content types, with 65% considering the guidance sufficient in relation to strong language, 62% considering the guidance sufficient in relation to violent content, 60% considering the guidance sufficient in relation to sexual content/nudity, and 56% considering the guidance sufficient in relation to dangerous or harmful behaviours. See Figure 46.

Figure 46 Proportions of respondents who believe guidance is sufficient [Q54; n =1002]



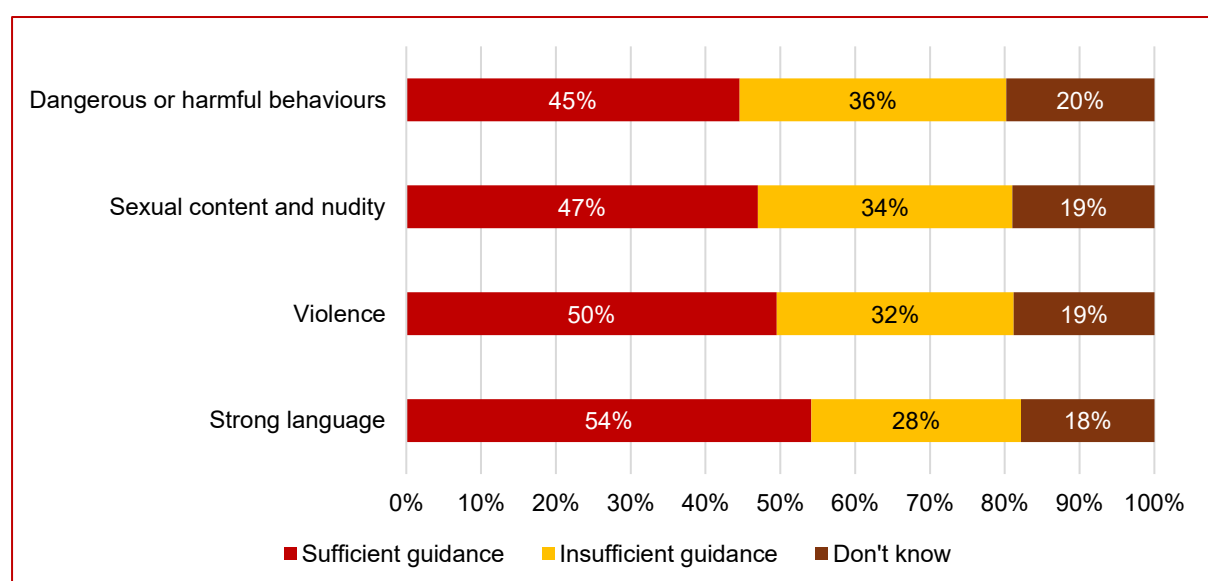
When asked if they considered the guidance to be sufficient to help younger children make a viewing or listening decision for themselves, there was a markedly different response, as well as greater uncertainty among respondents. In the case of each content type, considerably fewer considered the guidance to be sufficient, and more than one in five said they didn't know. See Figure 47.

Figure 47 Respondents' perceptions regarding adequacy of guidance to help younger children make a viewing or listening decision [Q56; n =1002]



Regarding older children, satisfaction with available guidance is a little higher. A majority (54%) consider that there is sufficient guidance in relation to strong language to help older children make viewing or listening decisions. Half of respondents consider that there is sufficient guidance to help them make such a decision in relation to violent content. Satisfaction levels in relation to guidance about sexual content/nudity and dangerous or harmful behaviours were somewhat lower at 47% and 45% respectively. See Figure 48.

Figure 48 Respondents' perceptions regarding adequacy of guidance to help older children make a viewing or listening decision [Q56; n =1002]



Women were less likely than men to consider guidance (as it applies to both younger and older children) to be sufficient. See Figs. 49 (younger children) and 50 (older children).

Figure 49 Proportions of male and female respondents who consider that guidance is sufficient to help younger children make a viewing or listening decision [Q56; n =1002]

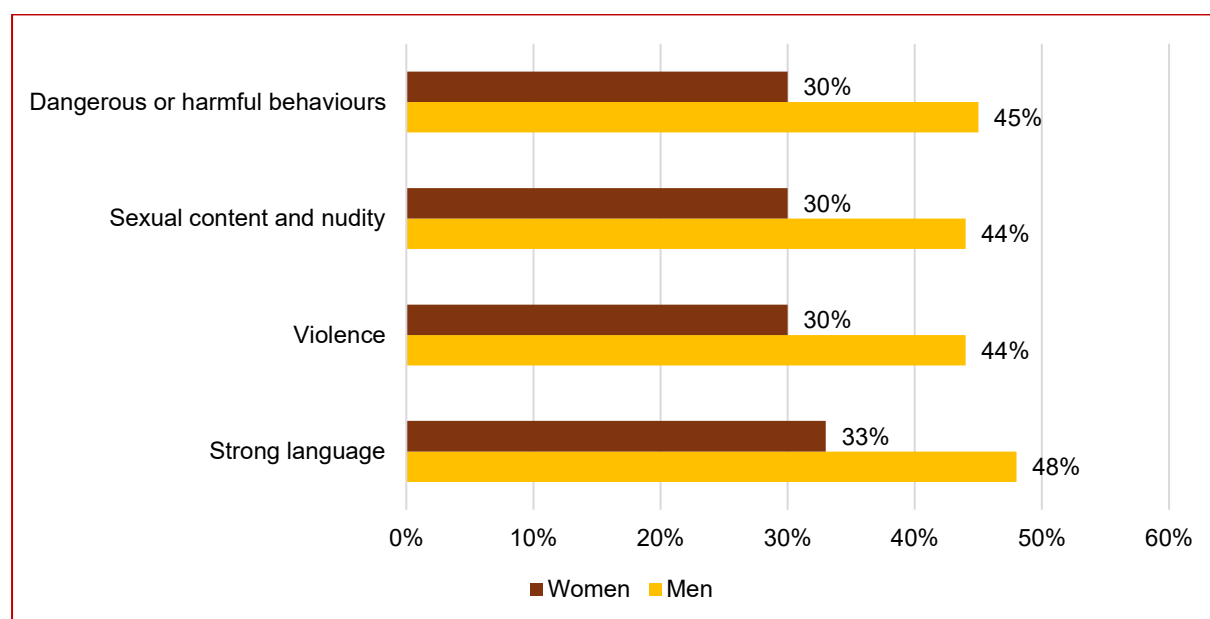
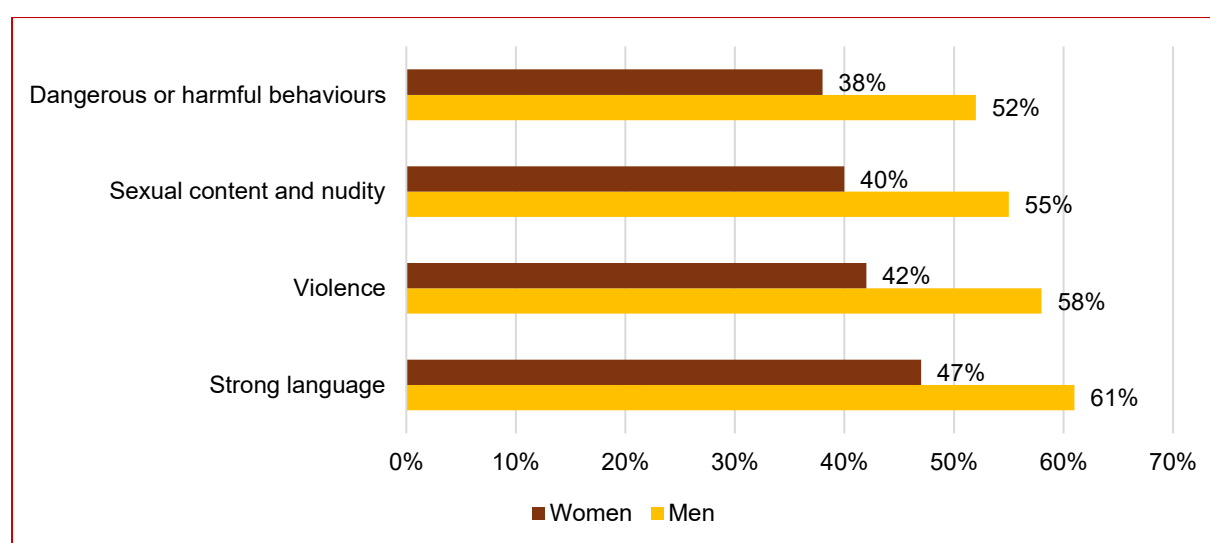


Figure 50 Gender breakdown of respondents who consider the guidance to be sufficient to help older children make a viewing or listening decision [Q56; n =1002]



Respondents who rated their levels of media literacy highly were significantly more likely to consider that the guidance for children was sufficient.

For example, of those who rated their levels of media literacy as excellent, 67% considered that the guidance in relation to strong language is sufficient, compared with only 40% of those who rated their media literacy as fair and only 21% of those who rated their media literacy levels as poor. Similar patterns were seen across all four content types.

