



**DID YOU KNOW? ABOUT CHILDREN AGED 7-14
DANISH FILM INSTITUTE / AUGUST 2020**

PURPOSE AND METHOD

DID YOU KNOW? About Children Aged 7-14 (2020) is an extension of the Danish Film Institute's recurring series of audience studies – now for the first time with a special focus on children.

- The study aims to provide insight into the viewing habits, behaviour and attitudes of 7-14-year-olds in relation to feature films and fiction series, and in that way confirm or deny myths, such that anecdotal claims can be replaced with concrete knowledge.
- The study is created in partnership with the YouGov market research agency.
- The study is based on more than 1,600 questionnaire interviews conducted online (CAWI) with an approximately representative cross-section of children aged 7-14. The data are weighted, so that there is a comparable distribution of responses from boys and girls in each age group. Because of the target group's age, the interviews were partly parent-assisted.
- Some questions were asked only to the 7-9-year-olds and others only to the 10-14-year-olds. Therefore, not all insights represent the whole target group of 7-14-year-olds, but this will appear along the way in the study.
- The survey was conducted in the period from 17 March to 12 April 2020.
- Data collection coincided with the lockdown of Denmark in connection with Covid-19. In turn, the respondents were asked to base their responses on their "normal" behaviour before the lockdown.

OVERVIEW

Devices

Film and series frequency

Streaming

Ultrafrequent users

Which screens do they use?

With whom do they watch
films and series?

Preferences

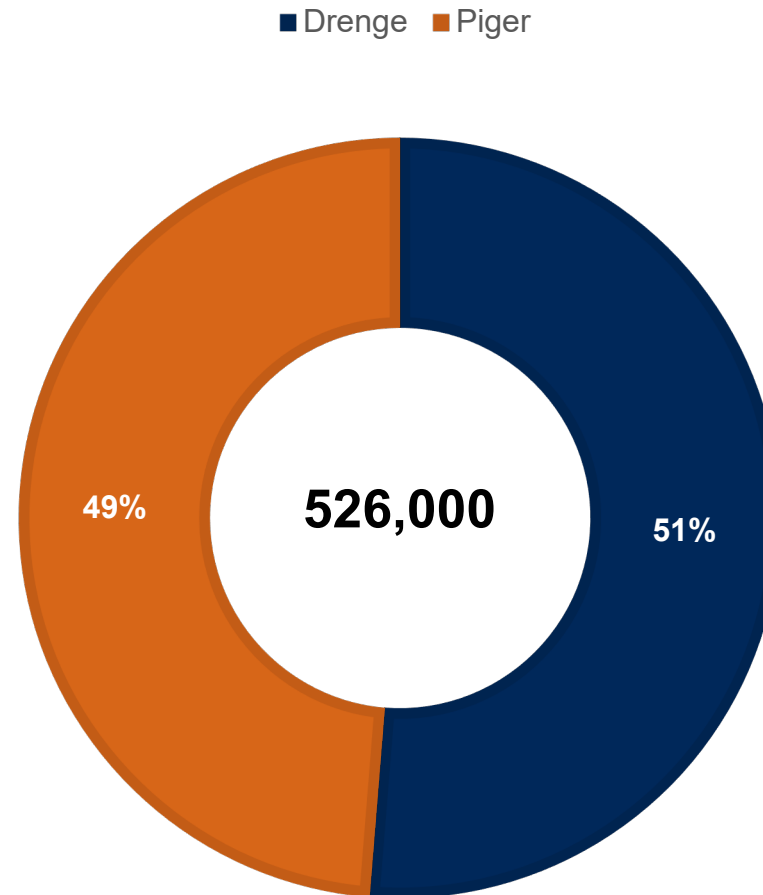
Social media

Prioritising

Reach



7-14-YEAR-OLDS



- On average there are approximately 66,000 children per birth cohort
- 526,000 children correspond to 9% of the population

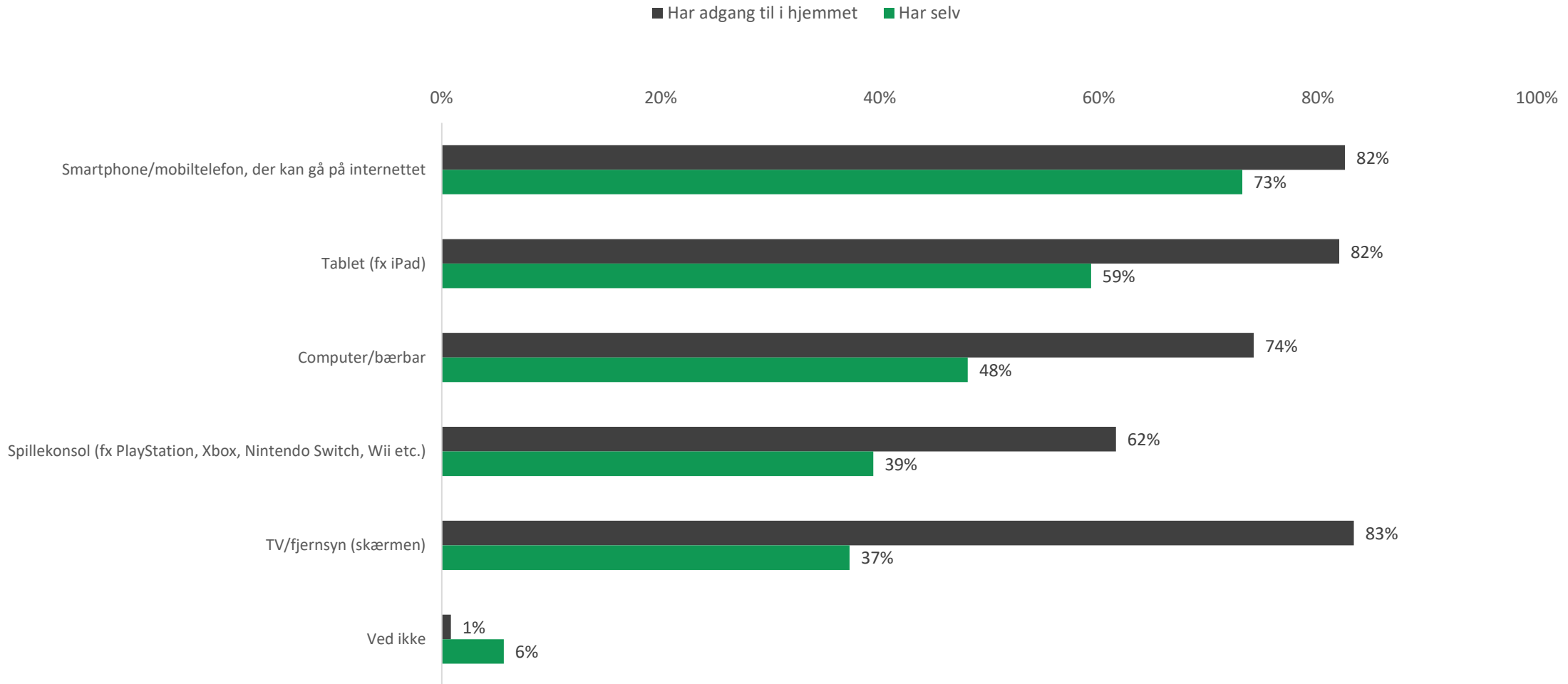
Source: Statistics Denmark – Table Folk1, 2020K2



DEVICES

ACCESS TO DEVICES

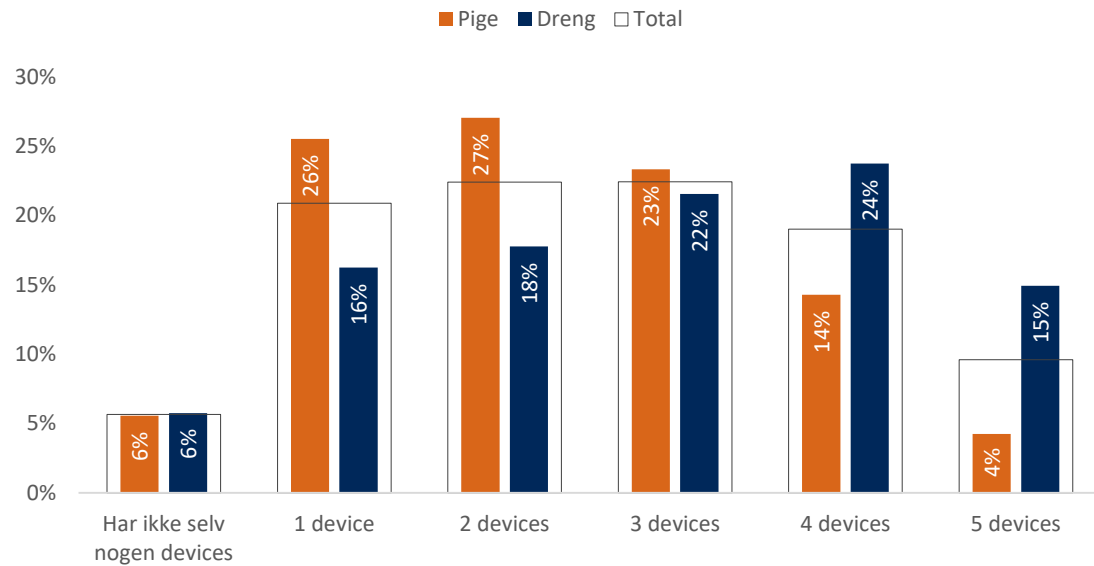
WHICH OF THESE DO YOU HAVE ACCESS TO (ALSO EVEN IF THEY ARE NOT YOUR OWN)?/AND WHICH OF THESE ARE YOUR OWN/DO YOU HAVE YOURSELF?



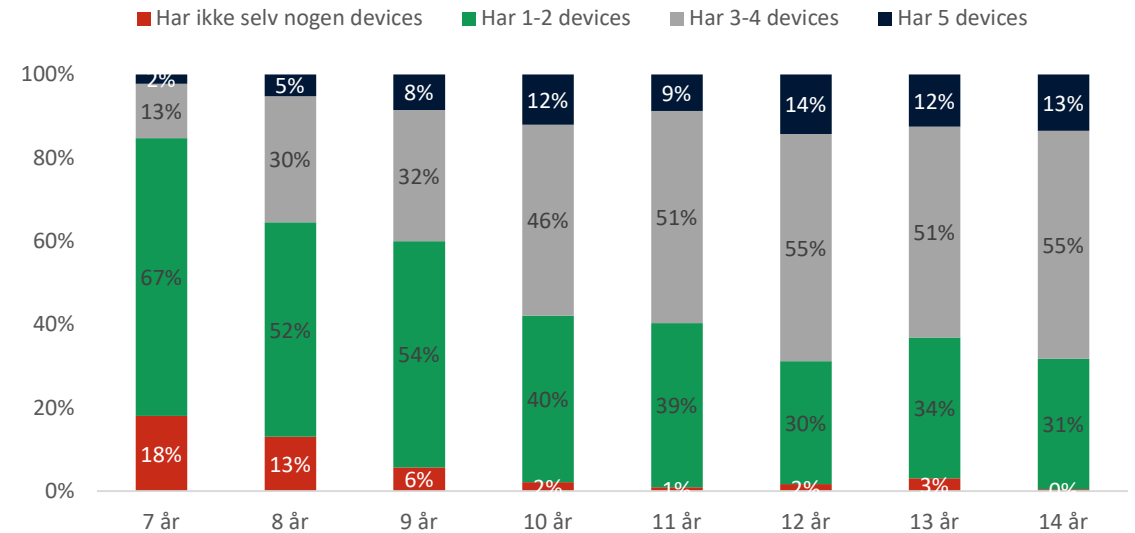
Base: 7-14-year-olds (n=1,615)

