

UNITED KINGDOM REPORT

Exploring how teens and  
parents responded to  
*13 Reasons Why*

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## KEY FINDINGS

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- 1. *13 Reasons Why* resonated with teens and young adults, and they felt it was beneficial for them and people their age to watch.** Adolescent and young adult viewers reported that people their age talk and act like the characters on the show, and a majority reported that people their age deal with issues similar to those portrayed in *13 Reasons Why* (75%). Teens and young adults reported that *13 Reasons Why* was an authentic depiction of high school life (51%). Further, adolescents and young adults reported that the show was beneficial for them to watch (63%), and beneficial for others their age to watch (69%).
- 2. *13 Reasons Why* provided teens, young adults, and even parents with information about various difficult topics.** Teens and young adults reported that the show informed them that someone might be suffering from depression even if they do not see the signs (72%) and that there are lots of different reasons why people commit suicide (73%). Additionally, the show “opened their eyes” to how people their age may be affected by depression (68%). Teens and young adults agreed that watching *13 Reasons Why* helped them to better understand and process hard topics like depression, suicide, bullying, and sexual assault. Even parents reported that *13 Reasons Why* helped them to understand hard topics like depression, suicide, bullying, and sexual assault.
- 3. Some adolescents and young adults in the UK reported seeking information about the tough topics following exposure but most reported that they did not change these behaviors.** Approximately one-third did report seeking information. Specifically, after viewing *13 Reasons Why*, teen and young adult viewers reported seeking information about sexual assault (33%), depression (38%), suicide (36%), bullying (35%), and supporting others (39%).
- 4. While there were graphic and intense scenes in the show, teens and young adult viewers were generally not opposed to the way the show dealt with these tough topics.** Many adolescents and young adults felt that the intensity of the show was appropriate for them (65%) and the graphic nature of Hannah’s suicide was necessary to show how painful suicide is (65%).
- 5. Viewers of *13 Reasons Why* reported helping others and engaging in other empathetic behaviors after watching.** Watching *13 Reasons Why* helped adolescents and young adults understand that their actions can have an impact on others (74%). Teens and young adults reported trying to be more considerate about how they treated other people (56%) and reported reaching out to apologize for how they treated someone after watching the show (37%). They also reported that the show motivated them to help others suffering from depression, bullying, and sexual assault, and reported reaching out to friends who might be struggling with mental health concerns or those who were being picked on after watching *13 Reasons Why*.

6. **Watching *13 Reasons Why* supported conversation.** Among parents who watched the show and discussed it with their children, 56% reported that the show made it easier for them to have conversations about tough topics with their children, and that it prompted them to talk about topics like depression, suicide, bullying, and sexual assault with their child. Teens reported talking about a range of important topics after watching the show, including steps you can take if you are feeling depressed (59%) or being bullied (53%), how to spot the signs of mental health (42%), and how to know if someone is suffering from depression (46%). Adolescents reported that the show helped them feel more comfortable talking about these difficult topics with friends, parents, counselors, and teachers.
7. **Individual characteristics of the viewers influence their responses to the show.** Across many of the outcome measures, we see differences in how youth respond and react as a function of individual differences like age and social anxiety. For example, adolescents higher in social anxiety were more likely than those low in social anxiety to report seeking information about tough topics or feeling more comfortable talking about tough topics after watching *13 Reasons Why*. Considering these differences, it is important to consider these unique characteristics when thinking about how exposure to the show relates to viewer outcomes.
8. ***Beyond the Reasons* was a good start... but further support and resources are requested.** Many youth and parents did not watch the *Beyond the Reasons* episode at the end of the *13 Reasons Why* series. However, for parents and youth who did watch, the *Beyond the Reasons* episode helped them to have a more informed conversation with their teenager or parent, respectively. While adolescents were largely not opposed to the intense and graphic nature of some of the content in *13 Reasons Why*, parents, adolescents, and young adults thought that show should provide additional resources and support. Teens and young adults thought there should be more discussion in the show of what viewers could do to help those around them who may be suffering (50%). Parents also wanted more resources throughout the episodes (68%), including having mental health professionals provide resources at the end of difficult episodes (62%) and the cast coming out of character to provide resources at the end of specific episodes (62%).

## INTRODUCTION

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Adolescents' use of and access to media in the United Kingdom (UK) has changed dramatically over the past decade (Livingstone, Haddon, Vincent, Mascheroni, & Olafsson, 2014) with the development of mobile technologies, such as cellphones and tablet computers, and the increase in streaming media content, like Netflix. These changes have enabled highly individualized viewing of targeted content at home, in school, and with friends. While all individuals are impacted by these new developments, there has been much discussion and concern about the impact of media on adolescents specifically, due to their unique developmental stage.

In recent years, there has been a recognition that three dimensions can influence how media affect youth: the individual consumer, the content consumed, and the context of the media consumption (Guernsey, 2012). In the case of the individual, developmental differences can influence how the content affects the viewer. For example, younger viewers are less equipped cognitively to process some of the complex messages and visual editing in media, and may not understand some of the social contexts depicted in media content. Adolescents, while more cognitively advanced than young children, are in a unique developmental stage due to their heightened egocentrism (Elkind, 1967) and increased tendency

to engage in risky behaviors (Arnett, 1990; Greene, Krmar, Walters, Rubin, & Hale, 2000). Therefore, the way they interpret, react, and respond to media messages can differ in comparison to younger children and adults. Beyond age, individual differences among adolescents can influence how the viewer interprets the message of any media presentation. It is important to note that this particular generation of adolescents also are coping with high levels of stress, depression, and anxiety (e.g., Mojtabai, Olfson, & Han, 2016) which may influence the impact of media messages.

Beyond the individual viewer, media content can be influential as well. Past research has demonstrated that highly relatable programs, in which the viewer sees similarities between themselves, the characters, and the situations depicted can positively impact learning and motivation to continue watching (Tian & Hoffner, 2010). The content also must be appropriate for the age and experience of the viewer. For example, previous research has examined the impact that media have on adolescent youth, including studies of controversial programming like MTV's *16 and Pregnant* and *Teen Mom*. Specifically, studies demonstrate that viewing such shows decreases the rates of births to teen parents and an increase in the searching of terms like "contraceptive use" and "abortion" online (Kearney & Levine, 2015). Aubrey and

colleagues (2014) also found that perceived similarity to the individuals in the show influenced effects. Other research suggests that the effects of these shows is influenced by parent communication at home (Martins & Jenson, 2014; Wright, Randall, & Arroyo, 2013). Altogether, these findings underscore the importance of understanding adolescents' perceptions of character similarity and relatability, considering parent-child interactions, and the individual's home environment.

Finally, the viewing context is also important and often times understudied with adolescent viewers. We know from reports that parents tend to co-view media less with their older children than younger children (Livingstone & Helsper, 2008), meaning adolescents are more likely to watch media content alone or with peers, in comparison to younger children. With the increase in more individualized technology (e.g., tablets) and streaming, on-demand content, the viewing context in which youth watch shows has changed dramatically from just a few decades ago when programs were watched as a family on the living room television set on the night the program aired. Today, youth and adults have the ability to select content and watch as many episodes in one sitting as they have time for – a behavior that has been termed binge viewing, and which is often associated with Netflix programs. Recently

developed entertainment media from various producers aimed at adolescent audiences have attempted to integrate tough topics into their narratives, given that subjects such as depression, suicide, bullying, and sexual assault are parts of adolescents' lives around the world. A yet-unstudied area, however, is how exposure to such “tough topic” media relates to aspects of adolescent viewers' wellbeing. For example, are adolescents who watch these programs engaging in conversations with friends, parents, teachers, and counselors, are they seeking information about these difficult topics, do they feel comfortable in discussing these sensitive subjects with others, and are they reaching out to others who might be dealing with these issues?

Therefore, to examine how the individual, the content, and the context of viewing relate to these different outcomes, this study examined how adolescents and their parents, as well as young adults, reacted to tough topic entertainment media that focuses on depression, bullying, suicide, and sexual assault. Specifically, this study examined how adolescents and young adults in the United Kingdom perceived, related to, and were reportedly influenced by the popular Netflix series *13 Reasons Why*, a show that features tough topics in its narrative.

# METHODOLOGY

This report is based on a survey of 1,200, adolescents, and young adults from the United Kingdom. The survey was developed by Ellen Wartella, Alexis R. Lauricella, and Drew P. Cingel and data collection was completed by IPSOS Research as an online survey between November 2017 and January 2018. The project was directed by Ellen Wartella, Alexis R. Lauricella, and Drew P. Cingel. Statistical analysis was conducted by IPSOS Research and Melissa Saphir. We thank Brianna Hightower, Kelly Sheehan, Anna Dolezal, Allyson Snyder, Amy Parker, and Michael Carter for their help with the project.

## PARTICIPANTS

IPSOS Research worked with partners to recruit participants in the United Kingdom ( $N = 1200$ ). Three separate age groups were targeted for this survey in the United Kingdom: (1) Parents with an adolescent between the ages of 13 and 17 ( $n = 400$ ), (2) adolescents (ages 13-17) ( $n = 400$ ), and (3) young adults (ages 18-22) ( $n = 400$ ). The survey for adolescents and young adults was identical (see Appendix A), and parents were provided with a different survey (see Appendix B).

The sample was collected so that 50% of the adolescent, young adult, and parent respondents had seen the show based on a question that asked them “Have you watched the show *13 Reasons Why*?” (see Table 1).

## GROUPED VARIABLES

**Age.** Age differences are analyzed by comparing three groups: younger teens (13-15), older teens (16-18), and young adults (19-22).

**Social Anxiety.** Social anxiety was measured using a 10-item measure from La Greca, Dandes, Wick, Shaw, and Stone, (1988). Each item was answered on a 5 point Likert scale from (1) strongly disagree to (5) strongly agree. Example questions include “I worry about doing something new in front of other kids,” “I am afraid that other kids will not like me,” “I am quiet when I’m with a group of kids.” Based on analysis of the sample, all items factored together and were summed to create a total social anxiety composite score ranging from 10 to 50. Using a median split, individuals who scored 10-30 on the social anxiety composite measure were categorized as having “low social anxiety” and those scoring 31-50 were categorized as having “high social anxiety.”

**Self-Esteem.** Self-esteem was assessed using Rosenberg’s (1965) 10-item measure of self-esteem. Each item was answered on a 5 point Likert scale from (1) strongly disagree to (5) strongly agree. Based on analysis of the sample, all items factored together and were summed to create a total self-esteem composite score ranging from 10 to 50. Using a median split, individuals who scored 10-33 on the self-esteem composite measure were categorized as “low self-esteem” and those scoring 33-50 were categorized as “high self-esteem.” Differences in responses based on high and low self-esteem were not consistently significant and therefore are not discussed in this report.

**TABLE 1.** Participant Demographics

	Viewers			Non-Viewers		
	Adolescents	Young Adults	Parents	Adolescents	Young Adults	Parents
<i>Base N: All respondents</i>	200	200	200	200	200	200
Male	43%	23%	40%	48%	53%	14%
Female	57%	76%	61%	53%	47%	86%

Note: Parent column does not sum to 100% due to rounding



**Resilience.** Resilience was measured using an 18-item measure from the Institute of Education Sciences’s measure of resilience (Hanson & Kim, 2007). Each item was answered on a 5 point Likert scale from (1) strongly disagree to (5) strongly agree. Based on analysis of the sample, all items factored together and were summed to create a total resilience composite score ranging from 18 to 90. Using a median split, individuals who scored 18-67 on the resilience composite measure were categorized as “low resilience” and those scoring 68-90 were categorized as “high resilience.” Differences in responses based on high and low resilience were not consistently significant and therefore are not discussed in this report.

**Loneliness.** Loneliness was measured using an 8-item measure from Roberts, Lewinsohn and Seeley’s (1993) measure of loneliness. Each item was answered on a 5 point Likert scale from (1) never to (5) often. Based on analysis of the sample, all items factored together and were summed to create a total loneliness score ranging from 8 to 40. Using a median split, individuals who scored 8-21 on the loneliness measure were categorized as “low loneliness” and those scoring 22-40 were categorized as “high loneliness.” Differences in responses based on high and low loneliness were not consistently significant and therefore are not discussed in this report.

**Happiness.** Happiness was measured using 4 items from Lyubomirsky and Lepper’s (1999) measure of happiness. Each item was answered on a 7 point Likert scale. Based on analysis of the UK sample, all items factored together and were summed to create a total happiness score ranging from 5 to 35. Using a median split, individuals who scored 5-17 on the happiness measure were categorized as “low happiness,” and those scoring 18-35 were categorized as “high happiness.” Differences in responses based on high and low happiness were not consistently significant and therefore are not discussed in this report.

## PRESENTATION AND DISCUSSION OF DATA IN TEXT

Throughout this report, differences between groups have been tested for statistical significance at the  $p < .05$  level. Differences between groups are reported only when these differences are statistically significant. For example, “more younger teens (77%) agreed that people their age act similarly to characters in *13 Reasons Why* than young adult viewers (49%)” indicates that these two percentages are statistically significantly different at the  $p < .05$  level. In tables where statistical significance has been tested, superscript letters are used to indicate significant differences between columns (e.g., gender, age groups). Percentages or means that share a common superscript or those that do not have a superscript at all are not significantly different from each other. Due to the nature of survey data, we cannot claim causal relationships between any variables and statistical significance only determines whether two groups differ in the percent of individuals who reported that behavior. Additionally, throughout the report we use the terms “teens” and “adolescents” to refer to those between the ages of 13 and 18 years old. We also refer to “younger teens” as teens between the ages of 13 to 15, “older teens” as teens between the ages of 16-18, and “young adults” as those ages 19-22.

Finally, many items in our survey were based on a 5 point Likert scale with response options: (5) strongly agree, (4) agree, (3) neither agree nor disagree, (2) disagree, (1) strongly disagree. Unless it is otherwise noted, we report the combined “strongly agree” and “agree” response options summed together.

**Percentages.** Percentages may not always add up to 100% due to rounding, multiple response options, or those who marked “I do not know.”

**Cell sizes.** For many analyses, we use a subset of the sample, for example only viewers of *13 Reasons Why* who are also younger adolescents (ages 13-15). As a result, there are some questions with very small sample sizes. If a subgroup had fewer than 50 responses, we use a subscript to indicate the small sample size and we did not statistically test or compare these subgroups.

# RESULTS

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## GENERAL CONTEXT OF TEEN LIFE TODAY

Adolescent life today is different than it was for teens in the past, in part due to technological shifts but also due to generational changes. In order to understand how adolescents are influenced by media content, like *13 Reasons Why*, it is important to have context for their perspective toward teen life more generally. The majority of UK adolescents surveyed for this study report that teen life is stressful (75%), and many state that anxiety (59%) and depression (50%) during adolescence are prevalent.

