

Advertising to Children Survey

ONLINE Fieldwork : 18th-24th August 2010

Absolutes/col percents

Table 1

S1. Do you have any children under the age of 18?**Base: All respondents**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	4108	2064	2044	482	645	732	730	626	893	1528	1037	592	951	1113	1087	1003	561	344
Weighted base	4108	2013	2095	493	658	781	698	616	862	1109	1191	863	945	1044	1084	1031	592	357
Yes	1004	460	544	78	234	421	218	43	10	260	277	237	230	227	257	275	135	110
	24%	23%	26%	16%	36%	54%	31%	7%	1%	23%	23%	27%	24%	22%	24%	27%	23%	31%
No	3104	1553	1551	415	423	360	481	573	852	849	914	626	715	817	827	756	458	246
	76%	77%	74%	84%	64%	46%	69%	93%	99%	77%	77%	73%	76%	78%	76%	73%	77%	69%

Advertising to Children Survey ONLINE Fieldwork : 18th-24th August 2010

Absolutes/col percents

Table 1

S1. Do you have any children under the age of 18?**Base: All respondents**

	Region											Marital Status		Age of children in Household					
	Total	Scotland	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Single	Marr-ied/ co- habit- ing	Wid- owed/ separ- ated/ div- orced	Aged under 5	Aged 5- 10	Aged 11-15	Aged 16-18
Unweighted base	4108	344	184	462	357	411	216	366	534	579	345	310	1044	2556	494	433	388	370	180
Weighted base	4108	357	186	483	362	380	218	385	517	527	375	319	1080	2545	472	425	399	373	188
Yes	1004 24%	110 31%	60 32%	123 26%	91 25%	79 21%	54 25%	92 24%	86 17%	141 27%	80 21%	85 27%	118 11%	811 32%	72 15%	425 100%	399 100%	373 100%	188 100%
No	3104 76%	246 69%	126 68%	359 74%	271 75%	301 79%	163 75%	293 76%	431 83%	386 73%	295 79%	234 73%	962 89%	1733 68%	399 85%	-	-	-	-

Advertising to Children Survey

ONLINE Fieldwork : 18th-24th August 2010

Absolutes/col percents

Table 2

Q1. Do you agree or disagree with each of the following statements?

Base: All respondents with children under 18

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	466	535	67	245	401	237	42	9	363	250	166	222	258	256	260	126	101
Weighted base	1004	460	544	78	234	421	218	43	10	260	277	237	230	227	257	275	135	110
<u>Advertising that can be seen by children is well regulated</u>																		
Agree	388	170	218	32	88	166	85	13	4	109	101	102	77	84	98	110	55	40
	39%	37%	40%	41%	37%	40%	39%	30%	43%	42%	37%	43%	33%	37%	38%	40%	41%	37%
Disagree	430	200	231	21	93	190	94	27	6	114	129	91	97	104	111	111	53	52
	43%	43%	42%	26%	40%	45%	43%	62%	57%	44%	47%	38%	42%	46%	43%	40%	39%	47%
Don't know	186	91	95	25	54	65	38	4	-	38	47	45	56	40	48	54	26	18
	18%	20%	17%	33%	23%	15%	18%	8%	-	14%	17%	19%	25%	17%	19%	20%	20%	16%
<u>Advertising that can be seen by children can be harmful to them</u>																		
Agree	592	281	311	40	141	253	119	29	9	169	172	130	120	141	144	154	80	73
	59%	61%	57%	52%	60%	60%	55%	66%	92%	65%	62%	55%	52%	62%	56%	56%	59%	66%
Disagree	273	124	149	21	61	120	63	8	-	59	81	71	62	51	74	84	42	22
	27%	27%	27%	27%	26%	29%	29%	19%	-	23%	29%	30%	27%	22%	29%	30%	31%	20%
Don't know	139	55	84	17	32	48	35	6	1	32	24	35	48	36	39	37	13	15
	14%	12%	15%	21%	14%	11%	16%	14%	8%	12%	9%	15%	21%	16%	15%	14%	9%	13%
<u>Advertising aimed at children is appropriate to their age</u>																		
Agree	434	187	247	36	108	177	100	12	2	125	109	109	92	83	117	121	64	49
	43%	41%	45%	46%	46%	42%	46%	27%	21%	48%	39%	46%	40%	37%	46%	44%	48%	44%
Disagree	409	188	221	21	87	180	85	29	7	105	128	90	85	95	97	113	57	46
	41%	41%	41%	27%	37%	43%	39%	66%	65%	40%	46%	38%	37%	42%	38%	41%	43%	42%
Don't know	161	85	76	21	39	64	32	3	1	30	40	38	53	49	43	41	13	16
	16%	18%	14%	27%	17%	15%	15%	7%	13%	12%	14%	16%	23%	22%	17%	15%	9%	14%
<u>Advertising aimed at children treats them like adults</u>																		
Agree	340	170	170	31	76	140	76	12	5	97	93	77	73	85	79	108	36	32
	34%	37%	31%	40%	32%	33%	35%	28%	47%	37%	34%	32%	32%	38%	31%	39%	27%	29%
Disagree	486	215	271	28	118	204	101	30	5	121	137	125	104	95	134	128	74	55
	48%	47%	50%	36%	50%	48%	46%	69%	53%	46%	49%	53%	45%	42%	52%	47%	55%	50%
Don't know	178	75	103	19	40	77	40	1	-	43	47	35	53	47	45	38	24	23
	18%	16%	19%	24%	17%	18%	19%	3%	-	16%	17%	15%	23%	21%	17%	14%	18%	21%

Advertising to Children Survey

ONLINE Fieldwork : 18th-24th August 2010

Absolutes/col percents

Table 2

Q1. Do you agree or disagree with each of the following statements?**Base: All respondents with children under 18**

	Region												Marital Status			Age of children in Household			
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Single	Marr-ied/ co-habit-ing	Wid-owed/ separ-ated/ div-orced	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18
Unweighted base	1001	101	53	117	90	82	51	89	97	161	75	85	111	811	76	433	388	370	180
Weighted base	1004	110	60	123	91	79	54	92	86	141	80	85	118	811	72	425	399	373	188
<u>Advertising that can be seen by children is well regulated</u>																			
Agree	388	40	28	47	34	37	20	35	33	51	35	26	35	322	30	152	159	156	90
	39%	37%	47%	38%	38%	47%	37%	38%	39%	36%	44%	31%	30%	40%	41%	36%	40%	42%	48%
Disagree	430	52	19	50	42	30	24	46	40	64	29	35	51	345	32	179	170	163	72
	43%	47%	31%	40%	46%	38%	44%	50%	46%	45%	36%	41%	43%	43%	45%	42%	43%	44%	38%
Don't know	186	18	13	26	15	12	11	11	13	27	16	25	31	144	10	93	71	53	26
	18%	16%	22%	21%	16%	15%	20%	12%	15%	19%	20%	29%	27%	18%	14%	22%	18%	14%	14%
<u>Advertising that can be seen by children can be harmful to them</u>																			
Agree	592	73	27	69	58	40	35	55	55	86	45	49	66	480	43	254	227	232	105
	59%	66%	44%	56%	64%	51%	64%	59%	64%	61%	56%	57%	56%	59%	60%	60%	57%	62%	56%
Disagree	273	22	15	46	22	25	17	25	19	32	25	25	33	218	22	114	131	93	53
	27%	20%	26%	37%	24%	31%	31%	27%	22%	23%	31%	29%	28%	27%	31%	27%	33%	25%	28%
Don't know	139	15	18	8	11	14	3	13	12	24	10	12	19	114	7	57	41	47	30
	14%	13%	30%	7%	12%	18%	5%	14%	14%	17%	12%	14%	16%	14%	9%	13%	10%	13%	16%
<u>Advertising aimed at children is appropriate to their age</u>																			
Agree	434	49	21	60	40	37	30	41	27	57	34	39	48	356	30	182	175	171	85
	43%	44%	35%	48%	44%	47%	56%	44%	31%	40%	43%	45%	41%	44%	41%	43%	44%	46%	45%
Disagree	409	46	27	51	35	30	20	40	41	54	37	28	51	326	31	164	171	159	72
	41%	42%	45%	41%	39%	38%	37%	43%	48%	38%	47%	33%	43%	40%	42%	39%	43%	43%	38%
Don't know	161	16	12	13	16	12	4	12	18	31	8	19	20	129	12	78	53	43	31
	16%	14%	20%	10%	18%	15%	8%	13%	21%	22%	11%	22%	17%	16%	17%	18%	13%	12%	17%
<u>Advertising aimed at children treats them like adults</u>																			
Agree	340	32	15	52	41	23	18	30	40	46	18	26	37	274	30	149	132	143	68
	34%	29%	25%	42%	45%	29%	33%	32%	46%	32%	22%	31%	32%	34%	41%	35%	33%	38%	36%
Disagree	486	55	34	55	39	45	27	43	28	66	47	45	58	393	34	198	205	171	86
	48%	50%	57%	44%	43%	57%	50%	47%	33%	47%	59%	53%	49%	48%	46%	47%	51%	46%	46%
Don't know	178	23	11	17	11	11	9	19	18	30	15	14	23	144	9	78	62	59	34
	18%	21%	18%	14%	12%	14%	17%	21%	20%	21%	19%	17%	19%	18%	13%	18%	16%	16%	18%

Advertising to Children Survey

ONLINE Fieldwork : 18th-24th August 2010

Absolutes/col percents

Table 3

Q2. Which of the following, if any, should have responsibility for the content of media and advertising that your child is exposed to?

