



Nickelodeon and *Talking With Kids*

Talking with Kids About Tough Issues: A National Survey of Parents and Kids

March 8, 2001

Methodology

The *Nickelodeon / Talking with Kids National Survey of Parents and Kids* is a nationally representative survey of parents and their children age 8-15. The survey was designed by staff at Nickelodeon, the Kaiser Family Foundation and International Communications Research (ICR) and conducted by telephone by ICR between December 7, 2000 and January 18, 2001.

A total of 1,249 parents of children age 8-15 and 823 children age 8-15 were interviewed for this survey, including oversamples of African Americans and Latinos. Depending on the preference of the respondent, interviews were conducted in English or Spanish. Certain questions were not asked of all age groups.

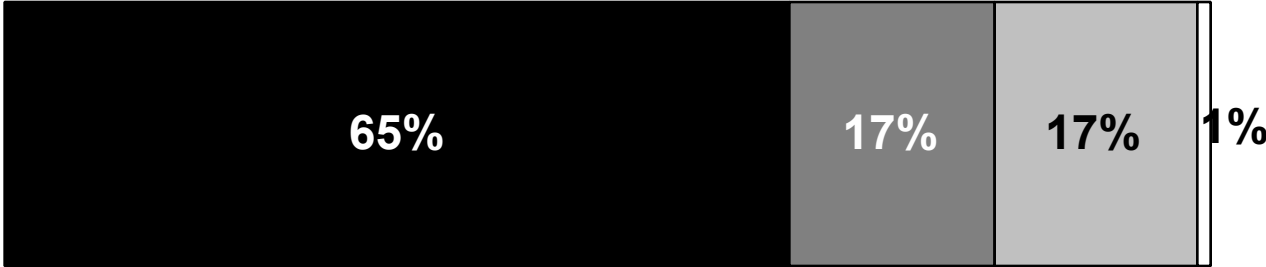
The margin of sampling error is $\pm 3\%$ for the total sample of parents, $\pm 4\%$ for the total sample of children and may be larger for certain subsets represented in this analysis.

Chart 1
GROWING UP TODAY

Percent of parents who say, as compared to when they were young, growing up today is...

■ Harder ■ About the same ■ Easier □ Don't Know

Parents of
8-11 Year Olds

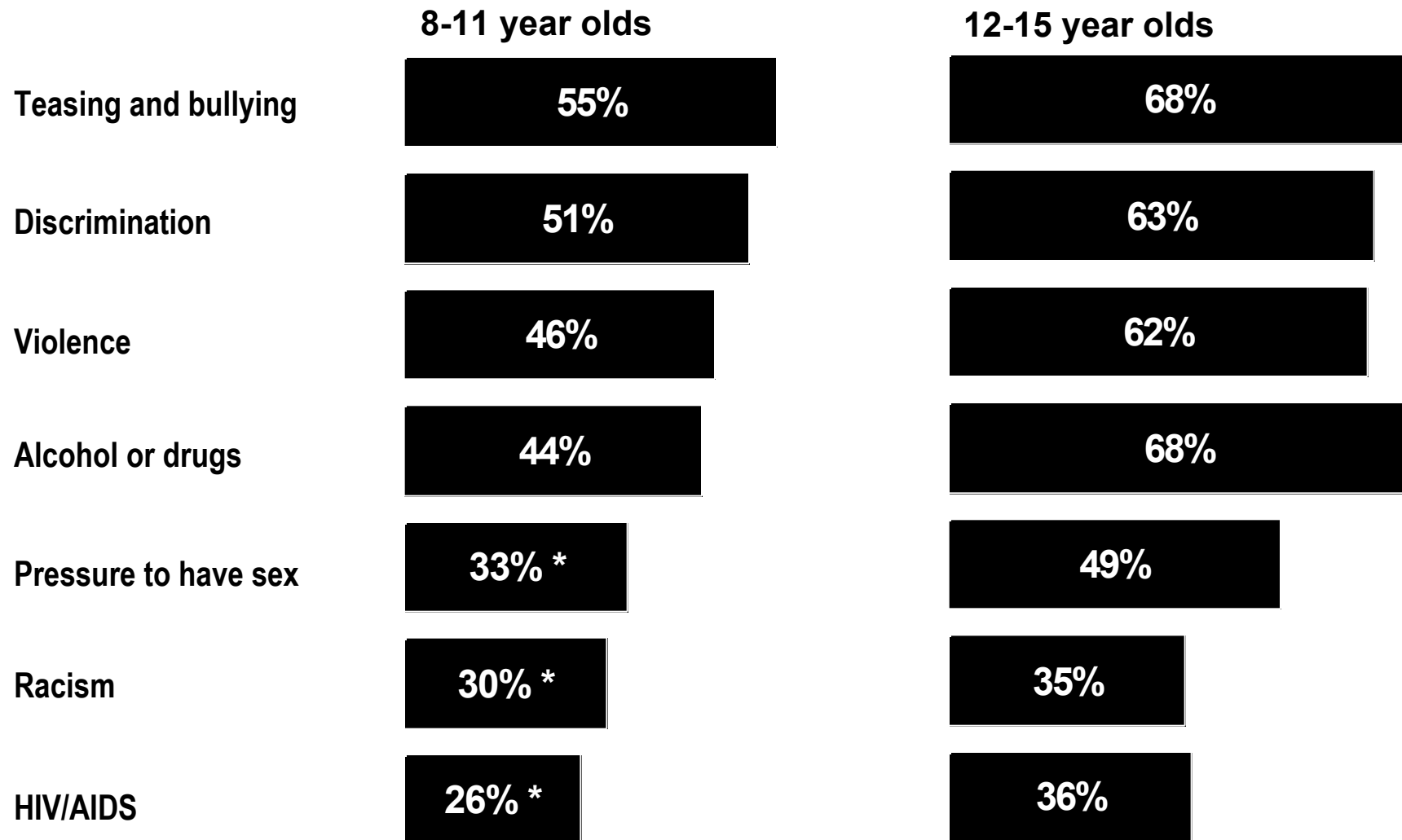


Parents of
12-15 Year Olds



Chart 2 “TOUGH ISSUES”