Conversations about some of these mental health topics and stressors that teens are facing are difficult for teens to have with parents and other supportive adults. Over two-thirds of British adolescents we surveyed (68%) say that teens do not learn enough about depression at school, more than half (54%) say that parents do not talk to their teens enough about depression, and fewer than one-third report (29%) that teens in general feel comfortable talking about tough health topics with their parents. A considerable number of adolescents in our sample stated that in general, they *never* talked to their parents about sexual assault (48%), suicide (43%), bullying (28%), or stress/anxiety (24%).

In contrast, youth do seek out health information from other resources, including from their peers and online. About half of the adolescents we surveyed (49%) report teens in general

feel comfortable talking about tough health topics with close friends. The majority also report that teens use the Internet as a tool to get support for their own health issues/concerns (67%) as well as to get advice for how to support their friends (61%), but many (52%) state that there are not enough resources to help teens deal with suicide.

Beyond the general context of teen life it is also important to understand the ways in which individuals differ from each other and how those differences may influence the outcomes of viewing entertainment media content like *13 Reasons Why*. We examined five individual difference variables: social anxiety, happiness, loneliness, self-esteem, and resilience. We examined whether adolescent and young adults' perceptions of the show, reported communication about the show, and reported behavior change after viewing differed as a function of each of these individual difference variables. We found that there were many differences in our outcome variables as a function of high versus low social anxiety. Therefore throughout the report we indicate when there are differences in scores based on this individual difference variable.

## 13 REASONS WHY

The Netflix series *13 Reasons Why* first aired on Netflix in March 2017. The show was viewed by many adolescents and young adults world-wide and quickly received both positive reviews and strong criticisms for the subject matter and graphic depiction of certain events within the storyline.

Our survey found that most adolescents and young adults heard about the show from friends (83%). Among adolescent viewers, 26% said they heard about the show from parents (see Table 2).

Of the adolescents and young adults who had heard of *13 Reasons Why*, many of them had heard that the show was popular (54%), intense (50%), controversial (48%), and sad (42%) (see Table 3). Almost all parents who had heard of the

show had also heard that suicide (73%) was present in it. Many parents had heard that bullying (63%) and mental health (e.g., depression) (66%) were present in the show.

The most commonly cited reasons for why adolescent and young adults decided not to watch *13 Reasons Why* were because they did not have time to watch it (28%) followed by I did not have access to Netflix or a way to see it (22%) (see Table 4). Among parents who did not watch the show, 30% said they did not watch because they did not have time, 13% said they heard the content was upsetting and hard to watch, and 12% said they were not interested in the story or subject matter (see Table 4).

**TABLE 2.** Where viewers and non-viewers heard of *13 Reasons Why*

	Total	Teen Viewers	Teen Non-Viewers	Young Adult Viewers	Young Adult Non-Viewers
Base: Heard of <i>13 Reasons Why</i>	544	200	28	200	116
Friends	83%	86%	75%	82%	78%
A sibling	16%	17%	7%	20%	10%
Boyfriend or girlfriend	15%	14%	4%	18%	11%
A parent	12%	22%	11%	8%	1%
Other family members	8%	12%	-	9%	3%
Teacher	5%	6%	-	4%	4%
School counselor	3%	4%	-	4%	2%
Mental health professional or someone at a mental health resource hotline	3%	4%	-	4%	1%
I have not heard about it from anyone	8%	4%	11%	8%	16%

**TABLE 3.** What viewers and non-viewers have heard about *13 Reasons Why*

	Total	Teen Viewers	Teen Non-Viewers	Young Adult Viewers	Young Adult Non-Viewers	Parent Viewers	Parent Non-viewers
<i>Base N: Heard of show</i>	544	200	28	200	116	200	60
It is popular	54%	58%	43%	57%	43%	61%	47%
It is controversial	48%	46%	25%	56%	44%	49%	40%
It is intense	50%	50%	25%	58%	44%	51%	32%
It is sad	42%	39%	29%	50%	39%	42%	38%
It is entertaining	39%	50%	21%	36%	28%	40%	12%

**TABLE 4.** Reasons adolescents, young adults, and parents did not view *13 Reasons Why*

	Total (Teen and Young Adult Non-Viewers)	Teen Non-Viewers	Young Adult Non-Viewers	Parent Non-Viewers
<i>Base: Non-Viewers</i>	144	28	116	60
I did not have time to watch it	28%	29%	28%	30%
I do not have access to Netflix or a way to see it	22%	14%	24%	10%
I heard that the content was upsetting and hard to watch	22%	11%	24%	13%
Friends were talking about it, but it did not sound like something I would like	17%	11%	18%	5%
I wasn't interested in the story or subject matter	16%	25%	14%	12%
I did not think it was appropriate for me/my child to see it	12%	4%	14%	7%

\*Note that respondents could select multiple answers, so totals do not add up to 100%

## COMPREHENSION OF SHOW WAS HIGH

Many adolescent and young adult viewers, understood the main storyline messages presented in *13 Reasons Why* and many understood the broader lessons portrayed in the show. The majority of adolescent and young adult viewers understood that Hannah’s suicide caused a lot of pain to the people around her (86%), that Hannah experienced bullying (82%), that other characters in the show experienced bullying (77%), and that Hannah was suffering from depression (76%) (see Table 5).

Beyond understanding the concrete messages portrayed in the show, many adolescents and young adults also took away broader lessons about suicide, depression, and mental health. For example, 86% of adolescent and young adult viewers agreed that people commit suicide for many different reasons, 84% said that depression and mental health are some of the causes of suicide, and 84% agreed that sometimes people do not understand why other people have committed suicide (see Table 6).

**TABLE 5.** Comprehension of storyline messages portrayed in *13 Reasons Why*

	Total	Teen Viewers	Young Adult Viewers
<i>Base N: Viewers</i>	400	200	200
Hannah’s suicide caused a lot of pain to the people around her	86%	89%	82%
Hannah experienced bullying	82%	86%	80%
Other characters on the show experienced bullying	77%	79%	75%
Hannah was suffering from depression	76%	80%	71%
Hannah’s death could have been prevented	74%	74%	74%
Other characters on the show suffered from depression	70%	70%	70%
The warning signs for Hannah’s suicide were not always evident	68%	72%	64%
Other characters on the show exhibited signs of suicide	57%	58%	56%

Responses represent the percent of individuals who "agreed" or "strongly agreed" which each statement

**TABLE 6.** Comprehension of broader lessons portrayed in *13 Reasons Why*

	Total	Teen Viewers	Young Adult Viewers
<i>Base N: Viewers</i>	400	200	200
People commit suicide for many different reasons	86%	90%	83%
People may “seem” OK, even if they are having trouble with their mental health	85%	86%	84%
Depression and mental health are some of the causes of suicide	84%	86%	84%
Sometimes, people do not understand why other people have committed suicide	84%	85%	82%
The signs of suicide are not always evident to others	82%	84%	80%

Responses represent the percent of individuals who "agreed" or "strongly agreed" which each statement

## PARENT VIEWERSHIP OF 13 REASONS WHY

Over a third of the parents who viewed *13 Reasons Why* said they heard about it from their child (46%), and 40% said they heard about it from friends. Parents who watched the show reported that the reason they watched it was that they found the story to be interesting (48%) or their child was talking about it (43%). Twenty-two percent of parent said that their child suggested that they watch the show.

Awareness of whether their child had watched *13 Reasons Why* was more mixed. About half of parents who had heard of the show were sure that their child had watched *13 Reasons Why* (48%), and this was significantly higher for parents who also viewed the show (53%). Seventy percent of parents who had heard of the show knew their child watched prior to the child watching. Among parents who knew their child was going to watch the show, 68% said their child asked permission prior to watching.



*13 Reasons Why gave me a deeper understanding of why today's kids might consider suicide which I was able to refer to in my conversations with him."*

**AGE 34, FEMALE**

## RELATABILITY

Research has demonstrated that interest and learning from media are heavily driven by the viewer's relationship with the media characters (Tian & Hoffner, 2010). Both adolescent and young adult viewers reported relating to *13 Reasons Why* and the characters. Three-quarters (75%) said that people their age deal with similar issues to those in *13 Reasons Why*.

Another 59% said that people their age engage in similar activities to those in the show and talk and act similarly to the characters in the show. Teens and young adult viewers also reported that *13 Reasons Why* was an authentic depiction of high school life (51%). There were only a few age differences in relatability. The youngest adolescent viewers (56%) and the older adolescent viewers (54%) were more likely to say that

people their age act similarly to the characters the show, compared to young adult viewers (41%) (see Table 7).

Similarly, more of the youngest adolescent viewers (60%) and older adolescent viewers (52%) said that people their age talk similarly to characters in the show, compared to young adult viewers (39%) (see Table 7).

Beyond relating to the characters and issues in the show, adolescents and young adults reported Clay (34%), Hannah (29%), and Tony (9%) as their favorite characters. Clay was more likely to be the favorite of young adult viewers (40%) and Hannah was more likely to be the favorite among younger adolescent viewers (41%) (see Table 8).

**TABLE 7. Relatability of *13 Reasons Why* for viewers by age**

	Total (Teen and Young Adult Viewers)	13-15 years	16-18 years	19-22 years
Base N: Viewers	400	144	96	160
People my age deal with issues similar to those in <i>13 Reasons Why</i>	75%	76%	75%	73%
People my age engage in similar activities to those in <i>13 Reasons Why</i>	59%	60%	62%	56%
People my age act similarly to the characters in <i>13 Reasons Why</i>	50%	56% <sup>a</sup>	54% <sup>a</sup>	41% <sup>b</sup>
People my age talk similarly to the characters in <i>13 Reasons Why</i>	50%	60% <sup>a</sup>	52% <sup>a</sup>	39% <sup>b</sup>

Responses represent the percent of individuals who "agreed" or "strongly agreed" which each statement

**TABLE 8. Differences in favorite character by age**

	Total (Teen and Young Adult Viewers)	13-15 years	16-18 years	19-22 years
Base N: Viewers	400	144	96	160
Clay	34%	28% <sup>a</sup>	35% <sup>a</sup>	40% <sup>b</sup>
Hannah	29%	41% <sup>a</sup>	29% <sup>a</sup>	18% <sup>b</sup>
Tony	9%	6% <sup>a</sup>	6% <sup>ab</sup>	13% <sup>b</sup>

## VIEWING *13 REASONS WHY* PROMOTES BETTER UNDERSTANDING OF TOUGH TOPICS AMONG VIEWERS

Adolescent and young adult viewers of *13 Reasons Why* reported that watching the show provided them with a better understanding of the tough topics discussed in the show. Specifically, 66% of adolescents and young adults agreed that watching helped them to better understand bullying. Further, 74% reported that exposure helped them understand how their actions impact others. Finally, 65% indicated that watching the show helped them to process difficult topics. In general, 13-15 year-old adolescent viewers were more likely to agree with these statements than young adult viewers (ages 19-22). Further, compared to those low in social anxiety, viewers high in social anxiety indicated that exposure to *13 Reasons Why* helped them to better understand depression and helped them to better understand how their actions can impact others (see Appendix C Table 1).

In addition to promoting a better understanding of tough topics, adolescent and young adult viewers reported that the show made them think about how they treated other people (68%), and how people their age can be affected by bullying (64%) and depression (68%). More than one-third of adolescent and young adult viewers reported that they sought information about sexual assault (36%), depression (38%), suicide (36%), bullying (35%), and supporting others (39%). In general, viewers high in social anxiety were more likely to agree that they sought information about suicide and depression, compared to those with low social anxiety (see Appendix C Table 2). Overall, nearly two-thirds (63%) of teen and young adult viewers reported that it was beneficial for them to watch *13 Reasons Why*, and 69% thought it would be beneficial for other people their age to watch this show. Less than 10% of viewers disagreed with these two statements.

## EXPOSURE TO *13 REASONS WHY* PROMOTES BEHAVIOR CHANGE

In addition, adolescents and young adults who watched the show reported that it influenced their behaviors after watching. Indeed, a majority of these viewers reported that watching motivated them to help others suffering from depression (58%), those who have been bullied (62%), and those who have been sexually assaulted (54%). Forty-four percent of adolescent and young adult viewers indicated that they actually reached out to someone that they thought was suffering from mental health concerns, and 41% reported reaching out to someone that had been picked on or bullied in school. Thirty-seven percent reported that they apologized to another person for the way that they had treated them, and more than half reported that they tried to be more considerate about how they treated others (56%).



*Me and my friend talked about the consequences of our actions and how what we do can impact the lives of others severely as we don't know what they are going through."*

AGE 15, MALE



*I talked about the show as well as retweeting some topics that came up in the show, especially helplines."*

AGE 18, FEMALE



## VIEWING *13 REASONS WHY* PROMOTES COMMUNICATION BETWEEN ADOLESCENTS AND THEIR PARENTS, TEACHERS, AND COUNSELORS

Many adolescent viewers (55%) reported that they discussed the show and related issues with parents, and 76% reported doing so with friends. A smaller percentage discussed the show or related issues with a sibling (22%), a boyfriend or girlfriend (22%), or another family member (16%).

Overall, about half of adolescent and young adult viewers reported that watching *13 Reasons Why* helped them to feel more comfortable talking about tough topics with their friends and parents. Approximately one-third of adolescent and young adult viewers indicated that they felt more comfortable talking about these topics with their teachers and counselors. In general, younger adolescents report feeling more comfortable discussing these topics with friends, parents, teachers, and counselors after viewing *13 Reasons Why*, in comparison to older adolescents and young adults (see Appendix C Table 3).

Many adolescent and young adult viewers also reported that they expressed their own feelings about tough topics to other people, including friends, parents, teachers, and counselors. More than one-third of adolescent and young adult respondents reported that, following exposure, they expressed their feelings about mental health to a friend (46%) or parent (35%). These numbers were slightly lower for expressing feelings about suicide to friends (34%) and parents (28%). In addition, more than one-third reported reaching out to a friend for support (43%). About one-quarter reported that they expressed their feelings about mental health and suicide to a teacher (24% and 22%, respectively) or counselor (29% and 22%, respectively). Twenty-five percent indicated that

they reached out to a counselor for support. Viewers high in social anxiety were more likely than viewers low in social anxiety to agree that they had reached out to friends for support (49% versus 35%, respectively) (see Appendix C Table 4). In general, viewers high in social anxiety were also more likely to report that they had expressed their thoughts about mental health to a friend or counselor, in comparison to those lower in social anxiety. Similarly, younger adolescent viewers were also more likely to report expressing their feelings about any of the tough topics mentioned in our survey to friends, parents, teachers, or counselors, in comparison to young adult viewers (see Appendix C Table 2).