Base: All respondents with children under 18

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	466	535	67	245	401	237	42	9	363	250	166	222	258	256	260	126	101
Weighted base	1004	460	544	78	234	421	218	43	10	260	277	237	230	227	257	275	135	110
Regulatory bodies such as Ofcom	748 75%	348 76%	400 74%	48 61%	177 75%	311 74%	168 77%	36 84%	9 94%	210 81%	207 75%	179 76%	152 66%	169 74%	194 76%	200 73%	102 76%	83 75%
Parents	612 61%	265 57%	348 64%	45 57%	151 65%	253 60%	128 59%	29 67%	6 63%	164 63%	175 63%	131 55%	143 62%	144 63%	151 59%	163 59%	77 57%	78 70%
Media companies	594 59%	260 56%	334 61%	47 61%	133 57%	244 58%	139 64%	25 58%	5 50%	153 59%	165 60%	148 62%	128 56%	141 62%	155 60%	157 57%	76 57%	65 59%
The Government	536 53%	266 58%	270 50%	40 51%	139 59%	211 50%	114 52%	25 58%	7 71%	138 53%	158 57%	127 54%	113 49%	129 57%	124 48%	144 52%	72 53%	68 61%
Schools	224 22%	98 21%	126 23%	20 26%	53 23%	101 24%	42 19%	8 19%	-	55 21%	71 25%	50 21%	48 21%	69 30%	46 18%	60 22%	22 16%	28 25%
The police	115 11%	54 12%	61 11%	13 17%	27 12%	45 11%	22 10%	6 14%	1 8%	34 13%	33 12%	24 10%	24 10%	30 13%	22 8%	32 12%	16 12%	15 14%
Other	9 1%	1 *	8 1%	-	3 1%	4 1%	2 1%	-	-	3 1%	1 *	1 1%	4 2%	1 1%	4 2%	-	2 1%	2 1%
Don't know	2 *	1 *	1 *	-	1 *	1 *	-	-	-	-	-	-	2 1%	-	1 *	-	-	1 1%

Advertising to Children Survey

ONLINE Fieldwork : 18th-24th August 2010

Absolutes/col percents

Table 3

Q2. Which of the following, if any, should have responsibility for the content of media and advertising that your child is exposed to?

Base: All respondents with children under 18

	Region											Marital Status		Age of children in Household					
	Total	Scotland	North East	North West	Yorks & Humber	West Mids	Wales	Eastern	London	South East	South West	East Mids	Single	Marr-ied/ co-habit- ing	Wid-owed/ separ-ated/ div- orced	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18
Unweighted base	1001	101	53	117	90	82	51	89	97	161	75	85	111	811	76	433	388	370	180
Weighted base	1004	110	60	123	91	79	54	92	86	141	80	85	118	811	72	425	399	373	188
Regulatory bodies such as Ofcom	748 75%	83 75%	42 71%	87 70%	71 78%	60 75%	41 76%	72 78%	62 72%	107 76%	60 75%	63 74%	80 67%	610 75%	58 80%	314 74%	301 75%	278 74%	132 70%
Parents	612 61%	78 70%	38 64%	72 58%	53 57%	50 63%	34 62%	49 53%	55 64%	89 63%	44 54%	52 61%	75 63%	487 60%	49 68%	266 63%	259 65%	212 57%	110 59%
Media companies	594 59%	65 59%	34 57%	78 63%	45 49%	47 59%	34 62%	59 63%	57 66%	84 59%	43 53%	50 59%	66 56%	485 60%	42 58%	259 61%	241 60%	220 59%	100 53%
The Government	536 53%	68 61%	24 41%	73 59%	47 51%	36 45%	33 60%	46 50%	47 55%	81 57%	39 49%	42 50%	66 56%	436 54%	32 44%	234 55%	206 52%	193 52%	94 50%
Schools	224 22%	28 25%	14 23%	28 23%	18 20%	15 19%	11 20%	19 20%	27 32%	42 30%	11 13%	12 15%	29 24%	180 22%	15 21%	111 26%	97 24%	87 23%	41 22%
The police	115 11%	15 14%	5 9%	19 16%	7 8%	6 7%	10 18%	9 10%	13 15%	17 12%	6 8%	7 8%	19 16%	89 11%	7 10%	55 13%	46 12%	50 14%	22 11%
Other	9 1%	2 1%	- -	- -	- -	1 1%	- -	1 1%	- -	1 1%	2 2%	3 3%	- -	9 1%	- -	2 1%	3 1%	3 1%	3 2%
Don't know	2 *	1 1%	- -	- -	- -	1 2%	- -	- -	- -	- -	- -	- -	2 2%	- -	- -	- -	2 1%	1 *	- -

Advertising to Children Survey

ONLINE Fieldwork : 18th-24th August 2010

Absolutes/col percents

Table 4

Q3. How much control do you feel you have over the content your child/ children view in each of the following?

Base: All respondents with children under 18

Summary table

		Social networking sites	Video games	Television	Films	Magazines	Internet
Unweighted base		1001	1001	1001	1001	1001	1001
Weighted base		1004	1004	1004	1004	1004	1004
NET: A lot/ some control		577 57%	685 68%	780 78%	811 81%	682 68%	710 71%
A lot of control	(4)	353 35%	361 36%	378 38%	480 48%	376 37%	419 42%
Some control	(3)	224 22%	324 32%	402 40%	331 33%	306 30%	292 29%
Little control	(2)	170 17%	137 14%	132 13%	108 11%	158 16%	139 14%
No control	(1)	73 7%	60 6%	47 5%	32 3%	64 6%	52 5%
No/ Little control		243 24%	197 20%	179 18%	140 14%	222 22%	191 19%
Not applicable/ Don't know		185 18%	123 12%	45 4%	53 5%	100 10%	103 10%
Mean		3.04	3.12	3.16	3.32	3.10	3.20
Standard deviation		1.00	0.91	0.84	0.81	0.93	0.90
Standard error		0.03	0.03	0.03	0.03	0.03	0.03

Advertising to Children Survey ONLINE Fieldwork : 18th-24th August 2010

Absolutes/col percents

Table 5

Q3. How much control do you feel you have over the content your child/ children view in each of the following?**Base: All respondents with children under 18****Social networking sites**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	466	535	67	245	401	237	42	9	363	250	166	222	258	256	260	126	101
Weighted base	1004	460	544	78	234	421	218	43	10	260	277	237	230	227	257	275	135	110
NET: A lot/ some control	577 57%	271 59%	306 56%	47 60%	136 58%	251 60%	114 52%	27 63%	3 26%	152 58%	144 52%	147 62%	134 58%	123 54%	153 60%	158 58%	85 64%	57 51%
A lot of control	(4) 353 35%	152 33%	201 37%	36 46%	111 47%	144 34%	53 24%	8 19%	1 8%	87 34%	96 35%	92 39%	78 34%	74 33%	103 40%	92 33%	51 38%	32 29%
Some control	(3) 224 22%	119 26%	105 19%	11 13%	25 11%	107 25%	61 28%	19 45%	2 18%	64 25%	49 18%	55 23%	56 24%	49 21%	51 20%	66 24%	35 26%	24 22%
Little control	(2) 170 17%	85 19%	84 15%	7 9%	20 9%	78 19%	58 27%	6 14%	- -	41 16%	56 20%	39 16%	34 15%	48 21%	32 12%	51 18%	18 13%	22 20%
No control	(1) 73 7%	42 9%	31 6%	2 3%	8 4%	29 7%	25 11%	5 11%	5 45%	23 9%	18 7%	16 7%	16 7%	12 5%	27 10%	20 7%	7 5%	7 6%
No/ Little control	243 24%	127 28%	116 21%	9 11%	29 12%	107 25%	83 38%	11 25%	5 45%	64 25%	74 27%	55 23%	50 22%	60 26%	59 23%	71 26%	25 19%	28 26%
Not applicable/ Don't know	185 18%	62 14%	122 22%	23 29%	70 30%	63 15%	21 10%	5 12%	3 29%	45 17%	58 21%	35 15%	46 20%	44 20%	45 17%	46 17%	24 18%	26 23%
Mean	3.04	2.96	3.13	3.45	3.45	3.02	2.72	2.80	1.84	3.00	3.02	3.10	3.07	3.01	3.08	3.01	3.17	2.97
Standard deviation	1.00	1.01	0.98	0.85	0.90	0.97	1.00	0.93	1.23	1.01	1.02	0.98	0.98	0.97	1.07	0.99	0.93	0.98
Standard error	0.03	0.05	0.05	0.12	0.07	0.05	0.07	0.15	0.46	0.06	0.07	0.08	0.07	0.07	0.07	0.07	0.09	0.11

Advertising to Children Survey

ONLINE Fieldwork : 18th-24th August 2010

Absolutes/col percents

Table 5

Q3. How much control do you feel you have over the content your child/ children view in each of the following?

