

# SURVEY SAYS

THE NATIONAL CAMPAIGN TO PREVENT TEEN AND UNPLANNED PREGNANCY

## TV Guide: Helping Parents Talk With Teens

Nearly nine out of 10 teens say that it would be much easier for them to postpone sex and avoid pregnancy if they were able to have more open, honest conversations about these topics with their parents. Teens crave these conversations with parents, even if they don't always act like it. **Parents know they need to talk with their teens about love, sex and relationships; the hard part is getting started.** Can TV shows help parents discuss these important topics with their teens, even if they aren't watching TV together? New survey results of teen girls age 13-16 say yes.

### Watching the same TV shows helps parents talk with teens about love and sex:

*Do your parents or guardians talk with you about the relationships, love, or sex that you have seen on the shows you both watch?*



61% yes 39% no

*Have your parents ever talked with you about a real-life situation relating to relationships, love, or sex because of something that happened on a TV show...*

**...you watched together?**



53% yes 47% no

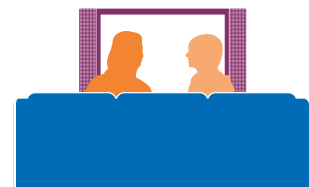
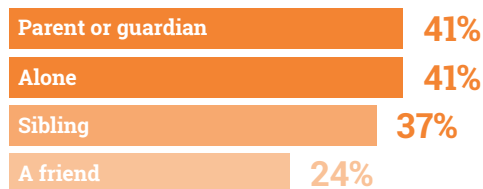
**...you watched separately?**



36% yes 64% no

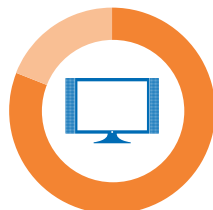
**Nearly 8 in 10 teen girls (78%) watch TV with their parents at least sometimes. But they are just as likely to watch TV with parents (41%) as they are to watch TV alone (41%). Watching alone increases with age.**

*Regardless of the device you typically watch on, who do you typically watch TV shows with?*



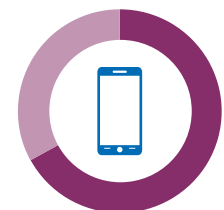
### Teen girls are open with parents about their media activity.

*Do you ever hide the TV shows you watch from your parents?*



18% yes 81% no

*Have you ever posted anything on social media that you wouldn't want your parents to see?*



33% yes 67% no

Data presented here are drawn from an online survey of 1,000 teen girls age 13-16 conducted for The National Campaign to Prevent Teen and Unplanned Pregnancy in March 2015 by Penn Schoen Berland, a global communications firm. The margin of error for total respondents is +/- 3.1% at the 95% confidence level.

Penn Schoen Berland (PSB), a member of Young & Rubicam Brands and of the WPP Group, is a global research-based consultancy that specializes in messaging and communications strategy for blue-chip political, corporate and entertainment clients.

This information is the second in a two-part series. Visit [TheNationalCampaign.org/public-opinion](http://TheNationalCampaign.org/public-opinion) for Part One in this series and other polling data.