*I talked with my teacher about how some students were rude to me and my friends, making mean comments about looks, etc."*

**AGE 14, FEMALE**

## PARENT-CHILD CO-VIEWING & COMMUNICATION

Many parent viewers (43%) reported watching with their adolescent at least *sometimes*, and 16% reported *always* watching with their child. Many parents said they watched the show with their child because they thought they would both like the show (51%) or watching shows together makes them feel closer (47%). Another third said they wanted to be able to talk about the topics presented in the show while their child was watching in real time (38%) or they wanted to help their child better process the tough topics handled in the show (33%).

Additionally, a majority of parent viewers reported that watching *13 Reasons Why* prompted them to talk about the issues portrayed in the show with their child (see Table 9) and that they felt more comfortable doing so after watching the show (see Table 9 & 10).



*I told her that if there was anything she wanted to talk to me about bullying about something like that, I'll always be here to listen to her, support her and help her with everything she's going through."*

**AGE 29, MALE**

**TABLE 9.** Watching *13 Reasons Why* prompted parents to talk about hard topics

Watching <i>13 Reasons Why</i> prompted me to talk about...	Parent Viewers
Base N: Parent viewers	200
...bullying with my child	64%
...hard topics with my child	62%
...what's going on in my child's life	62%
...suicide with my child	60%
...depression with my child	59%
...sexual assault with my child	54%

Responses represent the percent of individuals who "agreed" or "strongly agreed" which each statement

**TABLE 10.** Watching *13 Reasons Why* made parents feel more comfortable talking about hard topics

Watching <i>13 Reasons Why</i> made me feel more comfortable talking...	Parent Viewers
Base N: Parent viewers	200
...about hard topics with my child	62%
...about depression with my child	58%
...about bullying with my child	56%
...with my child in general, since it gave me a better idea of what their life is like	56%
...about suicide with my child	54%
...with my child in general, since it gave us something in common	50%

Responses represent the percent of individuals who "agreed" or "strongly agreed" which each statement

Sixty-five percent of parents viewers said they talked to their child about topics in *13 Reasons Why*. Of these who talked to their child about the show's topics, some parents (28%) went to their child to talk about the content, some decided to talk about it together (34%), and 30% said their child came to them to talk about it. Almost all parents who watched the show with their child (92%) reported that their child asked questions about the content of the show at least *sometimes*. Further, 43% of parent viewers reported that watching the show gave them the language to talk about depression (51%), suicide (52%), and bullying (48%) with their child. Among parent viewers whose children asked questions about the show, a majority felt that it was *somewhat* (28%) or *very easy* (28%) to answer their child's questions about the show. Parents reported talking to their child about the following topics: steps their child can take if they are feeling depressed (55%) or bullied (55%), whether these things (depression, bullying, sexual assault) have happened to their child (38%) or at their child's school (43%). Adolescents also reported talking about many of these same conversation topics (see Table 11).

Importantly, the vast majority (91%) of adolescent viewers who talked to their parent about the show reported that these conversations were helpful, and 46% specifically said it was easier to have a conversation with their parent after watching. Just 3% reported that these conversations were not helpful, although 24% did report that watching made their conversations with a parent harder. Parent viewers who talked with their children about the show also reported that the conversations they had were helpful in aiding their child's understanding of issues in it (76%), and 56% reported these conversations were easier after viewing. Ten percent reported that these conversations were not helpful, and 10% also reported that the conversations were harder after viewing. Of parent viewers who watched with their child, 73% indicated that they were glad they watched *13 Reasons Why* with their

child, and 63% reported that they are looking forward to watching the second season with their child. Five and 6%, respectively, disagreed with these statements.

Of the 83 adolescents who said that they watched the show with their parent, almost half (46%) reported that they regularly ("most of the time" or "always") talked to their parent about the content of *13 Reasons Why* while they were watching and another 45% said that they talked about it a few times. Only 10% said they never talked to their parent about the show.

Of the remaining 117 adolescents who did not watch with their parents, 62% said that their parents knew they were watching the show, 24% said their parents did not know, and 15% were not sure whether their parents knew or not. More than half (52%) adolescents who did not watch with their parents said that they talked to a parent about the content of the show. The vast majority of adolescents who did not watch with their parents said that their parent did not restrict their viewing of the show (96%).



*Made him aware that if he was struggling in any way that he should come to me to talk and not to be afraid."*

**AGE 41, FEMALE**

**TABLE 11. Parent-adolescent conversation topics**

Which of the following did you talk about in the conversations you had after watching <i>13 Reasons Why</i> ?	Adolescents	Parents
<i>Base N: Viewers who talked about the show</i>	140	141
Steps you [my child] can take if you're [they're] feeling depressed	59%	55%
Steps you [my child] can take if you're [they're] being bullied	53%	55%
How to know if someone is suffering from depression	46%	42%
How to spot the signs of mental health [issues]	42%	32%
Whether these things (e.g., depression, bullying) have happened to you [my child]	42%	38%
Whether these things (e.g., depression, bullying) happen at your [my child's] school	41%	43%
Resources for dealing with mental health [issues]	39%	33%
How to help a friend suffering from depression	35%	30%
What you [your child] should do if you're [they're] in an uncomfortable sexual situation	33%	37%
How [if] bullying is a problem at [your child's] school and what you [they] can do about it	29%	29%
How to deal with sexual assault	27%	28%
Resources for dealing with suicide [people who are suicidal]	24%	30%
How to prevent sexual assault	24%	23%

Note: Brackets indicate how the parent version of the question differed from the adolescent version of the question

## TOUGH TOPICS & APPROPRIATENESS

Many adolescent and young adult viewers (63%) reported that watching *13 Reasons Why* was beneficial. Viewers in both age groups reported that the show was engaging (68%) and that it opened their eyes to better understanding issues related to depression, suicide, sexual assault, and bullying (68%). Specifically, the majority of adolescents felt that the show informed them that someone might be suffering from depression even if they do not see the signs (80%) and that there are lots of different reasons why people commit suicide (83%). Many adolescents reported that the show opened their eyes to how people their age may be affected by depression (77%) and bullying (74%).

There were statistically significant differences in these attitudes between the three age groups, with the youngest adolescents generally expressing the most positive views of the show. For example, 72% of the younger teens agreed that watching the show was beneficial to them personally, compared to a smaller majority of young adults (56%). The younger teens were also more likely than older teens to agree that the way the suicide was presented was appropriate for them (55% versus 42%, respectively). While many adolescents and young adults had positive attitudes toward the show, there were certain individuals who were less positive about the

show. For example, fewer young adults agreed that watching the show was beneficial for them personally (56%) compared to younger teens (72%). In contrast, younger teens were more likely to agree that the way suicide was presented was appropriate for them (55%), in comparison to older teens (42%). For a complete listing of age differences on attitudes, please see table 12.

For the most part, adolescent and young adult viewers with higher levels of social anxiety were consistently more likely to agree with positive statements about the show than those with lower social anxiety. Particularly important, viewers with high social anxiety were more likely than viewers low in social anxiety to agree that the show made them think more about how to treat people around them (75% versus 60%, respectively). Viewers with high social anxiety were more likely than viewers low in social anxiety to agree that the way the suicide was depicted was appropriate for them (55% versus 42%, respectively), that the content was too graphic (33% versus 20%, respectively), and that the rape scenes were too intense (36% versus 18%), compared to those lower in social anxiety (see Table 13).

**TABLE 12.** Age differences in attitudes

	Total (Teen and Young Adult Viewers)	13-15 years	16-18 years	19-22 years
<i>Base: Viewers only</i>	400	144	96	160
The show informed me that there are lots of different reasons why people commit suicide	73%	83% <sup>a</sup>	78% <sup>a</sup>	61% <sup>b</sup>
The show informed me that someone might be suffering from depression even if I do not see the signs	72%	80% <sup>a</sup>	71% <sup>ab</sup>	66% <sup>b</sup>
I think it would be beneficial for people my age to watch the show	69%	80% <sup>a</sup>	68% <sup>b</sup>	61% <sup>b</sup>
The show opened my eyes to how people my age may be affected by depression	68%	77% <sup>a</sup>	71% <sup>ab</sup>	59% <sup>b</sup>
The show made me think more about how I treat other people around me	68%	75% <sup>a</sup>	66% <sup>ab</sup>	63% <sup>b</sup>
The show was engaging	68%	77% <sup>a</sup>	60% <sup>b</sup>	63% <sup>b</sup>
The intensity of the show was appropriate for me personally	65%	75% <sup>a</sup>	58% <sup>b</sup>	59% <sup>b</sup>
The graphic depiction of Hannah’s suicide was necessary to show how painful suicide is	65%	66%	61%	66%
The show opened my eyes to how people my age can be affected by bullying	64%	74% <sup>a</sup>	65% <sup>ab</sup>	55% <sup>b</sup>
It was beneficial for me to watch this show	63%	72% <sup>a</sup>	60% <sup>b</sup>	56% <sup>b</sup>

Responses represent the percent of individuals who "agreed" or "strongly agreed" which each statement

**TABLE 13.** Differences in attitudes by social anxiety

	Total (Teen & Young Adults Viewers)	Low Social Anxiety	High Social Anxiety
<i>Base: Viewers only</i>	400	180	220
The show made me think more about how I treat other people around me	68%	60% <sup>a</sup>	75% <sup>b</sup>
The way the suicide was depicted was appropriate for me personally	49%	42% <sup>a</sup>	55% <sup>b</sup>
The content was too graphic	27%	20% <sup>a</sup>	33% <sup>b</sup>
The rape scenes were too intense	28%	18% <sup>a</sup>	36% <sup>b</sup>

Responses represent the percent of individuals who "agreed" or "strongly agreed" which each statement

## BEYOND THE REASONS & RESOURCES

The *Beyond the Reasons* episode was a final episode, companion piece that aired as the last episode of the *13 Reasons Why* series. The episode provided a link for resources, commentary from the cast and mental health professionals, and additional discussion around the importance about talking about suicide. Only 46% of parents ( $n = 92$ ) who watched *13 Reasons Why* also watched the *Beyond the Reasons* episode. Of the parents who watched the *Beyond the Reasons* episode, the majority thought it was helpful in a variety of ways. The majority said that the *Beyond the Reasons* episode helped them better understand suicide (72%), depression (72%), bullying (71%), and sexual assault (65%). The episode also helped them to process hard topics from *13 Reasons Why* (76%). While parents felt the overall episode was helpful, as well as the inclusion of mental health professionals and the cast in the episode, they

still wanted more resources. Specifically, parents wanted more resources like the ones in *Beyond the Reasons* to be included in the *13 Reasons Why* episodes (68%), wanted the cast to come out of character to provide resources at the end of specific episodes (62%), and mental health professionals to provide resources at the end of difficult episodes (62%). Teens and young adults thought there should be more discussion in *13 Reasons Why* of what viewers could do to help those around them who may be suffering (50%) (see Table 14).

Parent awareness of whether their child watched *Beyond the Reasons* varied considerably. Parents who viewed *13 Reasons Why* were more likely to be *sure* (29%) or to *think* (20%) their child watched the *Beyond the Reasons* episode than parent non-viewers (see Table 16).

**TABLE 14.** Parent reactions to *Beyond the Reasons* episode

	Parent Viewers
Base: Watched <i>Beyond the Reasons</i> episode	92
The <i>Beyond the Reasons</i> episode helped me to process the hard topics from <i>13 Reasons Why</i>	76%
Having the mental health professionals in the <i>Beyond the Reasons</i> episode was helpful	75%
Having the characters from <i>13 Reasons Why</i> in the <i>Beyond the Reasons</i> episode was helpful	74%
The <i>Beyond the Reasons</i> episode helped me have a more informed conversation with my teenager about the topics tackled in the show	73%
The <i>Beyond the Reasons</i> episode helped me to better understand depression	72%
The <i>Beyond the Reasons</i> episode helped me to better understand suicide	72%
The <i>Beyond the Reasons</i> episode helped me to better understand bullying	71%
Having the producers of <i>13 Reasons Why</i> in the <i>Beyond the Reasons</i> episode was helpful	71%
I would have liked more episodes like the <i>Beyond the Reasons</i> episode	68%
I would have liked more resources included in the <i>13 Reasons Why</i> episodes like those provided in the <i>Beyond the Reasons</i> episode	68%
The <i>Beyond the Reasons</i> episode helped me to better understand sexual assault	65%
I would have liked mental health professionals to provide resources at the end of difficult episodes	62%
I would have liked the cast to come out of character and provide resources at the end of specific episodes	62%

Responses represent the percent of individuals who "agreed" or "strongly agreed" which each statement

**TABLE 15. Adolescent and Young Adult Reactions to the *Beyond the Reasons* Episode**

	Total (Teen & Young Adult Viewers)	Teen Viewers	Young Adult Viewers
Base N: Watched " <i>Beyond the Reasons</i> " episode	107	58	49
Having the characters from <i>13 Reasons Why</i> in the <i>Beyond the Reasons</i> episode was helpful	78%	86%	67%
Having the mental health professionals in the <i>Beyond the Reasons</i> episode was helpful	74%	81%	65%
The <i>Beyond the Reasons</i> episode helped me understand suicide better	79%	88%	67%
The <i>Beyond the Reasons</i> episode helped me understand bullying better	73%	81%	63%
The <i>Beyond the Reasons</i> episode helped me understand depression better	66%	78%	53%
The <i>Beyond the Reasons</i> episode helped me to process the hard topics from <i>13 Reasons Why</i>	71%	81%	59%
Having the producers of <i>13 Reasons Why</i> in the <i>Beyond the Reasons</i> episode was helpful	69%	78%	59%
The <i>Beyond the Reasons</i> episode helped me process my emotions after watching <i>13 Reasons Why</i>	69%	78%	59%
They should have provided resources during the <i>13 Reasons Why</i> like those provide in the <i>Beyond the Reasons</i> episode	70%	78%	61%
They should have provided more episodes like the <i>Beyond the Reasons</i> episode	70%	72%	67%
The <i>Beyond the Reasons</i> episode helped me understand sexual assault better	73%	83%	61%
The <i>Beyond the Reasons</i> episode helped me feel better after watching <i>13 Reasons Why</i>	71%	79%	61%

Responses represent the percent of individuals who "agreed" or "strongly agreed" which each statement

**TABLE 16. Parent awareness of their child's viewing of *Beyond the Reasons* episode**

	Total Parents	Parent Viewers	Parent Non-Viewers
Base: Heard of <i>13 Reasons Why</i>	260	200	60
Yes, I'm sure child watched the <i>13 Reasons Why: Beyond the Reasons</i> episode	23%	29% <sup>a</sup>	5% <sup>b</sup>
Yes, I think child watched the <i>13 Reasons Why: Beyond the Reasons</i> episode	17%	20% <sup>a</sup>	3% <sup>b</sup>
No, I'm sure child did not watch the <i>13 Reasons Why: Beyond the Reasons</i> episode	22%	21%	25%
No, I do not think child watched the <i>13 Reasons Why: Beyond the Reasons</i> episode	20%	15% <sup>a</sup>	35% <sup>b</sup>
I don't know if child watched the <i>13 Reasons Why: Beyond the Reasons</i> episode or not	18%	14% <sup>a</sup>	32% <sup>b</sup>



## STUDY CONSIDERATIONS & LIMITATIONS

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This study was conducted as an online survey using a panel of participants provided by IPSOS Research and was purposive in its sampling to include youth who identified themselves as viewers and non-viewers of the Netflix show *13 Reasons Why*. As a result, there are some limitations to this data and some practical considerations that should be mentioned.