NUMBER OF OWNED DEVICES – GENDER AND AGE

DEVICES BY GENDER



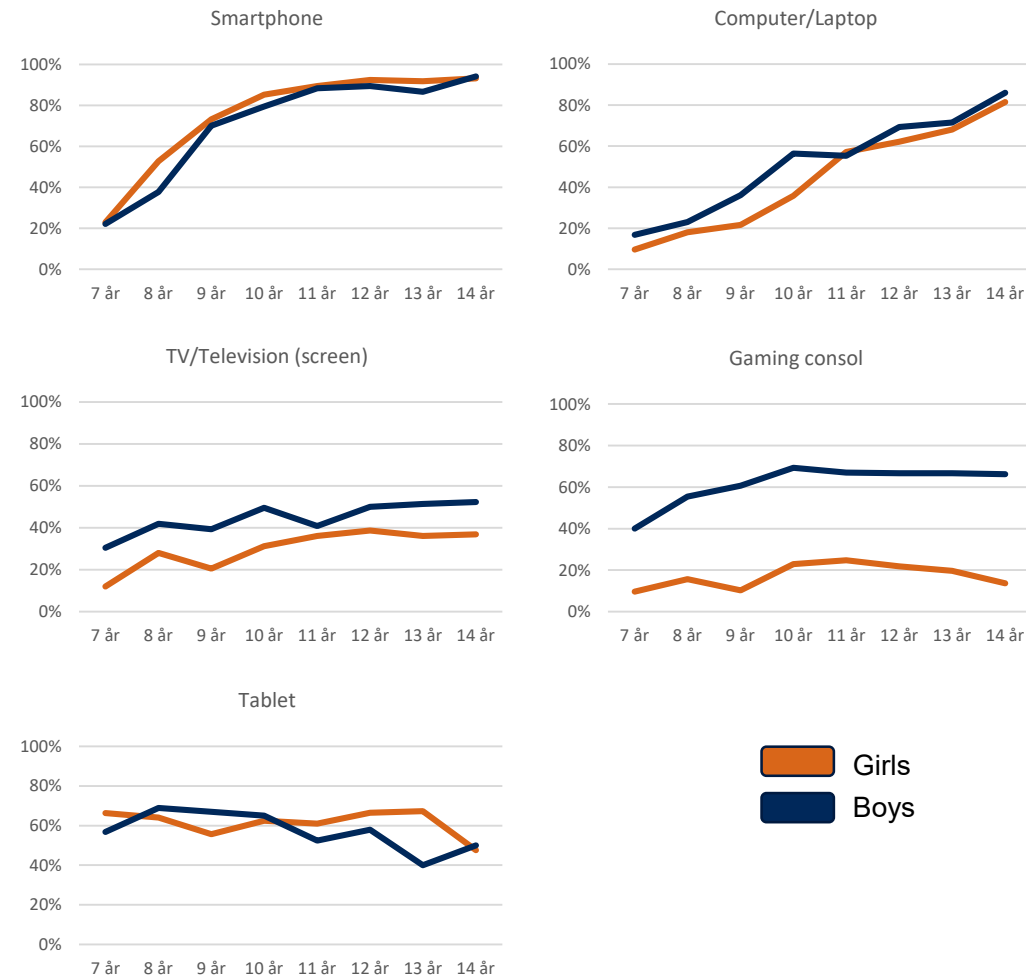
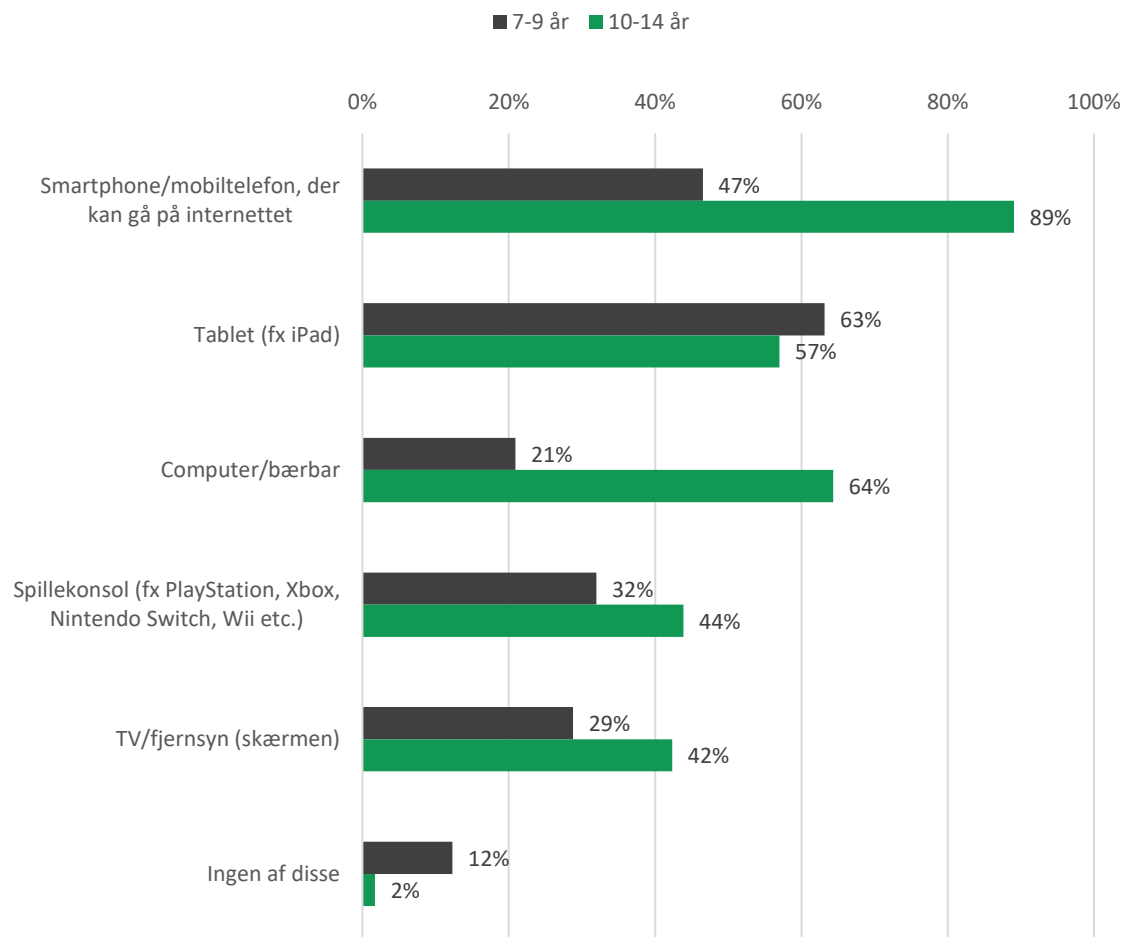
DEVICES BY AGE



Base: 7-14-year-olds (n=1,615)

TYPES OF OWNED DEVICES – GENDER AND AGE

WHICH OF THESE ARE YOUR OWN/DO YOU HAVE YOURSELF?



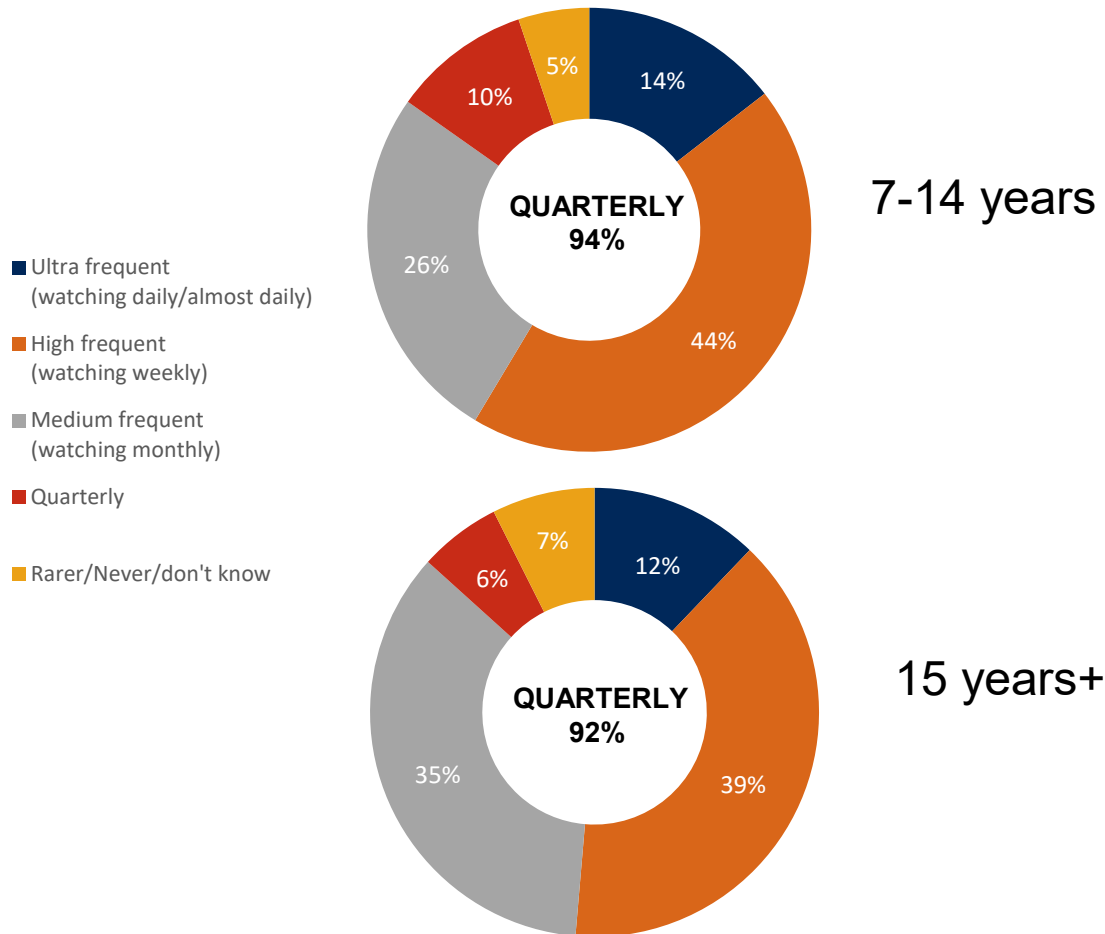
Base: 7-14-year-olds (n=1,615)



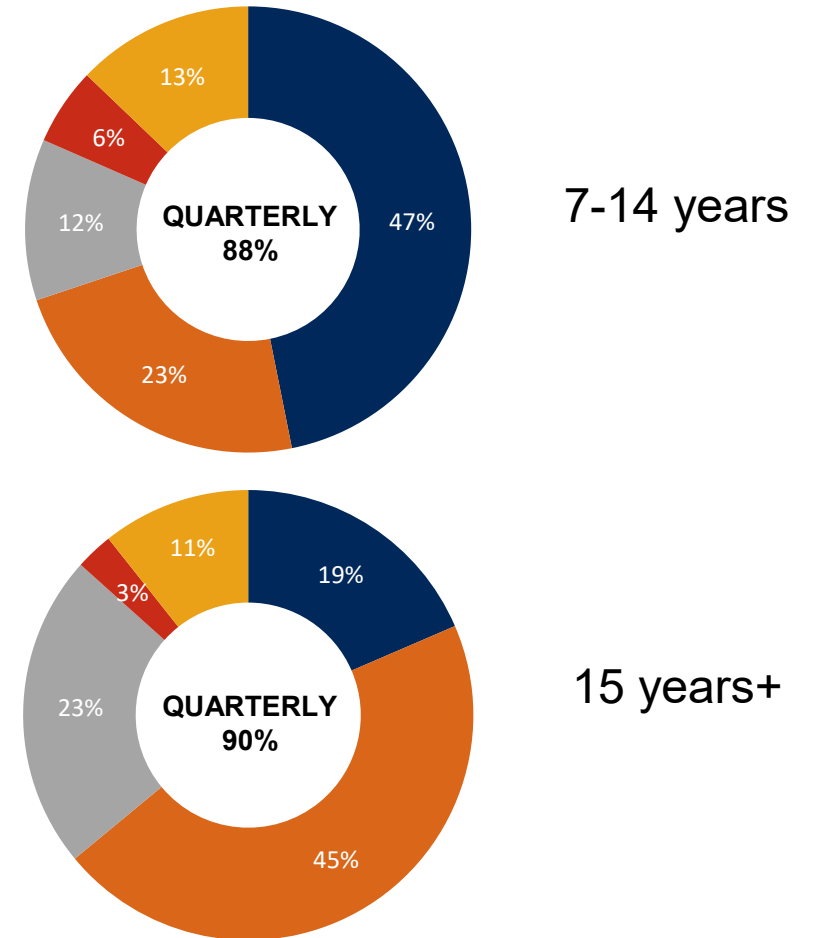
FILM AND SERIES - FREQUENCY

FILM AND SERIES – FREQUENCY

FILM



SERIES

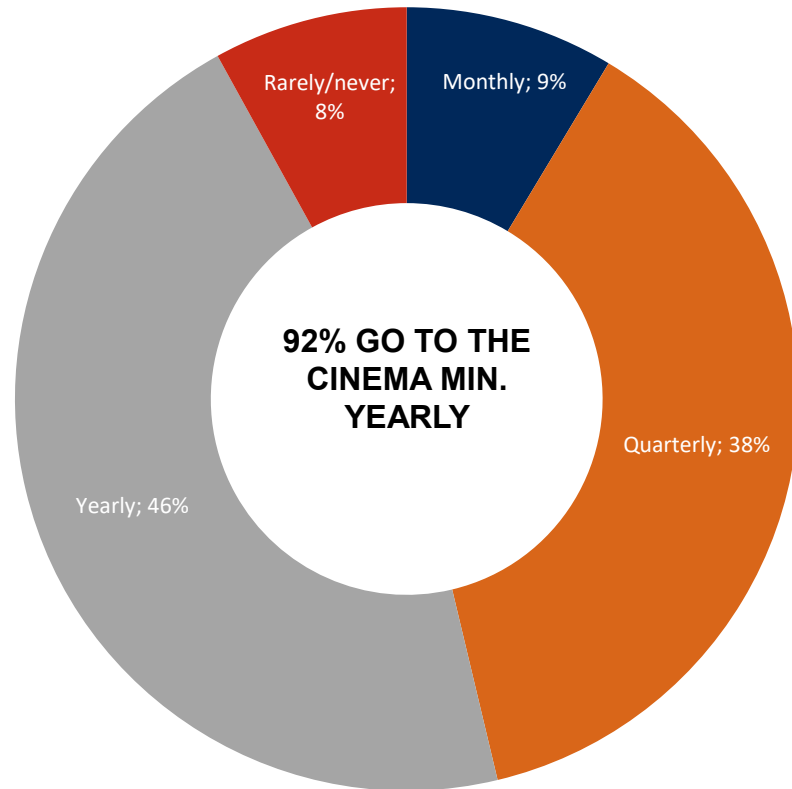


Base: 7-14-year-olds (n=1,615); VD 2019 15+ year-olds (2,501)

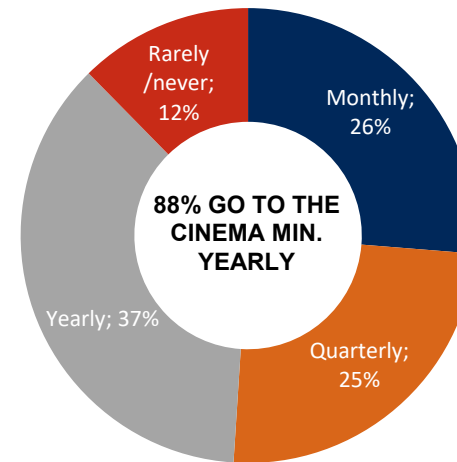
*a few answer categories have been combined in the graphs to be able to compare across