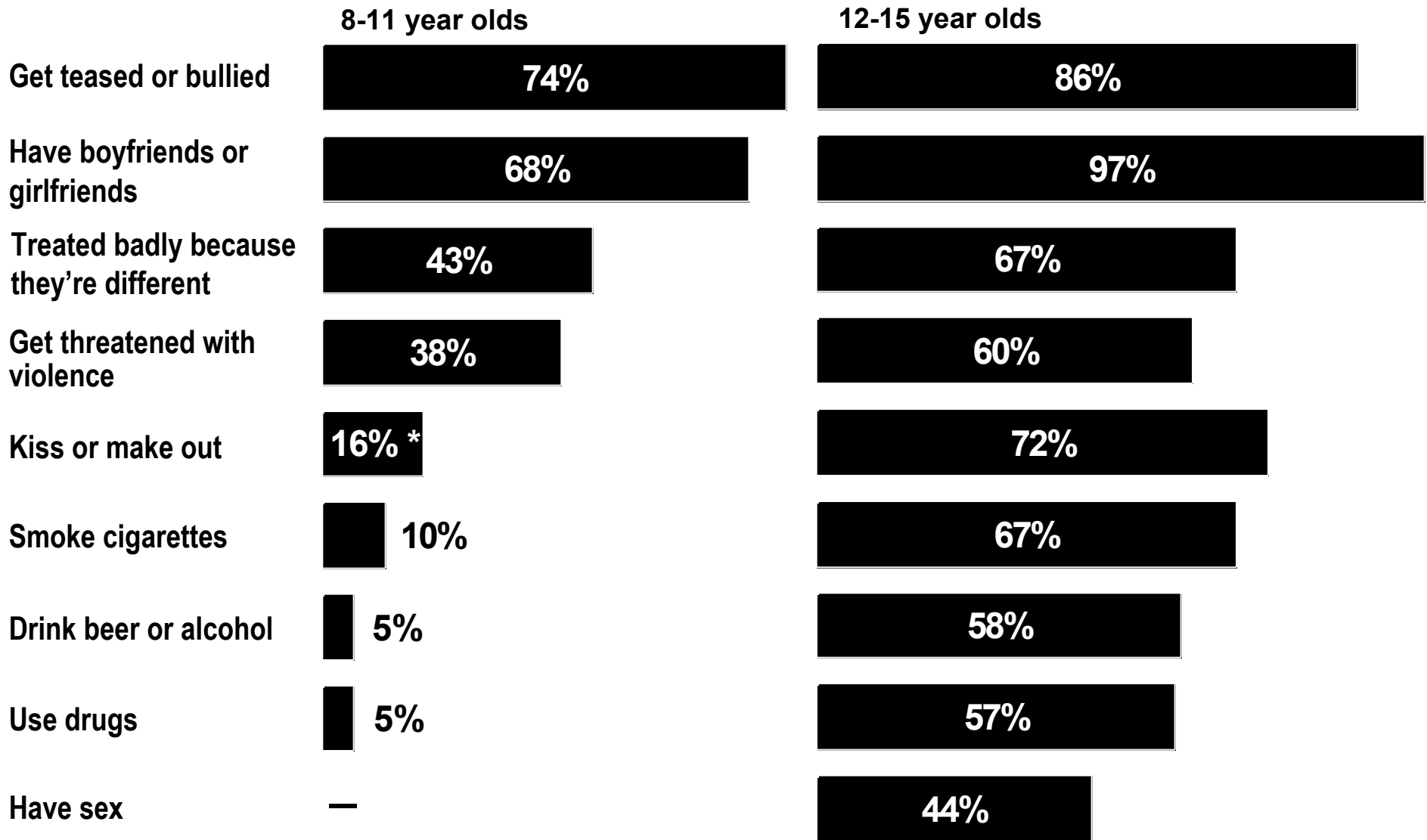
Percent of kids who say each is a “big problem” for people their age...



*10-11 year olds only

Chart 3 REAL LIFE

Percent of kids who say kids at their school ...



*10-11 year olds only

Chart 4

WHO DO KIDS LISTEN TO?

Percent of kids who say they learn “a lot” about issues like sex, HIV/AIDS, alcohol and drugs, discrimination and violence from...