Base: All respondents with children under 18

Social networking sites

	Region											Marital Status		Age of children in Household					
	Total	Scotland	North East	North West	Yorks & Humber	West Mids	Wales	Eastern	London	South East	South West	East Mids	Single	Marr-ied/ co-habit- ing	Wid-owed/ separ- ated/ div- orced	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18
Unweighted base	1001	101	53	117	90	82	51	89	97	161	75	85	111	811	76	433	388	370	180
Weighted base	1004	110	60	123	91	79	54	92	86	141	80	85	118	811	72	425	399	373	188
NET: A lot/ some control	577 57%	57 51%	31 52%	76 62%	51 56%	47 59%	36 66%	60 65%	47 55%	76 54%	50 62%	47 55%	68 57%	466 57%	41 57%	257 61%	265 66%	212 57%	92 49%
A lot of control	(4) 353 35%	32 29%	16 27%	48 39%	27 30%	27 34%	23 42%	41 44%	28 33%	46 33%	28 35%	35 41%	41 35%	287 35%	22 30%	191 45%	183 46%	91 24%	30 16%
Some control	(3) 224 22%	24 22%	15 25%	27 22%	24 26%	19 25%	13 24%	19 21%	18 21%	30 21%	22 27%	12 14%	26 22%	179 22%	19 27%	66 15%	82 20%	122 33%	62 33%
Little control	(2) 170 17%	22 20%	16 27%	21 17%	13 14%	8 10%	7 12%	11 12%	19 23%	28 20%	11 14%	13 15%	17 15%	138 17%	14 20%	27 6%	43 11%	104 28%	62 33%
No control	(1) 73 7%	7 6%	2 4%	10 8%	8 9%	7 8%	4 7%	8 8%	3 4%	9 6%	4 5%	13 15%	5 4%	62 8%	6 9%	21 5%	16 4%	41 11%	26 14%
No/ Little control	243 24%	28 26%	19 31%	31 25%	21 23%	15 19%	10 19%	19 20%	23 26%	37 26%	15 19%	25 30%	23 19%	200 25%	20 28%	48 11%	59 15%	145 39%	88 47%
Not applicable/ Don't know	185 18%	26 23%	10 17%	16 13%	20 21%	18 22%	8 16%	14 15%	16 19%	28 20%	15 19%	13 15%	28 24%	146 18%	11 15%	119 28%	76 19%	16 4%	9 5%
Mean	3.04	2.97	2.91	3.07	2.98	3.09	3.19	3.18	3.03	3.00	3.15	2.96	3.15	3.04	2.92	3.40	3.34	2.73	2.53
Standard deviation	1.00	0.98	0.92	1.01	1.01	1.01	0.97	1.01	0.94	0.99	0.91	1.17	0.93	1.01	1.00	0.91	0.89	0.97	0.93
Standard error	0.03	0.11	0.14	0.10	0.12	0.13	0.15	0.12	0.11	0.09	0.12	0.14	0.10	0.04	0.12	0.05	0.05	0.05	0.07

Advertising to Children Survey

ONLINE Fieldwork : 18th-24th August 2010

Absolutes/col percents

Table 6

Q3. How much control do you feel you have over the content your child/ children view in each of the following?

Base: All respondents with children under 18

Video games

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	466	535	67	245	401	237	42	9	363	250	166	222	258	256	260	126	101
Weighted base	1004	460	544	78	234	421	218	43	10	260	277	237	230	227	257	275	135	110
NET: A lot/ some control	685	316	369	53	161	298	140	30	3	179	181	173	152	153	199	170	96	67
	68%	69%	68%	68%	69%	71%	64%	69%	26%	69%	65%	73%	66%	67%	77%	62%	71%	61%
A lot of control	(4) 361	157	204	44	109	141	59	6	2	91	88	94	87	73	115	87	49	36
	36%	34%	37%	56%	47%	33%	27%	13%	20%	35%	32%	39%	38%	32%	45%	32%	37%	32%
Some control	(3) 324	159	165	9	52	157	81	24	1	88	92	79	65	79	84	82	47	32
	32%	35%	30%	12%	22%	37%	37%	56%	6%	34%	33%	33%	28%	35%	33%	30%	35%	29%
Little control	(2) 137	77	60	6	21	62	41	6	1	36	33	32	37	34	20	45	19	18
	14%	17%	11%	8%	9%	15%	19%	14%	13%	14%	12%	13%	16%	15%	8%	16%	14%	17%
No control	(1) 60	31	28	3	8	17	23	5	3	13	18	21	8	10	15	20	4	10
	6%	7%	5%	4%	4%	4%	10%	13%	32%	5%	6%	9%	3%	5%	6%	7%	3%	9%
No/ Little control	197	108	89	9	29	79	64	11	5	49	51	52	45	45	35	66	23	28
	20%	23%	16%	12%	12%	19%	29%	27%	45%	19%	18%	22%	19%	20%	14%	24%	17%	25%
Not applicable/ Don't know	123	36	86	16	44	44	14	2	3	32	45	12	33	30	22	40	16	15
	12%	8%	16%	20%	19%	10%	6%	5%	29%	12%	16%	5%	14%	13%	9%	14%	12%	14%
Mean	3.12	3.04	3.19	3.51	3.38	3.12	2.86	2.73	2.20	3.13	3.09	3.09	3.18	3.09	3.28	3.01	3.19	2.98
Standard deviation	0.91	0.92	0.89	0.87	0.85	0.84	0.96	0.87	1.37	0.88	0.91	0.96	0.88	0.87	0.87	0.95	0.83	0.99
Standard error	0.03	0.04	0.04	0.12	0.06	0.04	0.06	0.14	0.52	0.05	0.06	0.08	0.06	0.06	0.06	0.06	0.08	0.11

Advertising to Children Survey

ONLINE Fieldwork : 18th-24th August 2010

Absolutes/col percents

Table 6

Q3. How much control do you feel you have over the content your child/ children view in each of the following?

Base: All respondents with children under 18

Video games

	Region											Marital Status		Age of children in Household					
	Total	Scotland	North East	North West	Yorks & Humber	West Mids	Wales	Eastern	London	South East	South West	East Mids	Single	Marr-ied/ co-habit- ing	Wid-owed/ separ-ated/ div- orced	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18
Unweighted base	1001	101	53	117	90	82	51	89	97	161	75	85	111	811	76	433	388	370	180
Weighted base	1004	110	60	123	91	79	54	92	86	141	80	85	118	811	72	425	399	373	188
NET: A lot/ some control	685 68%	67 61%	30 50%	82 66%	58 63%	63 79%	39 72%	71 77%	57 67%	95 67%	57 71%	65 77%	73 62%	561 69%	49 68%	292 69%	329 82%	250 67%	111 59%
A lot of control	(4) 361 36%	36 32%	15 25%	43 35%	30 33%	34 42%	20 37%	42 46%	21 24%	52 37%	29 36%	39 46%	34 28%	301 37%	25 35%	211 50%	175 44%	92 25%	34 18%
Some control	(3) 324 32%	32 29%	15 25%	39 32%	28 31%	29 37%	19 35%	28 31%	36 42%	43 30%	28 35%	26 31%	40 34%	259 32%	24 33%	81 19%	155 39%	158 42%	77 41%
Little control	(2) 137 14%	18 17%	17 28%	19 16%	9 10%	4 5%	8 15%	5 6%	12 13%	23 16%	11 13%	11 13%	15 13%	109 13%	13 17%	31 7%	34 9%	79 21%	44 23%
No control	(1) 60 6%	10 9%	2 4%	10 8%	8 8%	3 4%	2 4%	7 8%	6 7%	4 3%	2 3%	5 6%	6 5%	47 6%	6 9%	16 4%	11 3%	30 8%	20 10%
No/ Little control	197 20%	28 25%	19 32%	30 24%	17 18%	7 9%	10 19%	13 14%	18 21%	27 19%	13 16%	16 18%	22 18%	156 19%	19 26%	47 11%	45 11%	109 29%	64 34%
Not applicable/ Don't know	123 12%	15 14%	11 18%	12 10%	17 18%	9 12%	5 9%	9 10%	11 12%	19 14%	11 13%	4 5%	24 20%	94 12%	4 6%	86 20%	25 6%	14 4%	13 7%
Mean	3.12	2.98	2.87	3.02	3.07	3.34	3.16	3.27	2.95	3.18	3.21	3.23	3.06	3.14	3.00	3.44	3.32	2.87	2.72
Standard deviation	0.91	0.99	0.91	0.97	0.97	0.78	0.85	0.93	0.88	0.85	0.81	0.91	0.89	0.90	0.97	0.84	0.76	0.89	0.91
Standard error	0.03	0.11	0.14	0.09	0.11	0.09	0.13	0.10	0.10	0.07	0.10	0.10	0.09	0.03	0.11	0.05	0.04	0.05	0.07