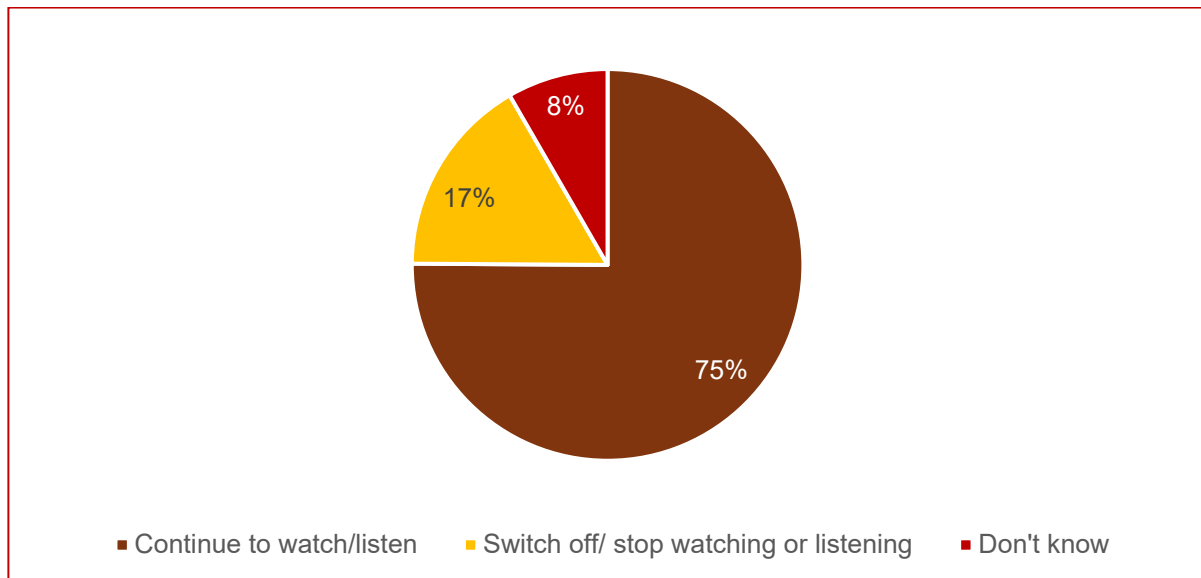
Regarding content warnings about flashing images, more than two in three (67%) respondents considered that content warnings in relation to such images are adequate.

7. Behaviours in response to encountering harmful or offensive content

The majority of respondents said they would continue to watch or listen if they saw or heard a warning in relation to harmful or offensive content, although there was some variation in this depending on the nature of the content.

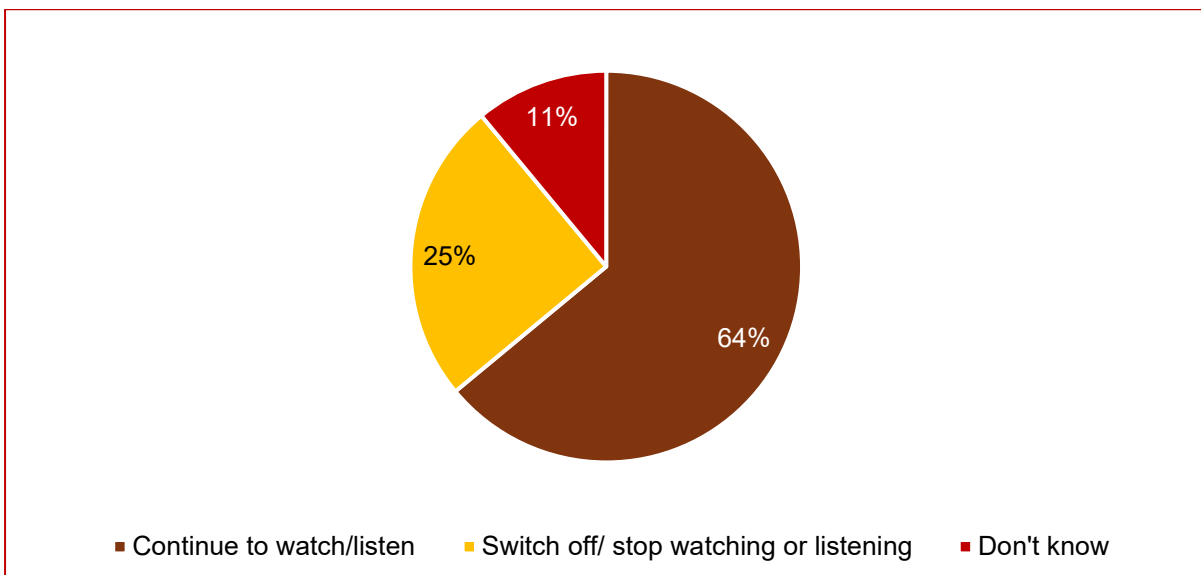
Three in four said they would continue to watch or listen if they saw or heard a warning in relation to strong language. See Figure 51.

Figure 51 Respondents' behaviours in response to encountering a warning re strong language [Q51; n = 1002]



Approximately two in three (64%) said they would continue to watch or listen if they saw or heard a warning in relation to sexual content/ nudity (see Figure 52).

Figure 52 Respondents' behaviours in response to encountering a warning re sexual content/nudity [Q51; n = 1002]



Slightly fewer (61%) said they would continue to watch or listen if they saw or heard a warning in relation to violence (see Figure 53), while 60% said they would continue to watch or listen if they saw or heard a warning in relation to dangerous or harmful behaviours (see Figure 54).

Figure 53 Respondents' behaviours in response to encountering a warning re violence [Q51; n = 1002]

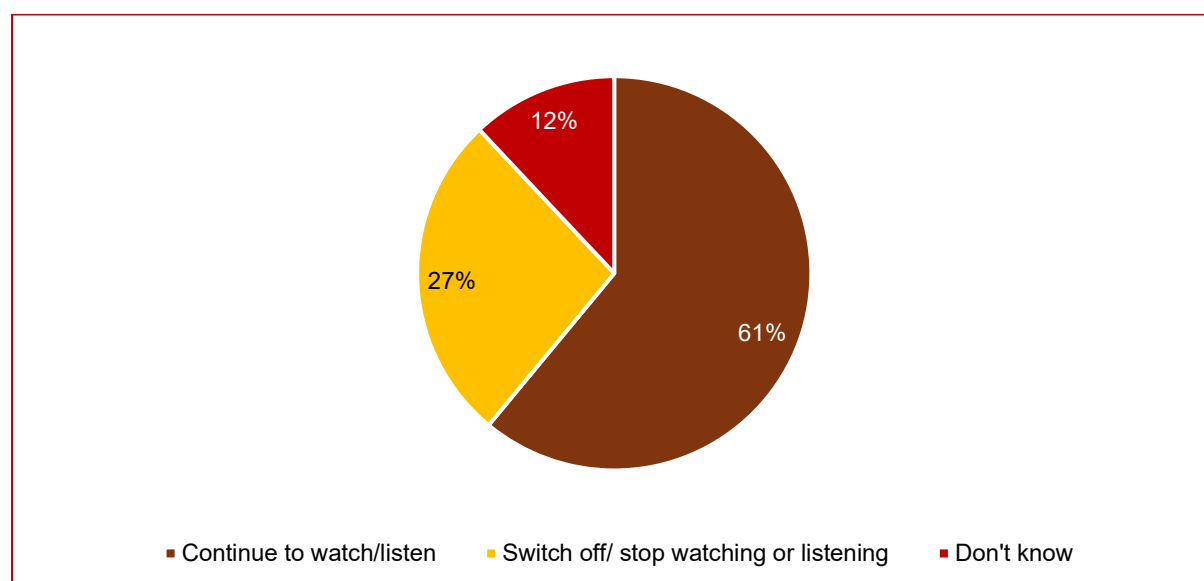
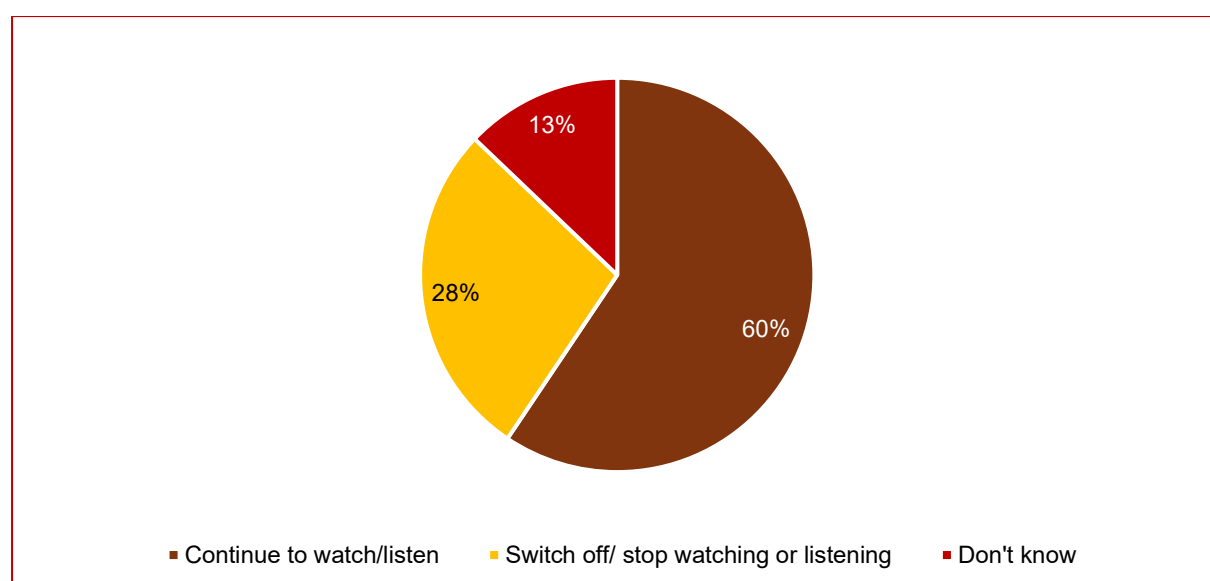
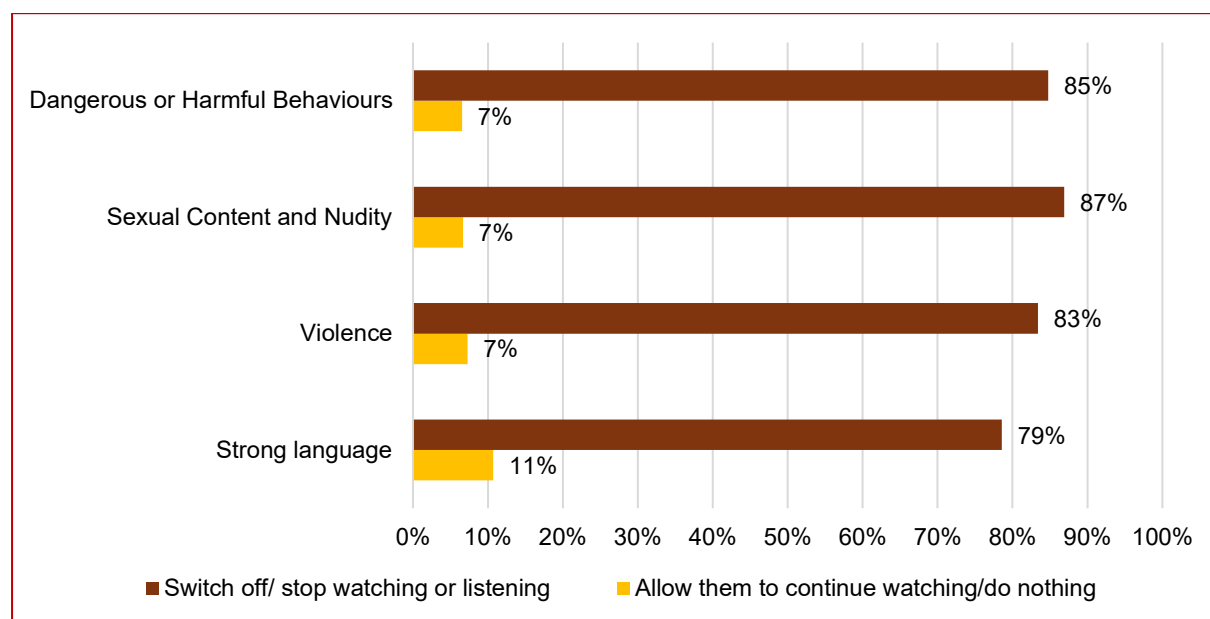