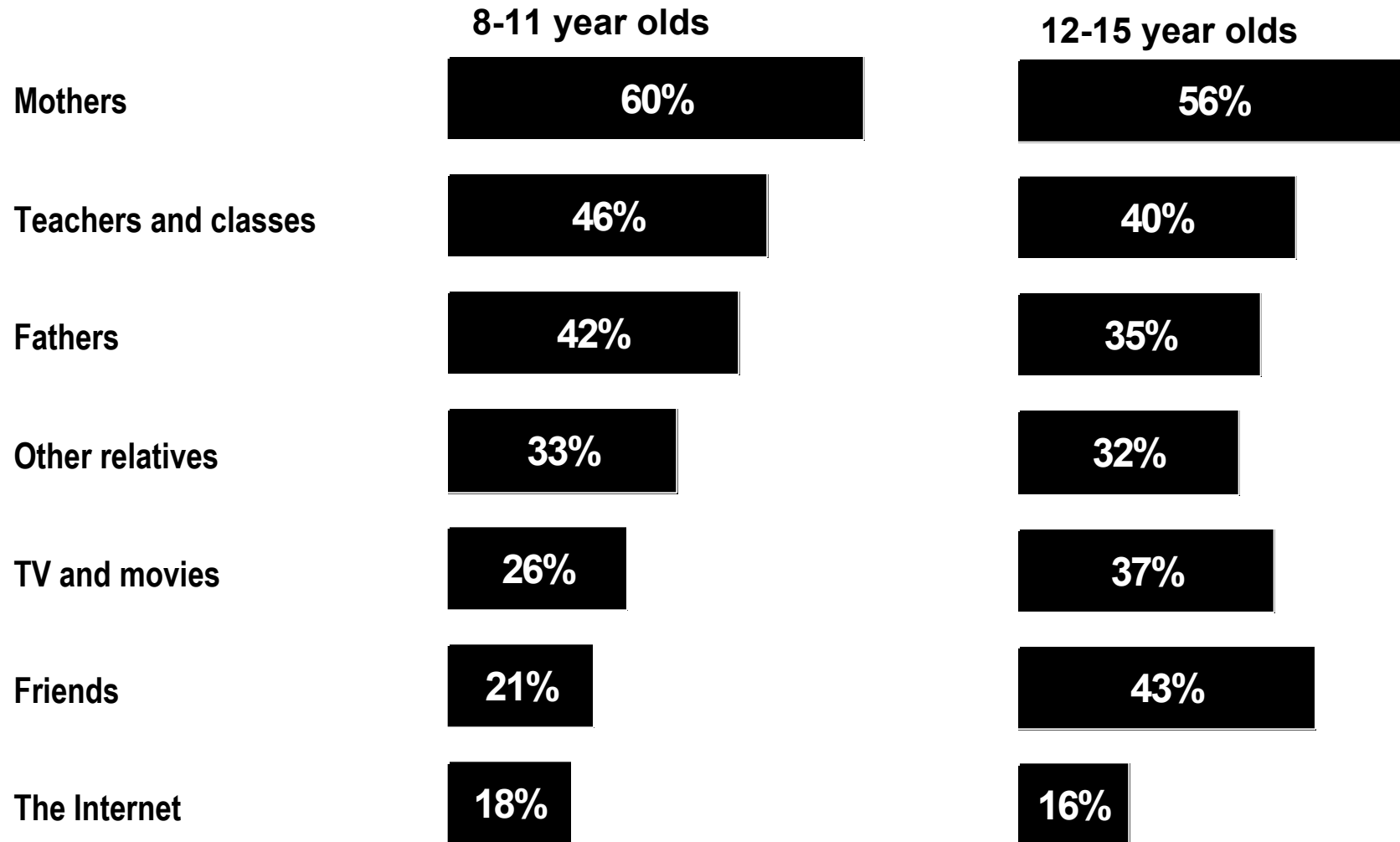
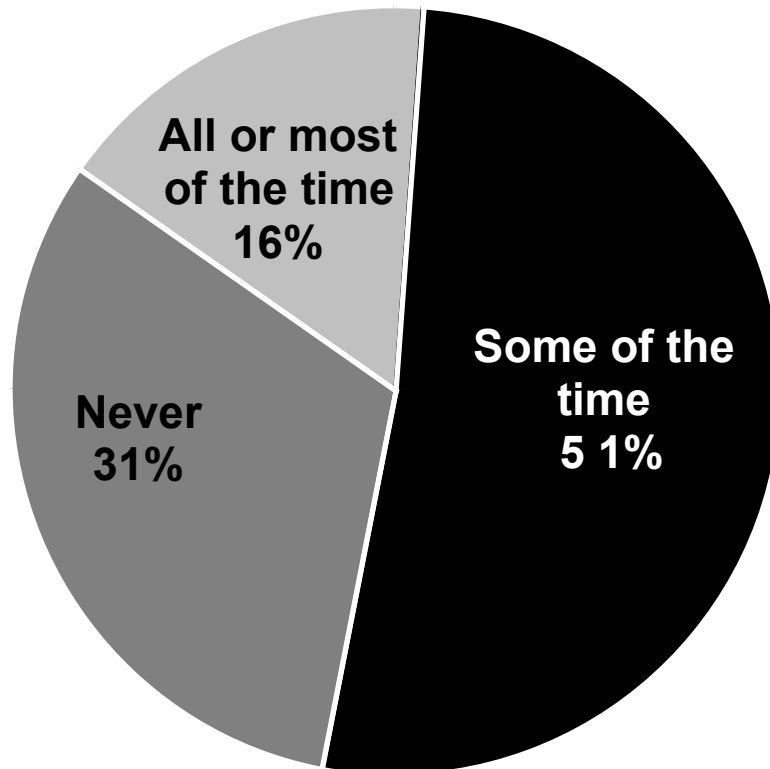


Chart 5

KEEPING SECRETS

Percent of kids who say they keep things from their parents because they think their parents won't understand...