Advertising to Children Survey

ONLINE Fieldwork : 18th-24th August 2010

Absolutes/col percents

Table 7

Q3. How much control do you feel you have over the content your child/ children view in each of the following?

Base: All respondents with children under 18

Television

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	1001	466	535	67	245	401	237	42	9	363	250	166	222	258	256	260	126	101	
Weighted base	1004	460	544	78	234	421	218	43	10	260	277	237	230	227	257	275	135	110	
NET: A lot/ some control	780 78%	364 79%	416 76%	60 77%	187 80%	332 79%	164 75%	34 78%	4 42%	207 80%	209 76%	192 81%	171 74%	173 76%	208 81%	204 74%	110 82%	85 77%	
A lot of control	(4) 38%	378 35%	163 40%	215 55%	43 47%	111 34%	142 29%	63 38%	16 28%	3 37%	97 35%	98 37%	87 42%	96 32%	74 42%	107 38%	103 41%	55 35%	39
Some control	(3) 40%	402 44%	201 37%	201 22%	17 32%	76 45%	190 46%	101 41%	18 14%	1 42%	110 40%	112 45%	106 32%	75 44%	100 39%	101 37%	101 41%	55 41%	46
Little control	(2) 13%	132 12%	58 14%	75 11%	8 10%	24 14%	59 15%	33 13%	6 13%	1 14%	37 13%	37 11%	26 14%	32 15%	33 11%	28 15%	41 15%	14 10%	16
No control	(1) 5%	47 6%	26 4%	21 5%	4 3%	6 4%	16 7%	15 6%	3 23%	2 3%	8 6%	16 5%	13 5%	11 3%	6 6%	15 6%	18 6%	5 4%	3
No/ Little control	179 18%	84 18%	96 18%	13 16%	31 13%	75 18%	49 22%	8 20%	4 37%	45 17%	53 19%	39 16%	42 18%	40 17%	43 17%	59 21%	19 14%	19 17%	
Not applicable/ Don't know	45 4%	12 3%	32 6%	6 7%	17 7%	14 3%	5 2%	1 2%	2 21%	8 3%	15 5%	6 2%	17 7%	15 6%	6 2%	12 4%	6 4%	6 6%	
Mean	3.16	3.12	3.19	3.36	3.34	3.12	3.00	3.12	2.59	3.17	3.11	3.15	3.20	3.13	3.20	3.10	3.24	3.16	
Standard deviation	0.84	0.84	0.84	0.90	0.79	0.80	0.86	0.88	1.33	0.79	0.87	0.83	0.87	0.78	0.86	0.90	0.80	0.80	
Standard error	0.03	0.04	0.04	0.11	0.05	0.04	0.06	0.14	0.47	0.04	0.06	0.07	0.06	0.05	0.05	0.06	0.07	0.08	

Advertising to Children Survey

ONLINE Fieldwork : 18th-24th August 2010

Absolutes/col percents

Table 7

Q3. How much control do you feel you have over the content your child/ children view in each of the following?

Base: All respondents with children under 18

Television

	Region											Marital Status		Age of children in Household					
	Total	Scotland	North East	North West	Yorks & Humber	West Mids	Wales	Eastern	London	South East	South West	East Mids	Single	Marr-ied/ co-habit-ing	Wid-owed/ separ-ated/ div-orced	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18
Unweighted base	1001	101	53	117	90	82	51	89	97	161	75	85	111	811	76	433	388	370	180
Weighted base	1004	110	60	123	91	79	54	92	86	141	80	85	118	811	72	425	399	373	188
NET: A lot/ some control	780 78%	85 77%	42 71%	92 75%	69 76%	61 77%	44 81%	79 86%	64 75%	109 77%	66 82%	68 80%	89 75%	635 78%	54 75%	337 79%	341 85%	288 77%	123 65%
A lot of control	(4) 378 38%	39 35%	23 38%	44 36%	36 40%	32 40%	26 48%	42 45%	26 30%	47 34%	29 36%	34 40%	41 35%	312 38%	24 33%	215 51%	161 40%	104 28%	42 22%
Some control	(3) 402 40%	46 41%	20 33%	48 39%	33 36%	29 37%	18 33%	37 40%	38 45%	61 43%	37 46%	35 41%	48 40%	322 40%	30 42%	122 29%	180 45%	183 49%	81 43%
Little control	(2) 132 13%	16 14%	13 22%	19 15%	9 10%	12 15%	7 13%	4 4%	14 17%	19 13%	7 9%	12 14%	13 11%	109 13%	11 15%	42 10%	38 10%	57 15%	41 22%
No control	(1) 47 5%	3 3%	3 6%	7 6%	7 8%	4 5%	3 5%	6 7%	* 1%	6 4%	2 3%	5 6%	9 8%	34 4%	4 5%	17 4%	11 3%	20 5%	17 9%
No/ Little control	179 18%	19 17%	17 28%	26 21%	16 18%	16 20%	10 18%	10 11%	15 17%	25 17%	9 11%	17 20%	22 19%	143 18%	15 20%	59 14%	49 12%	76 20%	58 31%
Not applicable/ Don't know	45 4%	6 6%	1 2%	5 4%	6 7%	2 3%	1 1%	3 4%	7 8%	8 6%	5 7%	- -	8 6%	34 4%	3 5%	28 7%	9 2%	9 2%	7 4%
Mean	3.16	3.16	3.04	3.09	3.16	3.15	3.25	3.29	3.14	3.13	3.24	3.14	3.09	3.17	3.08	3.35	3.26	3.02	2.82
Standard deviation	0.84	0.80	0.92	0.88	0.92	0.87	0.89	0.84	0.72	0.81	0.74	0.87	0.91	0.83	0.86	0.84	0.75	0.81	0.90
Standard error	0.03	0.08	0.13	0.08	0.10	0.10	0.13	0.09	0.08	0.07	0.09	0.09	0.09	0.03	0.10	0.04	0.04	0.04	0.07

Advertising to Children Survey

ONLINE Fieldwork : 18th-24th August 2010

Absolutes/col percents

Table 8

Q3. How much control do you feel you have over the content your child/ children view in each of the following?