CINEMAGOING - FREQUENCY

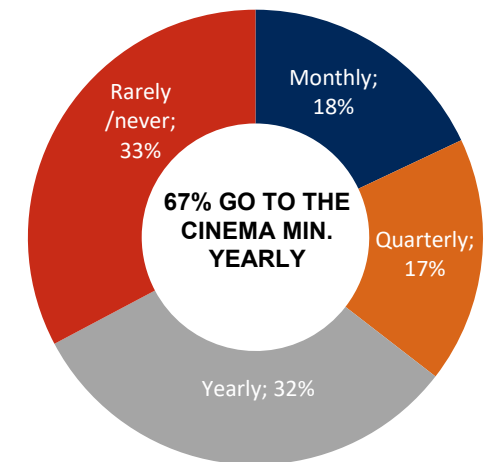
CINEMA FREQUENCY 7-14-YEAR-OLDS



CINEMA FREQUENCY YOUNG ADULTS 15-25-YEAR-OLDS



CINEMA FREQUENCY ADULTS 15 YEARS+

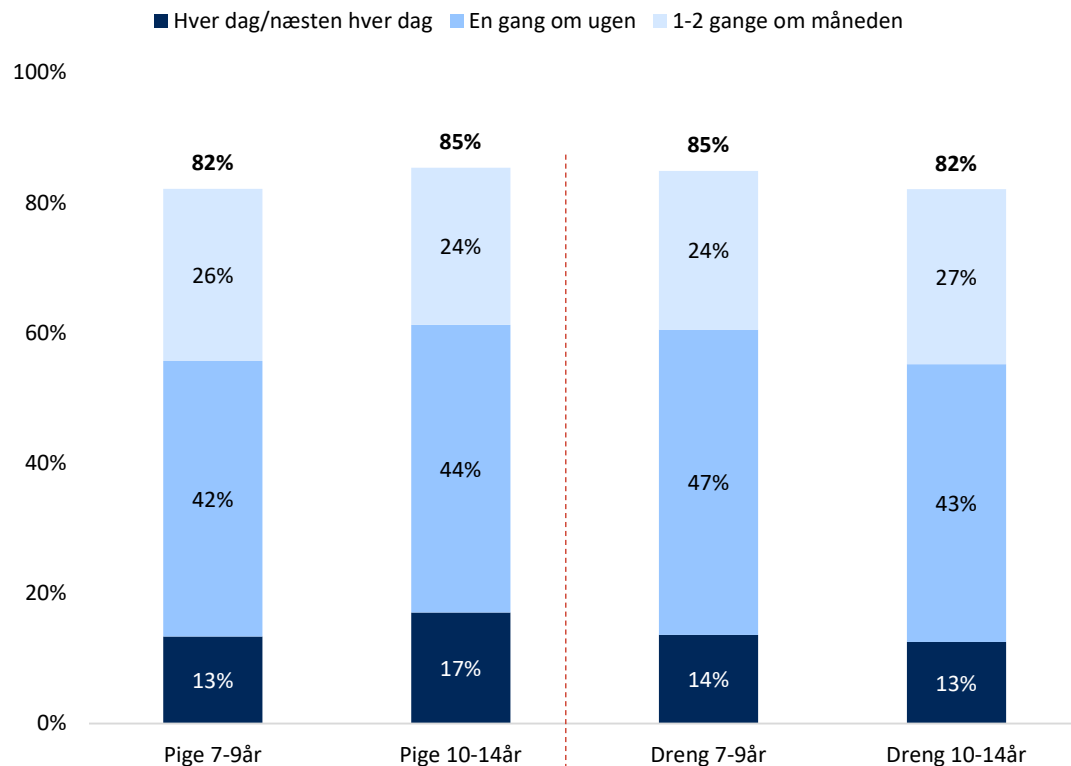


Base: 7-14-year-olds (n=1,615)

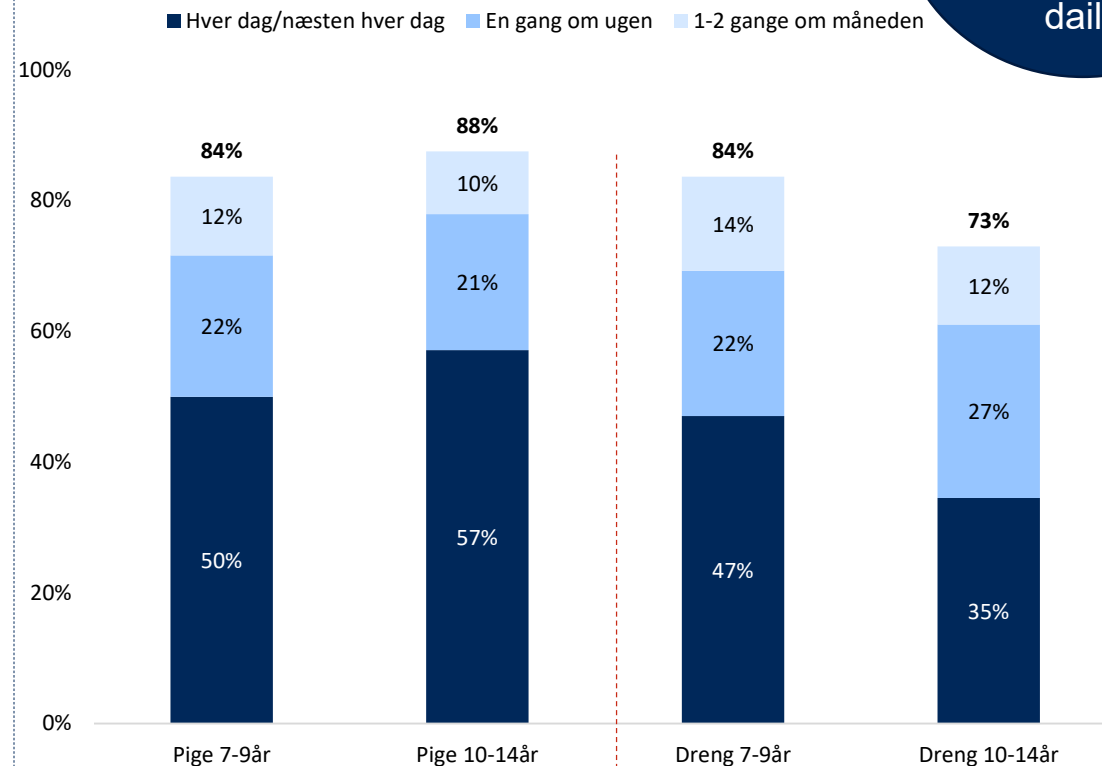
FILM AND SERIES FREQUENCY – AGE AND GENDER

57% of the 10-14-year-old girls watch series daily/almost daily

Film frequency



Series frequency

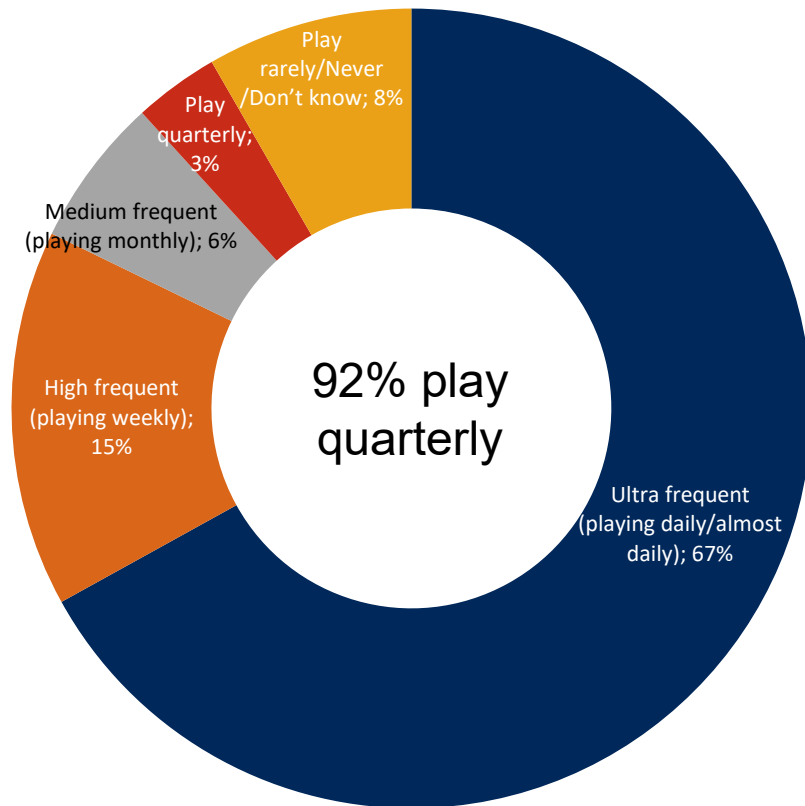


Base: 7-14-year-olds (n=1,615)

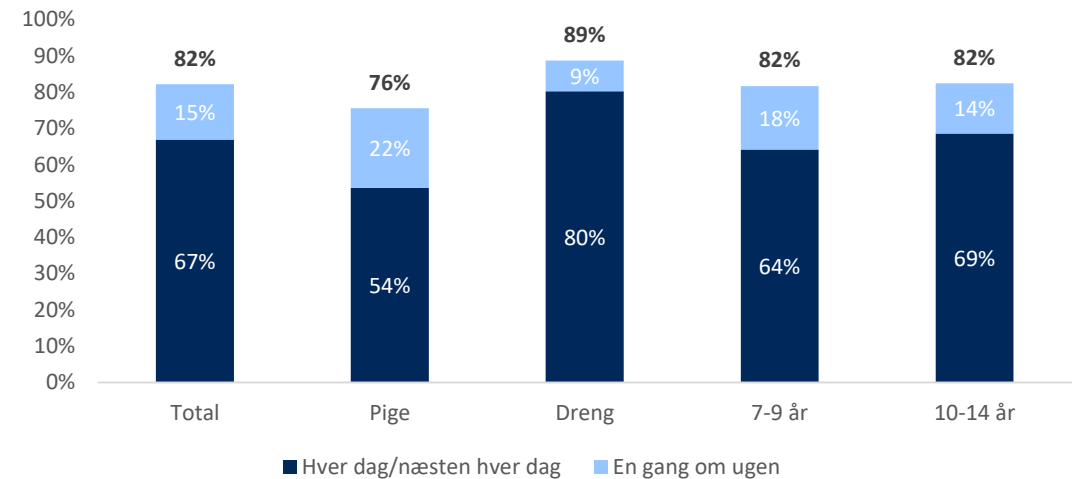
GAMING – FREQUENCY, GENDER AND AGE

80% of boys
game daily/
almost daily!

GAMING FREQUENCY



SHARE PLAYING WEEKLY



Base: 7-14-year-olds (n=1,615)



ULTRAFREQUENT USERS

ULTRAFREQUENT USERS – OVERLAP

58%

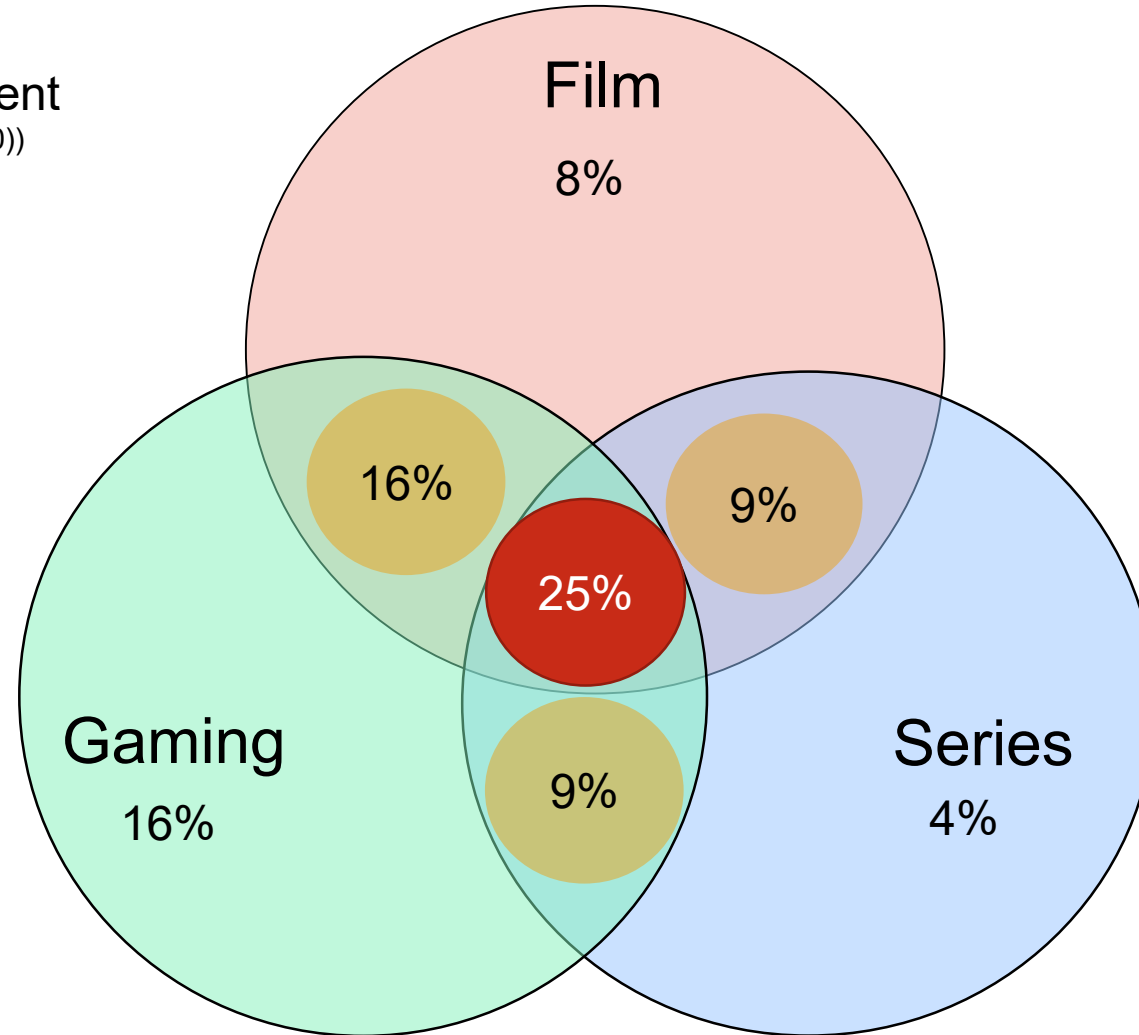
Film ultra and high frequent
(Watches films at least weekly (n=940))

47%

Film ultra frequent
(Watches series daily (n=757))

67%

Gaming ultra frequent
(Plays digital games daily (n=1.081))



25% of the 7-14-year-olds game and watch series daily or almost daily or watch films at least weekly.