First, note that the data were collected online from a sample of panelists already established by the research company. While the sample was not nationally representative and the results cannot be generalized nationally, this is a large sample of viewers and non-viewers of *13 Reasons Why*.

As with all survey data, the data were self-reported and in this case all questions were asked after the participant had already viewed the show. Respondents reported whether and when they watched *13 Reasons Why* and also their perceptions of

how their behavior changed after viewing the show. Therefore, we cannot make any causal claims about the effect of viewing the show on individual outcomes. Additionally, while we reported significant differences in responses based on some individual difference variables, such as social anxiety, additional research is needed to establish a causal relationship between these individual differences and outcomes.

Finally, while this is a very large sample of respondents, for some questions we were unable to examine individual differences in the results because of very small sample sizes of comparison groups. This study was collected with a general audience and our sample size of individuals who may be more at risk was relatively low. This means that while we have data on individuals who are less positively impacted by the show there are still many questions that cannot be statistically analyzed due to the small sample size of comparison groups.

## CONCLUSION & IMPLICATIONS

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Contemporary British adolescents are living in a global, connected world, with extraordinary access to technologies that allow media use to be more mobile, on-demand, and personalized than ever before. In this social context, then, it is important to consider how media use relates to dimensions of adolescents' wellbeing. Historically, adolescence is considered to be a key time in the lifespan, characterized by dramatic changes in cognitive and socio-emotional development. Additionally, however, adolescence is also a time during which individuals deal with numerous stressors, with concomitant rises in anxiety and depression (Pine, Cohen, & Gurley, 1998).

This large-scale survey of adolescents, young adults, and parents provides new insight into adolescents' comprehension of tough topics, parent-adolescent conversations about these topics, and adolescents' comfort in discussing these topics with friends, parents, teachers, and counselors. The study also addresses the importance of examining individual differences

and documents that younger adolescents and those with higher social anxiety report perceiving the show differently than older adolescents and those with low social anxiety. Finally the results document that while attitudes and learning from *13 Reasons Why* were relatively positive, there is still ample room for improvement in the development of these types of tough topic entertainment media programs for adolescents particularly in the area of resources and support for viewers. We break the results into five main takeaways.

**First, comprehension of the program narrative and overall message about the difficult topics was very high.** Adolescent and young adult viewers largely understood that the main character Hannah was experiencing mental illness and social pressures such as depression and bullying. Moreover, the viewers understood that Hannah's suicide caused a great deal of pain for those around her, and that the signs of suicide are not always evident to others.

**Second, after watching the show, most viewers reported talking to their parents about these difficult topics, regardless of whether they watched with their parents or not.** For example, parent-child communication around the program occurred both during co-viewing and, importantly, even after exposure. Indeed, talking to their parents (and less frequently with teachers and school counselors) about these difficult topics was one of the major outcomes for teen viewers of this series. This was less likely to happen for the young adults. In addition, a majority of parents reported that these conversations helped their child understand the topics in the show, and that these conversations were easier to have *after* viewing compared to before.

**Third, other outcomes of watching the program as reported by primarily teen viewers was increased empathy toward other individuals who may be experiencing mental health issues, bullying or depression.** A particularly surprising finding from these data is that exposure to *13 Reasons Why* related to adolescent viewer reports of increased understanding of others' needs and concerns, a desire to talk to and try to help other teens in need, and apologizing for treating others poorly in the past.

**Fourth, there are individual differences among the viewers in terms of their reactions to *13 Reasons Why*, particularly based on age and level of social anxiety.** Specifically, younger adolescents (ages 13-15) were more likely to report that they were motivated to help others and comfortable talking to friends, parents, teachers, and counselors about tough topics after watching the show compared to older adolescents and young adults. Individuals with higher levels of social anxiety—people who are less comfortable in real life social situations—also reported greater comprehension of the show, that exposure helped them to process tough topics, engage in information seeking following exposure, and express their feelings about mental health and suicide to others, compared to those low in social anxiety. In sum, it seems that individuals with less comfort or experience

engaging with others about these topics may be the most supported by watching the show. Continued research examining these individual differences will allow for better targeting of both information and support for those in the greatest need.

**Finally, and most importantly, the results of this survey provide recommendations for how media can provide support to teens, young adults, and their parents on these tough topics.** A major finding from this project is that *13 Reasons Why* can showcase difficult content and in doing so, provide adolescents and their parents with strategies for discussing these tough topics. Based on participant reports, however, in addition to an episode offering resources of where to go to find help, mental health professionals could provide more resources to help viewers process and talk about the tough topics depicted in the show. Further, having the actors step outside their roles and participate in post-program discussion of how to get help for adolescents and families is another possibility reported by participants. Therefore, there is further opportunity for a show like *13 Reasons Why* to provide helpful resources to adolescent and parent viewers.

In summary, these findings suggest that such tough topic programming can be of help to British teens and young adults as they cope with the stressors in their lives. Additionally, these results underscore the potential importance of media exposure and adolescent-life portrayals in the lives of young people, and illustrate how tough topic media can influence conversations, information seeking, and attitudes among adolescents and young adult viewers.

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# APPENDICES

## A. UK TEEN AND YOUNG ADULT QUESTIONNAIRE

1. Which of the following shows or movies have you heard of?

	Total
Base: Teens/Young Adults	800
<i>Orange is the New Black</i>	75%
<i>13 Reasons Why</i>	68%
<i>Pretty Little Liars</i>	68%
<i>Grey's Anatomy</i>	64%
<i>Gossip Girl</i>	64%
<i>Shameless</i>	53%
<i>Riverdale</i>	50%
<i>One Tree Hill</i>	42%
<i>To the Bone</i>	21%
<i>Switched at Birth</i>	19%
<i>The Fosters</i>	18%
<i>Degrassi</i>	18%
<i>You Get Me</i>	16%
<i>Atypical</i>	16%
None of the above	7%

2. What have you heard about *13 Reasons Why*?

	Total
Base: Heard of <i>13 Reasons Why</i>	544
It is popular	54%
It is intense	50%
It is controversial	48%
It is sad	42%
It is entertaining	39%
It is depressing	35%
It is well made	34%
It is difficult to watch	31%
It is graphic	30%
It is a good representation of teen life	29%
None of the above	3%

3. Do you know what topics are present in the show?

	Total
Base: Heard of <i>13 Reasons Why</i>	544
Suicide	82%
Mental Health (e.g. depression)	77%
Bullying	67%
Sexual assault	49%
Sex	45%
Drugs	35%
None of the above	4%

4. Who have you heard about *13 Reasons Why* from?

	Total
Base: Heard of <i>13 Reasons Why</i>	544
Friends	83%
A sibling	16%
Boyfriend or girlfriend	15%
A parent	12%
Other family members	8%
Teacher	5%
School counselor	3%
Mental health professional or someone at a mental health resource hotline	3%
I have not heard about it from anyone	8%

5.

Have you watched the show *13 Reasons Why*?

	Total
Base: Heard of <i>13 Reasons Why</i>	544
Yes	74%
No	26%

6.

Why did you NOT watch *13 Reasons Why*?

	Non-Viewers
Base: Non-Viewers only	144
I did not have time to watch it	28%
I do not have access to Netflix or a way to see it	22%
I heard that the content was upsetting and hard to watch	22%
Friends were talking about it, but it did not sound like something I would like	17%
I wasn't interested in the story or subject matter	16%
I did not think it was appropriate for me to see it	12%
A friend suggested that I NOT watch it	7%
I read about it and decided NOT to watch it	7%
I heard that the content was graphic	6%
I didn't feel the topics covered were relevant to my life	5%
My parents said I could NOT watch it	3%
I read the book but wasn't interested in the show	3%
I didn't think it was for someone my age	3%
I've never heard of the show	1%
My school said NOT to watch it	1%
Some other reason	17%
None of the above	2%

7.

To the best you can remember, when did you watch *13 Reasons Why*?

	Viewers
Base: Viewers only	400
Spring 2017 (March - May, 2017)	34%
Summer 2017 (June - August, 2017)	48%
Fall 2017 (September - present, 2017)	17%

8.

What about *13 Reasons Why* made you decide to watch it?

	Viewers
Base: Viewers only	400
I found the story to be interesting	60%
I saw it on Netflix and decided to try it	48%
A friend recommended that I watch it	48%
Netflix recommended it	31%
I heard there was controversy around it and was curious	28%
I watched the trailer on social media	21%
I read about the show on social media	21%
The show was relevant to my life	20%
I read a review about it and decided to watch it	18%
I wanted to learn more about the subject matter	17%
It seemed like it covered important subject matter that people my age should know more about	17%
I saw an ad for the show	13%
I read the book and wanted to watch the show	8%
My parents suggested that I watch it	6%
My school sent an email warning us about the content	4%
My parents told me not to watch it	4%
Some other reason	2%
None of these	1%

9.

How much do you agree or disagree with the following statements about *13 Reasons Why*?

	UNITED KINGDOM					
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree	I do not remember
Base: Viewers only (N = 400)						
Hannah was suffering from depression	29%	46%	16%	3%	2%	4%
Hannah experienced bullying	33%	50%	9%	4%	2%	2%
Hannah's suicide caused a lot of pain to the people around her	43%	43%	8%	2%	3%	2%
Hannah's death could have been prevented	35%	39%	17%	4%	2%	2%
The warning signs for Hannah's suicide were not always evident	20%	48%	18%	8%	2%	4%
Other characters on the show experienced bullying	24%	54%	14%	4%	2%	4%
Other characters on the show suffered from depression	20%	51%	18%	4%	2%	6%
Other characters on the show exhibited signs of suicide	15%	42%	28%	6%	2%	7%
Depression and mental health are some of the causes of suicide	40%	44%	9%	2%	3%	1%
People commit suicide for many different reasons	48%	38%	6%	3%	3%	2%
Sometimes, people do not understand why other people have committed suicide	39%	44%	8%	3%	3%	2%
The signs of suicide are not always evident to others	41%	42%	9%	3%	3%	2%
People may seem OK, even if they are having trouble with their mental health	44%	41%	7%	4%	2%	1%

10.

How much do you agree or disagree with the following?

	UNITED KINGDOM				
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base: Viewers only (N = 400)					
People my age act similarly to the characters in <i>13 Reasons Why</i>	11%	39%	26%	18%	7%
People my age talk similarly to the characters in <i>13 Reasons Why</i>	10%	40%	28%	18%	4%
People my age engage in similar activities to those in <i>13 Reasons Why</i>	12%	47%	24%	14%	4%
People my age deal with issues similar to those in <i>13 Reasons Why</i>	18%	57%	17%	6%	3%

11.

Who is your favorite character from *13 Reasons Why*?

	Viewers
Base: Viewers only	400
Clay	34%
Hannah	29%
Tony	9%
Jessica	5%
Alex	4%
Skye	4%
Sheri	3%
Justin	3%
Zach	2%
Mr. Porter	2%
Hannah's mom (Mrs. Baker)	2%
Tyler	2%
Clay's dad (Mr. Jensen)	1%
Clay's mom (Mrs. Jensen)	*
Hannah's dad (Mr. Baker)	-
Bryce	-



12.

Please indicate how much you agree or disagree with the following statements about your favorite character.

	UNITED KINGDOM				
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base:Viewers only (N = 400)					
Favorite character reminds me of myself	8%	26%	30%	26%	10%
I seem to have the same beliefs or attitudes as favorite character	8%	43%	30%	13%	6%
I have the same problems as favorite character	5%	22%	36%	28%	9%
I can identify with favorite character	11%	46%	24%	13%	6%
I would like to meet the actor who played favorite character	22%	39%	26%	9%	3%
I enjoyed trying to predict what favorite character would do	19%	46%	26%	6%	3%
I care about what happens to favorite character	26%	46%	21%	5%	2%

13.

Please indicate how much you agree or disagree with the following statements about *13 Reasons Why*.  
Watching *13 Reasons Why*...

	UNITED KINGDOM				
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base: Viewers only (N = 400)					
...made me feel more comfortable talking about hard topics with my friends	13%	39%	31%	11%	6%
...made me feel more comfortable talking about hard topics with my parents	12%	29%	34%	21%	5%
...made me feel more comfortable talking about hard topics with my teachers	8%	24%	40%	20%	8%
...made me feel more comfortable talking about hard topics with my school counselors	7%	29%	38%	19%	8%
...made me feel more comfortable talking about depression with my friends	12%	42%	34%	9%	3%
...made me feel more comfortable talking about depression with my parents	10%	32%	36%	16%	5%
...made me feel more comfortable talking about depression with my teachers	8%	24%	44%	20%	6%
...made me feel more comfortable talking about depression with my school counselors	7%	24%	42%	21%	6%
...made me feel more comfortable talking about suicide with my friends	10%	38%	33%	14%	5%
...made me feel more comfortable talking about suicide with my parents	10%	27%	36%	20%	7%
...made me feel more comfortable talking about suicide with my teachers	6%	24%	42%	20%	8%
...made me feel more comfortable talking about suicide with my school counselors	7%	25%	40%	20%	8%
...made me feel more comfortable talking about bullying with my friends	18%	40%	28%	12%	4%
...made me feel more comfortable talking about bullying with my parents	14%	33%	34%	14%	4%
...made me feel more comfortable talking about bullying with my teachers	10%	31%	41%	13%	5%
...made me feel more comfortable talking about bullying with my school counselors	10%	26%	44%	13%	6%
...made me feel more comfortable talking about sexual assault with my friends	14%	36%	33%	12%	4%
...made me feel more comfortable talking about sexual assault with my parents	13%	28%	36%	17%	6%
...made me feel more comfortable talking about sexual assault with my teachers	10%	25%	42%	18%	6%
...made me feel more comfortable talking about sexual assault with my school counselors	9%	24%	40%	20%	7%
...motivated me to help others suffering from depression	18%	40%	30%	8%	4%
...motivated me to help others who are bullied	20%	42%	28%	8%	3%
...motivated me to help others who have been sexually assaulted	17%	37%	35%	8%	3%

14.