Figure 54 Respondents' behaviours in response to encountering a warning re dangerous/harmful behaviours [Q51; n = 1002]



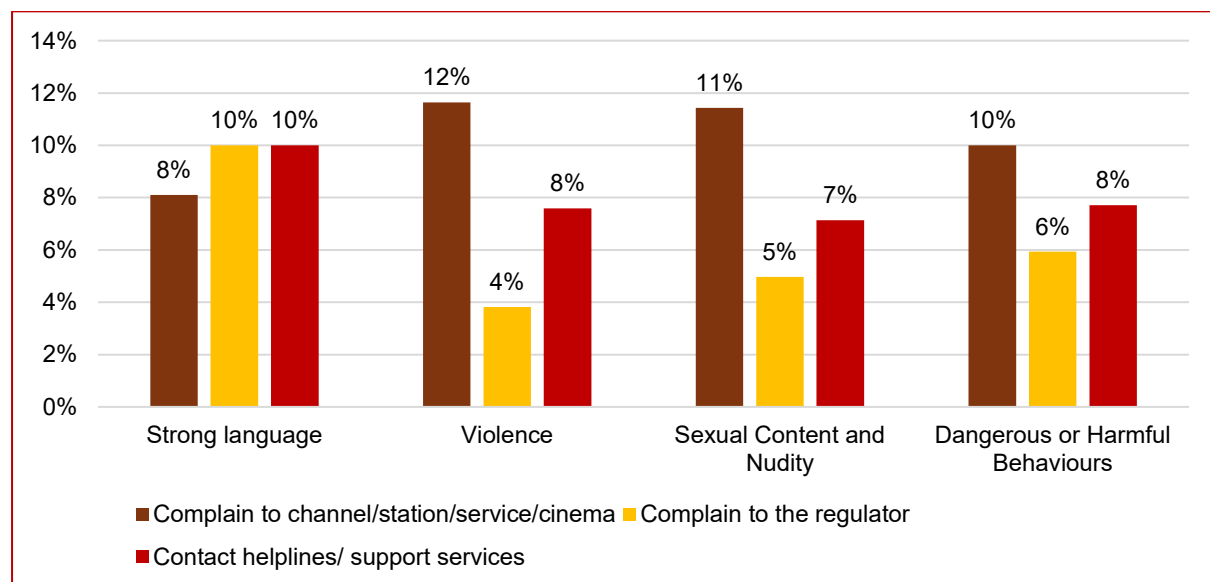
In marked contrast, the vast majority of those parents who had sought out information before their children watched or listened to a programme or film said they would switch off when they encounter harmful or offensive content when they were not expecting to do so (between 79% and 87% selected this option, depending on content type). Just 7% of parents say they would permit their children to continue watching or listening, if they encountered violent content, sexual content/nudity, or dangerous or harmful behaviours. A slightly larger proportion of these parents said they would allow their children to continue watching or listening if they encountered strong language, but it was still only a small minority (11%). See Figure 55.

Figure 55 Parents' "continue to watch/stop watching" behaviours in response to their children encountering harmful or offensive content (by content type) [Q49; n = 217]



In the case of all four content types, only a small minority said they would contact relevant helplines or support services, or make a complaint if their children encountered harmful or offensive content when they had not expected to. See Figure 56

Figure 56 Parents' follow-up behaviours in response to their children encountering harmful or offensive content (by content type) [Q49; n = 217]



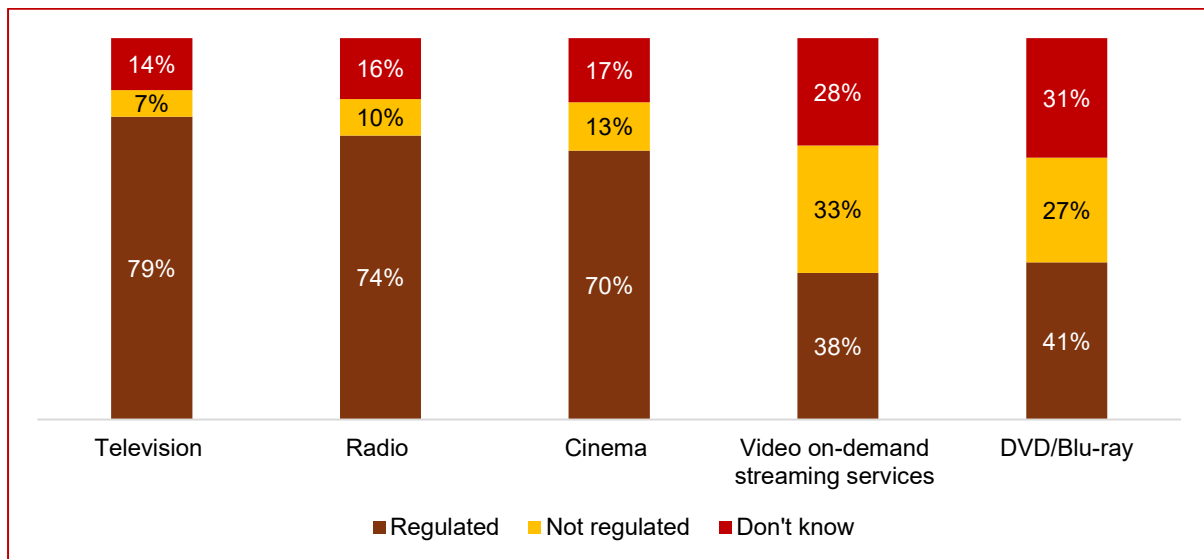
8. Regulation

Almost four in five respondents (79%) were aware that films and programmes on television channels are State regulated, with awareness levels slightly lower among 18- to 34-year-olds (74%) and slightly higher among respondents aged 55 and older (83%).

Slightly fewer respondents (74%) were aware that radio content is regulated, and even fewer (70%) were aware that content in cinemas is regulated.

Awareness levels regarding the regulation of video-on-demand were markedly lower, with only 38% stating that content on video-on-demand services is regulated. See Figure 57.