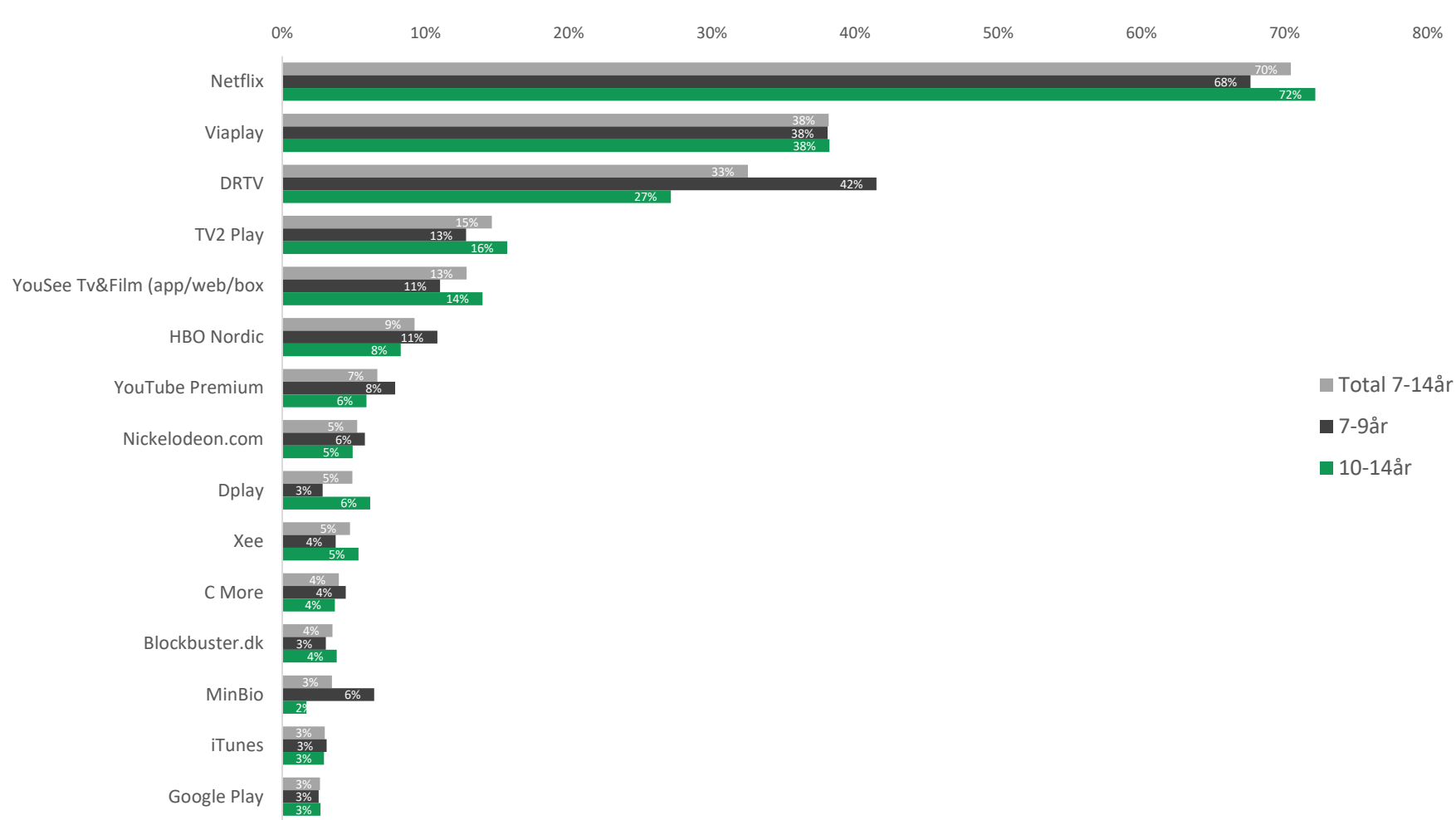
Base: 7-14-year-olds (n=1,615)



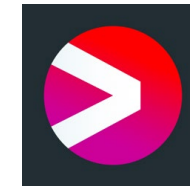
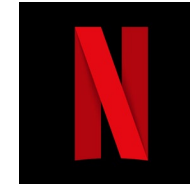
STREAMING

STREAMING SERVICES

WHICH OF THESE STREAMING SERVICES IS YOUR CHILD (7-14 YEARS), WHO IS ANSWERING THIS SURVEY, USING AT LEAST MONTHLY?



THREE STAND OUT SIGNIFICANTLY

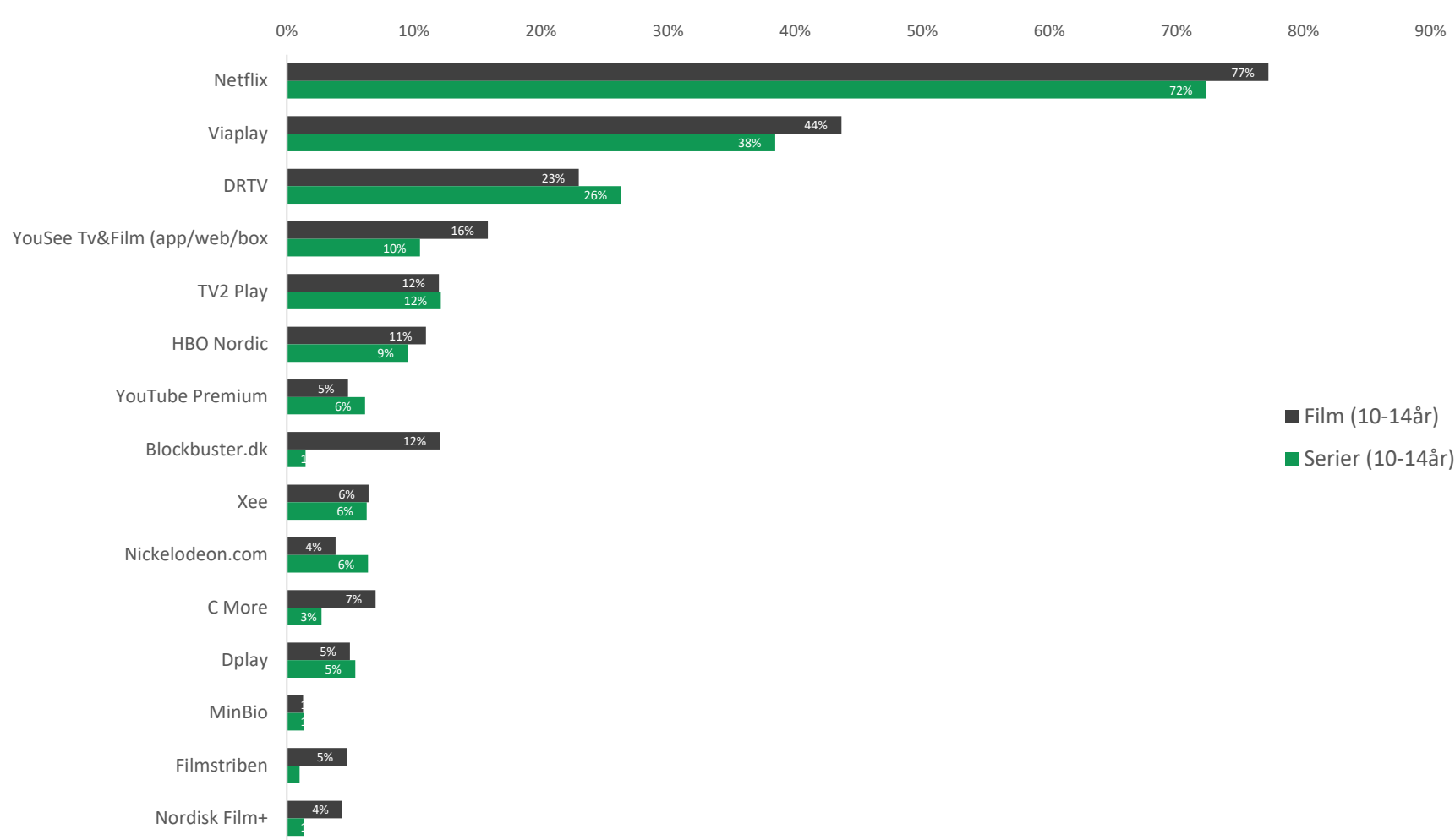


Base: Have used streaming services at least once in the past 12 months (n=1,582)

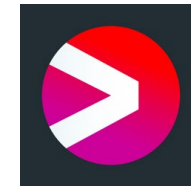
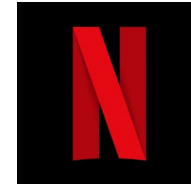
Besides the top 15 services in the graph, the survey included the streaming services Filmstriben, Apple+, Nordisk Film+, Amazon Prime, SF Kids, Filmcentralen, SF Anytime, Fmovies, 123movies, Watchseries, all used by less than 3% in any of the target groups.

STREAMING SERVICES – FILMS AND SERIES (10-14-YEAR-OLDS)

WHERE DO YOU WATCH FILMS/WHERE DO YOU WATCH SERIES? INCLUDING WHEN YOU ARE AT HOME, ON THE ROAD OR VISITING FRIENDS AND FAMILY.



TOP 3



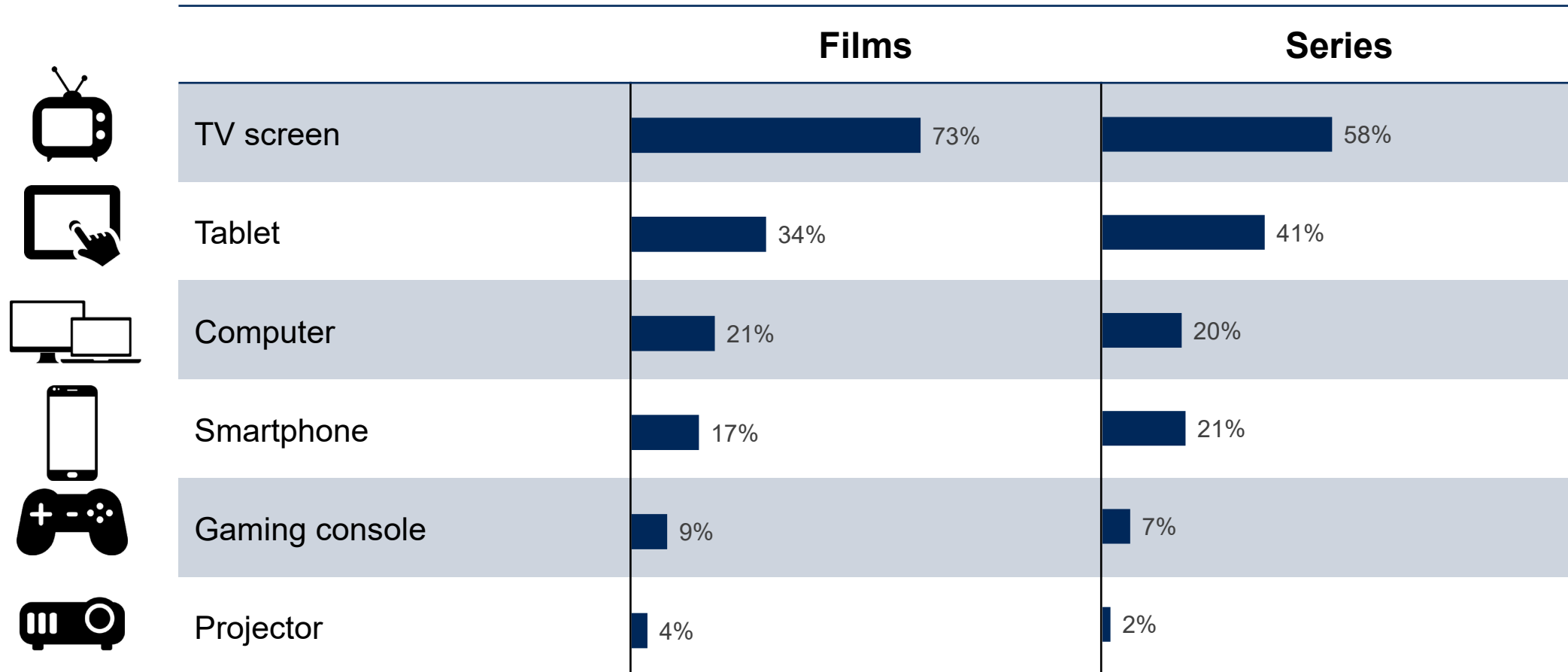
Base: 10-14-year-olds who watch films (n=1,004); 10-14-year-olds who watch series (983)

Besides the top 15 services in the graph, the survey included the streaming services iTunes, Google Play, Apple+, Amazon Prime, SF Kids, Filmcentralen, SF Anytime, Fmovies, 123movies, Watchseries, all used by less than 4% in any of the target groups.



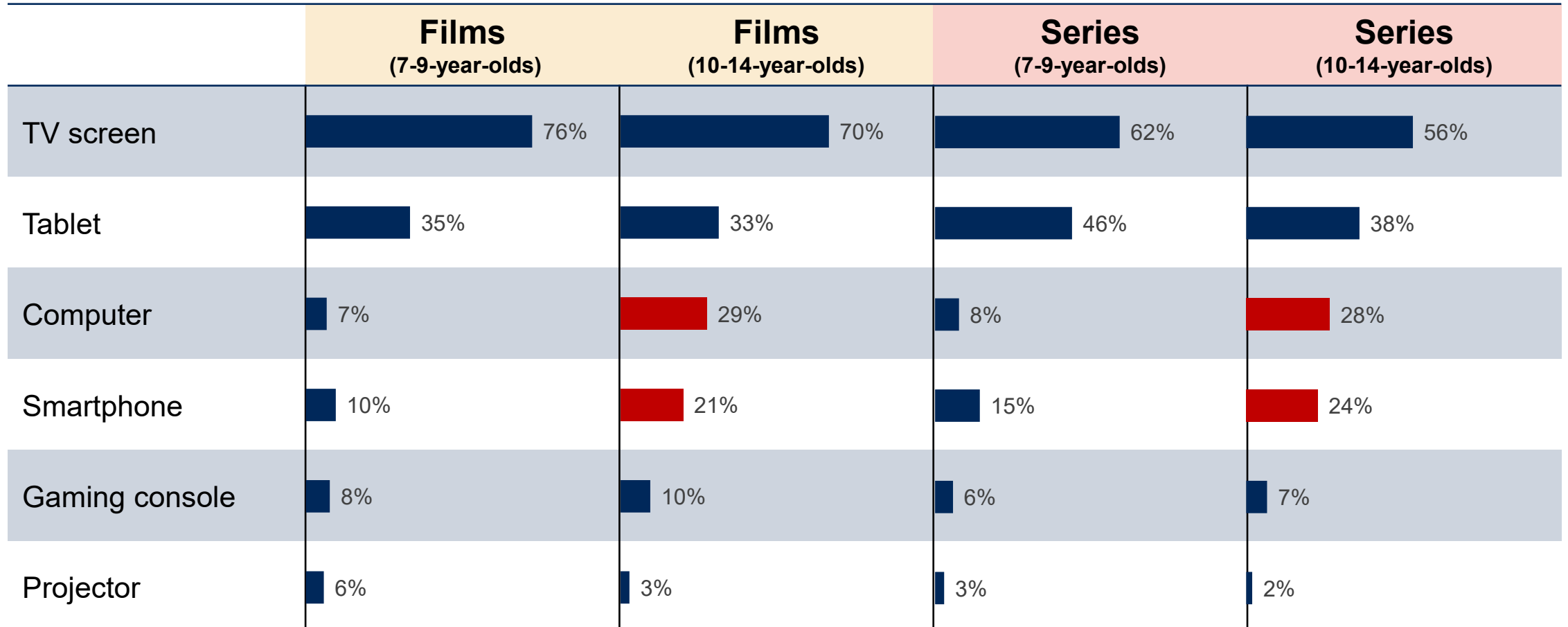
WHICH SCREENS DO THEY USE?