8-11 year olds



12-15 year olds

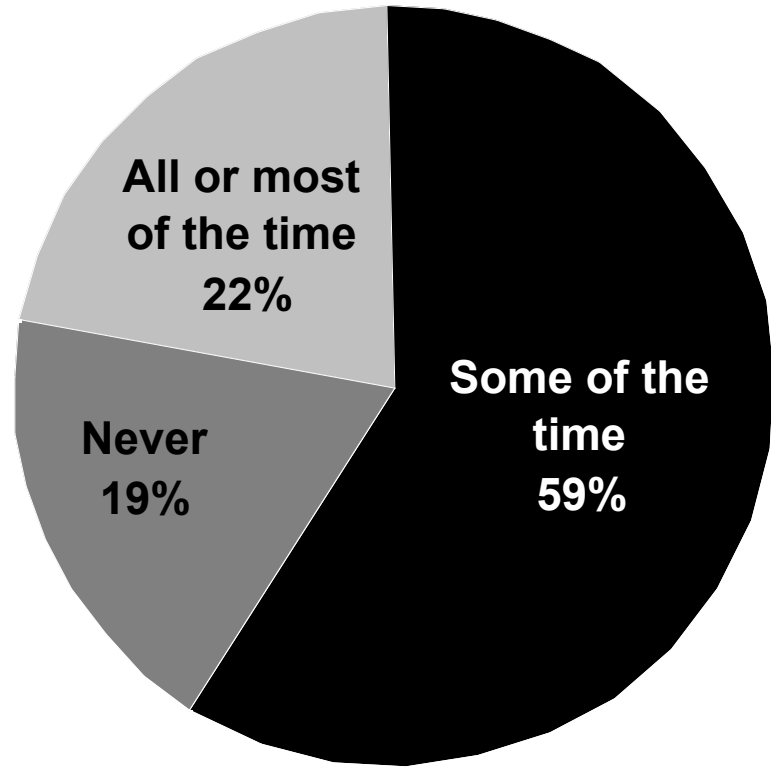
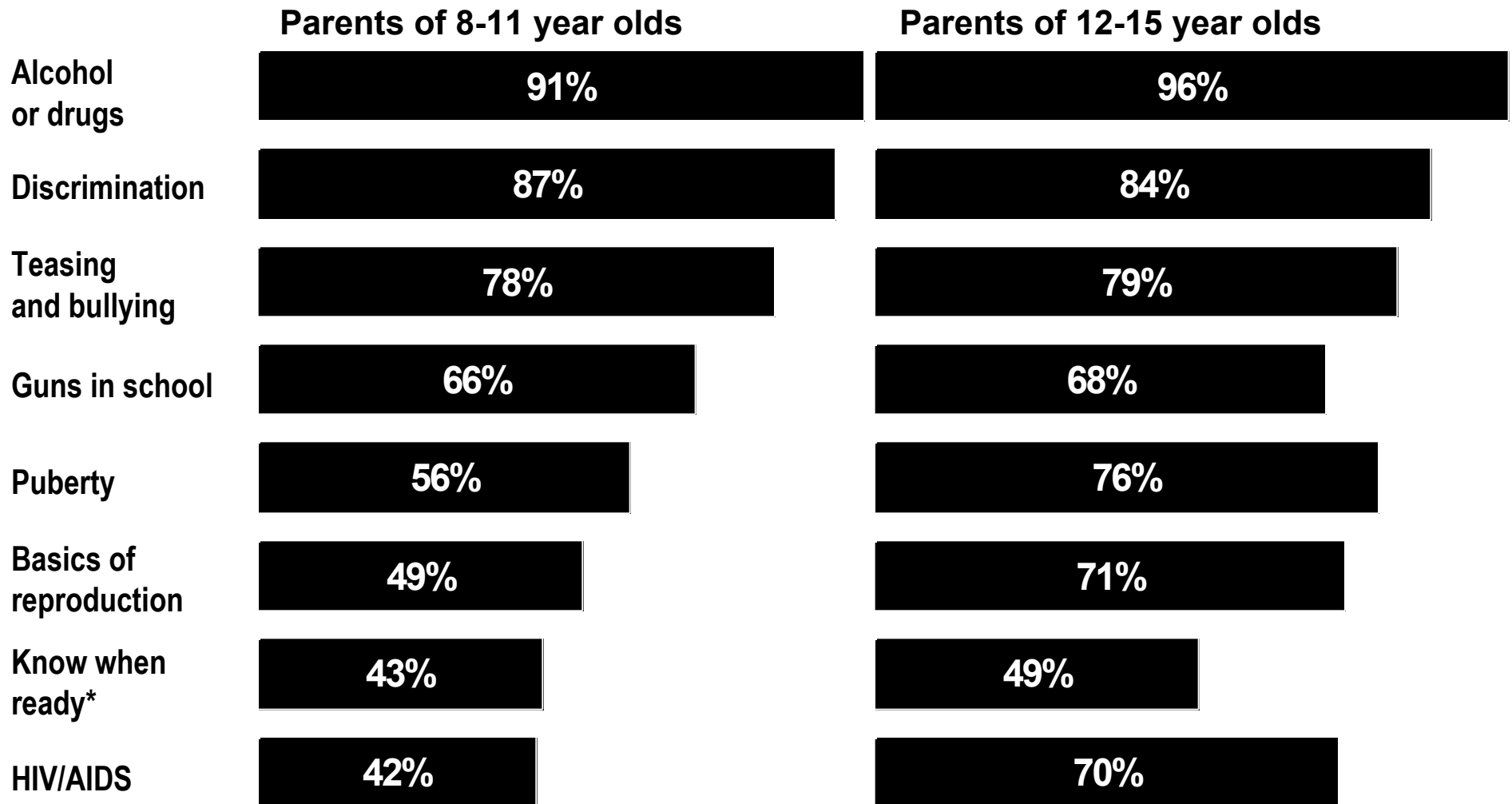


Chart 6
PARENTS ARE TALKING...

Percent of parents who say they have talked to their child about...