Base: All respondents with children under 18

Films

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	466	535	67	245	401	237	42	9	363	250	166	222	258	256	260	126	101
Weighted base	1004	460	544	78	234	421	218	43	10	260	277	237	230	227	257	275	135	110
NET: A lot/ some control	811	370	441	67	187	350	165	36	6	207	217	204	183	182	215	217	113	84
	81%	80%	81%	85%	80%	83%	76%	83%	57%	80%	78%	86%	80%	80%	84%	79%	84%	76%
A lot of control	(4) 480	202	278	54	136	192	79	14	3	116	126	114	123	96	134	130	70	50
	48%	44%	51%	70%	58%	46%	36%	33%	33%	45%	46%	48%	54%	42%	52%	47%	52%	45%
Some control	(3) 331	168	164	12	51	158	86	22	2	91	91	89	60	86	81	87	44	34
	33%	36%	30%	16%	22%	38%	40%	50%	24%	35%	33%	38%	26%	38%	32%	32%	32%	30%
Little control	(2) 108	55	53	5	17	46	35	4	1	32	32	17	26	24	23	35	10	16
	11%	12%	10%	6%	7%	11%	16%	8%	13%	12%	12%	7%	11%	10%	9%	13%	7%	14%
No control	(1) 32	16	16	2	6	9	12	3	1	7	9	11	4	4	9	10	4	5
	3%	4%	3%	2%	3%	2%	5%	6%	8%	3%	3%	5%	2%	2%	4%	3%	3%	4%
No/ Little control	140	72	68	7	24	55	47	6	2	39	42	29	30	28	33	45	14	20
	14%	16%	13%	9%	10%	13%	21%	15%	21%	15%	15%	12%	13%	12%	13%	16%	11%	19%
Not applicable/ Don't know	53	19	34	5	23	16	6	1	2	14	18	5	16	17	10	13	7	6
	5%	4%	6%	6%	10%	4%	3%	2%	21%	5%	7%	2%	7%	8%	4%	5%	5%	6%
Mean	3.32	3.26	3.38	3.63	3.50	3.32	3.10	3.12	3.05	3.28	3.29	3.32	3.41	3.30	3.37	3.29	3.40	3.24
Standard deviation	0.81	0.82	0.79	0.72	0.77	0.76	0.87	0.82	1.07	0.80	0.82	0.81	0.78	0.75	0.81	0.84	0.77	0.87
Standard error	0.03	0.04	0.04	0.09	0.05	0.04	0.06	0.13	0.38	0.04	0.05	0.06	0.05	0.05	0.05	0.05	0.07	0.09

Advertising to Children Survey

ONLINE Fieldwork : 18th-24th August 2010

Absolutes/col percents

Table 8

Q3. How much control do you feel you have over the content your child/ children view in each of the following?

Base: All respondents with children under 18

Films

	Region											Marital Status		Age of children in Household					
	Total	Scotland	North East	North West	Yorks & Humber	West Mids	Wales	Eastern	London	South East	South West	East Mids	Single	Marr-ied/ co-habit-ing	Wid-owed/ separ-ated/ div-orced	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18
Unweighted base	1001	101	53	117	90	82	51	89	97	161	75	85	111	811	76	433	388	370	180
Weighted base	1004	110	60	123	91	79	54	92	86	141	80	85	118	811	72	425	399	373	188
NET: A lot/ some control	811	84	45	101	72	66	47	78	67	115	66	70	94	654	61	351	362	295	130
	81%	76%	75%	82%	78%	84%	87%	84%	78%	81%	83%	83%	80%	81%	84%	83%	91%	79%	69%
A lot of control	(4) 480	50	26	59	45	39	34	50	32	64	36	45	61	388	29	268	224	127	45
	48%	45%	43%	48%	50%	49%	62%	54%	37%	45%	45%	52%	51%	48%	40%	63%	56%	34%	24%
Some control	(3) 331	34	19	41	26	27	14	28	35	51	30	26	33	266	32	84	138	168	85
	33%	30%	32%	33%	29%	35%	25%	30%	41%	36%	37%	30%	28%	33%	44%	20%	35%	45%	45%
Little control	(2) 108	16	12	13	10	7	5	8	11	12	5	9	13	87	8	26	24	57	37
	11%	14%	21%	10%	11%	8%	9%	8%	13%	9%	7%	11%	11%	11%	11%	6%	6%	15%	19%
No control	(1) 32	5	2	4	4	3	2	1	1	3	2	6	3	29	-	11	3	14	14
	3%	4%	3%	3%	4%	3%	4%	1%	2%	2%	3%	7%	2%	4%	-	3%	1%	4%	7%
No/ Little control	140	20	14	17	14	9	7	9	12	16	7	15	16	116	8	38	27	71	50
	14%	19%	24%	14%	15%	11%	12%	9%	15%	11%	9%	17%	13%	14%	11%	9%	7%	19%	27%
Not applicable/ Don't know	53	6	1	6	6	4	1	6	6	11	6	-	8	41	3	36	9	7	8
	5%	6%	2%	5%	7%	5%	1%	6%	7%	8%	8%	-	7%	5%	5%	8%	2%	2%	4%
Mean	3.32	3.24	3.16	3.32	3.33	3.36	3.46	3.47	3.23	3.35	3.36	3.28	3.38	3.31	3.31	3.56	3.50	3.11	2.89
Standard deviation	0.81	0.87	0.87	0.81	0.85	0.78	0.81	0.71	0.75	0.75	0.74	0.91	0.79	0.82	0.67	0.74	0.65	0.80	0.87
Standard error	0.03	0.09	0.12	0.08	0.09	0.09	0.11	0.08	0.08	0.06	0.09	0.10	0.08	0.03	0.08	0.04	0.03	0.04	0.07

Advertising to Children Survey

ONLINE Fieldwork : 18th-24th August 2010

Absolutes/col percents

Table 9

Q3. How much control do you feel you have over the content your child/ children view in each of the following?

Base: All respondents with children under 18

Magazines

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	466	535	67	245	401	237	42	9	363	250	166	222	258	256	260	126	101
Weighted base	1004	460	544	78	234	421	218	43	10	260	277	237	230	227	257	275	135	110
NET: A lot/ some control	682	309	373	57	156	296	139	30	4	183	183	172	144	150	185	181	100	66
	68%	67%	69%	74%	67%	70%	64%	69%	39%	70%	66%	72%	63%	66%	72%	66%	74%	60%
A lot of control	(4) 376	159	218	45	109	149	58	12	2	95	106	90	86	74	107	100	60	35
	37%	34%	40%	58%	47%	35%	27%	29%	20%	36%	38%	38%	37%	32%	42%	36%	45%	32%
Some control	(3) 306	151	155	12	47	147	80	17	2	88	78	82	58	77	78	81	39	31
	30%	33%	28%	15%	20%	35%	37%	40%	19%	34%	28%	34%	25%	34%	30%	29%	29%	28%
Little control	(2) 158	72	86	7	35	69	42	6	-	41	50	30	37	35	33	52	16	23
	16%	16%	16%	8%	15%	16%	19%	14%	-	16%	18%	13%	16%	15%	13%	19%	12%	21%
No control	(1) 64	40	24	2	5	23	26	5	3	12	16	22	14	11	21	18	5	9
	6%	9%	4%	2%	2%	6%	12%	11%	32%	5%	6%	9%	6%	5%	8%	7%	4%	8%
No/ Little control	222	112	110	8	40	92	67	11	3	53	66	52	51	46	53	70	21	32
	22%	24%	20%	11%	17%	22%	31%	25%	32%	21%	24%	22%	22%	20%	21%	25%	15%	29%
Not applicable/ Don't know	100	39	61	12	38	33	12	3	3	24	28	13	35	31	19	24	14	12
	10%	9%	11%	16%	16%	8%	5%	6%	29%	9%	10%	6%	15%	14%	7%	9%	10%	11%
Mean	3.10	3.02	3.17	3.54	3.32	3.08	2.83	2.93	2.39	3.12	3.10	3.07	3.11	3.09	3.14	3.05	3.29	2.94
Standard deviation	0.93	0.96	0.89	0.79	0.86	0.89	0.98	0.96	1.41	0.88	0.93	0.97	0.95	0.88	0.96	0.95	0.85	0.99
Standard error	0.03	0.05	0.04	0.10	0.06	0.05	0.07	0.15	0.53	0.05	0.06	0.08	0.07	0.06	0.06	0.06	0.08	0.10

Advertising to Children Survey

ONLINE Fieldwork : 18th-24th August 2010

Absolutes/col percents

Table 9

Q3. How much control do you feel you have over the content your child/ children view in each of the following?