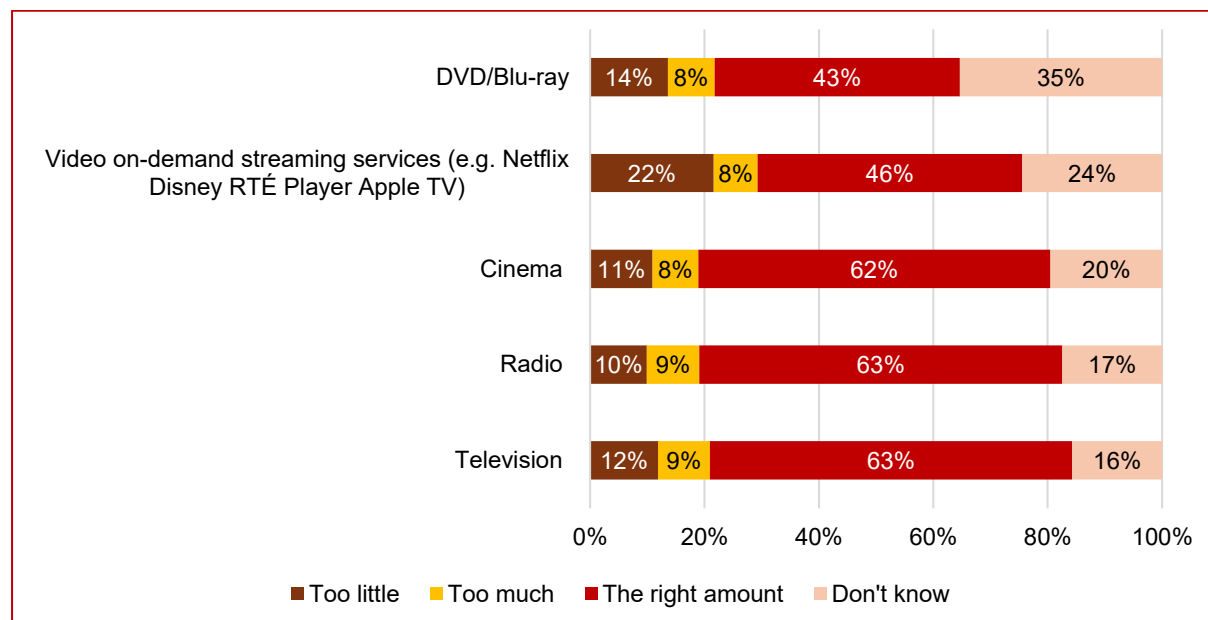
Figure 57 Respondents' awareness of regulation [Q57; n=1002]



As with perceptions about available guidance, those who rated their own levels of media literacy as being low are less likely to be aware of media regulation by the State. For example, while 84% of those respondents who rated their media literacy as excellent were aware that television is regulated by the State, this dropped to 57% for those who rated their media literacy levels as poor.

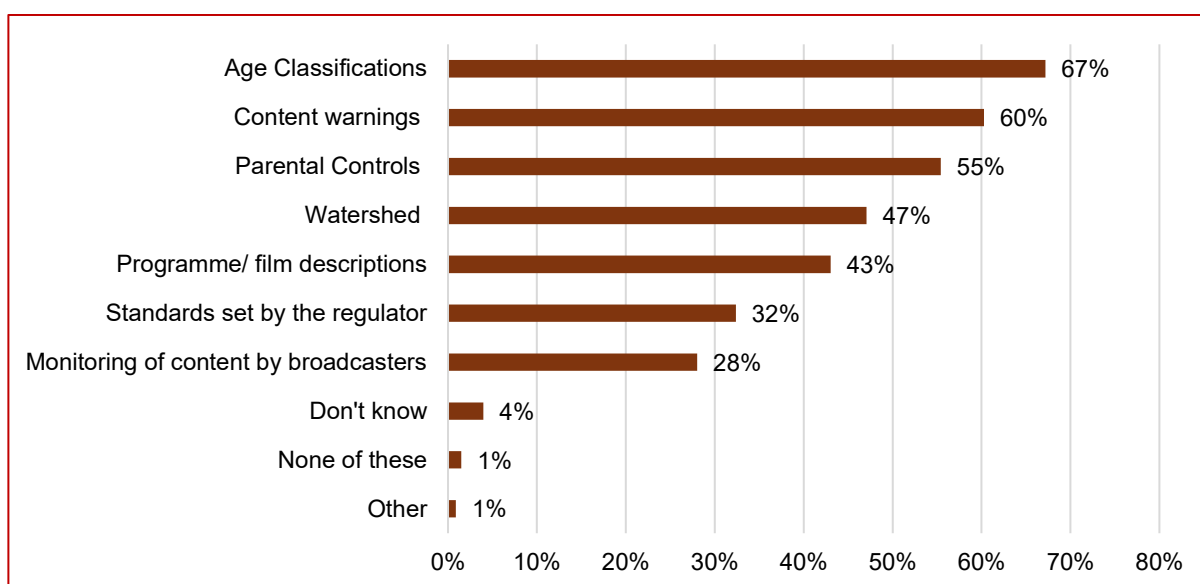
Almost two in three respondents considered that there is “the right amount” of regulation of TV (63%), radio (63%) and cinema (62%), but fewer than half (46%) think that video-on-demand services are regulated “the right amount”. This is unsurprising, given that there were low levels of awareness that video-on-demand is regulated. See Figure 58.

Figure 58 Respondents' perceptions regarding level of regulation [Q58; n = 1002]



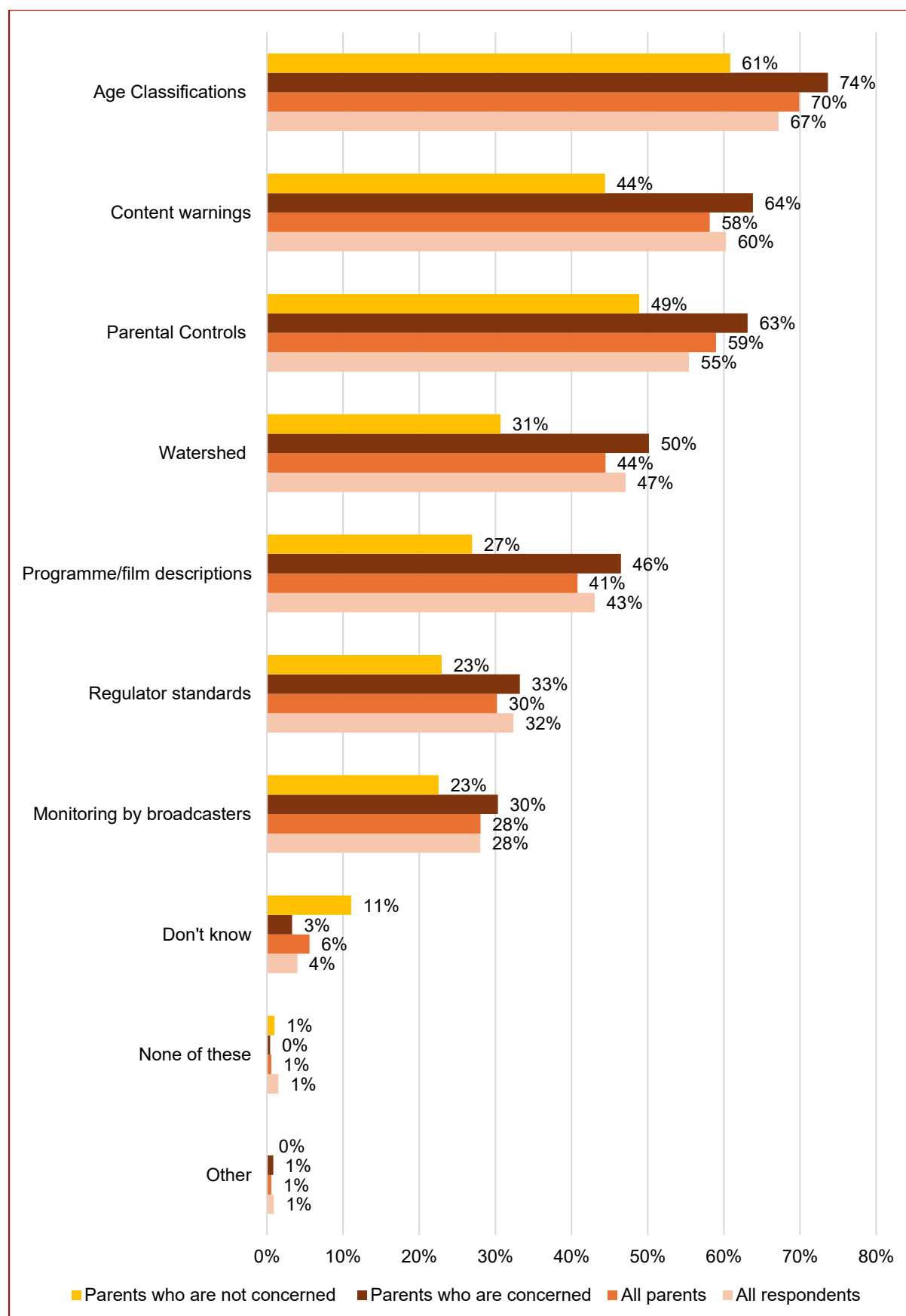
When asked to choose from a list of possible measures that should be in place to inform or protect viewers and listeners about potentially harmful or offensive content, respondents were most likely to choose “age classifications”, with more than two in three (67%) selecting this option. Some 60% selected content warnings, while more than half (55%) selected parental controls (such as age restrictions on devices or platforms). Approximately one in three (32%) selected “standards set by the regulator”, while a smaller minority (28%) selected “monitoring of content by broadcasters”. See Figure 59.

Figure 59 Measures selected by respondents as being appropriate to inform and protect viewers/listeners [Q50; n = 1002]



There were no significant variations to these overall trends when the responses of parents and non-parents were compared, but there were some marked differences between the responses of parents who said they were concerned about their children seeing or hearing potentially harmful or offensive content, and those of parents who said they were NOT concerned about their children seeing or hearing potentially harmful or offensive content. The former (parents who were concerned) were more likely than the latter (parents who were NOT concerned) to consider that the various informational/protective measures should be in place. This was particularly notable in the case of content warnings at the start of programmes/films, with almost two in three parents who reported being concerned selecting this option (64%), compared with under half of parents who reported not being concerned (44%). See Figure 60.

Figure 60 Measures selected by respondents as being appropriate to inform and protect viewers/listeners (by parental status and self-reported level of concern) [Q50 & Q7 & Q19; n = 1002]



Appendix 1 – Survey Questions

Good morning/afternoon/evening, we are from Ipsos B&A - the Irish Market Research Company and we are conducting a survey.

All responses will be treated in strictest confidence in compliance with market research guidelines issued by

ESOMAR (European Society for Opinion & Market Research). If you have any comments about being asked to take part in this survey, please email us at XXXXXXXXXXXX.