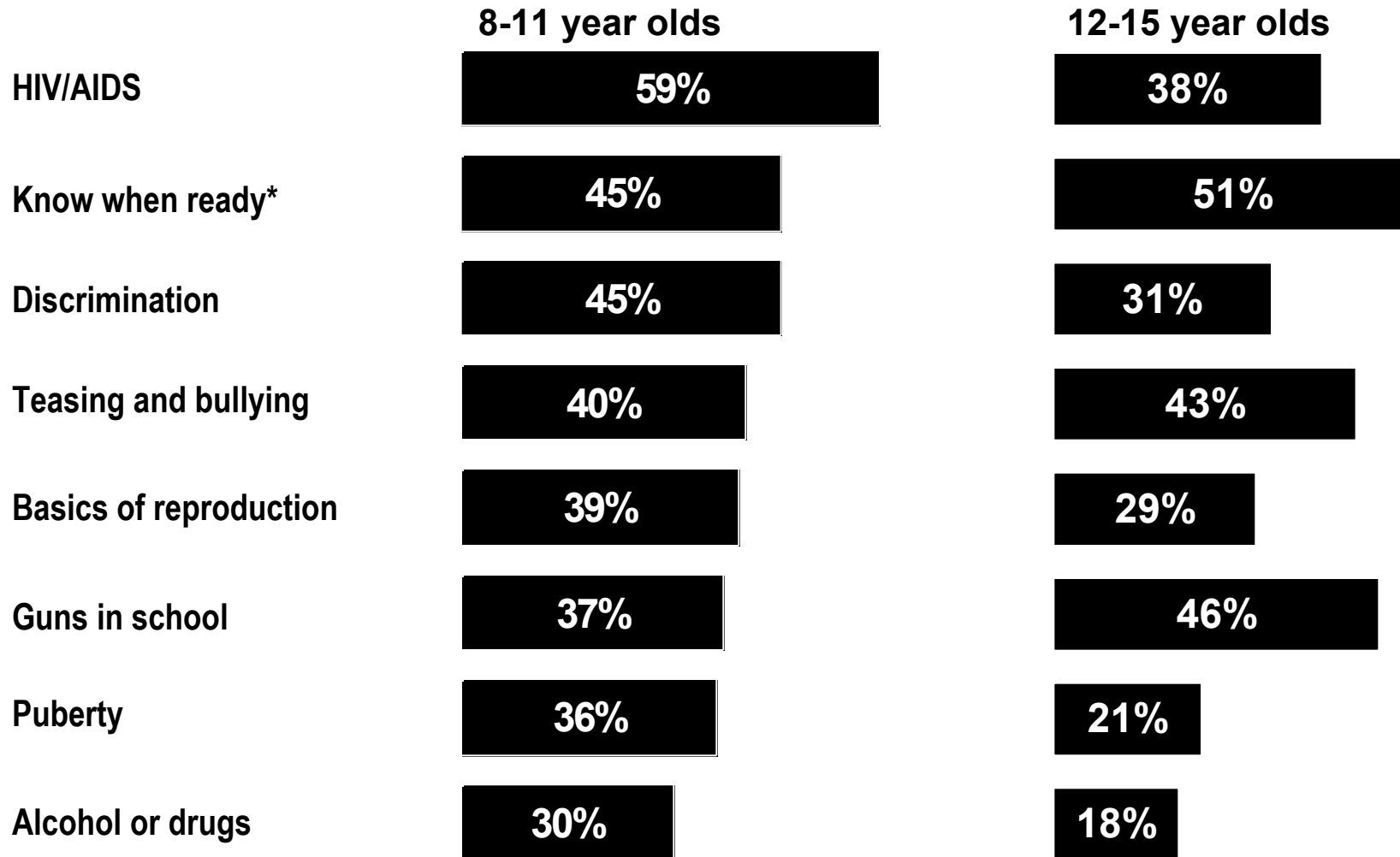


*For 8-11 asked: for a girlfriend or boyfriend, for 12-15 asked: to have a sexual relationship

Chart 7

....BUT, IS THE MESSAGE GETTING THROUGH?

Percent of kids, whose parents say they talked about each topic, who do not recall the conversation...

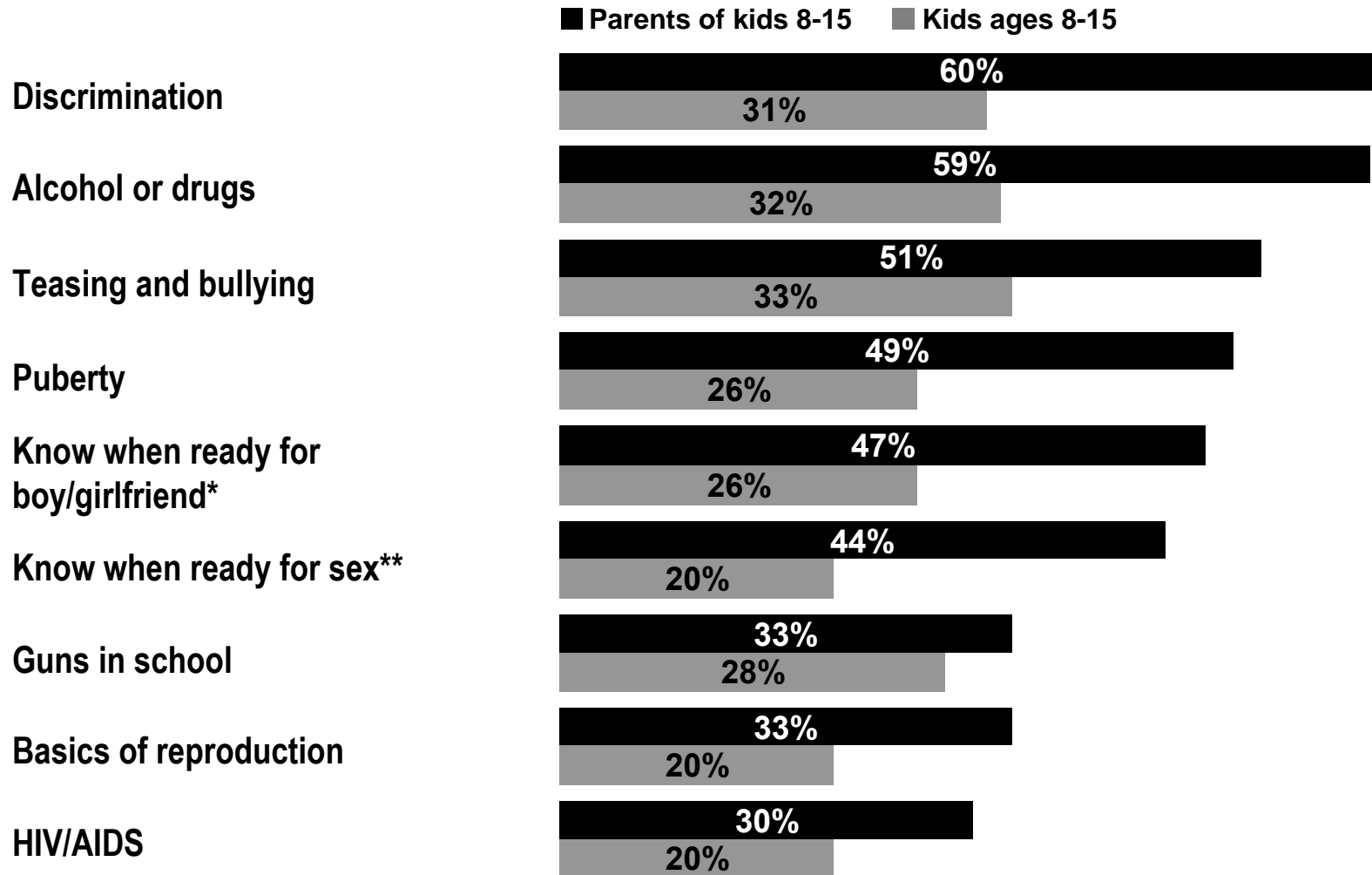


*For 8-11 asked: for a girlfriend or boyfriend, for 12-15 asked: to have a sexual relationship

Chart 8

SEEING THINGS DIFFERENTLY

Percent of parents and kids who say talks take place “regularly” about...