Base: All respondents with children under 18

Magazines

	Region											Marital Status		Age of children in Household					
	Total	Scotland	North East	North West	Yorks & Humber	West Mids	Wales	Eastern	London	South East	South West	East Mids	Single	Marr-ied/ co-habit- ing	Wid-owed/ separ-ated/ div- orced	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18
Unweighted base	1001	101	53	117	90	82	51	89	97	161	75	85	111	811	76	433	388	370	180
Weighted base	1004	110	60	123	91	79	54	92	86	141	80	85	118	811	72	425	399	373	188
NET: A lot/ some control	682 68%	66 60%	34 56%	87 71%	60 66%	57 71%	41 75%	66 72%	53 62%	98 69%	59 74%	62 73%	77 65%	558 69%	45 63%	296 70%	327 82%	243 65%	97 51%
A lot of control	(4) 376 37%	35 32%	17 29%	45 36%	38 42%	35 44%	26 47%	34 37%	22 26%	51 36%	35 43%	38 44%	35 30%	317 39%	23 32%	217 51%	184 46%	88 24%	34 18%
Some control	(3) 306 30%	31 28%	16 27%	42 34%	22 24%	22 27%	15 28%	32 35%	30 35%	46 33%	24 30%	24 29%	42 35%	242 30%	22 31%	79 19%	142 36%	156 42%	63 33%
Little control	(2) 158 16%	23 21%	18 30%	20 16%	14 16%	10 13%	8 14%	11 11%	16 18%	19 14%	8 10%	12 14%	16 14%	129 16%	13 18%	49 11%	41 10%	77 21%	53 28%
No control	(1) 64 6%	9 8%	4 7%	7 6%	7 7%	7 9%	2 4%	5 6%	2 3%	9 6%	3 4%	8 10%	8 7%	48 6%	8 11%	15 4%	11 3%	37 10%	28 15%
No/ Little control	222 22%	32 29%	22 37%	26 21%	21 23%	17 22%	10 18%	16 17%	18 21%	28 20%	11 14%	20 24%	24 20%	178 22%	21 28%	64 15%	53 13%	115 31%	80 43%
Not applicable/ Don't know	100 10%	12 11%	4 7%	10 8%	10 11%	5 7%	4 8%	10 11%	15 18%	16 11%	10 12%	3 3%	17 15%	75 9%	6 9%	65 15%	20 5%	15 4%	11 6%
Mean	3.10	2.94	2.83	3.10	3.13	3.14	3.28	3.16	3.03	3.11	3.29	3.11	3.03	3.12	2.92	3.38	3.32	2.82	2.59
Standard deviation	0.93	0.99	0.97	0.90	0.98	1.00	0.87	0.88	0.82	0.91	0.85	1.00	0.91	0.92	1.01	0.87	0.78	0.92	0.97
Standard error	0.03	0.10	0.14	0.09	0.11	0.11	0.13	0.10	0.09	0.08	0.10	0.11	0.09	0.03	0.12	0.05	0.04	0.05	0.07

Advertising to Children Survey

ONLINE Fieldwork : 18th-24th August 2010

Absolutes/col percents

Table 10

Q3. How much control do you feel you have over the content your child/ children view in each of the following?

Base: All respondents with children under 18

Internet

	Gender			Age						Social Class				Region					
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land	
Unweighted base	1001	466	535	67	245	401	237	42	9	363	250	166	222	258	256	260	126	101	
Weighted base	1004	460	544	78	234	421	218	43	10	260	277	237	230	227	257	275	135	110	
NET: A lot/ some control	710 71%	338 73%	372 68%	53 68%	168 72%	312 74%	143 66%	33 75%	3 26%	184 71%	188 68%	177 75%	161 70%	154 68%	192 75%	191 70%	102 76%	71 64%	
A lot of control	(4) 42%	419 40%	185 43%	234 52%	41 57%	133 40%	167 31%	67 20%	9 20%	2 40%	103 39%	109 45%	108 43%	99 38%	87 45%	115 42%	115 42%	56 42%	46 42%
Some control	(3) 29%	292 33%	153 25%	138 16%	13 15%	34 34%	144 35%	76 35%	24 55%	1 6%	81 31%	79 29%	69 29%	62 27%	67 29%	78 30%	77 28%	45 34%	25 23%
Little control	(2) 14%	139 13%	62 14%	77 14%	5 7%	19 8%	58 14%	48 22%	7 17%	1 13%	40 15%	38 14%	31 13%	30 13%	36 16%	30 12%	40 14%	15 11%	19 17%
No control	(1) 5%	52 6%	28 4%	24 4%	2 3%	7 3%	19 4%	19 9%	2 4%	3 32%	12 5%	19 7%	14 6%	7 3%	13 6%	11 4%	17 6%	6 4%	6 5%
No/ Little control	191 19%	90 20%	101 19%	7 9%	26 11%	77 18%	67 31%	9 20%	5 45%	52 20%	57 20%	45 19%	38 16%	48 21%	41 16%	56 20%	20 15%	25 22%	
Not applicable/ Don't know	103 10%	32 7%	71 13%	18 23%	41 17%	33 8%	7 3%	2 5%	3 29%	24 9%	32 12%	15 6%	32 14%	25 11%	23 9%	28 10%	12 9%	15 13%	
Mean	3.20	3.16	3.23	3.52	3.52	3.18	2.91	2.96	2.20	3.17	3.14	3.22	3.27	3.13	3.27	3.17	3.25	3.16	
Standard deviation	0.90	0.90	0.90	0.79	0.82	0.86	0.95	0.74	1.37	0.89	0.94	0.91	0.85	0.92	0.86	0.93	0.85	0.95	
Standard error	0.03	0.04	0.04	0.11	0.06	0.04	0.06	0.12	0.52	0.05	0.06	0.07	0.06	0.06	0.06	0.06	0.08	0.10	

Advertising to Children Survey

ONLINE Fieldwork : 18th-24th August 2010

Absolutes/col percents

Table 10

Q3. How much control do you feel you have over the content your child/ children view in each of the following?

Base: All respondents with children under 18

Internet

	Region											Marital Status		Age of children in Household					
	Total	Scotland	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Single	Marr-ied/ co-habit-ing	Wid-owed/ separ-ated/ div-orced	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18
Unweighted base	1001	101	53	117	90	82	51	89	97	161	75	85	111	811	76	433	388	370	180
Weighted base	1004	110	60	123	91	79	54	92	86	141	80	85	118	811	72	425	399	373	188
NET: A lot/ some control	710 71%	71 64%	39 65%	91 74%	61 67%	57 71%	41 75%	72 78%	55 64%	99 70%	61 76%	63 74%	79 66%	578 71%	51 71%	307 72%	336 84%	253 68%	108 57%
A lot of control	(4) 419 42%	46 42%	23 38%	56 46%	35 39%	35 44%	28 52%	39 42%	28 33%	59 42%	28 35%	40 47%	48 40%	338 42%	31 43%	229 54%	214 54%	104 28%	40 22%
Some control	(3) 292 29%	25 23%	16 27%	35 28%	26 28%	21 27%	13 23%	33 36%	27 31%	40 28%	33 41%	23 27%	31 26%	241 30%	20 27%	77 18%	122 31%	149 40%	67 36%
Little control	(2) 139 14%	19 17%	15 26%	14 11%	11 12%	11 14%	9 16%	9 9%	16 19%	20 14%	6 7%	10 12%	14 12%	109 13%	16 22%	21 5%	35 9%	82 22%	46 25%
No control	(1) 52 5%	6 5%	1 1%	9 7%	7 8%	2 3%	2 4%	2 2%	4 5%	9 6%	4 5%	7 8%	9 7%	41 5%	2 2%	17 4%	8 2%	28 7%	25 13%
No/ Little control	191 19%	25 22%	16 27%	22 18%	18 19%	13 16%	11 20%	11 12%	20 23%	28 20%	10 12%	17 20%	23 19%	151 19%	17 24%	38 9%	43 11%	110 29%	71 38%
Not applicable/ Don't know	103 10%	15 13%	5 8%	10 8%	13 14%	10 12%	3 6%	9 10%	11 13%	14 10%	9 12%	5 6%	17 14%	82 10%	4 6%	80 19%	20 5%	10 3%	9 5%
Mean	3.20	3.16	3.11	3.22	3.13	3.29	3.31	3.31	3.05	3.18	3.20	3.20	3.16	3.20	3.19	3.51	3.43	2.91	2.69
Standard deviation	0.90	0.95	0.87	0.94	0.97	0.84	0.89	0.76	0.90	0.93	0.82	0.97	0.97	0.90	0.87	0.82	0.74	0.90	0.97
Standard error	0.03	0.10	0.12	0.09	0.11	0.10	0.13	0.09	0.10	0.08	0.10	0.11	0.10	0.03	0.10	0.04	0.04	0.05	0.07

Advertising to Children Survey

ONLINE Fieldwork : 18th-24th August 2010

Absolutes/col percents

Table 11

Q4. Do you agree or disagree with each of the following statements?**Base: All respondents with children under 18**