WHICH SCREENS DO THEY USE?



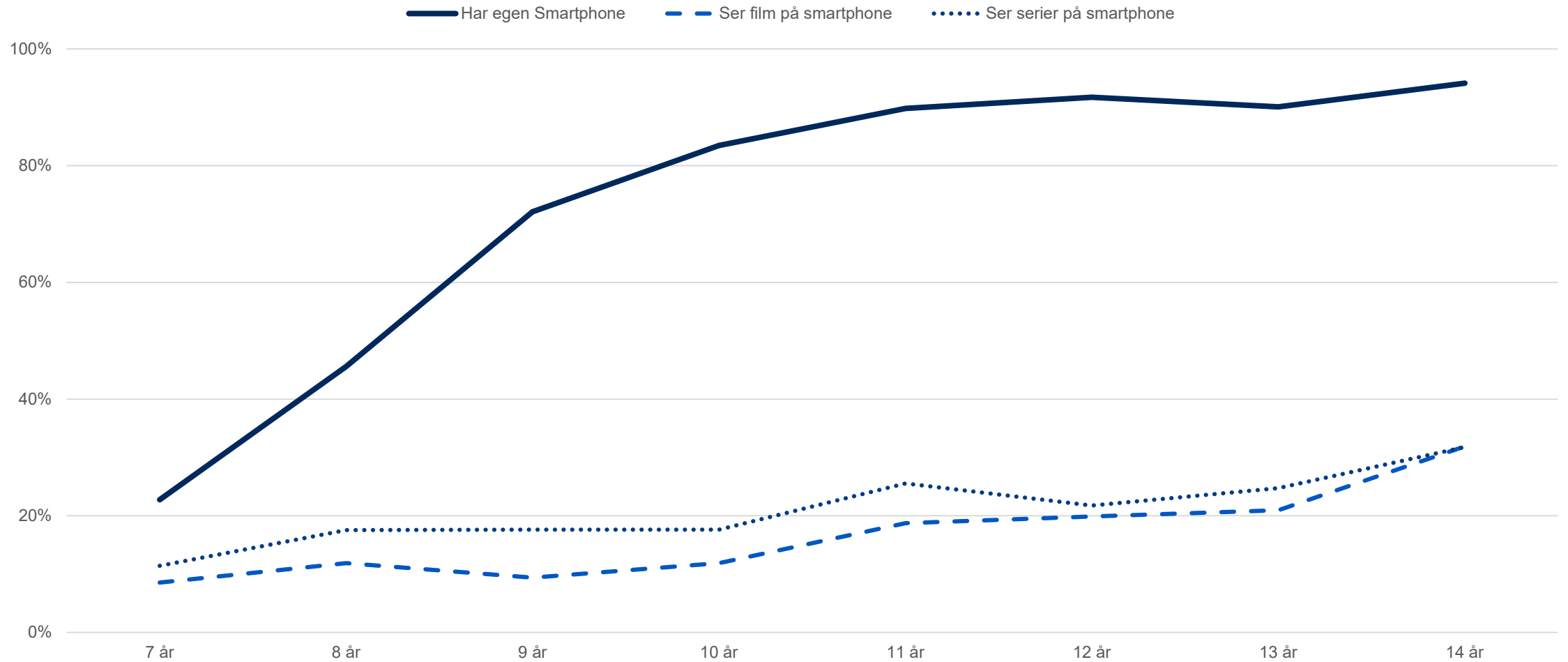
Base: 7-14-year-olds (n=1,615)

WHICH SCREENS DO THEY USE? – AGE



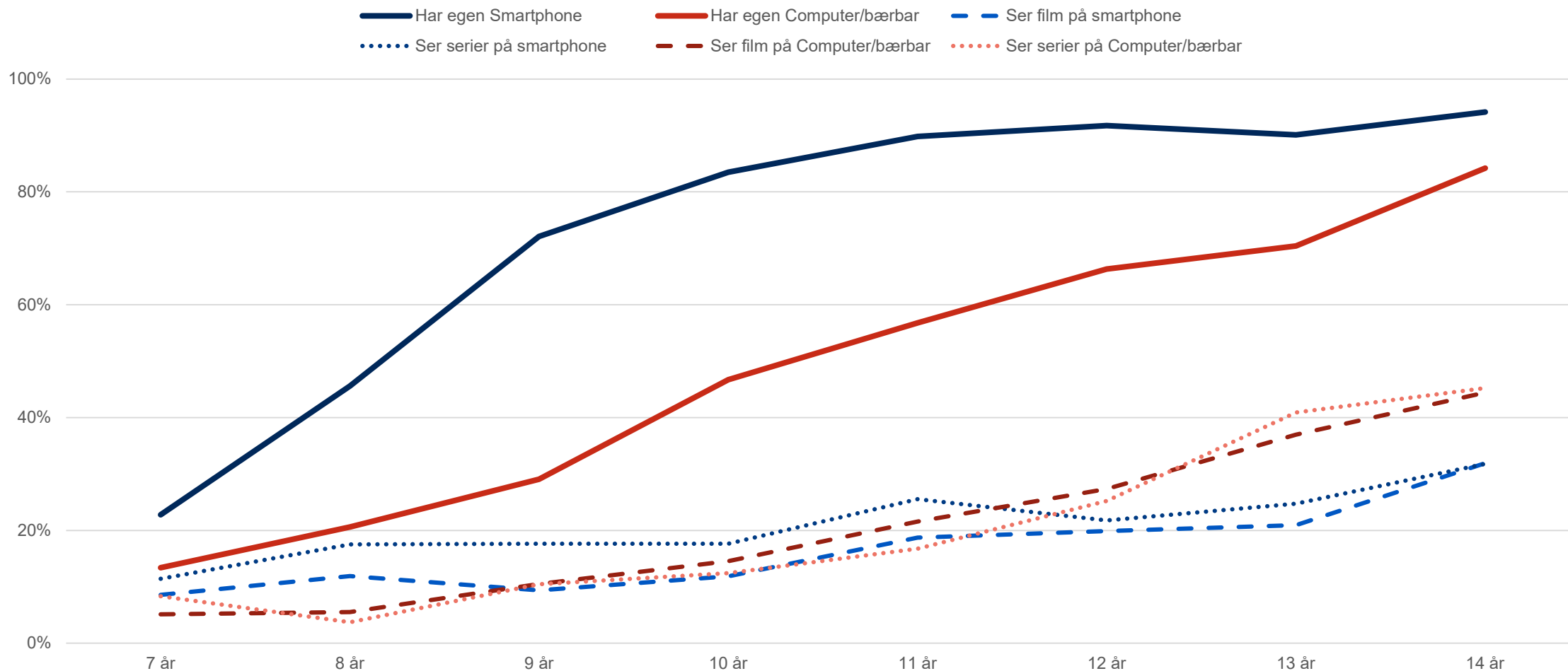
Base: 7-14-year-olds (n=1,615)

FILM AND SERIES USAGE – SMARTPHONE



Base: 7-14-year-olds (n=1,615)

FILM AND SERIES USAGE – SMARTPHONE/PORABLE COMPUTER



Base: 7-14-year-olds (n=1,615)



**WITH WHOM DO THEY WATCH
FILMS AND SERIES?**

FILMS ARE MOST OFTEN WATCHED TOGETHER – SERIES MOST OFTEN ALONE

HOW DO YOU MOST OFTEN WATCH FILMS AND SERIES, RESPECTIVELY? (YOU CAN CHOOSE A MAXIMUM OF 2 ANSWERS)

WHEN THEY WATCH FILMS IN THE CINEMA	WHEN THEY WATCH FILMS ELSEWHERE	WHEN THEY WATCH SERIES
Parents (80%)	Parents (66%)	Alone (63%)
Siblings (34%)	Siblings (41%)	Parents (33%)
Friends (34%)	Alone (36%)	Siblings (33%)
Grandparents (7%)	Friends (18%)	Friends (15%)
Other adults (4%)	Grandparents (2%)	Grandparents (1%)
Alone (1%)	Other adults (2%)	Other adults (1%)

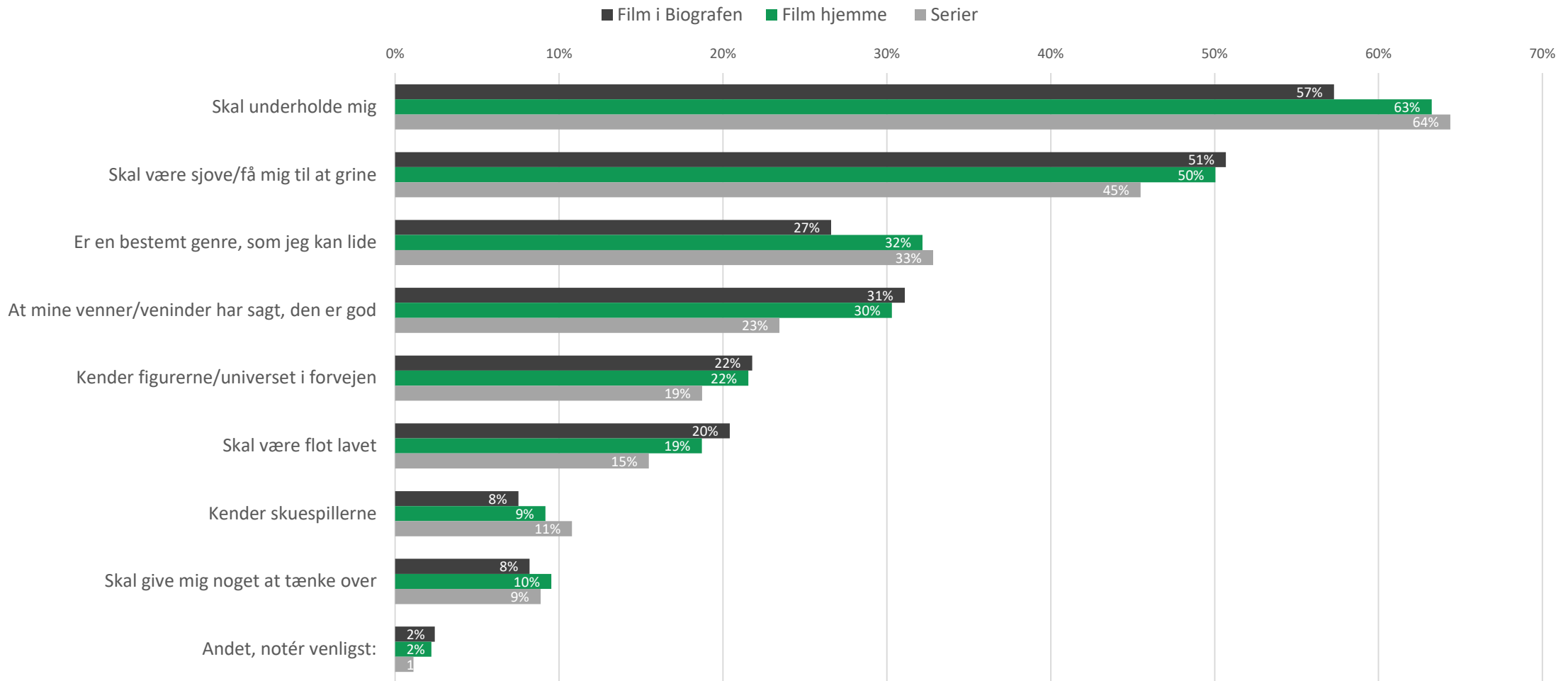
Base: 7-14-years-olds who watch films (n=1,606) and series (1,577), respectively.



PREFERENCES

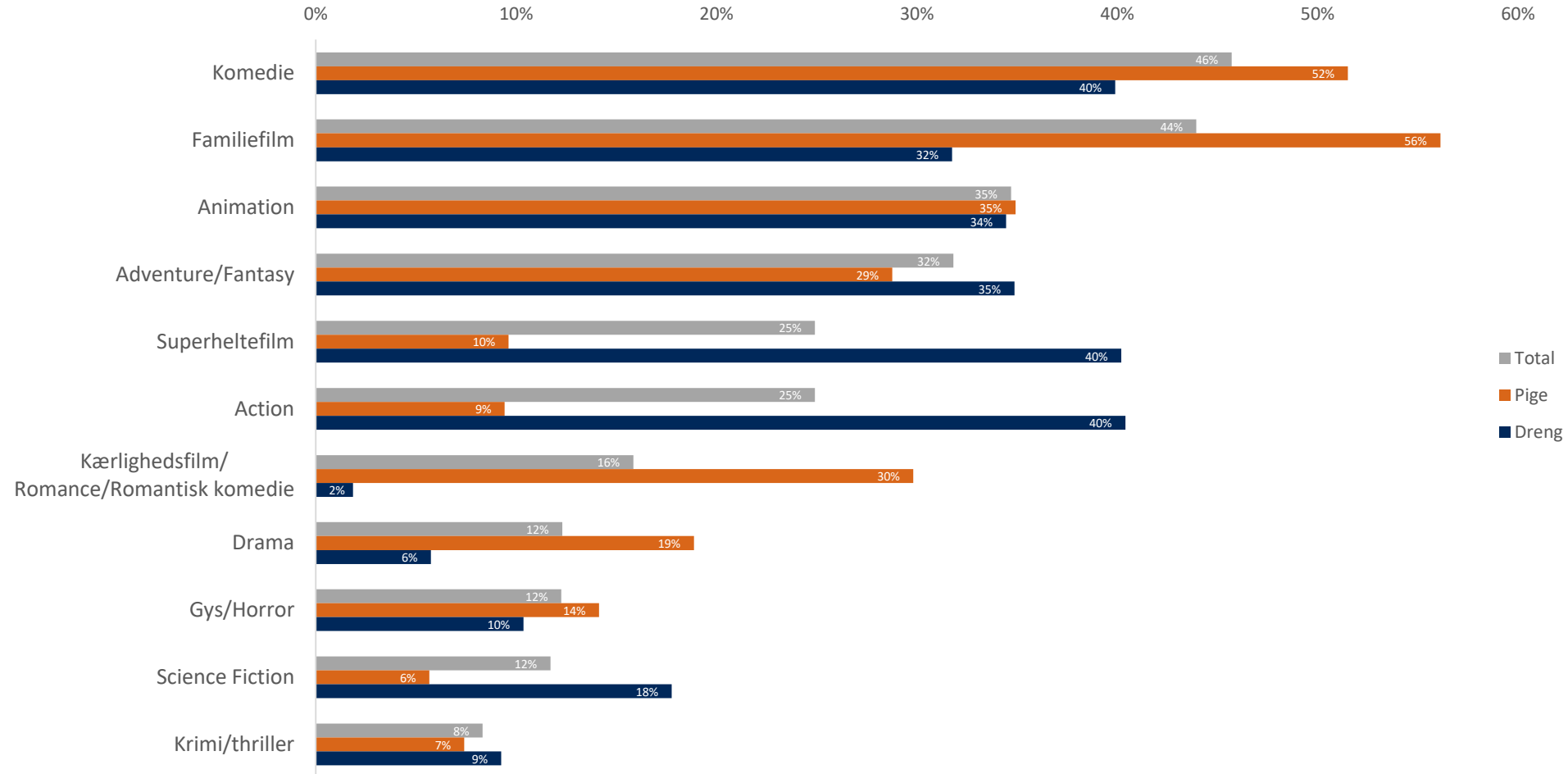
DRIVEN BY ENTERTAINMENT (10-14-YEAR-OLDS)

WHEN YOU CHOOSE A FILM/SERIES YOU WANT TO WATCH, WHAT IS MOST IMPORTANT FOR YOU?