Please indicate how much you agree or disagree with the following statements.

	UNITED KINGDOM				
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base: Viewers only (N = 400)					
Watching <i>13 Reasons Why</i> helped me to process the hard topics described in the show	16%	49%	20%	11%	4%
Watching <i>13 Reasons Why</i> helped me to better understand depression	20%	45%	20%	11%	4%
Watching <i>13 Reasons Why</i> helped me to better understand suicide	19%	45%	20%	10%	5%
Watching <i>13 Reasons Why</i> helped me to better understand bullying	17%	48%	21%	10%	4%
Watching <i>13 Reasons Why</i> helped me to better understand sexual assault	19%	44%	24%	9%	4%
Watching the <i>13 Reasons Why</i> episodes helped me to better understand how my actions can impact others	30%	45%	19%	4%	2%

15.

Please indicate how much your behavior changed after watching *13 Reasons Why*.

	UNITED KINGDOM				
	I did this much more	I did this a little more	I did not change this behavior	I did this a little less	I did this much less
Base: Viewers only (N = 400)					
Expressed my own feelings about mental health (e.g., depression, anxiety) to a friend	12%	33%	48%	4%	3%
Expressed my own feelings about mental health (e.g., depression, anxiety) to a parent	9%	26%	58%	4%	3%
Expressed my own feelings about mental health (e.g., depression, anxiety) to a teacher	6%	18%	68%	5%	4%
Expressed my own feelings about mental health (e.g., depression, anxiety) to a counselor	6%	22%	63%	5%	3%
Expressed my own feelings about suicide to a friend	10%	24%	59%	4%	4%
Expressed my own feelings about suicide to a parent	6%	22%	63%	4%	5%
Expressed my own feelings about suicide to a teacher	6%	16%	69%	4%	5%
Expressed my own feelings about suicide to a counselor	7%	14%	67%	8%	4%
Reached out to a friend whom you thought might be struggling with mental health concerns (e.g., depression, suicide, anxiety) in school	14%	30%	50%	4%	3%
Reached out to a friend who was being picked on or bullied in school	12%	28%	52%	6%	1%
Reached out to a friend for support	11%	32%	52%	3%	2%
Reached out to a counselor for support	7%	18%	68%	4%	4%
Reached out to parent/family friend for support	8%	21%	64%	4%	3%
Tried to be more considerate about how I treated other people	23%	33%	38%	4%	2%
Reached out to someone to apologize for how I'd treated them	12%	24%	58%	4%	2%
Sought out information about depression	12%	26%	56%	4%	3%
Sought out information about suicide	10%	26%	58%	5%	1%
Sought out information about bullying	11%	24%	60%	3%	2%
Sought out information about how to support friends	11%	28%	58%	2%	2%
Sought out information about sexual assault	10%	23%	60%	4%	2%

**16.**

Please indicate how much your behavior changed after watching *13 Reasons Why*.

	I did this much more	I did this a little more	I did not change this behavior	I did this a little less	I did this much less
Base: Viewers who changed how much they sought out information about the topics (depression, suicide, bullying, supporting friends, and/or sexual assault) (N = 236)					
... from parents	15%	27%	43%	7%	8%
... from friends	16%	42%	33%	6%	3%
... from teachers	11%	24%	53%	6%	6%
... from counselors	11%	29%	47%	8%	5%
... from the Internet	24%	42%	26%	5%	3%
... from a medical professional	9%	27%	52%	6%	6%
... from a professional mental health organization (e.g., Crisis Text Line or other mental health hotline)	11%	24%	54%	6%	5%

**17.**

How often did you watch *13 Reasons Why*...

	UNITED KINGDOM			
	Always	Most of the time	Sometimes	Never
Base: Viewers only (N = 400)				
...alone?	48%	23%	17%	12%
...using headphones?	22%	18%	24%	35%
...with a parent?	6%	12%	14%	68%
...with a friend/sibling?	12%	14%	24%	50%

**18.**

How often did you...

	UNITED KINGDOM			
	Always	Most of the time	Sometimes	Never
Base: Viewers only (N = 400)				
...talk to or text your friends about the topics included in <i>13 Reasons Why</i> ?	8%	22%	46%	24%
...talk to your friends in school about the topics included in <i>13 Reasons Why</i> ?	8%	22%	42%	28%
...talk to your friends on social media about the topics included in <i>13 Reasons Why</i> ?	10%	20%	32%	38%
...talk to school or professional counselors about the topics included in <i>13 Reasons Why</i> ?	4%	12%	16%	68%

**19.**

If you did not watch with a parent did your parent know you were watching *13 Reasons Why*?

	Total
Base: Viewers who did not watch with a parent	273
Yes	44%
No	38%
I am not sure	18%

**21.**

If you did not watch with a parent did your parent restrict your viewing of *13 Reasons Why*?

	Total
Base: Viewers who did not watch with a parent	273
Yes	4%
No	96%
I am not sure	-

**20.**

If you did not watch with a parent did you talk to a parent about the content of the show?

	Total
Base: Viewers who did not watch with a parent	273
Yes	38%
No	62%
I am not sure	-

**22.**

When you watch with a friend/sibling, how often did you talk with your friend/sibling about the content?

	Total
Base: Watched with a friend/sibling	198
Always	14%
Most of the time	33%
Sometimes	48%
Never	6%

**23.**

After watching *13 Reasons Why*, did you talk to anyone in your life about the topics, issues or subject matter of the show, such as the plot or storyline of the show, or the topics covered, like depression, bullying, etc.?

	Total
Base:Viewers only	400
Yes	68%
No	32%

**24.**

With whom did you discuss *13 Reasons Why* and issues related to the show after watching?

	Total
Base: Discussed <i>13 Reasons Why</i>	272
Friends	76%
Parents	41%
Boyfriend or girlfriend	31%
A sibling	22%
Other family members	13%
Teacher	8%
School Counselor	5%
Mental health professional or someone at a mental health resource hotline	1%

**25.**

How did you talk about the issues related to the show?

	Total
Base: Discussed <i>13 Reasons Why</i>	272
In person	86%
Via social media	43%
Via text message	21%
Other	1%

**26.**

Which of the following did you talk about in the conversations you had after watching *13 Reasons Why*?

	Total
Base: Discussed <i>13 Reasons Why</i>	272
How to spot the signs of mental health	44%
How to know if someone is suffering from depression	43%
Resources for dealing with mental health	34%
Steps you can take if you're feeling depressed	54%
Steps you can take if you're being bullied	42%
Whether these things (e.g., depression, bullying) have happened to you	40%
Whether these things (e.g., depression, bullying) happen at your school	38%
Resources for dealing with suicide	23%
How to deal with sexual assault	25%
What you should do if you're in an uncomfortable sexual situation	30%
How to prevent sexual assault	21%
How to help a friend suffering from depression	35%
How bullying is a problem at school and what you can do about it	24%

**27.**

How helpful did you feel those conversations were after *13 Reasons Why*, in helping you understand and deal with the issues tackled in the show?

	Total
Base:Viewers only	272
Very helpful (5)	34%
Somewhat helpful (4)	44%
Neither helpful or unhelpful (3)	16%
Somewhat unhelpful (2)	4%
Not helpful at all (1)	2%

**28.**

Compared to before you watched *13 Reasons Why*, was it easier or harder to have conversations with your parent about tough topics after watching *13 Reasons Why*?

	Total
Base:Viewers only	272
It was much harder	7%
It was somewhat harder	17%
It was not harder or easier	41%
It was somewhat easier	24%
It was much easier	10%

**29.**

What made it hard to talk about tough topics after watching *13 Reasons Why*?

	Total
Base: Harder to have conversations about tough topics after watching <i>13 Reasons Why</i>	82
It was awkward to talk to an adult about these issues	50%
I didn't know the right words to use to explain how I was feeling	30%
It was hard to find time to sit down and talk about these issues	43%
I didn't know how to start the conversation with my parent	33%
It never felt like the right time to bring it up with my parent	16%
I was worried I might get a friend in trouble	18%
I was worried I would alarm my friends or parents and didn't want them to overreact	17%
I was worried people might treat me differently if they knew I was struggling with a mental health issue	10%
There was so much controversy around the show, I was hesitant to talk about it with my parent	9%



30.

How much do you agree or disagree with the following statements about *13 Reasons Why*?

	UNITED KINGDOM				
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base:Viewers only (N = 400)					
The content was too graphic	9%	18%	26%	34%	12%
The intensity of the show was appropriate for me personally	15%	50%	22%	10%	3%
The content was an authentic depiction of high school life	14%	37%	32%	14%	3%
The storyline was not believable	4%	23%	23%	34%	16%
I found the amount of violence offensive	6%	12%	26%	36%	19%
The graphic depiction of Hannah`s suicide was necessary to show how painful suicide is	24%	40%	22%	9%	4%
The way the suicide was depicted was appropriate for me personally	14%	35%	37%	10%	4%
The amount of sex in the show was unrealistic	3%	14%	39%	32%	12%
There should have been more discussion in the show of what viewers could do to help those around them who may be suffering in similar ways to the <i>13 Reasons Why</i> characters	13%	38%	39%	7%	3%
The show was engaging	26%	41%	24%	7%	2%
The rape scenes were too intense for me	10%	18%	41%	22%	9%
Parents should watch the show first before deciding if their child should watch it	12%	26%	33%	21%	7%
The way the show depicts adolescent drug use feels true to life	12%	38%	36%	12%	2%
The show provided adequate resources to help me process and understand the material	11%	36%	36%	13%	4%
The show made me think more about how I treat other people around me	20%	48%	25%	5%	2%
I think it would be beneficial for people my age to watch the show	24%	46%	22%	6%	2%
It was beneficial for me to watch this show	18%	44%	28%	7%	2%
The show opened my eyes to how people my age can be affected by bullying	19%	45%	27%	7%	2%
The show opened my eyes to how people my age may be affected by depression	17%	51%	22%	7%	2%
The show informed me that there are lots of different reasons why people commit suicide	22%	51%	20%	5%	2%
The show showed me that suicide is not the answer	23%	40%	27%	8%	2%
The show informed me that someone might be suffering from depression even if I do not see the signs	26%	46%	23%	4%	1%

**31.**

Did you watch *13 Reasons Why: Beyond the Reasons* episode after watching *13 Reasons Why*?

	Total
Base:Viewers only	400
Yes	27%
No	44%
No and I do not know what this is	29%

**32.**

Please indicate how much you agree or disagree with the following statements:

	UNITED KINGDOM				
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base:Watched " <i>Beyond the Reasons</i> " episode (N=107)					
...to process the hard topics from <i>13 Reasons Why</i>	28%	43%	18%	7%	5%
...process my emotions after watching <i>13 Reasons Why</i>	20%	50%	18%	13%	-
...feel better after watching <i>13 Reasons Why</i>	22%	49%	22%	7%	-
...understand depression better	28%	38%	27%	6%	1%
...understand suicide better	30%	49%	16%	6%	-
...understand bullying better	32%	41%	21%	6%	-
...understand sexual assault better	25%	48%	20%	7%	-

33.

Please indicate how much you agree or disagree with the following statements:

	UNITED KINGDOM				
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base: Watched "Beyond the Reasons" episode (N = 107)					
Having the characters from <i>13 Reasons Why</i> in the <i>Beyond the Reasons</i> episode was helpful	26%	51%	13%	5%	5%
Having the mental health professionals in the <i>Beyond the Reasons</i> episode was helpful	26%	48%	19%	7%	-
Having the producers of <i>13 Reasons Why</i> in the <i>Beyond the Reasons</i> episode was helpful	21%	49%	25%	6%	-
They should have provided more episodes like the <i>Beyond the Reasons</i> episode	27%	43%	21%	7%	1%
They should have provided resources during the <i>13 Reasons Why</i> like those provide in the <i>Beyond the Reasons</i> episode	21%	50%	23%	7%	-

34.

How much do you agree or disagree with the following statements?

	UNITED KINGDOM				
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base: Teen/young adult (N = 800)					
Teen life is very stressful	29%	43%	20%	4%	3%
Teens have a lot of free time	8%	28%	36%	21%	6%
Teens enjoy communicating with their friends	29%	45%	21%	3%	2%
Teens feel comfortable talking about tough health topics with their parents	5%	20%	32%	30%	13%
Teens feel comfortable talking about tough health topics with their close friends	8%	37%	34%	16%	5%
Teens use the Internet as a tool to get support for their own health issues/concerns	17%	49%	26%	5%	2%
Teens use the internet to get advice for how to support their friends	16%	43%	31%	7%	3%
Bullying is not an issue for teens in the UK	3%	9%	26%	24%	39%
Suicide is not an issue that teens in the UK are dealing with	4%	13%	31%	23%	29%
Depression during adolescence is prevalent	14%	39%	38%	7%	3%
Anxiety during adolescence is prevalent	17%	41%	35%	5%	2%
Teens are worried about the state of the world	16%	40%	32%	9%	3%
Teens are confident that they will get a well-paying job as adults	6%	20%	32%	29%	14%
Teens are worried about mental health issues	15%	47%	29%	7%	2%
Teens have more resources today to help with mental health issues than previously	14%	50%	28%	6%	2%
Teens do not learn enough about depression at school	25%	42%	26%	5%	2%
Parents do not talk to their teens enough about depression	17%	40%	31%	8%	3%
There are not enough resources to help teens deal with suicide	15%	37%	35%	10%	3%

35.

How often do you look up information on the following topics online:

	Every day	Every week	Every month	A few times a year	Once a year	Less than once a year	Never
Base: Teen/young adult (N = 800)							
Depression or other mental health issues	4%	9%	12%	25%	7%	10%	33%
Smoking	2%	4%	6%	14%	7%	13%	54%
Drug or alcohol abuse	2%	5%	9%	16%	8%	11%	49%
Eating disorders	2%	4%	8%	16%	9%	11%	48%
Pregnancy	2%	3%	9%	15%	7%	12%	52%
Birth control	2%	5%	8%	18%	8%	11%	48%
STDs (sexually transmitted diseases, such as herpes or HIV/AIDS)	2%	4%	7%	16%	9%	14%	47%
Stress or anxiety	4%	12%	15%	21%	6%	10%	32%
Sleep	4%	7%	16%	20%	9%	10%	35%
Domestic violence or sexual assault	3%	4%	8%	16%	7%	12%	49%
Suicide	2%	7%	9%	16%	9%	11%	45%
Bullying	2%	6%	11%	15%	9%	15%	42%

36.