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	466	535	67	245	401	237	42	9	363	250	166	222	258	256	260	126	101
Weighted base	1004	460	544	78	234	421	218	43	10	260	277	237	230	227	257	275	135	110
<u>Films or video games with sexual or violent themes can be accessed too easily by children</u>																		
Agree	807	365	442	53	172	347	183	41	10	208	221	196	181	182	202	228	112	82
	80%	79%	81%	69%	74%	82%	84%	94%	100%	80%	80%	83%	79%	80%	79%	83%	83%	75%
Disagree	116	62	55	15	37	41	21	2	-	32	36	28	21	20	42	20	18	16
	12%	13%	10%	19%	16%	10%	10%	4%	-	12%	13%	12%	9%	9%	16%	7%	13%	15%
Don't know	81	33	48	9	24	33	13	1	-	20	20	13	27	26	12	27	5	12
	8%	7%	9%	12%	10%	8%	6%	2%	-	8%	7%	6%	12%	11%	5%	10%	3%	11%
<u>Regulatory bodies responsible for rating films and video games do not do enough to protect children</u>																		
Agree	516	226	290	42	119	206	114	26	8	131	148	126	111	119	122	145	63	66
	51%	49%	53%	54%	51%	49%	52%	61%	84%	50%	53%	53%	48%	52%	48%	53%	47%	60%
Disagree	295	142	153	25	61	131	69	8	1	74	78	81	62	55	84	76	45	34
	29%	31%	28%	32%	26%	31%	32%	19%	8%	29%	28%	34%	27%	24%	33%	28%	33%	31%
Don't know	194	93	101	11	55	84	35	9	1	55	51	30	57	53	51	54	26	11
	19%	20%	19%	14%	23%	20%	16%	20%	8%	21%	19%	13%	25%	23%	20%	20%	19%	10%
<u>TV programmes that are inappropriate for children are often shown before the 9pm watershed</u>																		
Agree	672	302	370	46	155	282	144	37	9	172	189	167	144	148	166	190	88	80
	67%	66%	68%	59%	66%	67%	66%	85%	86%	66%	68%	70%	63%	65%	64%	69%	65%	72%
Disagree	250	121	129	24	57	102	60	5	1	69	64	60	57	50	76	65	33	26
	25%	26%	24%	31%	24%	24%	27%	13%	14%	27%	23%	25%	25%	22%	30%	24%	25%	23%
Don't know	83	37	45	8	23	37	14	1	-	19	24	11	29	30	15	20	13	5
	8%	8%	8%	10%	10%	9%	7%	2%	-	7%	9%	4%	13%	13%	6%	7%	10%	4%

Advertising to Children Survey

ONLINE Fieldwork : 18th-24th August 2010

Absolutes/col percents

Table 11

Q4. Do you agree or disagree with each of the following statements?**Base: All respondents with children under 18**

	Region												Marital Status			Age of children in Household			
	Total	Scot-land	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Single	Marr-ied/ co-habit-ing	Wid-owed/ separ-ated/ div-orced	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18
Unweighted base	1001	101	53	117	90	82	51	89	97	161	75	85	111	811	76	433	388	370	180
Weighted base	1004	110	60	123	91	79	54	92	86	141	80	85	118	811	72	425	399	373	188
<u>Films or video games with sexual or violent themes can be accessed too easily by children</u>																			
Agree	807	82	47	103	78	69	45	71	71	111	67	62	97	647	62	315	331	322	163
	80%	75%	78%	83%	86%	87%	83%	77%	82%	78%	83%	73%	82%	80%	86%	74%	83%	86%	87%
Disagree	116	16	6	6	7	5	9	16	6	14	9	21	11	97	8	62	43	32	14
	12%	15%	11%	5%	8%	6%	16%	17%	7%	10%	12%	25%	9%	12%	11%	15%	11%	8%	7%
Don't know	81	12	7	14	6	5	1	5	9	17	4	2	10	67	2	48	25	19	11
	8%	11%	11%	11%	7%	6%	1%	6%	10%	12%	5%	2%	9%	8%	3%	11%	6%	5%	6%
<u>Regulatory bodies responsible for rating films and video games do not do enough to protect children</u>																			
Agree	516	66	24	69	51	42	30	39	50	69	33	40	65	410	40	205	206	203	106
	51%	60%	41%	56%	56%	53%	55%	43%	58%	49%	42%	48%	55%	51%	55%	48%	52%	55%	56%
Disagree	295	34	22	31	24	26	13	29	13	42	32	29	24	246	26	132	125	108	51
	29%	31%	36%	25%	26%	32%	24%	32%	16%	30%	40%	34%	20%	30%	35%	31%	31%	29%	27%
Don't know	194	11	14	23	17	11	11	23	22	30	15	16	30	156	7	88	67	61	31
	19%	10%	23%	19%	18%	14%	21%	25%	26%	21%	18%	19%	25%	19%	9%	21%	17%	16%	17%
<u>TV programmes that are inappropriate for children are often shown before the 9pm watershed</u>																			
Agree	672	80	37	83	69	58	34	58	58	90	54	50	75	546	49	285	257	260	125
	67%	72%	61%	68%	76%	73%	62%	63%	68%	63%	68%	58%	64%	67%	68%	67%	64%	70%	67%
Disagree	250	26	14	33	18	21	15	28	14	35	19	27	30	198	22	102	108	92	47
	25%	23%	23%	27%	20%	26%	27%	31%	17%	25%	24%	32%	25%	24%	31%	24%	27%	25%	25%
Don't know	83	5	9	7	4	1	6	6	13	16	7	8	13	67	1	37	34	21	16
	8%	4%	16%	5%	4%	1%	11%	6%	15%	12%	9%	10%	11%	8%	1%	9%	9%	6%	8%

Advertising to Children Survey
ONLINE Fieldwork : 18th-24th August 2010

Absolutes/col percents

Table 12

Q5. Thinking about the effect of the media (advertising, films, TV and the internet) on your children, how strongly do you agree or disagree with each of the following statements?

Base: All respondents with children under 18

Summary table

		It gives them a good idea of what the real world is like	It makes it harder for children to create good/ strong relationships with people of their own age	It disrupts our family life	It makes children feel they have to act older than they really want to
Unweighted base		1001	1001	1001	1001
Weighted base		1004	1004	1004	1004
NET: Agree		395 39%	396 39%	331 33%	718 71%
Agree strongly	(4)	55 5%	90 9%	71 7%	220 22%
Agree	(3)	340 34%	306 31%	260 26%	498 50%
Disagree	(2)	400 40%	391 39%	495 49%	173 17%
Disagree strongly	(1)	108 11%	40 4%	89 9%	23 2%
NET: Disagree		508 51%	431 43%	583 58%	197 20%
Don't know		101 10%	176 18%	90 9%	90 9%
Mean		2.38	2.54	2.34	3.00
Standard deviation		0.77	0.75	0.76	0.73
Standard error		0.03	0.03	0.03	0.02

Advertising to Children Survey

ONLINE Fieldwork : 18th-24th August 2010

Absolutes/col percents

Table 13

Q5. Thinking about the effect of the media (advertising, films, TV and the internet) on your children, how strongly do you agree or disagree with each of the following statements?

Base: All respondents with children under 18

It gives them a good idea of what the real world is like

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	466	535	67	245	401	237	42	9	363	250	166	222	258	256	260	126	101
Weighted base	1004	460	544	78	234	421	218	43	10	260	277	237	230	227	257	275	135	110
NET: Agree	395	190	206	27	81	175	91	15	6	104	110	98	83	86	94	122	48	46
	39%	41%	38%	35%	35%	42%	42%	34%	60%	40%	40%	42%	36%	38%	36%	44%	36%	42%
Agree strongly	(4) 55	30	25	11	9	27	6	1	1	13	23	12	7	12	9	21	5	9
	5%	6%	5%	14%	4%	6%	3%	2%	8%	5%	8%	5%	3%	5%	4%	8%	3%	8%
Agree	(3) 340	160	181	16	72	148	85	14	5	91	87	86	76	74	84	101	43	37
	34%	35%	33%	21%	31%	35%	39%	32%	52%	35%	31%	36%	33%	33%	33%	37%	32%	34%
Disagree	(2) 400	176	224	30	101	155	90	21	3	112	101	104	83	89	110	105	57	39
	40%	38%	41%	38%	43%	37%	41%	48%	27%	43%	36%	44%	36%	39%	43%	38%	42%	36%
Disagree strongly	(1) 108	43	65	9	29	42	21	6	1	26	35	24	23	15	30	27	23	13
	11%	9%	12%	12%	12%	10%	10%	13%	13%	10%	13%	10%	10%	7%	12%	10%	17%	12%
NET: Disagree	508	220	289	39	129	197	112	27	4	138	136	128	106	104	140	132	80	53
	51%	48%	53%	50%	55%	47%	51%	62%	40%	53%	49%	54%	46%	46%	54%	48%	59%	48%
Don't know	101	51	50	11	24	49	15	2	-	18	31	11	41	37	24	22	7	12
	10%	11%	9%	15%	10%	12%	7%	4%	-	7%	11%	5%	18%	16%	9%	8%	5%	10%
Mean	2.38	2.43	2.34	2.44	2.29	2.43	2.37	2.23	2.56	2.38	2.40	2.38	2.35	2.44	2.31	2.46	2.23	2.42
Standard deviation	0.77	0.78	0.77	0.93	0.76	0.79	0.71	0.71	0.86	0.75	0.84	0.75	0.74	0.73	0.74	0.79	0.78	0.83
Standard error	0.03	0.04	0.03	0.12	0.05	0.04	0.05	0.11	0.29	0.04	0.06	0.06	0.05	0.05	0.05	0.05	0.07	0.09

Advertising to Children Survey

ONLINE Fieldwork : 18th-24th August 2010

Absolutes/col percents

Table 13

Q5. Thinking about the effect of the media (advertising, films, TV and the internet) on your children, how strongly do you agree or disagree with each of the following statements?

