



Child Protection Survey

June-July 2008

September 2008

www.comres.co.uk



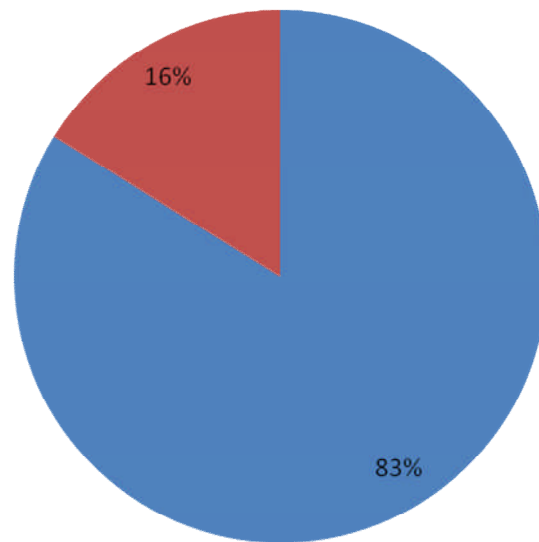
Summary



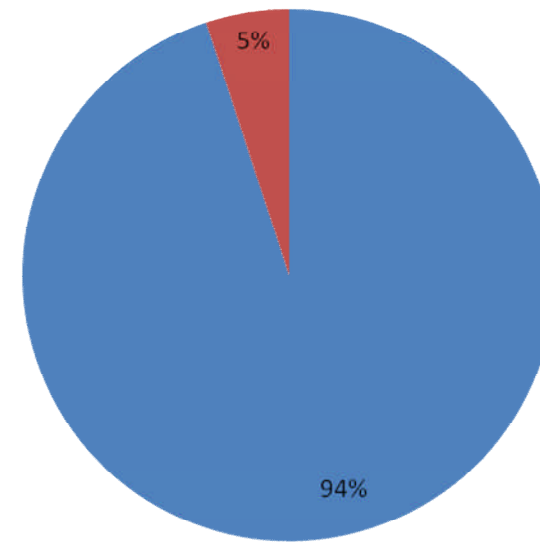
- A huge majority of the public believe children and young people are excessively commercialised
- With advances in both mobile and internet technology, current regulatory approaches are failing to keep pace, so more needs to be done to limit the way technology exposes children to inappropriate material
- Parents , rather than companies or the Government, bear most responsibility in protecting children from commercial pressures
- Future regulation should be more focused on improving media and advertising literacy, rather than constraining the content itself
- Self regulation should be given a greater chance before considering statutory regulation

Children and young people in the UK have too many commercial pressures put on them

Adults



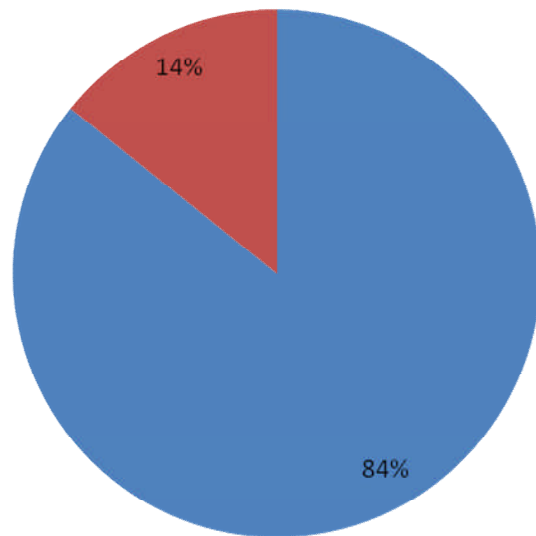
MPs



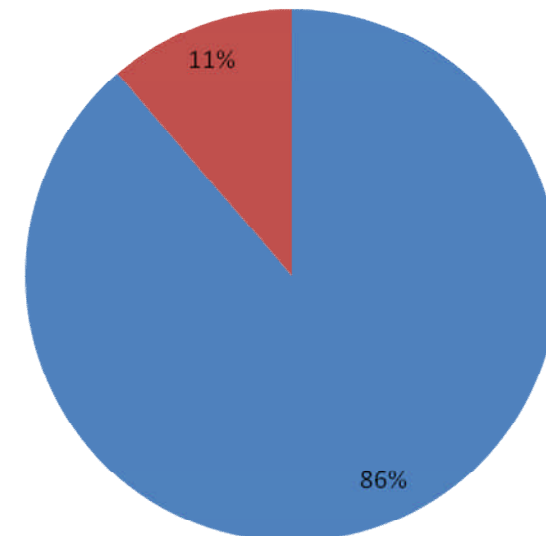
■ Agree
■ Disagree

More should be done to limit the way mobile and internet technology exposes children and young people to inappropriate material