The following survey is concerned with programme content and films available on different types of media, namely: television and radio stations; in cinemas, on DVDs / Blu-ray; on video on demand services such as Netflix; and on other streaming services that provide access to programmes and films.

When we speak about programmes or films, for the purposes of this survey, this includes TV, cinema, streaming AND radio. It does NOT include podcasts or short videos uploaded or shared on social media platforms such as videos on Tik Tok, Facebook or Instagram.

Section 1: Background questions

First of all, this first section includes some background questions to ensure that we have surveyed a true cross section of people and to help us understand the data for different groups.

ASK ALL 18+ SA

Q1. What county do you live in?

Carlow	
Cavan	
Clare	
Cork	
Donegal	
Dublin	
Galway	
Kerry	
Kildare	
Kilkenny	
Laois	
Leitrim	
Limerick	
Longford	
Louth	
Mayo	
Meath	
Monaghan	

Offaly	
Roscommon	
Sligo	
Tipperary	
Waterford	
Wexford	
Wicklow	

ASK ALL 18+ SA

Q2. What age are you?

18 – 24	
25 – 34	
35 – 44	
45 – 54	
55 – 64	
65 +	

ASK ALL 18+ SA

Q3. Are you?

Female	
Male	
Non-binary	
Another gender	
Prefer not to say	

ASK ALL 18+ SA

Q.3a Is the gender you identify with the same as your sex registered at birth?

Yes	
No	
Prefer not to say	

ASK ALL 18+ SA

Q4. What is your own current working status?

Working full-time (30 + hours per week)	
Working part-time (<29 hours per week)	
Unemployed – looking for work	
Unemployed – due to illness/ disability	
Retired	
Full-time homemaker (looking after family)	
Student, not working	
Student, working as well as studying	
Prefer not to say	

ASK ALL WORKING FULL/PART-TIME/WORKING STUDENT @ Q4. SA

Q5. Are you an employee or self-employed?

Employee	
Self-employed	
Self-employed farmer	

ASK ALL 18+ SA

Q6a. Please indicate to which occupational group the Chief Income Earner in your household belongs, or which group fits best.

- This could be you: the Chief Income Earner is the person in your household with the largest income.
- If the Chief Income Earner is retired and has an occupational pension, please answer for their most recent occupation.
- If the Chief Income Earner is not in paid employment but has been out of work for less than 6 months, please answer for their most recent occupation.

Farmer / Agricultural worker	
Semi-skilled manual work/ manual work requiring no specific skills (e.g. Manual workers, all apprentices to be skilled trades, Caretaker, Park keeper, non-HGV driver, shop assistant)	
Skilled manual worker (e.g. Skilled Bricklayer, Carpenter, Plumber, Painter, Bus/ Ambulance Driver, HGV driver, AA patrolman, pub/bar worker, etc)	
Supervisory or clerical/ junior managerial/ professional/ administrative (e.g. Office worker, Student Doctor, Foreman with 25+ employees, salesperson, etc)	
Intermediate managerial/ professional/ administrative (e.g. Newly qualified (under 3 years) doctor, Solicitor, Board director small organisation, middle manager in large organisation, principle officer in civil service/local government)	
Higher managerial/ professional/ administrative (e.g. Established doctor, Solicitor, Board Director in a large organisation (200+ employees, top level civil servant/public	

service employee)	
Student	
Casual worker – not in permanent employment	
Housewife / Homemaker	
Retired and living on state pension	
Unemployed for more than 6 months	
Not working due to long-term illness / disability	
Full-time carer of another household member	

ASK ALL 18+ SA

Q7. Are you the parent or guardian of a child under the age of 18?

Yes	
No	

ASK ALL PARENTS/GUARDIANS – YES @ Q.7. SA

Q8. What age is the child / children in your care?

	Y	N
Aged 12 years or under		
Aged 13 – 17 years		

ASK ALL PARENTS/GUARDIANS - YES @ Q.7. SA PER ROW

Q.9 How many children **aged 0-12 years** are in your care?

No. of children	
One	
Two	
Three	
Four or more	
None	

ASK ALL PARENTS/GUARDIANS - YES @ Q.7. SA PER ROW

Q.9a How many children aged 13-17 years are in your care?

No. of children	
One	
Two	

Three	
Four or more	
None	

ASK ALL PARENTS/GUARDIANS - YES @ Q.7. MA

Q.10 What is the gender of the child/children under your care? **SELECT ALL THAT APPLY**

Male	
Female	
Non-binary	
Other gender identity / not listed	
Prefer not to say	

Section 2: Media type and viewing / listening

When we speak about programmes or films, for the purposes of this survey, this includes TV, cinema, streaming AND radio. It does NOT include podcasts or short videos uploaded or shared on social media platforms such as videos on Tik Tok, Facebook or Instagram.

ASK ALL 18+. SA PER ROW.

Q.11 In which of the following ways do you watch or listen to programmes and films?

Television channels (e.g., RTÉ, Virgin, TG4, ITV, BBC, Sky TV)	
Radio channels (e.g., RTÉ, local / community radio, Today FM, Newstalk)	
Cinema (e.g., Odeon, Omniplex, local independent cinema)	
Video on-demand streaming services (e.g., Netflix, Disney+, RTÉ Player, Apple TV)	
Other streaming platforms (e.g., YouTube, Google Play)	
DVD/Blu-ray	
Other	

ASK ALL PARENTS/GUARDIANS – YES @ Q.7. SA PER ROW. SELECT ALL THAT APPLY

Q.12 In which of the following ways do children under your care watch or listen to programmes and films?

Television channels (e.g., RTÉ, Virgin, TG4, ITV, BBC, Sky TV)	

Radio channels (e.g., RTÉ, local / community radio, Today FM, Newstalk)	
Cinema (e.g., Odeon, Omniplex, local independent cinema)	
Video on-demand streaming services (e.g., Netflix, Disney+, RTÉ Player, Apple TV)	
Other streaming platforms (e.g., YouTube, Google Play)	
DVD/Blu-ray	
Other	

ASK ALL 18+. SA PER COLUMN.

Q.13 How often, do you watch or listen to programmes or films at home? **SELECT ONE ANSWER.**

	Programmes and films at home
Every day	
At least 2-3 times a week	
Once a week	
Once every two weeks	
Once a month	
Less often	
Never	
Don't know	

ASK ALL 18+. SA PER COLUMN.

Q.13a How often, do you watch or listen to films in the cinema? **SELECT ONE ANSWER.**

	Films in the cinema
Every day	
At least 2-3 times a week	
Once a week	
Once every two weeks	
Once a month	
Less often	
Never	
Don't know	

ASK ALL PARENTS WITH CHILDREN AGED <12 YEARS – Q8 (ANSWER OPTION 1). SA PER COLUMN.

Q.14 How often, do children under your care (aged 0-12 years) watch or listen to programmes or films at home on their own/with friends? **SELECT ONE ANSWER.**

	Programmes and films at home
Every day	

At least 2-3 times a week	
Once a week	
Once every two weeks	
Once a month	
Less often	
Never	
Don't know	

ASK ALL PARENTS WITH CHILDREN AGED <12 YEARS – Q8 (ANSWER OPTION 1). SA PER COLUMN.

Q.14a How often, do children under your care (aged 0-12 years) watch or listen to films in the cinema on their own/with friends? **SELECT ONE ANSWER.**

	Films in the cinema
Every day	
At least 2-3 times a week	
Once a week	
Once every two weeks	
Once a month	
Less often	
Never	
Don't know	

ASK ALL PARENTS WITH CHILDREN AGED 13+ YEARS – Q.8 (ANSWER OPTION 2). SA PER COLUMN.

Q.15 How often, do children under your care (aged 13-17 years) watch or listen to programmes or films at home on their own/with friends? **SELECT ONE ANSWER.**

	Programmes and films at home
Every day	
At least 2-3 times a week	
Once a week	
Once every two weeks	
Once a month	
Less often	
Never	
Don't know	

ASK ALL PARENTS WITH CHILDREN AGED 13+ YEARS – Q.8 (ANSWER OPTION 2). SA PER COLUMN.

Q.15a How often, do children under your care (aged 13-17 years) watch or listen to films in the cinema on their own/with friends? **SELECT ONE ANSWER.**

	Films in the cinema
Every day	
At least 2-3 times a week	
Once a week	
Once every two weeks	
Once a month	
Less often	
Never	
Don't know	

ASK ALL PARENTS WITH CHILDREN AGED <12 YEARS – Q8 (ANSWER OPTION 1). SA PER COLUMN.

Q.16 In relation to children under your care, aged 0-12 years, how often do you watch or listen to programmes and films at home together? **SELECT ONE ANSWER**

	Programmes and films at home
Every day	
At least 2-3 times a week	
Once a week	
Once every two weeks	
Once a month	
Less often	
Never	
Don't know	

ASK ALL PARENTS WITH CHILDREN AGED <12 YEARS – Q8 (ANSWER OPTION 1). SA PER COLUMN.

Q.16a In relation to children under your care, aged 0-12 years, how often do you watch or listen to films in the cinema together? **SELECT ONE ANSWER.**

	Films in the cinema
Every day	
At least 2-3 times a week	
Once a week	
Once every two weeks	
Once a month	
Less often	
Never	

Don't know	
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ASK ALL PARENTS WITH CHILDREN AGED 13+ YEARS – Q.8 (ANSWER OPTION 2). SA PER COLUMN.

Q.17 In relation to children under your care, aged 13-17 years, how often do you watch or listen to programmes and films at home together? **SELECT ONE ANSWER.**

	Programmes and films at home
Every day	
At least 2-3 times a week	
Once a week	
Once every two weeks	
Once a month	
Less often	
Never	
Don't know	

ASK ALL PARENTS WITH CHILDREN AGED 13+ YEARS – Q.8 (ANSWER OPTION 2). SA PER COLUMN.