*Asked only of 8-11 year olds

**Asked only off 12-15 year olds

Chart 9
YOU FIRST...

Percent of parents of 8-11 year olds who say the first time they talked about each topic it was brought up by...

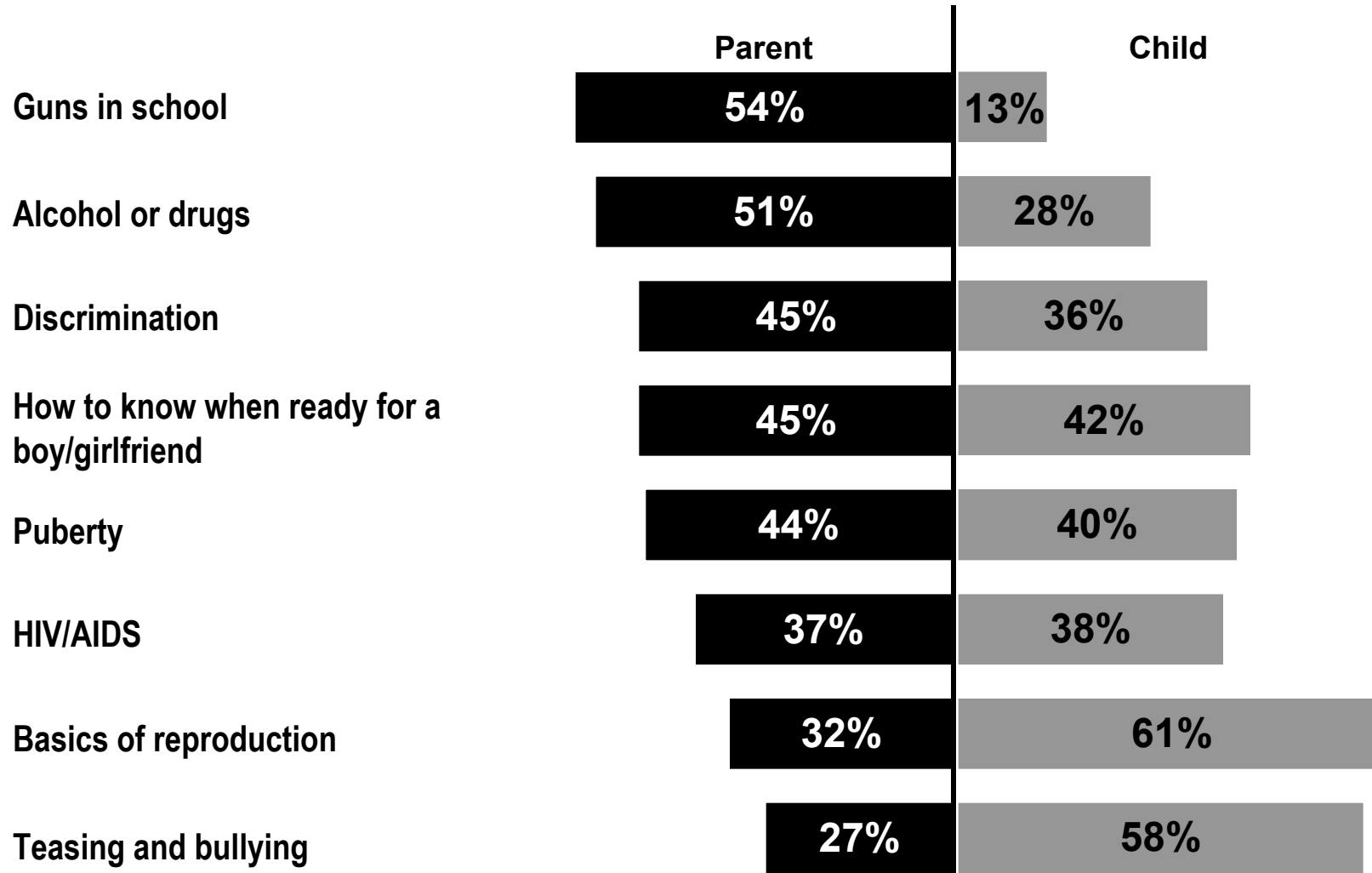


Chart 10

WHAT KIDS WANT TO KNOW...