How often do you talk to your parents about the following topics:

	UNITED KINGDOM						
	Every day	Every week	Every month	A few times a year	Once a year	Less than once a year	Never
Base: Teen/young adult (N = 800)							
Depression or other mental health issues	6%	8%	10%	23%	6%	11%	36%
Smoking	4%	7%	7%	20%	6%	14%	41%
Drug or alcohol abuse	3%	6%	11%	21%	6%	12%	41%
Eating disorders	4%	4%	5%	18%	7%	12%	51%
Pregnancy	3%	4%	7%	13%	12%	14%	48%
Birth control	3%	4%	6%	14%	11%	13%	49%
STDs (sexually transmitted diseases, such as herpes or HIV/AIDS)	3%	3%	6%	13%	10%	12%	53%
Stress or anxiety	5%	9%	15%	24%	7%	10%	31%
Sleep	7%	13%	17%	17%	9%	8%	30%
Domestic violence or sexual assault	3%	4%	6%	13%	8%	13%	52%
Suicide	4%	4%	8%	15%	9%	12%	48%
Bullying	4%	6%	10%	19%	10%	11%	40%

**37.**

How much do you agree or disagree with the following statements?

	UNITED KINGDOM				
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base: Teen/young adult (N = 800)					
I worry about doing something new in front of other kids.	8%	32%	31%	17%	11%
I worry about being teased.	8%	25%	32%	22%	14%
I worry about what other kids think of me.	10%	36%	26%	17%	11%
I feel that kids are making fun of me.	8%	21%	30%	27%	15%
I worry about what other children say about me.	8%	32%	29%	20%	11%
I am afraid that other kids will not like me.	8%	28%	31%	21%	12%
I feel shy around kids I don't know.	11%	34%	26%	19%	10%
I'm quiet when I'm with a group of kids.	8%	28%	32%	22%	11%
I get nervous when I talk to new kids.	10%	33%	28%	19%	10%
I only talk to kids that I know really well.	10%	30%	32%	20%	9%

**38.**

How much do you agree or disagree with the following statements?

	UNITED KINGDOM				
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base: Teen/young adult (N = 800)					
On the whole, I am satisfied with myself.	12%	40%	28%	14%	6%
At times, I think I am no good at all.	12%	31%	27%	18%	13%
I feel that I have a number of good qualities.	16%	48%	24%	8%	4%
I am able to do things as well as most other people.	13%	46%	27%	10%	4%
I feel I do not have much to be proud of.	8%	20%	30%	28%	14%
I certainly feel useless at times.	12%	32%	28%	17%	11%
I feel that I'm a person of worth.	15%	40%	31%	10%	4%
I wish I could have more respect for myself.	12%	28%	34%	17%	9%
All in all, I am inclined to think that I am a failure.	7%	20%	28%	27%	17%
I take a positive attitude towards myself.	14%	37%	30%	13%	6%

39.

How much do you agree or disagree with the following statements?

	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base: Teen Viewers (N = 800)					
I can work with someone who has different opinions than mine.	17%	48%	26%	6%	2%
I enjoy working together with other students my age.	16%	43%	26%	10%	5%
I stand up for myself without putting others down.	18%	43%	29%	8%	2%
I can work out my problems.	13%	43%	32%	10%	2%
I can do most things I try.	14%	45%	30%	9%	3%
There are many things I do well.	17%	42%	29%	10%	2%
I feel bad when someone gets their feelings hurt.	24%	46%	23%	4%	3%
I try to understand what other people go through.	21%	49%	24%	4%	2%
I try to understand what other people feel and think.	22%	46%	24%	6%	2%
When I need help I find someone to talk with.	14%	41%	28%	11%	5%
I know where to go for help with a problem.	17%	44%	28%	8%	3%
I try to work out my problems by talking or writing about them.	15%	38%	28%	15%	4%
There is a purpose to my life.	21%	39%	28%	8%	4%
I understand my moods and feelings.	11%	40%	30%	15%	4%
I understand why I do what I do.	16%	42%	28%	12%	3%
I have goals and plans for the future.	25%	41%	25%	6%	3%
I plan to graduate from high school.	36%	35%	23%	4%	3%
I plan to go to college or some other school after high school.	32%	35%	24%	5%	4%



**40.**

How much do you agree or disagree with the following statements?

	UNITED KINGDOM				
	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base: Teen/young adult (N = 800)					
I feel in tune with people around me.	10%	38%	33%	14%	6%
I lack companionship.	6%	19%	26%	32%	17%
I do not feel alone.	16%	36%	25%	18%	6%
I feel part of a group of friends.	18%	41%	24%	10%	6%
I am no longer close to anyone.	6%	18%	24%	32%	21%
I feel left out.	6%	19%	27%	30%	18%
I feel isolated from others.	6%	22%	27%	28%	18%
I can find companionship when I want it.	14%	41%	26%	13%	5%

**41.**

In general, I consider myself:

	Total
Base: Teen/young adult	800
A very happy person - 7	11%
6	26%
5	26%
4	21%
3	7%
2	6%
Not a very happy person - 1	4%

**42.**

Compared to most of my peers, I consider myself:

	Total
Base: Teen/young adult	800
More happy - 7	8%
6	18%
5	21%
4	30%
3	12%
2	8%
Less happy - 1	4%

43.

Some people are generally very happy. They enjoy life regardless of what is going on, getting the most out of everything. To what extent does this characterization describe you?

	Total
Base: Teen/young adult	800
A great deal - 7	8%
6	16%
5	24%
4	27%
3	13%
2	8%
Not at all - 1	5%

44.

Some people are generally not very happy. Although they are not depressed, they never seem as happy as they might be. To what extent does this characterization describe you?

	Total
Base: Teen/young adult	800
A great deal - 7	6%
6	11%
5	20%
4	25%
3	14%
2	17%
Not at all - 1	8%

45.

What is your age (Teens Only)?

	Teen Total
Base: Teens	400
13	20%
14	22%
15	26%
16	18%
17	15%

46.

What grade are you in school (Teens Only)?

	Teen Total
Base: Teens	400
6th grade	2%
7th grade	4%
8th grade	9%
9th grade	20%
10th grade	22%
11th grade	23%
12th grade	20%

**47.**  
Where do you live (Teens Only)?

	Teen Total
Base: Teens	400
I live with my parents	98%
I live with my grandparents	*
I live with other relatives	1%
I live alone	*
I live with friends or siblings	-
I live in a dormitory at school	-
Other	*

**48.**  
Where do you live? (Teens Only)

	Teen Total
Base: Teens	400
In a city	36%
In the suburbs	46%
In a rural area	19%

**49.**  
How do you identify? (Teens Only)

	Teen Total
Base: Teens	400
Female	54%
Male	45%
Other	*

**50.**  
What is your race/ethnicity? Please check all that apply (Teens Only)

	Teen Total
Base: Teens	400
American Indian or Alaska Native	2%
Asian	6%
Black or African American	5%
Native Hawaiian or Other Pacific Islander	-
White	84%
Other race:	5%

**51.**  
Do you or does your family have a Netflix account? (Teens Only)

	Total	Teen Viewers	Teen Non-Viewers
Base: Teens	400	219	381
Yes	65%	93%	70%
No	35%	7%	30%

52.

What is your age (Young Adults Only)?

	Total Young Adults
Base:Young Adults	400
18	15%
19	24%
20	21%
21	24%
22	16%

53.

Are you currently in school (Young Adults Only)?

	Total Young Adults
Base:Young Adults	400
Yes	34%
No	66%

54.

What type of school are you currently attending (Young Adults Only)?

	Total Young Adults
Base:Young Adults	137
High School	22%
2-year Community College	19%
4-year Undergraduate college or University	59%

55.

Where do you live (Young Adults Only)?

	Total Young Adults
Base:Young Adults	400
At home with your parents	52%
In apartment/home alone	16%
In apartment/home with friends or siblings	16%
In a college dorm	12%
Other	4%

56.

Do you have your own (Young Adults Only):

	Total Young Adults
Base:Young Adults	400
Desktop computer	32%
Laptop computer	84%
Smartphone that can connect to the internet	82%
Tablet	44%
None of the above	*

57.

On what type of device do you usually watch streaming shows (e.g., shows from Netflix, Hulu, Broadcast TV online) (Young Adults Only)?

	Total Young Adults
Base:Young Adults	400
Desktop computer	12%
Laptop computer	49%
Smartphone that can connect to the internet	13%
Tablet	13%
TV (either Smart TV or one connected to Internet)	12%

58.

Do you or does your family have a Netflix account (Young Adults Only)?

	Total	Young Adult Viewers	Young Adult Non-Viewers
Base:Young Adults	400	252	248
Yes	67%	88%	68%
No	33%	12%	32%

**59.**  
How do you identify (Young Adults Only)?

	Total Young Adult
Base: Young Adults	400
Female	61%
Male	38%
Other	1%

**60.**  
What is your race/ethnicity? Please check all that apply.  
(Young Adults Only)

	Total Young Adult
Base: Young Adults	400
American Indian or Alaska Native	1%
Asian	12%
Black or African American	6%
Native Hawaiian or Other Pacific Islander	1%
White	76%
Other race	6%

## B. UK PARENT QUESTIONNAIRE

1.

Please list the age and gender of the children you have between the ages of 13 and 18 that live in your home.

	Total
Base: Parents	400
Male (Net)	55%
Male - 13	12%
Male - 14	15%
Male - 15	13%
Male - 16	10%
Male - 17	10%
Female (Net)	55%
Female - 13	17%
Female - 14	12%
Female - 15	14%
Female - 16	10%

2.

What grade is your child in at school?

	Total
Base: Parents	400
6th grade	3%
7th grade	3%
8th grade	10%
9th grade	23%
10th grade	21%
11th grade	20%
12th grade	21%

3.

Which best describes your child's living situation?

	Total
Base: Parents	400
Child lives with me 100% of the time	92%
Child lives with me more than 50% of the time	6%
Child lives with me 50% of the time	2%
Child lives with me less than 50% of the time	-
Child does not live with me	-

4.

Based on reading this description, have you ever heard of the show *13 Reasons Why*?

	Total
Base: Those Answering	400
Yes	65%
No	35%

5.

What have you heard about *13 Reasons Why*?

	Total
Base: Heard of <i>13 Reasons Why</i>	260
It is entertaining	33%
It is difficult to watch	30%
It is controversial	47%
It is graphic	33%
It is popular	58%
It is a good representation of teen life	32%
It is depressing	24%
It is sad	41%
It is intense	47%
It is well made	37%
None of the above	3%

**6.**  
Do you know what topics are present in the show?

	Total
Base: Heard of <i>13 Reasons Why</i>	260
Suicide	73%
Mental Health (e.g. depression)	66%
Bullying	63%
Sex	44%
Drugs	39%
Sexual assault	50%
None of the above	7%

**7.**  
Who did you hear about *13 Reasons Why* from? Please select all the people from whom you have heard about this show

	Total
Base: Heard of <i>13 Reasons Why</i>	260
My spouse/partner	20%
Child	47%
Child's siblings	17%
Friends	35%
Other Parents	13%
Other family members	11%
Child's teachers	8%
School counselor	5%
Mental health professional	2%
I have not heard about it from anyone.	12%

**8.**  
Have you watched the show *13 Reasons Why*?

	Total
Base: Heard of <i>13 Reasons Why</i>	260
Yes	77%
No	23%

**9.**  
Why did you watch *13 Reasons Why*?

	Parent Viewer
Base: Watched <i>13 Reasons Why</i>	200
I found the story to be interesting	48%
The show was relevant to my child's life	18%
I read the book and wanted to watch the show	11%
Child was talking about it	43%
A friend/fellow parent recommended I watch it	18%
Child's school sent an email to parents warning them of the content	8%
Child suggested I watch it	22%
I saw it on Netflix and decided to try it	34%
Netflix recommended it	30%
I read a review about it and decided to watch it	18%
I read the book and wanted to watch the show	8%
I heard there was controversy around it and was curious	14%
I wanted to have a better idea what my teenager is going through	12%
I wanted to learn more about the subject matter	18%
I wanted to watch it so I could talk to my teenager about it	16%
I wanted to see if it was appropriate for my child	19%
I watched it to feel closer to my teenager who'd also watched it	11%
I watched the trailer on social media	8%
I saw an ad for the show	13%
I read about the show on social media	7%
It seemed like it covered important subject matter that people my child's age should know more about	12%
Some other reason	4%
None of these	*

10.

Why did you NOT watch *13 Reasons Why*?

	Parent Non-Viewer
Base: Did not watch <i>13 Reasons Why</i>	60
I've never heard of the show	3%
I do not have access to Netflix or a way to see it	10%
I did not think it was appropriate for my child to see it	7%
I heard that the content was upsetting and hard to watch	13%
I heard that the content was graphic	10%
I did not have the time to watch it	30%
Friends were talking about it, but it did not sound like something I would like	5%
A friend suggested that I NOT watch it	5%
My child's school said NOT to watch it	2%
My child said I should NOT watch it	2%
I read about it and decided NOT to watch it	5%
I wasn't interested in the story or subject matter	12%
My child's school sent a letter about the show discouraging us from watching	3%
It seemed like a show for kids or young people, not adults	10%
I read the book but wasn't interested in the show	2%
I didn't feel the topics covered were relevant to my child's life	3%
Some other reason	5%
None of the above	10%

11.

When did you watch *13 Reasons Why*?

	Parent Viewer
Base: Watched <i>13 Reasons Why</i>	200
Spring 2017 (March - May, 2017)	30%
Summer 2017 (June - August, 2017)	49%
Fall 2017 (September - present, 2017)	22%

12.

Did you watch *13 Reasons Why: Beyond the Reasons* episode?

	Parent Viewer
Base: Watched <i>13 Reasons Why</i>	200
Yes	46%
No	27%
No, and I do not know what this is	27%



13.

Please indicate how much you agree or disagree with the following statements.