Q.17a In relation to children under your care, aged 13-17 years, how often do you watch or listen to films in the cinema together? **SELECT ONE ANSWER.**

	Films in the cinema
Every day	
At least 2-3 times a week	
Once a week	
Once every two weeks	
Once a month	
Less often	
Never	
Don't know	

ASK ALL 18+. SA

Q.18 Do you have concerns about seeing or hearing potentially offensive or harmful content when you are watching or listening to programmes and films?

Yes	
No	

ASK ALL PARENTS/GUARDIANS - YES @ Q.7. SA PER ROW

Q.19 Do you have concerns about children under your care seeing or hearing potentially offensive or harmful content when they are watching or listening to programmes and films?

Yes	
No	

ASK ALL WHO SELECTED NO AT Q.18. MA. ROTATE

Q.20 Why do you not have concerns about seeing or hearing potentially offensive or harmful content when you are watching or listening to programmes and films? **SELECT ALL ANSWERS THAT APPLY TO YOU.**

I think content is already effectively regulated by the Government	
I think content is already effectively regulated by content providers (e.g. Radio/TV broadcasters, streaming services, cinemas, etc)	
I believe it is important that programmes and films reflect the realities of life, good and bad	
Other	

ASK ALL WHO SELECTED NO AT Q.19. MA. ROTATE

Q.21 Why do you not have concerns about a child/children under your care seeing or hearing potentially offensive or harmful content when they are watching or listening to programmes and films. **SELECT ALL ANSWERS THAT APPLY TO YOU.**

I think content is already effectively regulated by the Government	
I think content is already effectively regulated by content providers (e.g. Radio/TV broadcasters, streaming services, cinemas, etc)	
I believe it is important that programmes and films reflect the realities of life, good and bad	
Other	

RESPONDENTS WHO ANSWER NO AT Q.18 AND Q.19 - SKIP TO Q.47

SECTION 3: SPECIFIC TYPES OF CONTENT IN PROGRAMME AND FILMS

When we speak about programmes or films, for the purposes of this survey, this includes TV, cinema, streaming AND radio. It does NOT include podcasts or short videos uploaded or shared on social media platforms such as videos on Tik Tok, Facebook or Instagram.

A. ASK ALL WHO SELECTED YES AT Q.18. SA PER ROW. ROTATE.

Q.22 How concerned are you about seeing or hearing these types of content in programmes and films?

	Not concerned	Somewhat concerned	Very concerned	Don't know
Strong language				
Violence				
Sexual content and nudity				
Dangerous or harmful behaviours (including substance abuse, self-harm or suicide, anti-social behaviour)				

A. ASK ALL WHO SELECTED YES AT Q.18. SA PER ROW. ROTATE.

Q.23 Are you more concerned or less concerned about seeing or hearing this type of potentially harmful/offensive content when watching the following types of programmes/content?

	More concerned	Less concerned	Neither more or less	Don't know
Factual content (such as documentaries, news, current affairs programmes)				
Reality TV content				
Drama/Fiction (which may include content for dramatic or storytelling purposes) .				
Light entertainment (e.g. talk shows, breakfast shows, game/quiz shows, comedies and variety shows)				

B. PARENTS WITH CHILDREN AGED <13 YEARS (Q.8 ANSWER OPTION 1) AND WHO SELECTED YES AT Q.19 SA PER ROW. ROTATE.

Q.24 How concerned are you about children under your care (aged 0- 12 years) seeing or hearing these types of content in programmes and films?

	Not concerned	Somewhat concerned	Very concerned	Don't know
Strong language				
Violence				
Sexual content and nudity				
Dangerous or harmful behaviours (including substance abuse, self-harm or suicide, anti-social behaviour)				

C. PARENTS WITH CHILDREN AGED 13+ YEARS (Q.8 OPTION 2) AND WHO SELECTED YES AT Q.19

SA PER ROW. ROTATE.

Q.25 How concerned are you about children under your care (aged 13 - 17 years) seeing or hearing these types of content in programmes or films?

	Not concerned	Somewhat concerned	Very concerned	Don't know
Strong language				
Violence				
Sexual content and nudity				
Dangerous or harmful behaviours (including substance abuse, self-harm or suicide, anti-social behaviour)				

D. PARENTS WITH CHILDREN – ANY AGE (Q.8) AND WHO SELECTED YES AT Q.19. SA PER ROW. ROTATE.

Q.26 Thinking about children in your care, are you more concerned or less concerned about children seeing or hearing

	More concerned	Less concerned	Neither more or less	Don't know
Factual content (such as documentaries, news, current affairs programmes)				
Reality TV content				
Drama/Fiction (which may include content for dramatic or storytelling purposes) .				
Light entertainment (e.g. talk shows, breakfast shows, game/quiz shows, comedies and variety shows)				

STRONG LANGUAGE

When we speak about programmes or films, for the purposes of this survey, this includes TV, cinema, streaming AND radio. It does NOT include podcasts or short videos uploaded or shared on social media platforms such as videos on Tik Tok, Facebook or Instagram.

A. ASK ALL WHO SELECTED YES AT Q.18. SA PER ROW. ROTATE.

Q.27 Regarding strong language in programmes or films, how often do you see or hear the following types of content in a way that is a problem or concern for you?

	Regularly	Occasionally	Rarely	Never
Coarse language/swearing				
Language that discriminates based on race/ethnicity/minority group status				
Language that discriminates based on a person's gender				
Language that discriminates based on a person's sexuality				
Language that discriminates based on a person's religion				
Language that discriminates based on a person's disability				
Language that discriminates based on a person's age.				

B. PARENTS WITH CHILDREN AGED <13 YEARS (Q.8 ANSWER OPTION 1) AND WHO SELECTED YES AT Q.19. SA PER ROW. ROTATE.

Q.28 Regarding strong language in programmes or films, how often, (that you are aware of) do children under your care (aged 0-12 years) see or hear the following types of content in a way that is a problem or concern for you?

	Regularly	Occasionally	Rarely	Never
Coarse language/swearing				
Language that discriminates based on race/ethnicity/minority group status				
Language that discriminates based on a person's gender				
Language that discriminates based on a person's sexuality				
Language that discriminates based on a person's religion				
Language that discriminates based on a person's disability				
Language that discriminates based on a person's age.				

C. PARENTS WITH CHILDREN AGED 13+ YEARS (Q.8 OPTION 2) AND WHO SELECTED YES AT Q.19. SA PER ROW. ROTATE.

Q.29 Regarding strong language in programmes or films, how often, (that you are aware of) do children under your care (aged 13-17 years) see or hear the following types of content in a way that is a problem or concern for you?

	Regularly	Occasionally	Rarely	Never
Coarse language/swearing				

Language that discriminates based on race/ethnicity/minority group status				
Language that discriminates based on a person's gender				
Language that discriminates based on a person's sexuality				
Language that discriminates based on a person's religion				
Language that discriminates based on a person's disability				
Language that discriminates based on a person's age.				

D. PARENTS WITH CHILDREN – ANY AGE (Q.8) AND WHO SELECTED YES AT Q.19. MA

Q.30 Do you ever look for information or warnings on whether programmes or films contain strong language before viewing or listening?

	Y	N
For myself		
For my children aged 0-12 years		
For my children aged 13-17 years		

E. NOT A PARENT Q7 ANSWER OPTION 2 AND WHO SELECTED YES AT Q.18. SA

Q.31 Do you ever look for information or warnings on whether programmes or films contain strong language before viewing or listening?

Yes	
No	

VIOLENCE

When we speak about programmes or films, for the purposes of this survey, this includes TV, cinema, streaming AND radio. It does NOT include podcasts or short videos uploaded or shared on social media platforms such as videos on Tik Tok, Facebook or Instagram.

A. ASK ALL WHO SELECTED YES AT Q.18. SA PER ROW. ROTATE.

Q.32 Regarding violence in programmes or films, how often, do you see or hear the following types of content in a way **that is a problem or concern for you?**

	Regularly	Occasionally	Rarely	Never
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Stylised violence - clearly staged violence for dramatic purposes (e.g. James Bond, Captain America)				
Graphic violence - gory/gruesome/realistic (e.g. Kin, Peaky Blinders)				
Sexual violence				
Domestic and gender-based violence				
Violence based on race, ethnicity or minority groups (xenophobic violence)				
Horror or gore				

B. PARENTS WITH CHILDREN AGED <13 YEARS (Q.8 ANSWER OPTION 1) AND WHO SELECTED YES AT Q.19 SA PER ROW. ROTATE.

Q.33 Regarding violence in programmes or films, how often (that you are aware of), do children under your care (aged 0- 12 years) see or hear the following types of content in a way **that is a problem or concern for you?**

	Regularly	Occasionally	Rarely	Never
Stylised violence - clearly staged violence for dramatic purposes (e.g. James Bond, Captain America)				
Graphic violence - gory/gruesome/realistic (e.g. Kin, Peaky Blinders)				
Sexual violence				
Domestic and gender-based violence				
Violence based on race, ethnicity or minority groups (xenophobic violence)				
Horror or gore				

C. PARENTS WITH CHILDREN AGED 13+ YEARS (Q.8 OPTION 2) AND WHO SELECTED YES AT Q.19

SA PER ROW. ROTATE.