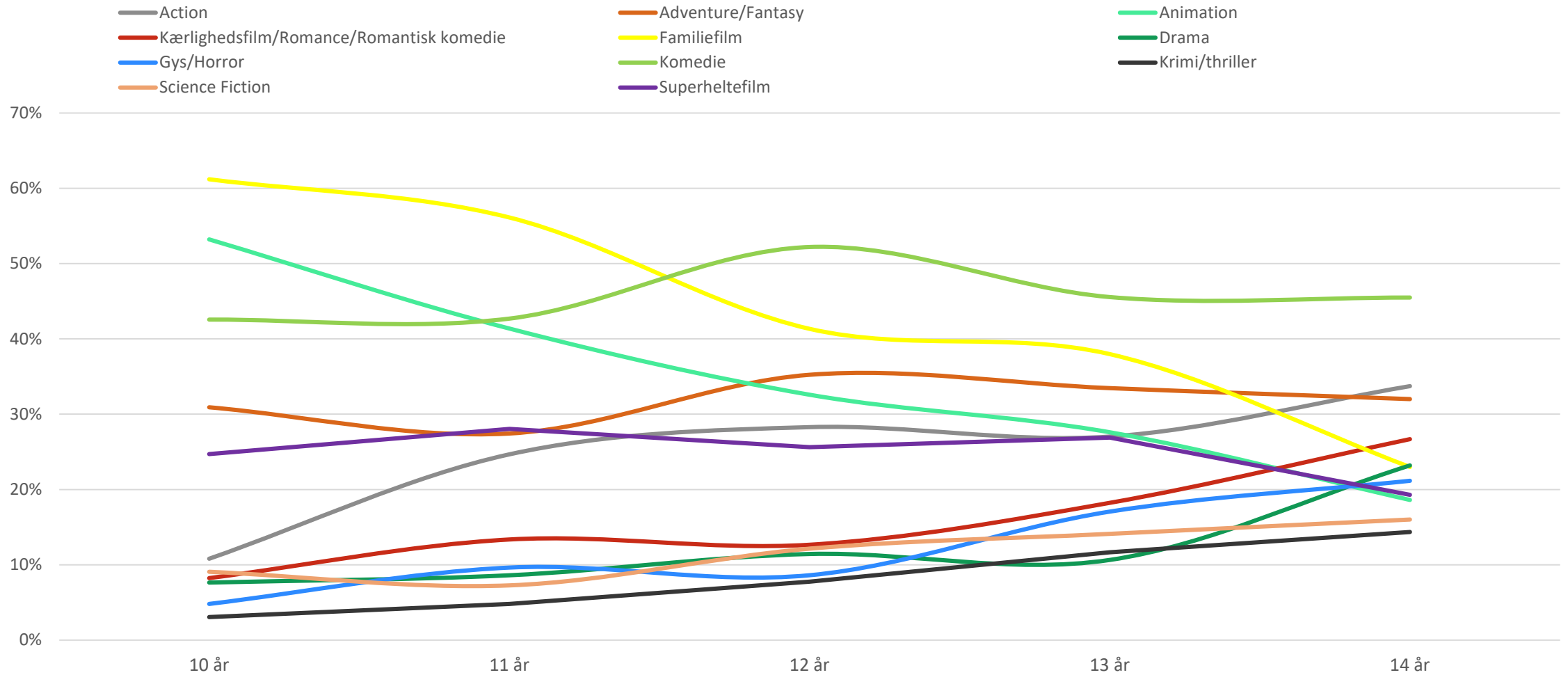
Base: 10-14-year-olds who watch films in the cinema (n=1,003), films in general (1,004) and series in general (983), respectively.

GENRE PREFERENCES – GENDER (10-14-YEAR-OLDS)



Base: 10-14-year-olds (n=1,009)

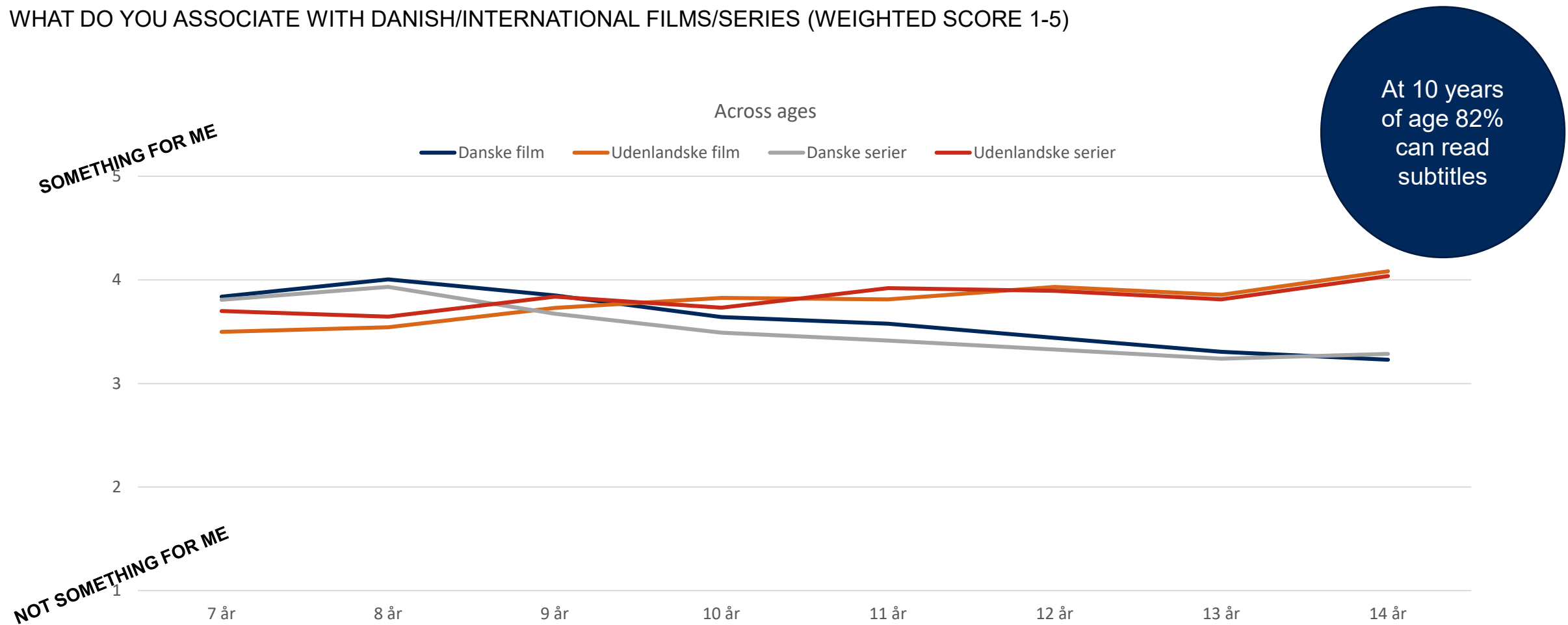
GENRE PREFERENCES – AGE (10-14-YEAR-OLDS)



Base: 10-14-year-olds (n=1,009)

EVALUATING DANISH AND INTERNATIONAL FICTION

WHAT DO YOU ASSOCIATE WITH DANISH/INTERNATIONAL FILMS/SERIES (WEIGHTED SCORE 1-5)



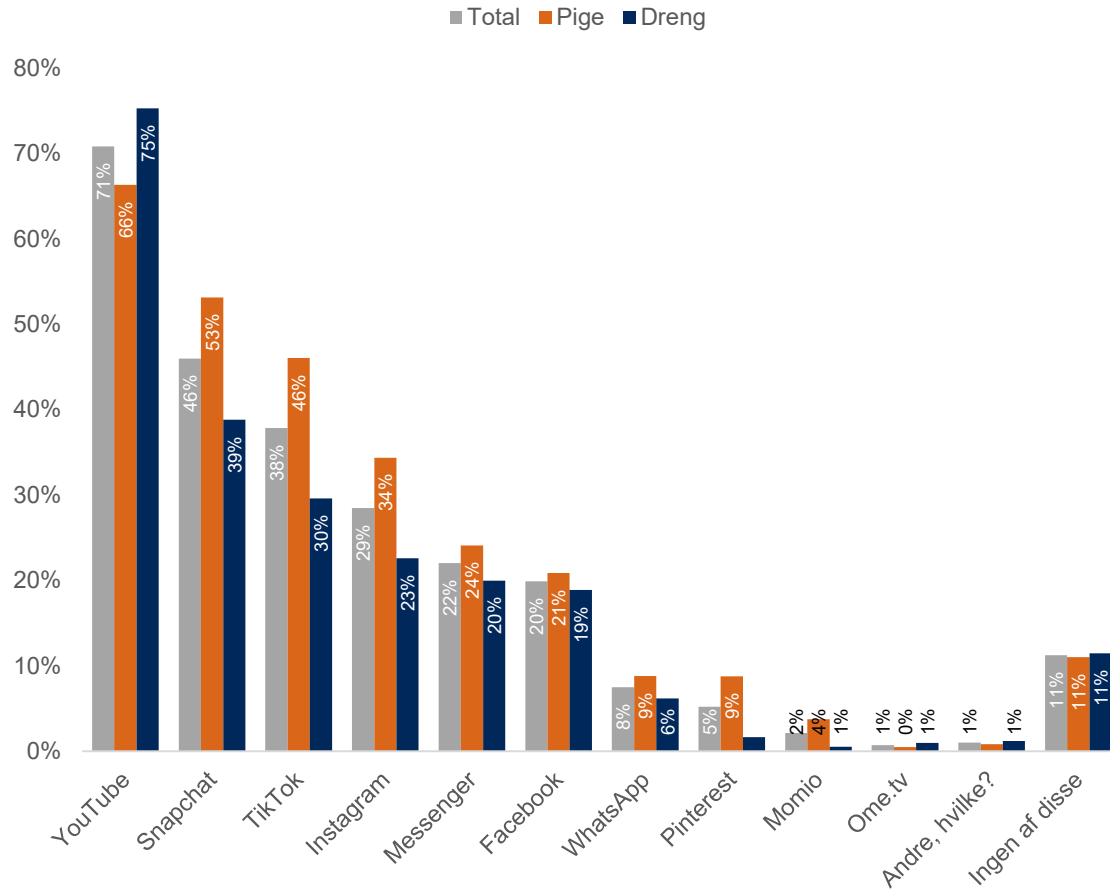
Base: 7-14-year-olds (n=1,615)



