

Parents Omnibus questions for Bailey Review 2011

Background

As part of a wider evidence gathering exercise for the Reg Bailey Review of commercialisation and premature sexualisation of childhood (including a review of recent literature, omnibus questions to children/young people, focus groups with parents and a call for evidence), a number of questions to parents were developed by the Department for Education. These were placed on a face-to face omnibus survey run by the market research company TNS. The survey was carried out between 16th February and 6th March 2011 with 1025 parents of children aged 5-16 in the UK. Data have been weighted to be representative of the national population of all adults in the UK aged 16+ based on gender/ age/ social class and region (but not necessarily representative of parents). This resulted in a weighted sample of 1198 parents. Weighted data are used throughout this report.

Q.2 Have you ever bought something for your child that you would rather not have done?

	Number	%
Yes	437	36%
No	759	63%
Don't know	2	<1%
Total	1198	100%

Q.3 If yes - You said you bought something for your child that you would rather not have done. Was this because.... please choose all that apply

	Number	%
You felt pressured to do so by your child	224	51%
To help your child to fit in with their friends or so they wouldn't be left out	131	30%
Other	109	25%
Don't know	4	1%
Total		*

* Does not add up to 100% as respondents could answer more than one

Q.4 How much do you agree or disagree with the following statement? 'These days children are under pressure to grow up too quickly'

	Number	%
Strongly Agree	731	61%
Slightly Agree	329	27%
Neither Agree nor Disagree	75	6%
Slightly Disagree	46	4%
Strongly Disagree	18	2%
Total	1199	100%

Q.5 Thinking about the last 3 months (that is since November last year), have you seen things in public places that you felt were unsuitable or inappropriate for children to see because of their sexual content (e.g. shop window displays, advertising hoardings)?

	Number	%
Yes	476	40%
No	714	60%
Don't Know	9	1%
Total	1199	101%*

*Figures add up to over 100% because of rounding

Q.6 Thinking about the last 3 months (that is since November last year), have you seen any programmes or adverts on TV before 9pm that you felt were unsuitable or inappropriate for children to see because of sexual content?

	Number	%
Yes	488	41%
No	696	58%
Don't Know	16	1%
Total	1200	100%

Q.7 The following is a list of marketing and advertising tools that companies use. Do you think that any of these should NOT be used when promoting products to children? Please choose all that apply

	Number	%
Adverts sent to mobile phones	416	35%
Companies encouraging children to click the 'like' button on social networking sites	409	34%
Peer-to-peer marketing - where children are paid to promote goods and services to other children they know	328	27%
Adverts on TV	327	27%
Adverts on the internet	321	27%
Celebrities promoting products and services	271	23%
Advergames (computer games created for advertising)	210	17%
Branded goods and commercial sponsorship in schools, including voucher schemes for equipment	156	13%
Adverts at the cinema	141	12%
Shop window displays	134	11%
Adverts in the street, on public transport	123	10%
Sponsorship of events e.g. football matches, music events	98	8%
None	163	14%
Don't know	69	6%

* Does not add up to 100% as respondents could answer more than one

Q.8a Do you think that any of the following encourage children to act older than they are? Please choose all that apply

	Number	%
Celebrity culture	691	58%
Adult style clothes for children in shops	665	55%
Social networking sites (such as Bebo or Facebook	621	52%
Pictures in magazines and newspapers	566	47%
Music shows\videos\dvds	552	46%
What they see on the internet	507	42%
Imagery in adverts	460	38%
Their parents	305	25%
None	46	4%
Don't know	30	3%

* Does not add up to 100% as respondents could answer more than one

Q.8b Do you think that any of the following put too much pressure on children to conform to a particular body shape and size? Please choose all that apply

	Number	%
Celebrity culture	774	65%
Pictures in magazines and newspapers	679	57%
Music shows\videos\dvds	559	47%
Adult style clothes for children in shops	541	45%
Imagery in adverts	526	44%
Social networking sites (such as Bebo or Facebook	454	38%
What they see on the internet	437	36%
Their parents	197	16%
None	60	5%
Don't know	29	2%

* Does not add up to 100% as respondents could answer more than one

Q.9 Have you ever complained about things (e.g. products and adverts) whether in public places, on TV, on the internet, in a newspaper or magazine that you felt were inappropriate for children because of sexual content?

	Number	%
Yes	94	8%
No	1100	92%
Don't Know	5	-
Total	1199	100%

Q.10a If yes - Who did you complain to?

	Number	%
Shop or company involved	25	27%
Regulatory body\ watchdog	19	20%
MP	11	12%
Consumer group	8	9%
The press	8	9%
Council	4	4%
Other	31	33%
Don't know	2	3%

* Does not add up to 100% as respondents could answer more than one

Q.10b If no - Why have you not complained?

	Number	%
Have never needed to	476	43%
Didn't think anything would be done	247	22%
Didn't know who to complain to	161	15%
Didn't get round to it	148	13%
Other	93	8%
Don't know	15	1%

* Does not add up to 100% as respondents could answer more than one

Sample details

Data have been weighted to be representative of the national population of all adults in the UK aged 16+ based on gender/ age/ social class and region. The weighted base is used throughout. Any variation in base numbers is due to missing data.

Q.1 Are you the parent or guardian of a child aged 5-16 years?

	Number
Yes - unweighted base	1025
Yes - weighted base	1199

* Data were weighted to be representative of the national population based on gender/age/social class and region.

Male/ Female

	Number	%
Male	488	41%
Female	710	59%
Total	1198	100%

Age

	Number	%
16-24	22	2%
25-34	251	21%
35-44	588	49%
45-54	319	27%
55-64	16	1%
65+	2	-
Total	1198	100%

Social class

	Number	%
AB	351	29%
C1	302	25%
C2	277	23%
D	180	15%
E	88	7%
Total	1198	99%*

*Figures don't quite add up to 100% because of rounding

Age of children in household

	Number	%
None	137	11%
Aged 0-5	380	32%
Aged 6-10	568	47%
Aged 11-15	597	50%

*Figures add up to more than 100% because respondents can have more than one child in the house.

Ethnic origin

	Number	%
White	1039	87%
Minority ethnic	155	13%
Total	1194	100%