Adults



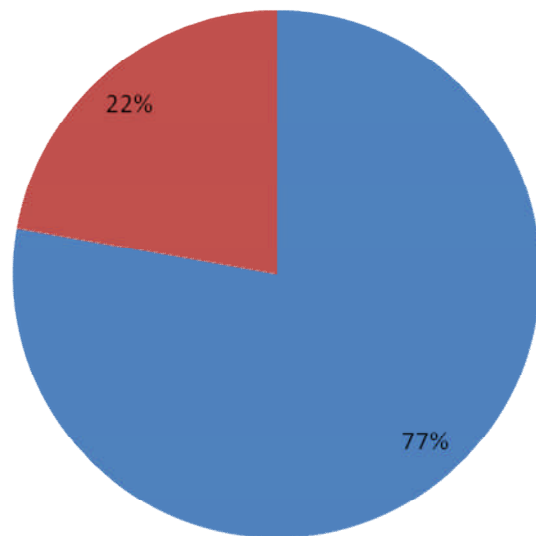
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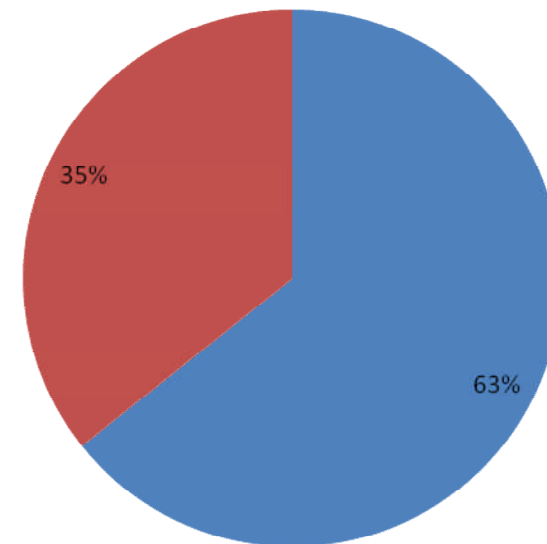
■ Agree
■ Disagree

Protecting children and young people from such pressures is primarily the responsibility of parents, rather than companies or the Government

Adults



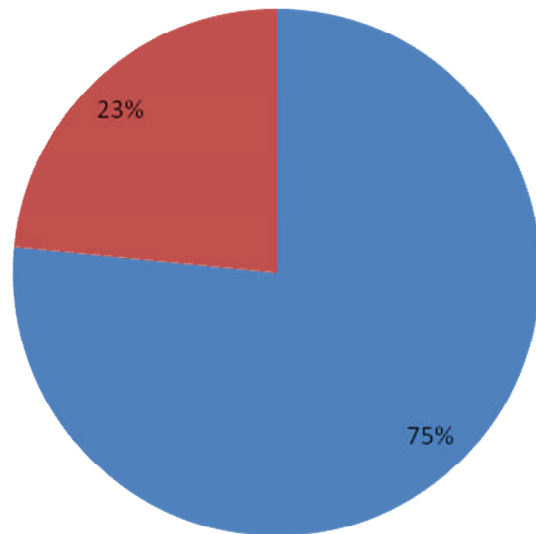
MPs



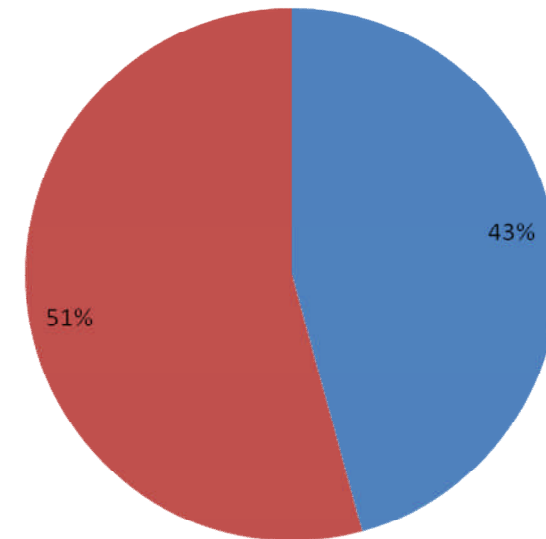
■ Agree
■ Disagree

Instead of limiting certain types of promotional activity, the focus should be on improving the media, and giving guidance to parents and children

Adults



MPs



■ Agree
■ Disagree

Self regulation should be given a greater chance before considering statutory regulation

MPs