Q.34 Regarding violence in programmes or films, how often (that you are aware of), do children under your care (aged 13-17 years) see or hear the following types of content in a way that **is a problem or concern for you?**

	Regularly	Occasionally	Rarely	Never
Stylised violence - clearly staged violence for dramatic purposes (e.g. James Bond, Captain America)				

Graphic violence - gory/gruesome/realistic (e.g. Kin, Peaky Blinders)				
Sexual violence				
Domestic and gender-based violence				
Violence based on race, ethnicity or minority groups (xenophobic violence)				
Horror or gore				

D. PARENTS WITH CHILDREN – ANY AGE (Q.8) AND WHO SELECTED YES AT Q.19. SA

Q.35 Do you ever look for information or warnings on whether programmes or films contain violent content before viewing or listening?

	Y	N
For myself		
For my children aged 0-12 years		
For my children aged 13-17 years		

E. NOT A PARENT - Q7 ANSWER OPTION 2 AND WHO SELECTED YES AT Q.18. SA

Q.36 Do you ever look for information or warnings on whether programmes or films contain violent content before viewing or listening?

Yes	
No	

SEXUAL CONTENT AND NUDITY

When we speak about programmes or films, for the purposes of this survey, this includes TV, cinema, streaming AND radio. It does NOT include podcasts or short videos uploaded or shared on social media platforms such as videos on Tik Tok, Facebook or Instagram.

A. ASK ALL WHO SELECTED YES AT Q.18. SA PER ROW. ROTATE.

Q.37 Regarding sexual content and nudity in programmes or films, how often do you see or hear the following types of content in a **way that is a problem or concern for you?**

	Regularly	Occasionally	Rarely	Never
Explicit sexual scenes				
Sexualised nudity (nudity in sex scenes or sexual contexts)				
Non-sexualised nudity (natural nudity – character dressing, bathing, swimming, breastfeeding)				

Sexualised language (references, often crude, to sexual acts or human genitalia)				
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B. PARENTS WITH CHILDREN AGED <13 YEARS (Q.8 ANSWER OPTION 1) AND WHO SELECTED YES AT Q.19 SA PER ROW. ROTATE.

Q.38 Regarding sexual content and nudity in programmes or films, how often (that you are aware of), do children under your care (aged 0-12 years) see or hear the following types of content in a way **that is a problem or concern for you?**

	Regularly	Occasionally	Rarely	Never	Don't know
Explicit sexual scenes					
Sexualised nudity (nudity in sex scenes or sexual contexts)					
Non-sexualised nudity (natural nudity – character dressing, bathing, swimming, breastfeeding)					
Sexualised language (references, often crude, to sexual acts or human genitalia)					

C. PARENTS WITH CHILDREN AGED 13+ YEARS (Q.8 OPTION 2) AND WHO SELECTED YES AT Q.19

SA PER ROW. ROTATE.

Q.39 Regarding sexual content and nudity in programmes or films, how often (that you are aware of) do children under your care (aged 13-17 years) see or hear the following types of content in a way **that is a problem or concern for you?**

	Regularly	Occasionally	Rarely	Never	Don't know
Explicit sexual scenes					
Sexualised nudity (nudity in sex scenes or sexual contexts)					
Non-sexualised nudity (natural nudity – character dressing, bathing, swimming, breastfeeding)					
Sexualised language (references, often crude, to sexual acts or human genitalia)					

D. PARENTS WITH CHILDREN – ANY AGE (Q.8) AND WHO SELECTED YES AT Q.19. MA

Q.40 Do you ever look for information or warnings on whether programmes or films contain sexual content or nudity before viewing or listening?

	Y	N
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For myself		
For my children aged 0-12 years		
For my children aged 13-17 years		

E. NOT A PARENT – Q.7 ANSWER OPTION 2 AND WHO SELECTED YES AT Q.18 SA

Q.41 Do you ever look for information or warnings on whether programmes or films contain sexual content or nudity before viewing or listening?

Yes	
No	

DANGEROUS AND HARMFUL BEHAVIOURS

When we speak about programmes or films, for the purposes of this survey, this includes TV, cinema, streaming AND radio. It does NOT include podcasts or short videos uploaded or shared on social media platforms such as videos on Tik Tok, Facebook or Instagram.

A. ASK ALL WHO SELECTED YES AT Q.18. SA PER ROW. ROTATE.

Q.42 Regarding dangerous or harmful behaviours in programmes or films, how often, do you see or hear the following types of content in a way **that is a problem or concern for you?**

	Regularly	Occasionally	Rarely	Never	Don't know
Substance abuse (including drugs and alcohol)					
Content that portrays or describes suicide and self-harm					
Anti-social behaviour (including bullying, harassment, intimidation, robbery)					

B. PARENTS WITH CHILDREN AGED <13 YEARS (Q.8 ANSWER OPTION 1) AND WHO SELECTED YES AT Q.19 SA PER ROW. ROTATE.

Q.43 Regarding dangerous or harmful behaviours in programmes or films, how often (that you are aware of), do children under your care (aged 0-12 years) see or hear the following types of content in a way that **is a problem or concern for you?**

	Regularly	Occasionally	Rarely	Never	Don't know
Substance abuse (including drugs and alcohol)					

Content that portrays or describes suicide and self-harm					
Anti-social behaviour (including bullying, harassment, intimidation, robbery)					

C. PARENTS WITH CHILDREN AGED 13+ YEARS (Q.8 OPTION 2) AND WHO SELECTED YES AT Q.19

SA PER ROW. ROTATE.

Q.44 Regarding dangerous or harmful behaviours in programmes or films, how often (that you are aware of), do children under your care (aged 13-17 years) see or hear the following types of content in a way that **is a problem or concern for you?**

	Regularly	Occasionally	Rarely	Never	Don't know
Substance abuse (including drugs and alcohol)					
Content that portrays or describes suicide and self-harm					
Anti-social behaviour (including bullying, harassment, intimidation, robbery)					

D. PARENTS WITH CHILDREN – ANY AGE (Q.8) AND WHO SELECTED YES AT Q.19 . MA

Q.45 Do you ever look for information or warnings on whether programmes or films contain dangerous or harmful behaviours before viewing or listening?

	Y	N
For myself		
For my children aged 0-12 years		
For my children aged 13-17 years		

E. NOT A PARENT Q7 ANSWER OPTION 2 AND WHO SELECTED YES AT Q.18. SA

Q.46 Do you ever look for information or warnings on whether programmes or films contain dangerous or harmful behaviours before viewing or listening?

Yes	
No	

SECTION 4: CONTENT INFORMATION AND REGULATION

When we speak about programmes or films, for the purposes of this survey, this includes TV, cinema, streaming AND radio. It does NOT include podcasts or short videos uploaded or shared on social media platforms such as videos on Tik Tok, Facebook or Instagram.

ASK ALL 18+. SA PER ROW. ROTATE

Q.47 Before YOU watch or listen to a programme or film do you ever look for information about the following types of content?

	Y	N
Strong language		
Violence		
Sexual content and nudity		
Dangerous or harmful behaviours (including substance abuse, self-harm or suicide, anti-social behaviour)		

ASK ALL 18+. MA PER COLUMN. ROTATE

Q.47a Which of the following steps do you take to help you decide whether to watch or listen to programmes or films with potentially harmful/offensive content **SELECT ANY OR ALL THAT APPLY TO YOU.**

Type of content	Y
Check Age classifications - IFCO (Irish Film Classification Office) or other classifications (e.g. G, PG, 12A, 15A, 18)	
Check programme or film guides	
Check warnings provided at the start of a programme/film	
Make a decision based on time of day the programme/film is broadcast	
Online search (e.g. critic or user reviews, parents' guides on sites such as Commonsense Media, IMDB)	
I don't seek out information	
Other	

ASK ALL WHO SAY YES STRONG LANGUAGE @ Q47. MA. ROTATE

Q.48a Which of the following actions, if any, do you take when you see or hear **strong language** in a programme or film, when you were **not aware** it would be included? **SELECT ALL THAT APPLY TO YOU.**

Continue watching / do nothing	
Switch off / stop watching or listening	
Complain to channel / station / service / cinema	

Complain to the regulator	
Contact helplines / support services provided t the start or end of programme / film	
Don't know	
Other	

ASK ALL WHO SAY YES VIOLENCE @ Q47. MA. ROTATE

Q.48b Which of the following actions, if any, do you take when you see or hear **violence** in a programme or film, when you were **not aware** it would be included? **SELECT ALL THAT APPLY TO YOU.**

Continue watching / do nothing	
Switch off / stop watching or listening	
Complain to channel / station / service / cinema	
Complain to the regulator	
Contact helplines / support services provided t the start or end of programme / film	
Don't know	
Other	

ASK ALL WHO SAY YES SEXUAL CONTENT @ Q47. MA. ROTATE

Q.48c Which of the following actions, if any, do you take when you see or hear **sexual content or nudity** in a programme or film, when you were **not aware** it would be included? **SELECT ALL THAT APPLY TO YOU.**

Continue watching / do nothing	
Switch off / stop watching or listening	
Complain to channel / station / service / cinema	
Complain to the regulator	
Contact helplines / support services provided t the start or end of programme / film	
Don't know	
Other	

ASK ALL WHO SAY YES DANGEROUS OR HARMFUL BEHAVIOURS @ Q47. MA. ROTATE

Q.48d Which of the following actions, if any, do you take when you see or hear dangerous or harmful behaviours in a programme or film, when you were not aware it would be included (including substance abuse, self-harm or suicide, anti-social behaviour)? **SELECT ALL THAT APPLY TO YOU.**

Continue watching / do nothing	
Switch off / stop watching or listening	

Complain to channel / station / service / cinema	
Complain to the regulator	
Contact helplines / support services provided t the start or end of programme / film	
Don't know	
Other	

ASK ALL PARENTS/GUARDIANS – YES @ Q.7. SA PER ROW. ROTATE

Q.49 Before your children watch or listen to a programme or film do you ever look for information about the following types of content?