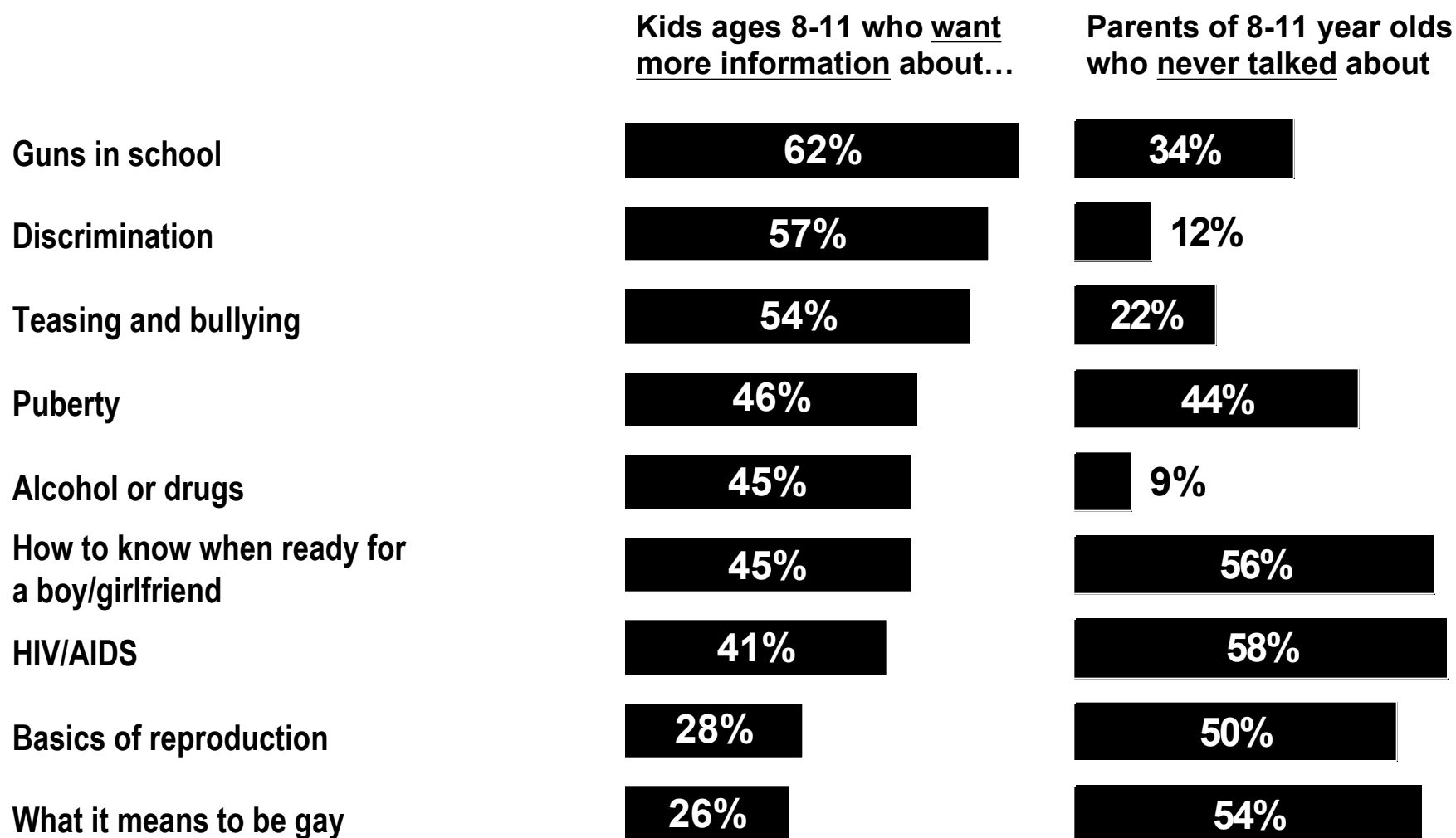


Chart 11

...PARENTS DON'T ALWAYS TALK ABOUT

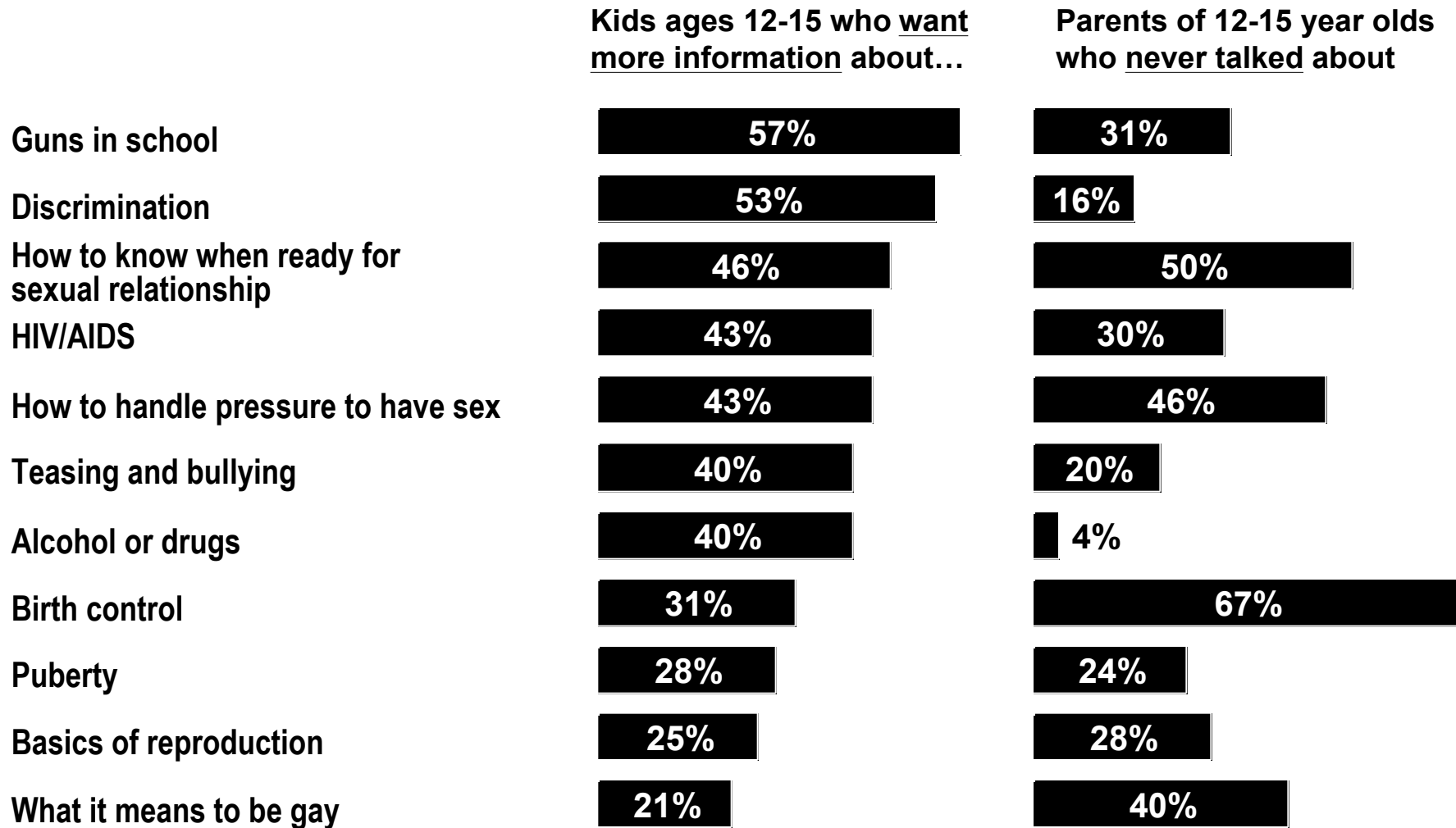
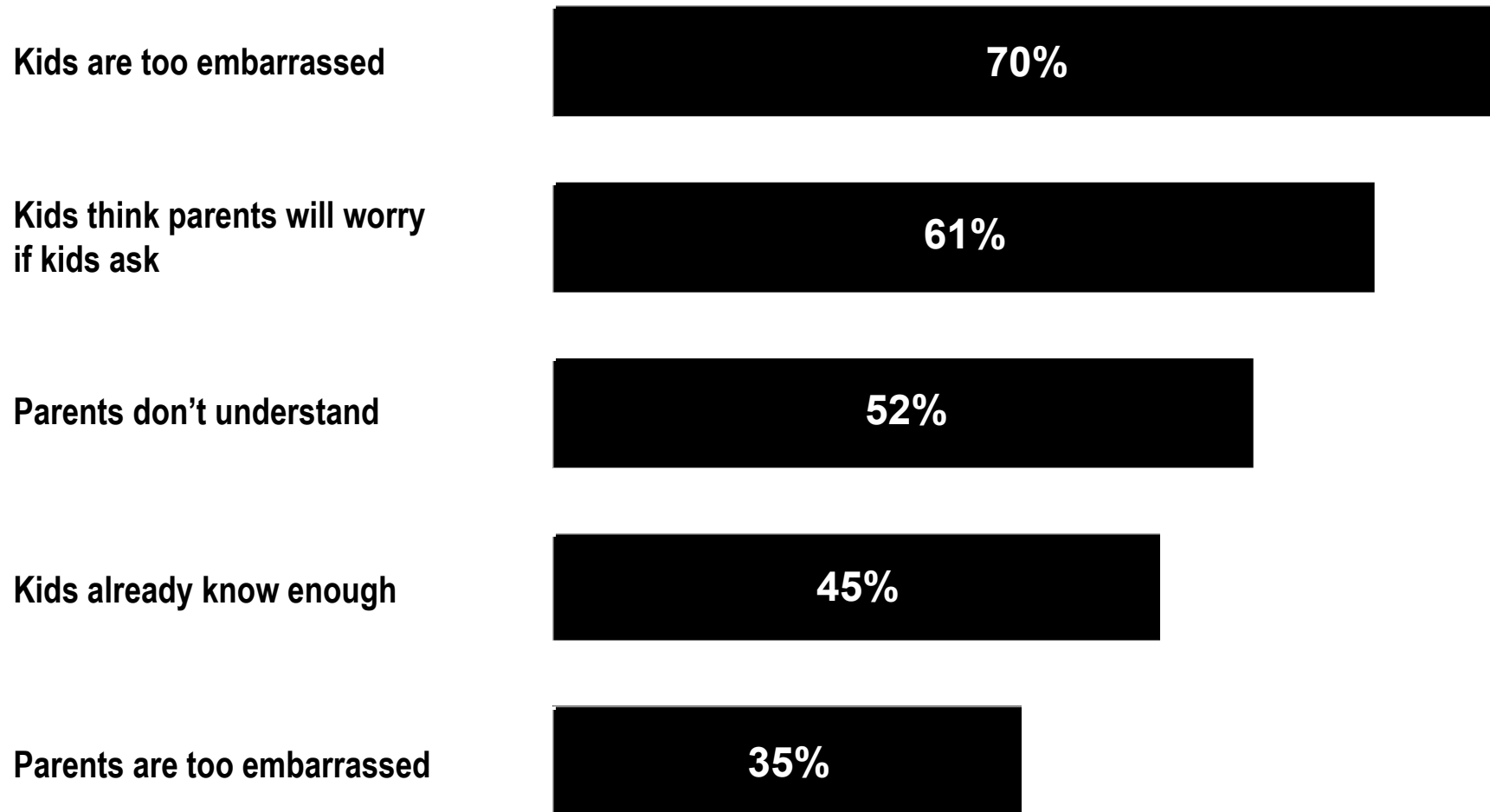


Chart 12

WHY FAMILIES DON'T TALK

Percent of kids ages 8-15 who say each is a reason kids don't talk to their parents about "tough issues"...



This survey was conducted as part of a partnership between Nickelodeon and *Talking with Kids*, an ongoing campaign of the Kaiser Family Foundation and Children Now. Nickelodeon and *Talking with Kids*, have teamed up to help parents and kids talk together about tough issues like sex, violence, drugs and respect. The partnership includes public service messages and resources for parents and kids as well as original research on family communication.

Nickelodeon is...KIDS! All kinds of kids, with all kinds of tastes. Nickelodeon lives and breathes to connect with kids and connect them to their world through entertainment. Nick entertainment takes many forms: cable TV programs, movies, live shows, consumer products, online activities, magazines and recreation. They all exist to touch the lives of K-I-D-S, from preschoolers to early teens. Anything that helps kids build confidence, develop positive attitudes, and feel good about their status and their place in the world, is just fine by Nick.

Kaiser Family Foundation is an independent, national health philanthropy dedicated to providing information and analysis on health issues to policymakers, the media, and the general public. The Foundation is not associated with Kaiser Permanente or Kaiser Industries.

Children Now is a nonpartisan, independent voice for America's children. Using innovative research and communication strategies, Children Now promotes pioneering solutions to problems facing America's children.

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