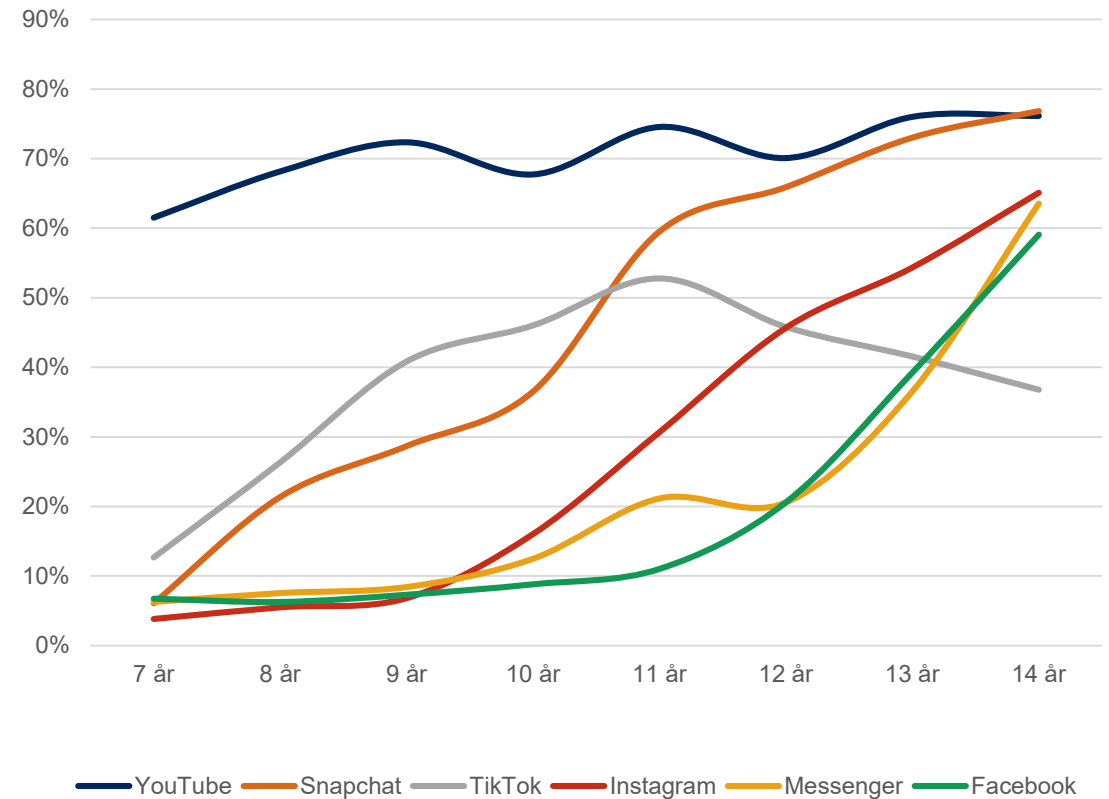
SOCIAL MEDIA

SOCIAL MEDIA – GENDER AND AGE

USES AT LEAST WEEKLY

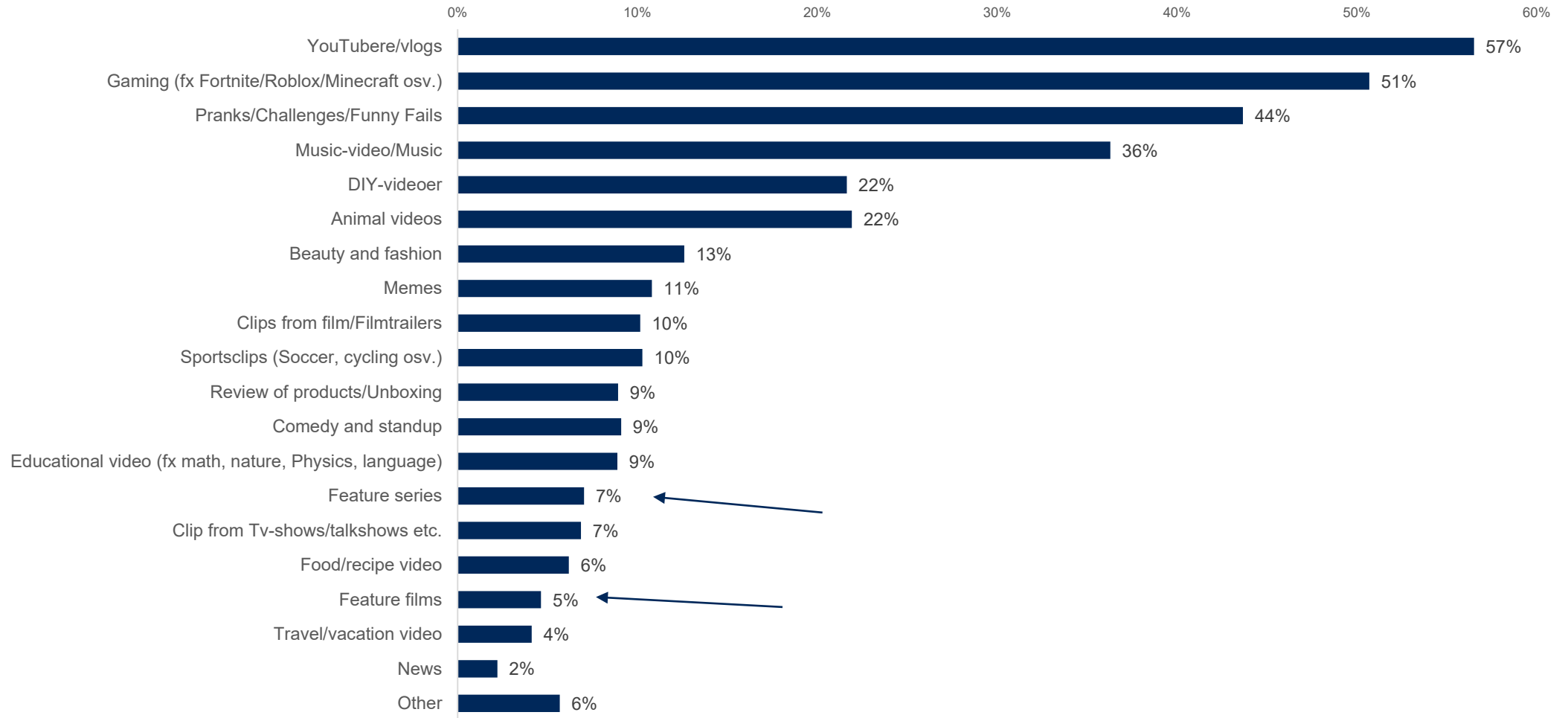


SHARE OF WEEKLY USERS OVER AGE



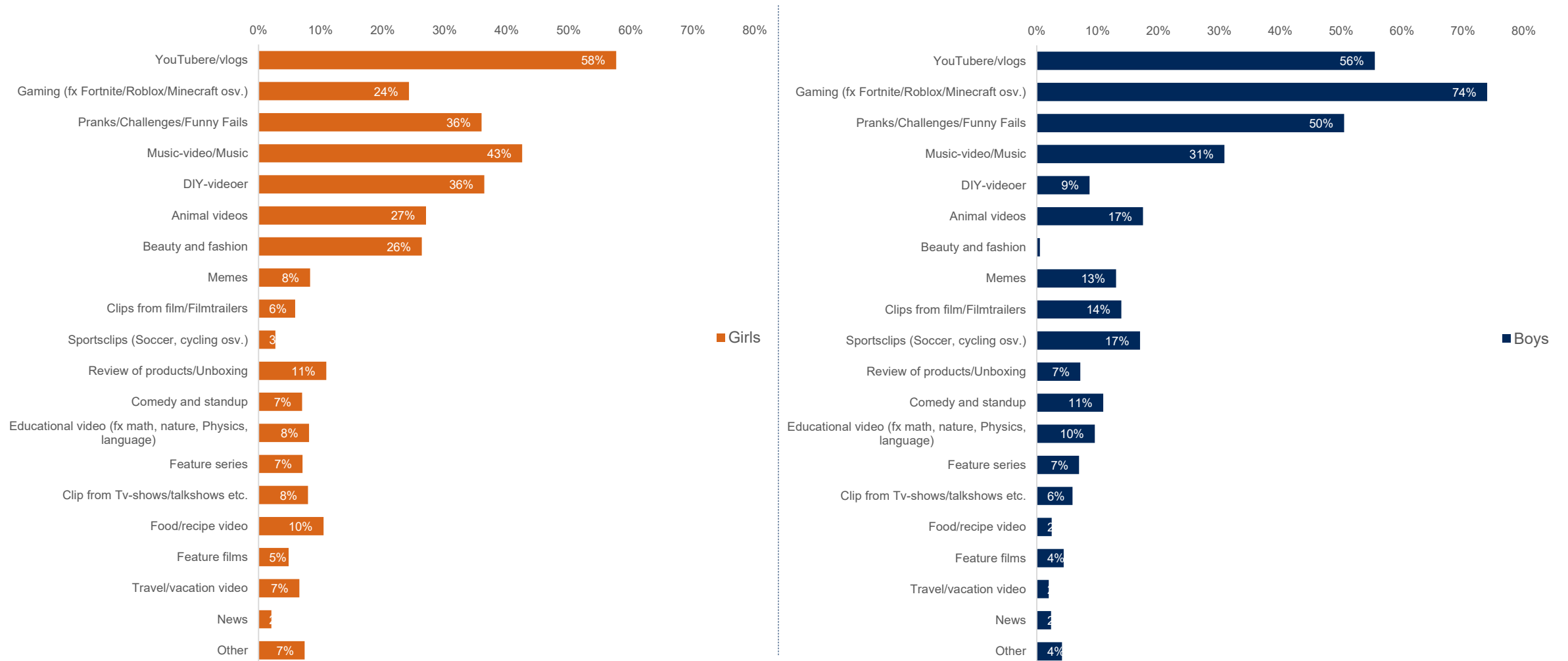
Base: 7-14-year-olds (n=1,615)

USAGE OF YOUTUBE



Base: Children who watch YouTube at least weekly (n=1,144)

USAGE OF YOUTUBE – GENDER



Base: Children who watch YouTube at least weekly (n=1,144)

EVERYTHING IN ITS OWN TIME! (10-14-YEAR-OLDS)

WHICH OF THE FOLLOWING WORDS DO YOU CONNECT WITH ...



Cinema	Streaming services (Netflix, HBO Nordic, etc.)	TV channels (incl. their Apps/sites)	YouTube	Social media (Facebook, Snapchat, Instagram, TikTok, etc.)
Cosy (66%)	Entertainment (60%)	Entertainment (44%)	Entertainment (57%)	Friends (45%)
Entertainment (55%)	Relaxation (46%)	Relaxation (34%)	Fun (55%)	Pastime (34%)
Family time (54%)	Cosy (46%)	Cosy (34%)	Pastime (43%)	Fun (34%)
Experiences (45%)	Fun (38%)	Family time (33%)	Relaxation (35%)	Community (33%)
Fun (42%)	Family time (33%)	Pastime (27%)	Alone time (31%)	Entertainment (31%)

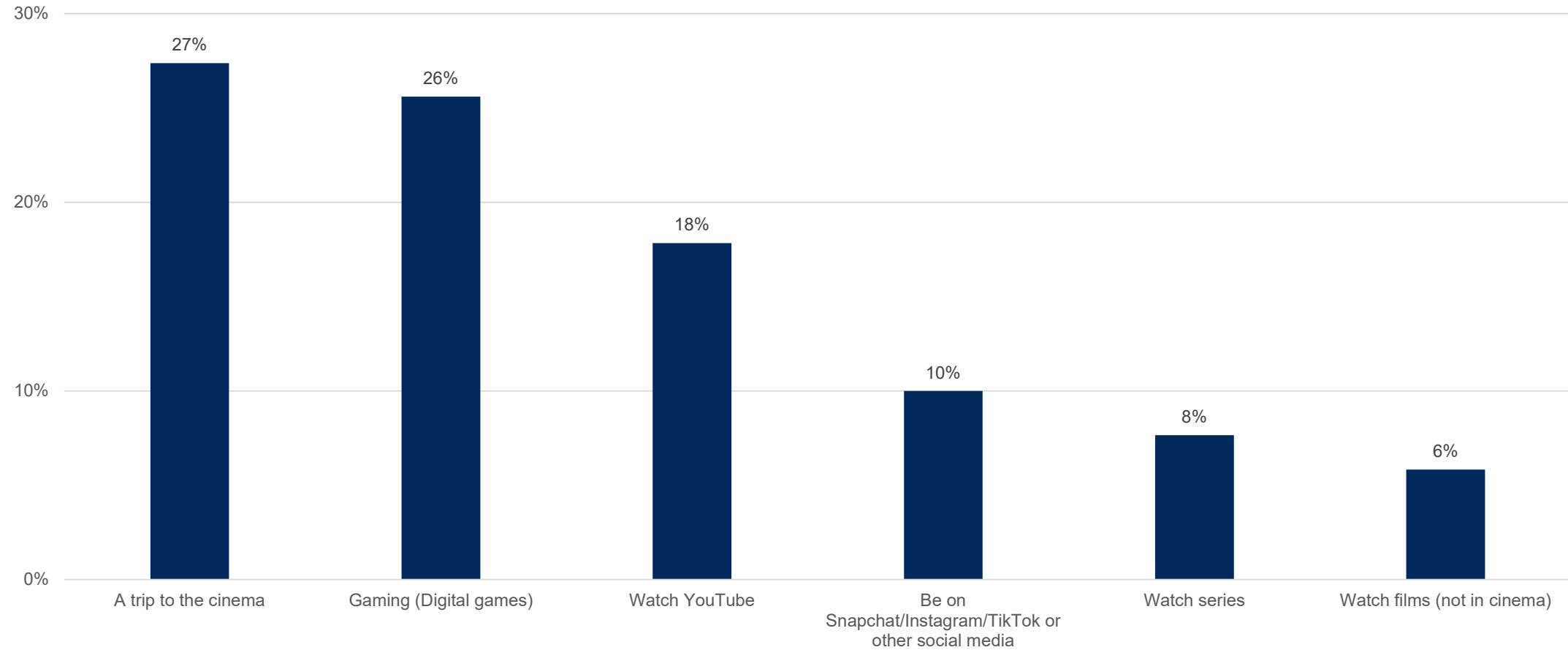
Base: 10-14-year-olds (n=1,009) Words on the list: *Alone time, Family time, Friends, Good quality, Cool/smart, Fun, Boring, Interesting, Stressful, Cosy, Pastime, Relaxation, Easy, Community, Experiences, Entertainment, Old-school, Other.*



**IF THEY CAN CHOOSE THEMSELVES,
WHAT DO THEY PRIORITISE?**

PRIORITISING OF TIME

IF YOU HAVE A FEW HOURS TO SPARE AND YOU HAVE TO CHOOSE BETWEEN THESE POSSIBILITIES, WHAT WOULD YOU WANT THE MOST?
(SHARE THAT HAS CHOSEN THE ACTIVITY AS NUMBER 1)



Base: 7-14-year-olds (n=1,615)

IF YOU HAVE A FEW HOURS TO SPARE? – GENDER

IF YOU HAVE A FEW HOURS TO SPARE AND YOU HAVE TO CHOOSE BETWEEN THESE POSSIBILITIES, WHAT WOULD YOU WANT THE MOST?
(SHARE THAT HAS CHOSEN THE ACTIVITY AS NUMBER 1)

GIRLS TOP 3

1. A TRIP TO THE CINEMA (32%)
2. WATCH YOUTUBE (17%)
3. BE ON SOCIAL MEDIA (17%)

BOYS TOP 3

1. GAMING (DIGITAL GAMES) (42%)
2. A TRIP TO THE CINEMA (22%)
3. WATCH YOUTUBE (19%)

Base: 7-14-year-olds (n=1,615)



REACH

REACH OF FILMS AND SERIES

The 7-14-year-olds were asked what feature films and series they have seen from a pool of specific titles, across windows (cinema, VOD and TV) and platforms.

FEATURE FILMS

- 64 feature films – 37 Danish and 27 international
- primarily films released between 2016 and 2019, although a few older titles are included for perspective
- not all films have been available on all platforms – recent films, for instance, have not yet been shown on TV

SERIES

- 41 series – test sample
- Danish and international titles
- new and old titles from different platforms and with a varying number of episodes and seasons
- the definition of “seen” is that you have seen at least three episodes

Below is a selection of titles and their reach.