	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base: Watched "Beyond the Reasons" episode (N = 92)					
The <i>Beyond the Reasons</i> episode helped me to process the hard topics from <i>13 Reasons Why</i>	21%	52%	17%	4%	5%
The <i>Beyond the Reasons</i> episode helped me have a more informed conversation with my teenager about the topics tackled in the show	24%	48%	20%	4%	4%
The <i>Beyond the Reasons</i> episode helped me to better understand depression	26%	46%	23%	-	5%
The <i>Beyond the Reasons</i> episode helped me to better understand suicide	21%	50%	22%	1%	7%
The <i>Beyond the Reasons</i> episode helped me to better understand bullying	17%	48%	26%	2%	7%
The <i>Beyond the Reasons</i> episode helped me to better understand sexual assault	26%	48%	21%	1%	4%
Having the characters from <i>13 Reasons Why</i> in the <i>Beyond the Reasons</i> episode was helpful	26%	49%	17%	3%	4%
Having the mental health professionals in the <i>Beyond the Reasons</i> episode was helpful	26%	45%	22%	3%	4%
Having the producers of <i>13 Reasons Why</i> in the <i>Beyond the Reasons</i> episode was helpful	23%	46%	21%	4%	7%
I would have liked more episodes like the <i>Beyond the Reasons</i> episode	22%	47%	23%	3%	5%
I would have liked more resources included in the <i>13 Reasons Why</i> episodes like those provided in the <i>Beyond the Reasons</i> episode	18%	43%	28%	4%	5%
I would have liked mental health professionals to provide resources at the end of difficult episodes	23%	39%	28%	5%	4%
I would have liked the cast to come out of character and provide resources at the end of specific episode	30%	34%	29%	5%	1%

14

Has your child watched *13 Reasons Why*?

	Total
Base: Heard of <i>13 Reasons Why</i>	260
Yes, I'm sure child watched <i>13 Reasons Why</i>	48%
Yes, I think child watched <i>13 Reasons Why</i>	21%
No, I'm sure child did not watch <i>13 Reasons Why</i>	15%
No, I do not think child watched <i>13 Reasons Why</i>	12%
I do not know if child watched <i>13 Reasons Why</i> or not	4%

15.

Did you know your child watched *13 Reasons Why* before they watched it or did you find out after?

	Total
Base: Child has watched	124
Knew before they watched	70%
Found out after they watched	30%

16.

Did your child ask your permission before watching *13 Reasons Why*?

	Total
Base: Knew before their child started to watch	87
Yes	68%
No	32%

17.

How often did you watch *13 Reasons Why* with your child?

	Parent Viewer
Base: Child has watched	200
Never	57%
Sometimes	22%
Most of the time	6%
Always	16%

18.

When you watched with your child, how often did you talk with your child about the content of the show while you watching?

	Parent Viewer
Base: Watched with their child	86
We never talked about the content while watching	8%
We talked about the content a few times while watching	38%
We talked about the content most of the time while watching	27%
We almost always talked about the content while watching	27%

19.

How often did your child ask questions about the content of the show *13 Reasons Why*?

	Parent Viewer
Base: Watched with their child	86
Never	7%
Sometimes	56%
Most of the time	17%
Always	20%

**20.**

How difficult was it to answer your child's questions about *13 Reasons Why*?

	Parent Viewer
Base: Watched with their child	80
It was very difficult to answer my child's questions about <i>13 Reasons Why</i>	6%
It was somewhat difficult to answer my child's questions about <i>13 Reasons Why</i>	21%
It was not easy or difficult to answer my child's questions about <i>13 Reasons Why</i>	18%
It was somewhat easy to answer my child's questions about <i>13 Reasons Why</i>	28%
It was very easy to answer my child's questions about <i>13 Reasons Why</i>	28%

**21.**

Have you talked to your child about the topics in *13 Reasons Why*?

	Total
Base: Heard of <i>13 Reasons Why</i>	260
Yes	65%
No	35%

**22.**

Who initiated the conversation around the topics in *13 Reasons Why*?

	Total
Base: Talked to their child about the topics	170
I went to my child to talk about it	28%
My child came to me to talk about it	30%
We decided together to talk about it	34%
I don't know / can't remember	8%

**23.**

Why did you watch *13 Reasons Why* with your child?

	Parent Viewer
Base: Watched with their child	86
We thought we both would like the show	51%
Watching shows together makes us feel closer	47%
I wanted to help my child understand what was going on in the show	42%
I wanted to help my child better process the tough topics handled in the show	33%
I wanted to be able to talk about the topics presented in the show while my child was watching, in real time	38%
I wanted to better understand how my child reacted to the show in the moment	33%
I wanted to ask them if they'd experienced certain issues in the show, while we were watching	19%
I watch most shows with my child	19%
Some other reason	1%
None of the above	3%

**24.**

Which of the following did you talk about in the conversations you had with your child after watching *13 Reasons Why*?

	Total
Base: Talked to their child about the topics	141
How to spot the signs of mental health issues	32%
How to know if someone is suffering from depression	42%
Resources for dealing with mental health issues	33%
Steps my child can take if they are feeling depressed	55%
Steps my child can take if they are being bullied	55%
Whether these things (e.g., depression, bullying, sexual assault) have happened to my child	38%
Whether these things (e.g., depression, bullying, sexual assault) happen at your child's school	43%
Resources for people who are suicidal	30%
Resources for people who know someone who committed suicide	21%
How to deal with sexual assault	28%
What your child should do if they are in an uncomfortable sexual situation	37%
How to prevent sexual assault	23%
How to help a friend suffering from depression	30%
If bullying is a problem at your child's school and what they can do about it	29%
Other	2%

**25.**

How helpful do you feel the conversations you had with your child after watching *13 Reasons Why* were in helping your child understand and deal with the issues tackled in the show

	Total
Base: Talked to their child about the topics	141
Very helpful (5)	32%
Somewhat helpful (4)	44%
Neither helpful or unhelpful (3)	14%
Somewhat unhelpful (2)	10%
Not helpful at all (1)	-

**26.**

Compared to before you watched *13 Reasons Why*, was it easier or harder to have conversations with your child about tough topics after watching *13 Reasons Why*?

	Parent Viewer
Base: Talked to their child about the topics	141
It was much harder	4%
It was somewhat harder	6%
It was not harder or easier	33%
It was somewhat easier	35%
It was much easier	21%

**27.**

What made it hard to talk about tough topics after watching *13 Reasons Why*?

	Parent Viewer
Base: Harder to have a conversation with their child after watching the show	15
It was awkward to talk to my child about these issues	33%
I didn't know the right words to use to explain how I was feeling to my child	53%
It was hard to find time to sit down with my child and talk about these issues	60%
I didn't know how to start the conversation with my child	40%
It never felt like the right time to bring it up with my child	27%
There was so much controversy around the show, I was hesitant to talk about it with my child	13%
Other	-

**28.**

Did your child watch the *13 Reasons Why: Beyond the Reasons* episode?

	Parent Viewer
Base: Heard of <i>13 Reasons Why</i>	200
Yes, I'm sure child watched the <i>13 Reasons Why: Beyond the Reasons</i> episode	29%
Yes, I think child watched the <i>13 Reasons Why: Beyond the Reasons</i> episode	20%
No, I'm sure child did not watch the <i>13 Reasons Why: Beyond the Reasons</i> episode	21%
No, I do not think child watched the <i>13 Reasons Why: Beyond the Reasons</i> episode	15%
I don't know if child watched the <i>13 Reasons Why: Beyond the Reasons</i> episode or not	14%

29.

Please indicate how much you agree or disagree with the following statements.

	Strongly agree	Agree	Neither agree/ disagree	Disagree	Strongly disagree	I do not know
Base: Their child watched "Beyond the Reasons" episode - Parent Viewer (N = 58)						
Watching <i>13 Reasons Why</i> helped to process the hard topics described in the show	36%	45%	12%	2%	2%	3%
Watching <i>13 Reasons Why</i> helped to better understand depression	33%	48%	14%	-	2%	3%
Watching <i>13 Reasons Why</i> helped to better understand suicide	40%	45%	9%	2%	2%	3%
Watching <i>13 Reasons Why</i> helped to better understand bullying	29%	52%	12%	-	2%	5%
Watching <i>13 Reasons Why</i> helped to better understand sexual assault	34%	41%	16%	-	-	9%
Watching the <i>13 Reasons Why</i> episodes helped to better understand how their actions can impact others	33%	50%	12%	-	-	5%
...Made feel more comfortable talking about hard topics with me	41%	36%	14%	7%	2%	-
...Made feel more comfortable talking about depression with me	33%	41%	22%	2%	2%	-
...Made feel more comfortable talking about suicide with me	33%	40%	21%	2%	5%	-
...Made feel more comfortable talking about bullying with me	29%	45%	22%	-	3%	-
...Made feel more comfortable talking about sexual assault with me	33%	38%	21%	3%	5%	-
...Motivated to help other teens who may be suffering from depression.	28%	52%	16%	-	5%	-
...Motivated to help other teens who may be being bullied	33%	47%	14%	2%	5%	-
...Motivated to seek out more information about the topics covered in the show	26%	48%	22%	2%	2%	-

30.

Please indicate how much you agree or disagree with the following statements.

	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base: Watched <i>13 Reasons Why</i> (N = 200)					
Watching <i>13 Reasons Why</i> prompted me to talk about hard topics with my child	18%	44%	22%	8%	8%
Watching <i>13 Reasons Why</i> prompted me to talk about depression with my child	16%	42%	25%	10%	6%
Watching <i>13 Reasons Why</i> prompted me to talk about suicide with my child	20%	40%	26%	8%	6%
Watching <i>13 Reasons Why</i> prompted me to talk about bullying with my child	22%	42%	22%	8%	5%
Watching <i>13 Reasons Why</i> prompted me to talk about sexual assault with my child	18%	36%	30%	10%	7%
Watching <i>13 Reasons Why</i> prompted me to talk with my child more in general about what's going on in their life	16%	45%	26%	8%	6%
Watching <i>13 Reasons Why</i> helped me to process the hard topics described in the show	22%	44%	24%	6%	5%
Watching <i>13 Reasons Why</i> helped me to better understand depression	18%	42%	26%	8%	4%
Watching <i>13 Reasons Why</i> helped me to better understand suicide	19%	36%	32%	8%	5%
Watching <i>13 Reasons Why</i> helped me to better understand bullying	20%	42%	26%	8%	4%
Watching <i>13 Reasons Why</i> helped me to better understand sexual assault	17%	40%	27%	8%	8%
Watching <i>13 Reasons Why</i> helped me to better understand my teenager's life	18%	40%	30%	8%	4%
Watching <i>13 Reasons Why</i> helped me better understand what my teenager might be going through on a daily basis	20%	40%	29%	8%	3%
Watching <i>13 Reasons Why</i> helped me start a tough conversation with my teenager	18%	41%	28%	10%	4%

31.

Please indicate how much you agree or disagree with the following statements.

	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base: Watched <i>13 Reasons Why</i> (N = 200)					
...made me feel more comfortable talking about hard topics with child	20%	41%	28%	8%	3%
...made me feel more comfortable talking about depression with child	16%	41%	30%	10%	2%
...made me feel more comfortable talking about suicide with child	22%	32%	35%	9%	2%
...made me feel more comfortable talking about bullying with child	14%	42%	32%	8%	2%
Made me feel more comfortable talking to my child in general, since it gave me a better idea of what their life is like	16%	40%	33%	8%	3%
Made me feel more comfortable talking to my child in general, since it gave us something in common	18%	32%	36%	10%	3%
...motivated me to help others who may be suffering from depression.	18%	34%	36%	10%	2%
...motivated me to help other teens who may be being bullied	16%	37%	36%	10%	2%
...motivated me to learn more or seek out additional resources about the topics being covered	21%	36%	30%	10%	3%
Watching <i>13 Reasons Why</i> gave me the language to talk about depression with child	18%	32%	35%	11%	3%
Watching <i>13 Reasons Why</i> gave me the language to talk about suicide with child	18%	35%	32%	12%	4%
Watching <i>13 Reasons Why</i> gave me the language to talk about bullying with child	18%	30%	36%	12%	3%
I am glad that I watched <i>13 Reasons Why</i> with child.	20%	32%	36%	3%	10%
I am looking forward to watching the second season of <i>13 Reasons Why</i> with child.	22%	28%	36%	6%	9%
I wish I knew more about <i>13 Reasons Why</i> before letting child watch the show	15%	27%	34%	15%	9%
I wish I had more resources to help me process the show with child after watching	14%	28%	37%	16%	6%
I wish I could have known child was watching <i>13 Reasons Why</i> before he/she started watching	12%	28%	37%	16%	8%
I wish that I had discussed the topics in <i>13 Reasons Why</i> more with child.	14%	24%	38%	14%	8%
I wish that there were more shows like <i>13 Reasons Why</i> that helped me discuss difficult topics with child.	18%	40%	34%	2%	6%
I would not have discussed depression with child if we had not watched <i>13 Reasons Why</i> .	14%	24%	28%	16%	18%
I would not have discussed suicide with child if we had not watched <i>13 Reasons Why</i> .	14%	28%	27%	12%	18%

CONTINUED ON NEXT PAGE



CONTINUED 31.

Please indicate how much you agree or disagree with the following statements.

	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
I would not have discussed suicide with child if we had not watched <i>13 Reasons Why</i> .	13%	21%	30%	18%	18%
I would not have discussed bullying with child if we had not watched <i>13 Reasons Why</i> .	14%	22%	30%	16%	18%
I would not have discussed sexual assault with child if we had not watched <i>13 Reasons Why</i>	16%	31%	33%	12%	7%
Watching <i>13 Reasons Why</i> made me feel closer to child.	18%	34%	36%	9%	4%
Watching <i>13 Reasons Why</i> made me realize I should pay closer attention to what is going on in child's life	23%	53%	16%	4%	3%
I know what is going on in child's life	15%	24%	18%	30%	14%
I do not know much about what child does at school	28%	49%	19%	4%	-
I am aware of the types of people child spends time with	14%	27%	30%	22%	7%
I do not know what life is like for teenagers these days	12%	30%	26%	25%	8%
I worry that I do not know much about what child does at school	28%	51%	20%	1%	1%
I know about the after school activities in which child participates	18%	52%	20%	8%	2%
I know the types of things that child worries about	25%	48%	19%	6%	2%
I know how well child gets along with other people his/her age	16%	28%	24%	18%	14%
I am not well acquainted with child's friends	22%	53%	18%	4%	2%
I am aware of events that take place at my child's school	32%	48%	16%	2%	1%

32.

Use a scale of 1 to 10 to show how well you think each statement describes the way you feel.

