

About Girlguiding

Girlguiding is the leading charity for girls and young women in the UK, with over 500,000 members. Thanks to the dedication and support of 100,000 amazing volunteers, we are active in every part of the UK, giving girls and young women a space where they can be themselves, have fun, build brilliant friendships, gain valuable life skills and make a positive difference to their lives and their communities. We build girls' confidence and raise their aspirations. We give them the chance to discover their full potential and encourage them to be a powerful force for good. We give them a space to have fun. We run Rainbows (5-7 years), Brownies (7-10 years), Guides (10-14 years) and The Senior Section (14-25 years). Registered Charity No 306016. www.girlguiding.org.uk

Key messages

- We are for all girls
- We give girls their own space
- We give girls a voice
- We change as the lives of girls change

About our evidence

Girlguiding's submission focuses on evidence from our annual Girls' Attitudes Survey - the largest survey of girls and young women in the UK - which gathers the views and opinions of over 1,700 girls and young women throughout the country aged 7 to 21, from inside and outside guiding. For more information and data on the latest and previous reports please see www.girlguiding.org.uk/girlsattitudes

Your response

Question 1: What characteristics do (i) children and (ii) parents/carers most value about content aimed at children? How does this vary depending on the age of the child?

Confidential? – N

Children and parents value appropriate and engaging content that ensures girls can see diverse and non-stereotypical representations.

In our 2016 Girls' Attitudes Survey, girls told us what three things are most important when thinking about change to improve the lives of girls and women:

- 33% aged 7 to 10 said to make sure girls and women are shown doing everything boys and men do on TV, newspapers and adverts
- 24% aged 11 to 21 said more diversity of women in the media (e.g. race, ethnicity, body shape and size, disability)

	<ul style="list-style-type: none"> • 22% aged 11 to 21 said less gender stereotyping in media and advertising <p>Our survey also showed:</p> <ul style="list-style-type: none"> • 64% aged 11 to 16, and 83% aged 17 to 21 felt that images of women and men in the media make people believe gender stereotypes are true (2017 survey) • 69% aged 11 to 21 said that they often or sometimes see sexism in the broadcast media (2014 survey) • 80% of girls aged 11 to 21 believe there is too much discussion on women's weight in the media. This has a detrimental effect on girls and young women (2013 survey)
<p>Question 2: Are there certain genres within children's (e.g. live action, animation) that children or parents/carers particularly value and watch, and if so why?</p>	<p>Confidential? – N</p> <p>Evidence from our Girls' Attitudes Survey showed that girls value women's sport on TV:</p> <ul style="list-style-type: none"> • 65% of girls aged 7 to 21 said they wanted to see more women's sport on TV, and 55% agreed that seeing Olympics/Paralympics on TV inspired them to do more sport (2016 survey) • 74% aged 11 to 21 agreed that the small amount of coverage of women's sport lead to girls and women being treated less fairly than men (2015 survey)
<p>Question 3: Do children or parents/carers have different expectations in terms of quality or other characteristics depending on the format (e.g. long-form vs. short-form/broadcast vs. online), or the provider/brand (e.g. BBC/ITV vs. Netflix vs. YouTube etc). Do they value content in these different formats or from these different providers differently? Do these different formats or providers meet different needs for children?</p>	<p>Confidential? – N</p> <p>Our 2014 Girls' Attitudes survey showed that 55% of girls aged 11 to 21 felt that there are not enough positive female role models in the media.</p> <p>In our 2017 Girls' Attitudes Survey, girls told us what they valued about YouTube:</p> <ul style="list-style-type: none"> • 47% of girls aged 7 to 10, and 62% aged 11 to 16, think YouTubers are good role models for young people • 34% of girls aged 11 to 21, and 18% aged 7 to 10 are more likely to get advice from a YouTuber than their parents

	<p>Girls and young women told us what they liked about their favourite YouTubers:</p> <p>“They’re so funny and hilarious and make me laugh when I feel sad” <i>Girl aged 7-10</i></p> <p>“She does videos on how to cope with issues and bullying at school” <i>Girl aged 7-10</i></p> <p>“She is inspiring and helpful with what to do with my career” <i>Girl aged 11-16</i></p> <p>“She gives really good advice on anxiety and it helps me a lot” <i>Girl aged 11-16</i></p>
<p>Question 4: When and why do children and parents/carers choose online or streaming services (for instance iPlayer, Netflix, YouTube) instead of watching TV on a TV set? Is this for particular sorts of programmes? Do you have any evidence in support of your view?</p>	<p>Confidential? – N</p> <p>Online or streaming services such as YouTube, Netflix and Amazon Prime may host more choices that appeal to girls and young women, compared to TV, and allow them to have more control of the content that they see.</p> <p>According to Childwise’s Monitor Report 2016, older girls prefer to watch drama, reality and soaps whereas boys prefer sport, sci-fi and cartoons. Girls are also more interested in vlogs on YouTube compared to boys. 26% of girls aged 5 to 10, and 51% aged 11 to 16 use YouTube for this reason, compared to 18% of boys aged 5 to 10, and 34% aged 11 to 16.</p> <p>Vlogs could be appealing to girls because they reflect the interests of the content girls like on TV sets but in a more relatable way.</p> <p>“They don’t lie about life if they are down, they share it with you and fill you with confidence” <i>Girl 11 years</i></p> <p>“He’s a completely ordinary person and I can relate to him in every way!” <i>Girl 14 years</i></p> <p>On traditional TV sets, girls are more likely than boys to watch music channels with 38% compared to 20% of boys. Girls are also twice as likely than boys to use YouTube as a music channel, with more than four in five girls aged 11-16 using</p>

	YouTube in this way. This supports the idea that the content girls enjoy may be more accessible on online or streaming services.
Question 5: How do children discover programmes and decide what to watch? What role do broadcasters, platforms, parents, and friends play, and does this change as children get older?	Confidential? – Y/N
Question 6: Are there specific genres within children’s content (on any platform) where demand or audience need is not currently matched by supply from PSBs, commercial channels, or on-demand and streaming services, or a combination of the former? What supports your view on this?	Confidential? – Y/N
Question 7: What is the role and importance of first-run UK-originated programming for audiences? For broadcasters? Does this vary by sub-genres or by age group?	Confidential? – Y/N
Question 8: How are on-demand and streaming services changing the nature of competition in children’s content? Is this impacting on the range or quality of content available to UK audiences?	Confidential? – Y/N
Question 9: How have funding models and investment in children’s content changed over the last five to ten years? Do you have evidence you can share with this to support your view?	Confidential? – Y/N
Question 10: If certain genres within children’s content (for instance news, factual, or drama) are becoming increasingly difficult to obtain funding for, what are the reasons for this? Are certain genres more difficult to generate financial returns from, and if so, why?	Confidential? – Y/N
Question 11: Are there other incentives and disincentives you think we should consider as part of the review?	Confidential? – Y/N