	Y	N
Strong language		
Violence		
Sexual content and nudity		
Dangerous or harmful behaviours (including substance abuse, self-harm or suicide, anti-social behaviour)		

ASK ALL WHO SAY YES STRONG LANGUAGE @ Q49. MA. ROTATE

Q.49a Which of the following actions, if any, do you take when children under your care see or hear **strong language** in a programme or film, when you were **not aware** it would be included? **SELECT ALL THAT APPLY TO YOU.**

Allow them to continue watching/do nothing	
Switch off/stop watching or listening	
Complain to channel/station/service/cinema	
Complain to the regulator	
Contact helplines/ support services provided at the start or end of programme/ film	
Don't know	
Other	

ASK ALL WHO SAY YES VIOLENCE @ Q49. MA. ROTATE

Q.49b Which of the following actions, if any, do you take when children under your care see or hear violence in a programme or film, when you were not aware it would be included? **SELECT ALL THAT APPLY TO YOU.**

Allow them to continue watching/do nothing	
Switch off/stop watching or listening	

Complain to channel/station/service/cinema	
Complain to the regulator	
Contact helplines/ support services provided at the start or end of programme/ film	
Don't know	
Other	

ASK ALL WHO SAY YES SEXUAL CONTENT @ Q49. MA. ROTATE

Q.49c Which of the following actions, if any, do you take when children under your care see or **hear sexual content or see nudity** in a programme or film, when you were **not aware** it would be included? **SELECT ALL THAT APPLY TO YOU.**

Allow them to continue watching/do nothing	
Switch off/stop watching or listening	
Complain to channel/station/service/cinema	
Complain to the regulator	
Contact helplines/ support services provided at the start or end of programme/ film	
Don't know	
Other	

ASK ALL WHO SAY YES DANGEROUS/HARMFUL BEHAVIOUR @ Q49. MA. ROTATE

Q.49d Which of the following **actions, if any, do you take when children under your care see or hear dangerous** or harmful behaviours in a programme or film, when you were **not aware** it would be included (including substance abuse, self-harm or suicide, anti-social behaviour)? **SELECT ALL THAT APPLY TO YOU.**

Allow them to continue watching/do nothing	
Switch off/stop watching or listening	
Complain to channel/station/service/cinema	
Complain to the regulator	
Contact helplines/ support services provided at the start or end of programme/ film	
Don't know	
Other	

ASK ALL 18+. MA. ROTATE

Q.50 In your opinion, which of the following measures **should be in place** to inform and protect viewers and listeners from potentially harmful or offensive content in programmes or films? **SELECT ALL THAT APPLY.**

Types of content	
Warnings at the start of a programme/ film (such as voiceover, symbols, labelling)	
Age Classifications (e.g. G, PG, 12A, 15A, 18)	
Programme/ film descriptions	
Standards set by the regulator	
Watershed (only show content after a specific time)	
Parental Controls (e.g. age restrictions on devices or platforms)	
Monitoring of content by broadcasters	
Don't know	
Other	
None of these	

ASK ALL 18+. SA PER ROW. ROTATE

Q.51 For each of the following types of content, if you see or hear a warning before a programme or film, would you continue to watch or listen or would you choose to switch off/stop watching or listening? **SELECT ONE ANSWER FOR EACH TYPE OF CONTENT.**

Types of content	Continue to watch / listen	Switch off / stop watching or listening	Don't know
Strong language			
Violence			
Sexual content and nudity			
Dangerous or harmful behaviours (including substance abuse, self-harm or suicide, anti-social behaviour).			

ASK ALL 18+. SA.

Q.52 Regarding warnings about flashing images that may be harmful (to those with photo sensitive epilepsy), do you believe the advice provided to viewers before a programme or film is adequate or not adequate?

Yes, adequate	
No, not adequate	
Don't know	

ASK ALL 18+. SA PER ROW. ROTATE

Q.53 For each of the following types of content in programmes and films, thinking about children **aged 0- 12** years do you believe it is better to limit children's exposure to content or to prepare them by allowing them to see or hear content (within reason)? **SELECT ONE ANSWER FOR EACH TYPE OF CONTENT.**

Types of content	Limited exposure to content	Allow them to see or hear (within reason)	Don't know
Strong language			
Violence			
Sexual content and nudity			
Dangerous or harmful behaviours (including substance abuse, self-harm or suicide, anti-social behaviour).			

ASK ALL 18+. SA PER COLUMN. ROTATE

Q.53A For each of the following types of content in programmes and films, thinking about children **aged 13-17 years**, do you believe it is better to limit children's exposure to content or to prepare them by allowing them to see or hear content (within reason)? **SELECT ONE ANSWER FOR EACH TYPE OF CONTENT.**

Types of content	Limited exposure to content	Allow them to see or hear (within reason)	Don't know
Strong language			
Violence			
Sexual content and nudity			
Dangerous or harmful behaviours (including substance abuse, self-harm or suicide, anti-social behaviour).			

ASK ALL 18+. SA PER COLUMN

Q.54 Do you think the information currently available about content (strong language, violent content, etc.) in programmes and films is sufficient or insufficient, to help you to make a viewing or listening decision on behalf of yourself or any children under your care? **SELECT ONE ANSWER FOR EACH TYPE OF CONTENT**

	Sufficient	Insufficient	Don't know
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Strong language			
Violence			
Sexual content and nudity			
Dangerous or harmful behaviours (including substance abuse, self-harm or suicide, anti-social behaviour).			

ASK ALL 18+. SA.

Q.55 How do you view your own ability to understand, navigate and identify different types of media and guidance material about content in programmes and films? (often referred to as 'media literacy').

Excellent	
Good	
Average	
Fair	
Poor	

ASK ALL 18+. SA PER COLUMN

Q.56 For each of the following types of content in programmes and films, thinking about children aged 0- 12 years, do you think the guidance currently available about content is sufficient or insufficient to help children make a viewing or listening decision for themselves?

	Sufficient	Insufficient	Don't know
Strong language			
Violence			
Sexual content and nudity			
Dangerous or harmful behaviours (including substance abuse, self-harm or suicide, anti-social behaviour).			

ASK ALL 18+. SA PER COLUMN

Q.56A For each of the following types of content in programmes and films, thinking about children aged 13-17 years, do you think the guidance currently available about content is sufficient or insufficient to help children make a viewing or listening decision for themselves?

	Sufficient	Insufficient	Don't know
Strong language			
Violence			
Sexual content and nudity			
Dangerous or harmful behaviours (including substance abuse, self-harm or suicide, anti-social behaviour).			

ASK ALL 18+. SA PER ROW.

Q.57 As far as you know, are programmes and films that are broadcast on the following media services, regulated by the Government (Government Body), or not?

	Regulated	Not regulated	Don't know
Television channels (e.g. RTÉ, Virgin, TG4, ITV, BBC, Sky TV)			
Radio channels (e.g. RTÉ, Local/Community Radio, Today FM, Newstalk)			
Cinema (e.g. Odeon, Omniplex, local independent cinemas)			
Video on-demand streaming services (e.g. Netflix, Disney+, RTÉ Player, Apple TV)			
Other streaming platforms (e.g. YouTube, Google Play)			
DVD/Blu-ray			

ASK ALL 18+. SA PER ROW.

Q.58 Do you think the level of regulation of content on the following media services is too little, too much or the right amount?

	Too little	Too much	The right amount	Don't know
Television channels (e.g. RTÉ, Virgin, TG4, ITV, BBC, Sky TV)				

Radio channels (e.g. RTÉ, Local/Community Radio, Today FM, Newstalk)				
Cinema (e.g. Odeon, Omniplex, local independent cinemas)				
Video on-demand streaming services (e.g. Netflix, Disney+, RTÉ Player, Apple TV)				
Other streaming platforms (e.g. YouTube, Google Play)				
DVD/Blu-ray				

We are almost at the end now...

ASK ALL 18+. SA

Q.59 What is the highest level of education you have completed to date?

Completed primary school	
Currently in secondary school	
Completed secondary school	
Currently at third level	
Completed third level	
No formal education	
Prefer not to say	

ASK ALL 18+. SA

Q.60 What is your ethnic group/background?

White Irish	
White Irish Traveller	
White Roma	
Any other white background	
Black or black Irish – African	
Black or black Irish – any other black background	
Asian or Asian Irish – Chinese	
Asian or Asian Irish – Indian/Pakistani/Bangladeshi	
Asian or Asian Irish – any other Asian background	
Arab	
Other including mixed background	

Not listed	
Prefer not to say	

ASK ALL 18+. SA

Q.61 What is your religion, if any?

No religion	
Roman Catholic	
Roman Catholic – lapsed	
Church of Ireland, England, Anglican, Episcopalian	
Islam	
Orthodox Christian (Greek, Coptic, Russian)	
Presbyterian	
Other religion	
Prefer not to say	

ASK ALL WHO SELECT OTHER @ Q.60. SA

Q.61A Here is a detailed list - please select one?

Apostolic or Pentecostal	
Hindu	
Buddhist	
Judaism	
Methodist, Wesleyan	
Jehovah's Witness	
Lutheran	
Protestant	
Evangelical	
Baptist	
Agnostic	
Pagan, Pantheist	
Christian (not specified)	
Other religion	
Prefer not to say	

ASK ALL 18+. SA

Q.61 Do you consider yourself to have a disability (e.g., a physical impairment, a sight, hearing or speech impairment, an intellectual disability or a mental health condition) which **causes you substantial difficulties in everyday life?**

Yes	
No	
Prefer not to say	

Thank you very much for taking part in the survey. If you have any questions please contact
XXXXXXXXXXXXXXXXXXXX in Ipsos B&A.