	AUSTRALIA/NEW ZEALAND									
	Perfect match	9	8	7	6	5	4	3	2	Poor match
Base: Parents (N = 480)										
We have clear rules and routines in my family	18%	17%	24%	18%	9%	9%	2%	2%	*	*
I stay calm and manage life even when it's stressful	12%	11%	21%	24%	9%	10%	6%	3%	2%	2%
I believe my children will do well at school	20%	20%	25%	17%	6%	7%	3%	1%	*	*
I feel that I'm doing a good job as a parent	14%	15%	29%	21%	7%	9%	2%	1%	*	1%
I have good friends outside my family	18%	16%	21%	18%	7%	9%	3%	3%	1%	4%

33.

Please use the scale to answer the following questions.

	AUSTRALIA/NEW ZEALAND			
	Always	Most of the time	Sometimes	Never
Base: Parents (N = 480)				
How often do you try to help child understand what she/he sees while using television?	9%	28%	52%	11%
How often do you point out why some things actors do are good?	8%	27%	52%	14%
How often do you point out why some things actors do are bad?	8%	29%	51%	11%
How often do you explain the motives of TV characters?	8%	25%	52%	15%
How often do you explain what something on TV really means?	9%	29%	52%	11%
How often do you say to child to turn off the TV when s/he is watching an unsuitable program?	20%	22%	37%	20%
How often do you set specific viewing hours for child?	12%	23%	37%	29%
How often do you forbid your child to watch certain programs?	11%	18%	48%	23%
How often do you restrict the amount of TV child watches?	9%	23%	46%	22%
How often do you specify in advance the programs that may be watched?	7%	23%	36%	34%
How often do you watch TV together because you like a program?	10%	38%	47%	5%
How often do you watch together because of a common interest in a program?	11%	39%	46%	5%
How often do you watch together just for fun?	11%	37%	47%	6%
How often do you watch your favorite program together?	13%	36%	43%	8%
How often do you laugh with your child about the things that you see on TV?	17%	40%	39%	4%

**34.**

Do you have rules about the content (e.g., storyline, lessons, violence, strong language) that your child is allowed to see or hear when using technology (e.g., computers, video games, television)?

	Total
Base: All Parents	480
Yes	63%
No	37%

**35.**

Do these content rules differ based on the technology that your child uses?

	Total
Base: Have rules about content for their child	304
Yes	45%
No	55%

**36.**

How often do you enforce rules about the amount of time your child can spend using technology (e.g., computers, video games, television)?

	Total
Base: Have rules about content for their child	304
Never	-
Only once in awhile	12%
Some of the time	28%
Most of the time	38%
All of the time	17%
I do not have time rules	4%

37.

Please indicate how much you agree or disagree with the following statements.

	Strongly agree	Agree	Neither agree/disagree	Disagree	Strongly disagree
Base: Parent Viewer (N = 480)					
I am confident in my ability to enforce media use rules	16%	52%	23%	7%	2%
I am confident in my ability to enforce media content rules	15%	52%	24%	8%	1%
I wish that I knew more about the media content that child sees	7%	36%	32%	18%	6%
I have the tools necessary to know about the media that child uses	12%	40%	32%	12%	3%
I can easily find out what media child uses	17%	43%	25%	14%	2%
I am able to talk with child about the things they see when they use media	22%	55%	16%	4%	2%
It is difficult to communicate with child about certain types of media content	6%	21%	23%	30%	21%
I monitor the media content to which child is exposed	9%	35%	34%	17%	5%
I pay attention to when (e.g., time of day) child is using media	14%	52%	22%	9%	3%

**38.**

What were your child's grades for this past academic school year?

	Total
Base: Parents	480
Mostly As	14%
Mostly As/Bs	33%
Mostly Bs	16%
Mostly Bs/Cs	19%
Mostly Cs	9%
Mostly Cs/Ds	6%
Mostly Ds	1%
Mostly Ds/Fs	2%
Mostly Fs	1%

**39.**

How many children do you have?

	Total
Base: Parents	480
1	39%
2	39%
3	13%
4	7%
5	2%
6	1%
7+	*

**40.**

Please indicate where your child fits in your family. Please select one.

	Total
Base: Parents	480
An only child	18%
The youngest child	34%
A middle child	12%
The oldest child	36%

**41.**

What is your marital status?

	Total
Base: Parents	480
Single	14%
Married	68%
Divorced	9%
Living with a partner	10%

**42.**

Do you have a Netflix account?

	Total
Base: Parents	480
Yes	56%
No	44%

**43.**

What is your race/ethnicity? Please check all that apply.

	Total
Base: Parents	480
American Indian or Alaska Native	1%
Asian	10%
Black or African American	1%
Native Hawaiian or Other Pacific Islander	2%
White	79%
Other race	8%

## C. UNITED KINGDOM INDIVIDUAL DIFFERENCES TABLES

TABLE I. UNDERSTANDING TOUGH TOPICS BY SOCIAL ANXIETY AND AGE GROUPS

	Total	Low Social Anxiety	High Social Anxiety	13-15 years	16-18 years	19-22 years
Base:Viewers only	400	180	220	144	96	160
Watching the <i>13 Reasons Why</i> episodes helped me to better understand how my actions can impact others	74%	69% <sup>a</sup>	79% <sup>b</sup>	79%	73% <sup>*</sup>	71%
Watching <i>13 Reasons Why</i> helped me to better understand depression	66%	64%	67%	75% <sup>a</sup>	64% <sup>ab*</sup>	58% <sup>b</sup>
Watching <i>13 Reasons Why</i> helped me to process the hard topics described in the show	65%	62%	68%	71% <sup>a</sup>	66% <sup>ab*</sup>	60% <sup>b</sup>
Watching <i>13 Reasons Why</i> helped me to better understand bullying	65%	59% <sup>a</sup>	70% <sup>b</sup>	78% <sup>a</sup>	62% <sup>ab*</sup>	54% <sup>b</sup>
Watching <i>13 Reasons Why</i> helped me to better understand suicide	64%	63%	65%	73% <sup>a</sup>	64% <sup>ab*</sup>	57% <sup>b</sup>
Watching <i>13 Reasons Why</i> helped me to better understand sexual assault	63%	61%	65%	68%	62% <sup>*</sup>	59%

Responses represent the percent of individuals who “agreed” or “strongly agreed” with each item.

Note: Superscript letters (a, b, c) are used to indicate significant differences between columns (e.g., between the two social anxiety groups, and among the three age groups). Items that share a common superscript, or those that do not have a superscript do not significantly differ from each other. An asterisk (\*) indicates that the number of individuals in the group is small (i.e., less than 100).



**TABLE 2. REPORTED BEHAVIOR CHANGE BY SOCIAL ANXIETY AND AGE GROUPS**

	Total	Low Social Anxiety	High Social Anxiety	13-15 years	16-18 years	19-22 years
Base:Viewers only	400	180	220	144	96	160
Tried to be more considerate about how I treated other people	56%	52%	60%	62% <sup>a</sup>	61% <sup>a*</sup>	49% <sup>b</sup>
Reached out to a friend whom you thought might be struggling with mental health concerns (e.g., depression, suicide, anxiety) in school	44%	39%	47%	49% <sup>a</sup>	49% <sup>a*</sup>	36% <sup>b</sup>
Reached out to a friend for support	43%	35% <sup>a</sup>	49% <sup>b</sup>	43%	49% <sup>*</sup>	39%
Reached out to a friend who was being picked on or bullied in school	41%	37%	44%	51% <sup>a</sup>	45% <sup>a*</sup>	29% <sup>b</sup>
Reached out to someone to apologize for how I'd treated them	37%	31% <sup>a</sup>	42% <sup>b</sup>	46% <sup>a</sup>	34% <sup>ab*</sup>	30% <sup>b</sup>
Reached out to parent/family friend for support	29%	23% <sup>a</sup>	34% <sup>b</sup>	34% <sup>a</sup>	33% <sup>ab*</sup>	22% <sup>b</sup>
Reached out to a counselor for support	25%	18% <sup>a</sup>	31% <sup>b</sup>	28%	28% <sup>*</sup>	21%
Sought out information about how to support friends	39%	34%	43%	42%	39% <sup>*</sup>	37%
Sought out information about depression	38%	29% <sup>a</sup>	45% <sup>b</sup>	37%	40% <sup>*</sup>	38%
Sought out information about suicide	36%	29% <sup>a</sup>	40% <sup>b</sup>	41% <sup>a</sup>	36% <sup>ab*</sup>	30% <sup>b</sup>
Sought out information about bullying	35%	30%	39%	39%	36% <sup>*</sup>	30%
Sought out information about sexual assault	33%	28%	37%	35%	30% <sup>*</sup>	33%
Expressed my own feelings about mental health (e.g., depression, anxiety) to a friend	46%	40% <sup>a</sup>	50% <sup>b</sup>	50%	40% <sup>*</sup>	45%
Expressed my own feelings about mental health (e.g., depression, anxiety) to a parent	35%	29% <sup>a</sup>	40% <sup>b</sup>	47% <sup>a</sup>	35% <sup>ab*</sup>	25% <sup>b</sup>
Expressed my own feelings about suicide to a friend	34%	30%	36%	40%	30% <sup>*</sup>	30%
Expressed my own feelings about mental health (e.g., depression, anxiety) to a counselor	29%	22% <sup>a</sup>	34% <sup>b</sup>	33%	29% <sup>*</sup>	24%
Expressed my own feelings about suicide to a parent	28%	22% <sup>a</sup>	33% <sup>b</sup>	33%	24% <sup>*</sup>	26%
Expressed my own feelings about mental health (e.g., depression, anxiety) to a teacher	24%	19%	27%	31% <sup>a</sup>	22% <sup>ab*</sup>	18% <sup>b</sup>
Expressed my own feelings about suicide to a teacher	22%	14% <sup>a</sup>	29% <sup>b</sup>	26%	22% <sup>*</sup>	18%
Expressed my own feelings about suicide to a counselor	22%	13% <sup>a</sup>	29% <sup>b</sup>	28% <sup>a</sup>	19% <sup>ab*</sup>	17% <sup>b</sup>

Responses represent the percent of individuals who “agreed” or “strongly agreed” with each item.

Note: Superscript letters (a, b, c) are used to indicate significant differences between columns (e.g., between the two social anxiety groups, and among the three age groups). Items that share a common superscript, or those that do not have a superscript do not significantly differ from each other. An asterisk (\*) indicates that the number of individuals in the group is small (i.e., less than 100).

**TABLE 3. REPORTED COMMUNICATION BEHAVIORS AFTER WATCHING 13 REASONS WHY BY SOCIAL ANXIETY AND AGE GROUPS**

Watching 13 Reasons Why...	Total	Low Social Anxiety	High Social Anxiety	13-15 years	16-18 years	19-22 years
Base:Viewers only	400	180	220	144	96	160
...motivated me to help others who are bullied	62%	53% <sup>a</sup>	68% <sup>b</sup>	63%	64% <sup>*</sup>	59%
...motivated me to help others suffering from depression.	58%	52% <sup>a</sup>	64% <sup>b</sup>	64% <sup>a</sup>	60% <sup>ab*</sup>	52% <sup>b</sup>
...motivated me to help others who have been sexually assaulted.	54%	48% <sup>a</sup>	59% <sup>b</sup>	56%	54% <sup>*</sup>	52%
...made me feel more comfortable talking about bullying with my friends	57%	55%	59%	71% <sup>a</sup>	56% <sup>b*</sup>	46% <sup>b</sup>
...made me feel more comfortable talking about depression with my friends	54%	49%	58%	60% <sup>a</sup>	47% <sup>b*</sup>	53% <sup>ab</sup>
...made me feel more comfortable talking about hard topics with my friends	52%	50%	54%	64% <sup>a</sup>	50% <sup>b*</sup>	43% <sup>b</sup>
...made me feel more comfortable talking about sexual assault with my friends	50%	48%	52%	56%	50% <sup>*</sup>	46%
...made me feel more comfortable talking about suicide with my friends	48%	44%	51%	56% <sup>a</sup>	42% <sup>b*</sup>	44% <sup>b</sup>
...made me feel more comfortable talking about bullying with my parents	48%	48%	47%	59% <sup>a</sup>	49% <sup>a*</sup>	36% <sup>b</sup>
...made me feel more comfortable talking about depression with my parents	43%	42%	44%	53% <sup>a</sup>	41% <sup>ab*</sup>	34% <sup>b</sup>
...made me feel more comfortable talking about sexual assault with my parents	40%	39%	41%	47%	39% <sup>*</sup>	36%
...made me feel more comfortable talking about hard topics with my parents	40%	38%	42%	50% <sup>a</sup>	43% <sup>a*</sup>	30% <sup>b</sup>
...made me feel more comfortable talking about suicide with my parents	37%	36%	38%	47% <sup>a</sup>	35% <sup>ab*</sup>	28% <sup>b</sup>
...made me feel more comfortable talking about bullying with my teachers	41%	37%	45%	49% <sup>a</sup>	41% <sup>ab*</sup>	34% <sup>b</sup>
...made me feel more comfortable talking about sexual assault with my teachers	34%	31%	37%	44% <sup>a</sup>	33% <sup>ab*</sup>	26% <sup>b</sup>
...made me feel more comfortable talking about hard topics with my teachers	33%	29%	35%	44% <sup>a</sup>	32% <sup>ab*</sup>	23% <sup>b</sup>
...made me feel more comfortable talking about depression with my teachers	31%	27%	35%	39% <sup>a</sup>	29% <sup>ab*</sup>	26% <sup>b</sup>
...made me feel more comfortable talking about suicide with my teachers	30%	27%	33%	38% <sup>a</sup>	28% <sup>ab*</sup>	24% <sup>b</sup>
...made me feel more comfortable talking about bullying with my school counselors	37%	36%	37%	47% <sup>a</sup>	34% <sup>ab*</sup>	29% <sup>b</sup>
...made me feel more comfortable talking about hard topics with my school counselors	36%	33%	38%	42% <sup>a</sup>	40% <sup>a*</sup>	28% <sup>b</sup>
...made me feel more comfortable talking about sexual assault with my school counselors	33%	30%	35%	43% <sup>a</sup>	29% <sup>b*</sup>	26% <sup>b</sup>
...made me feel more comfortable talking about suicide with my school counselors	32%	32%	32%	40% <sup>a</sup>	29% <sup>ab*</sup>	26% <sup>b</sup>
...made me feel more comfortable talking about depression with my school counselors	31%	28%	34%	38% <sup>a</sup>	30% <sup>ab*</sup>	26% <sup>b</sup>

Responses represent the percent of individuals who “agreed” or “strongly agreed” with each item.

Note: Superscript letters (a, b, c) are used to indicate significant differences between columns (e.g., between the two social anxiety groups, and among the three age groups). Items that share a common superscript, or those that do not have a superscript do not significantly differ from each other. An asterisk (\*) indicates that the number of individuals in the group is small (i.e., less than 100).