NB: At the bottom of each slide, a note about the size of the base indicates in which target group the reach has been measured.



FEATURE FILMS





SERIES





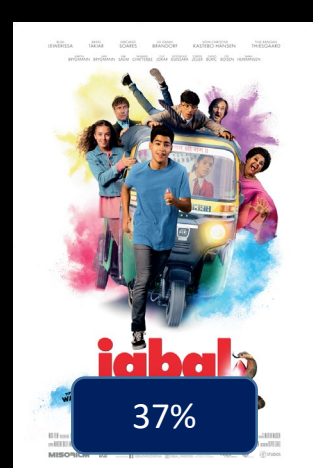
67%



46%



41%



37%



29%



27%



27%



26%



24%



23%



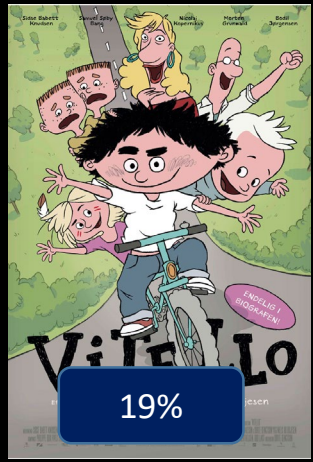
22%



20%



20%



19%



19%



18%



18%



17%



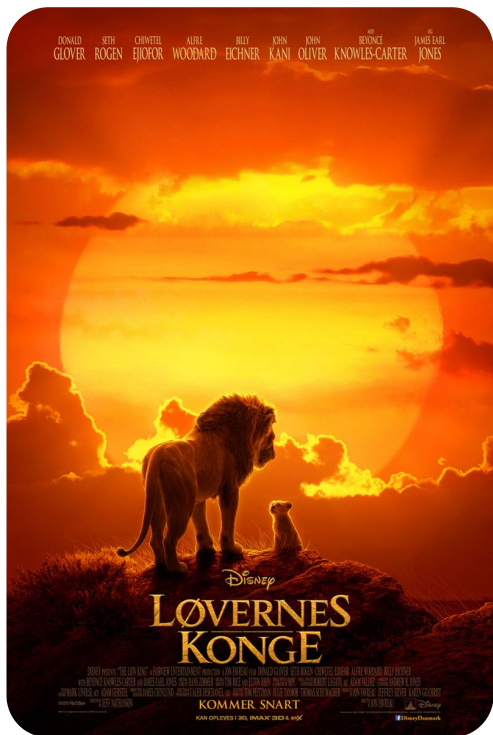
14%



11%



11%



52%



60%



67%

77% of the 10-14-year-olds have seen 'Checkered Ninja'!

Base: 7-14-year-olds (n=1,615)



20%
9% / 27%



18%
7% / 25%



17%
5% / 24%



15%
4% / 21%

Base: 7-14-year-olds (n=1,615), 7-10-year-olds (606) and 10-14-year-olds (1,009)



26%



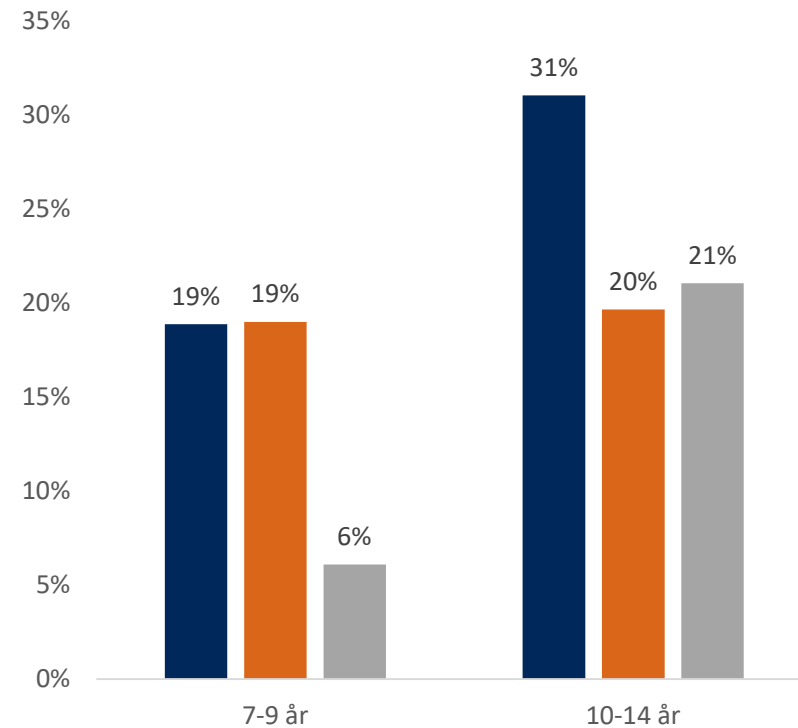
19%



15%

REACH BY AGE

■ Hacker ■ Pokémon Detective Pikachu ■ Avengers: Endgame



Base: 7-14-year-olds (n=1,615)



28%



29%



22%

Base: 10-14-year-olds (n=1,009)



41%

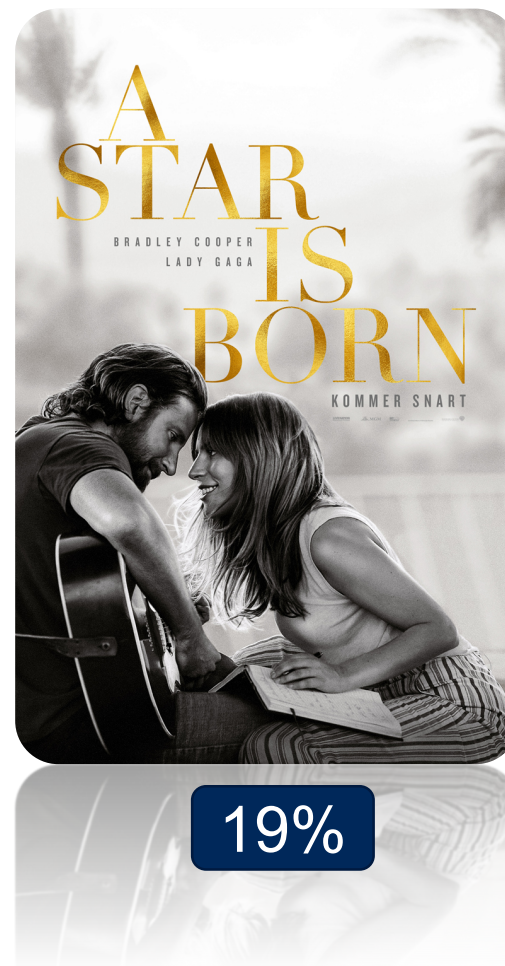


40%



23%

Base: 7-14-year-olds (n=1,615)



Base: Girls aged 10-14 (n=505)

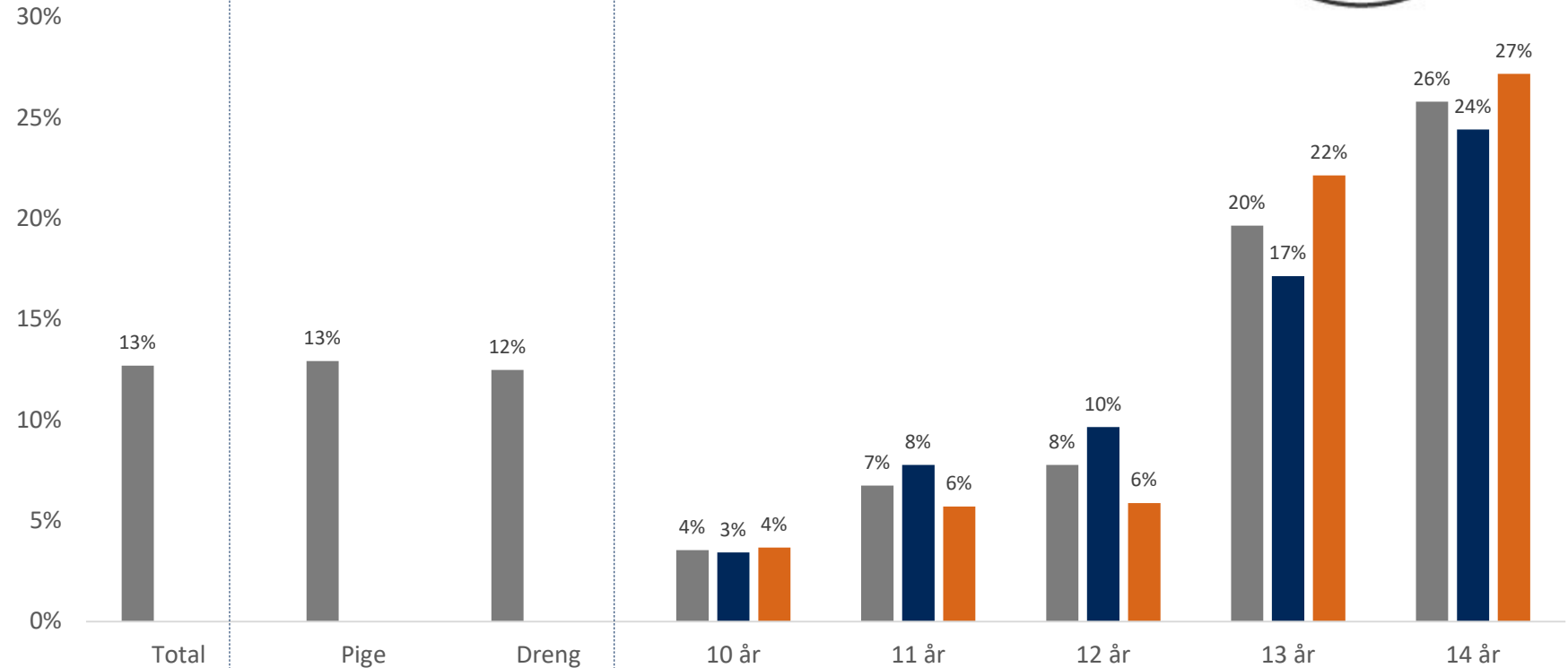
AND THEY ARE NOT AFRAID OF HORROR!



13%

VIEWER PROFILE 10-14 YEARS

■ Total ■ Dreng ■ Pige



Base: 10-14-year-olds (n=1,009)

KLASSEN – AND THE OTHER DR “ULTRA” SERIES



38%
25% / 46%



22%
17% / 24%



13%
9% / 16%



9%
6% / 11%

Base: 7-14-year-olds (n=1,615), 7-10-year-olds (606) and 10-14-year-olds (1,009)



9%
6% / 11%



3%
1% / 5%

Base: 7-14-year-olds (n=1,615), 7-10-year-olds (606) and 10-14-year-olds (1,009)



16%



13%



14%



12%

Base: 10-14-year-olds (n=1,009)



DID YOU KNOW? ABOUT 7-14-YEAR-OLDS

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CREDITS FOR PHOTO AND ARTWORK

- 17, NRK (Slide 42)
- A Star is Born, Warner Bros (Slide 39, 44, 51)
- After, Nordisk Film (Slide 41, 44)
- Akavet, DR (Slide 42, 53, 54)
- Alle for tre, Fridthjof Film (Slide 43, 47)
- Alvin og de frække jordegern, Filmkompagniet – SF Film, Warner og Twentieth Century Fox (Slide 42)
- Antboy 3, SF Studios (Slide 41, 43)
- Avengers: Endgame, Walt Disney (Slide 41, 44, 48)
- Badehotellet, TV2 (Slide 42)
- BaseBoys, DR (Slide 42, 53)
- Bjarne Reuters Kidnapning, Regner Grasten Film / UIP (Slide 43)
- Cirkeline, Coco og det vilde Næsehorn, SF Studios (Slide 41, 45)
- Den tid på året, Nordisk Film (Slide 41, 45)
- Den utrolige historie om den kæmpestore pære, Nordisk Film (Slide 41, 43, 50)
- Daggystyle, DR (Slide 42)
- Døde piger lyver ikke/13 Reasons Why, Netflix (Slide 42)
- En-to-tre-nu! Regner Grasten Film (Slide 41)
- Euphoria, HBO (Slide 42)
- Familien Jul - i nissernes land, Angel Films (Slide 39, 43)
- Fantastiske skabninger... og hvor de findes, SF Studios, Warner Bros (Slide 41, 44, 49)
- Far til fire på toppen, Nordisk Film (Slide 41, 43)
- Fast and Furious 8, Universal Pictures (Slide 41, 44)
- Flaskepost fra P, Zentropa (Slide 41, 45)
- Frie Tøjler, Netflix (Slide 42)
- Frost 2, Walt Disney (Slide 41, 44)
- Første gang, Vi Unge (Slide 41, 54)
- Game of Thrones, HBO (Slide 42)
- Gigis, Gigis/YouTube (Slide 42)
- Gooseboy, SF Studios (Slide 41)
- Hacker, Scanbox Entertainment (Slide 41, 43, 48)
- Henry Danger, Nickelodeon (Slide 42)
- Hodja fra Pjort, United International Pictures, Mis. Label (Slide 39, 43)
- Hvis bare du var min, Netflix (Slide 41, 44, 51)
- Iqbal & Den indiske juvel, SF Studios (Slide 41, 43)
- IT, Warner Bros (Slide 41, 44, 52)
- Jagtsæson, Nordisk Film (Slide 41, 45)
- Jeg er William, SF Studios (Slide 41, 43)
- Julemandens datter, Scanbox Entertainment (Slide 41, 43)
- Jumanji: Welcome to the Jungle, United International Pictures (Slide 41, 44)
- Jurassic World 2: Fallen Kingdom, United International Pictures (Slide 41, 44)
- Kaptajn Bimse, United International Pictures (Slide 41, 45)
- Kidnapningen, United International Pictures (Slide 41)
- Klassefesten 3 - dåben, Nordisk Film (Slide 41, 43, 47)
- Klassen, DR (Slide 42, 53)
- Klovn, Zentropa (Slide 42)
- Landet af glas, Scanbox (Slide 43)
- LEGO Friends, Netflix, ViaPlay (Slide 43)
- LEGO Ninjago, Netflix (Slide 43)
- Løvernes Konge, Walt Disney (Slide 41, 44, 46)
- Mamma Mia! Here We Go Again!, United International Pictures (Slide 41, 44)
- Maze Runner: Dødsuren, Nordisk Film (Slide 41, 44)
- Modern Family, Twentieth Century Fox (Slide 43)