Base: All respondents with children under 18

It gives them a good idea of what the real world is like

	Region												Marital Status			Age of children in Household				
	Total	Scotland	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Single	Marr-ied/ co- habit- ing	Wid- owed/ separ- ated/ div- orced	Aged under 5	Aged 5- 10	Aged 11-15	Aged 16-18	
Unweighted base	1001	101	53	117	90	82	51	89	97	161	75	85	111	811	76	433	388	370	180	
Weighted base	1004	110	60	123	91	79	54	92	86	141	80	85	118	811	72	425	399	373	188	
NET: Agree	395	46	24	56	42	30	17	34	35	51	30	29	44	323	28	159	151	159	80	
	39%	42%	40%	45%	46%	38%	32%	37%	40%	36%	38%	34%	37%	40%	38%	37%	38%	43%	42%	
Agree strongly	(4)	55	9	2	10	9	1	4	8	4	4	4	5	47	3	26	25	24	18	
		5%	8%	3%	8%	10%	1%	5%	9%	3%	4%	5%	5%	6%	4%	6%	6%	6%	10%	
Agree	(3)	340	37	22	46	32	16	30	27	47	27	25	38	277	25	133	127	136	61	
		34%	34%	36%	38%	35%	30%	32%	31%	33%	34%	30%	33%	34%	34%	31%	32%	36%	33%	
Disagree	(2)	400	39	23	46	36	32	21	39	32	57	36	43	328	27	164	162	151	72	
		40%	36%	39%	37%	39%	40%	39%	42%	37%	41%	44%	37%	40%	37%	39%	41%	40%	38%	
Disagree strongly	(1)	108	13	6	12	10	9	14	11	5	10	9	15	83	10	51	45	35	23	
		11%	12%	10%	9%	10%	11%	27%	12%	6%	7%	11%	13%	10%	14%	12%	11%	9%	12%	
NET: Disagree		508	53	29	57	45	41	36	50	37	67	44	59	411	37	215	207	186	95	
		51%	48%	49%	46%	49%	51%	66%	54%	43%	47%	55%	50%	51%	52%	51%	52%	50%	50%	
Don't know		101	12	7	10	5	8	1	8	14	23	5	15	77	7	51	41	27	14	
		10%	10%	12%	8%	5%	10%	2%	9%	16%	16%	7%	13%	9%	10%	12%	10%	7%	7%	
Mean		2.38	2.42	2.37	2.48	2.48	2.31	2.07	2.32	2.51	2.39	2.34	2.30	2.33	2.39	2.31	2.36	2.37	2.43	2.43
Standard deviation		0.77	0.83	0.73	0.79	0.83	0.71	0.82	0.78	0.79	0.69	0.75	0.75	0.80	0.77	0.79	0.80	0.79	0.77	0.85
Standard error		0.03	0.09	0.11	0.08	0.09	0.08	0.12	0.09	0.09	0.06	0.09	0.08	0.03	0.10	0.04	0.04	0.04	0.07	

Advertising to Children Survey

ONLINE Fieldwork : 18th-24th August 2010

Absolutes/col percents

Table 14

Q5. Thinking about the effect of the media (advertising, films, TV and the internet) on your children, how strongly do you agree or disagree with each of the following statements?

Base: All respondents with children under 18

It makes it harder for children to create good/strong relationships with people of their own age

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	466	535	67	245	401	237	42	9	363	250	166	222	258	256	260	126	101
Weighted base	1004	460	544	78	234	421	218	43	10	260	277	237	230	227	257	275	135	110
NET: Agree	396 39%	201 44%	195 36%	30 38%	95 40%	165 39%	79 36%	22 50%	6 64%	107 41%	110 40%	99 42%	80 35%	90 40%	96 37%	111 40%	52 38%	49 44%
Agree strongly (4)	90 9%	43 9%	47 9%	15 19%	16 7%	41 10%	13 6%	5 11%	-	28 11%	22 8%	20 8%	21 9%	19 8%	20 8%	29 11%	11 8%	12 11%
Agree (3)	306 31%	158 34%	149 27%	15 20%	78 33%	124 30%	65 30%	17 39%	6 64%	79 30%	88 32%	80 34%	59 26%	71 31%	76 30%	81 30%	41 30%	37 34%
Disagree (2)	391 39%	168 36%	224 41%	25 32%	78 33%	169 40%	96 44%	22 50%	2 24%	106 41%	106 38%	97 41%	83 36%	84 37%	105 41%	111 40%	50 37%	41 37%
Disagree strongly (1)	40 4%	16 3%	24 4%	7 9%	8 3%	16 4%	8 4%	-	-	8 3%	9 3%	12 5%	11 5%	6 2%	10 4%	7 3%	12 9%	5 5%
NET: Disagree	431 43%	183 40%	248 46%	32 41%	86 37%	185 44%	104 48%	22 50%	2 24%	114 44%	115 42%	109 46%	94 41%	90 40%	115 45%	118 43%	63 46%	46 42%
Don't know	176 18%	76 16%	101 19%	16 21%	54 23%	70 17%	35 16%	-	1 13%	40 15%	52 19%	29 12%	56 24%	48 21%	47 18%	47 17%	20 15%	15 14%
Mean	2.54	2.60	2.49	2.60	2.57	2.54	2.46	2.62	2.73	2.57	2.55	2.52	2.52	2.57	2.50	2.58	2.44	2.58
Standard deviation	0.75	0.74	0.76	0.98	0.72	0.76	0.70	0.69	0.47	0.76	0.73	0.74	0.78	0.72	0.73	0.75	0.81	0.78
Standard error	0.03	0.04	0.04	0.13	0.05	0.04	0.05	0.11	0.17	0.04	0.05	0.06	0.06	0.05	0.05	0.05	0.08	0.08

Advertising to Children Survey

ONLINE Fieldwork : 18th-24th August 2010

Absolutes/col percents

Table 14

Q5. Thinking about the effect of the media (advertising, films, TV and the internet) on your children, how strongly do you agree or disagree with each of the following statements?

Base: All respondents with children under 18

It makes it harder for children to create good/strong relationships with people of their own age

	Region												Marital Status			Age of children in Household			
	Total	Scotland	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Single	Marr-ied/ co- habit- ing	Wid- owed/ separ- ated/ div- orced	Aged under 5	Aged 5- 10	Aged 11-15	Aged 16-18
Unweighted base	1001	101	53	117	90	82	51	89	97	161	75	85	111	811	76	433	388	370	180
Weighted base	1004	110	60	123	91	79	54	92	86	141	80	85	118	811	72	425	399	373	188
NET: Agree	396 39%	49 44%	22 36%	51 41%	38 41%	33 42%	25 45%	33 36%	42 49%	47 34%	27 34%	29 34%	37 31%	329 41%	29 40%	167 39%	141 35%	166 44%	76 41%
Agree strongly	(4) 90 9%	12 11%	2 4%	19 15%	8 9%	7 9%	4 8%	6 6%	12 14%	6 4%	7 8%	7 8%	12 10%	74 9%	4 6%	48 11%	39 10%	38 10%	19 10%
Agree	(3) 306 31%	37 34%	20 33%	32 26%	30 32%	27 34%	21 38%	27 30%	30 35%	41 29%	20 25%	22 26%	26 22%	255 31%	25 34%	119 28%	102 25%	128 34%	57 30%
Disagree	(2) 391 39%	41 37%	27 45%	44 35%	40 43%	33 42%	20 36%	35 38%	22 25%	63 44%	30 38%	37 43%	43 36%	315 39%	33 46%	154 36%	163 41%	150 40%	76 41%
Disagree strongly	(1) 40 4%	5 5%	1 1%	6 5%	- -	2 2%	3 5%	2 2%	* *	5 4%	10 12%	6 7%	6 5%	32 4%	2 3%	19 5%	18 4%	11 3%	10 5%
NET: Disagree	431 43%	46 42%	28 46%	50 41%	40 43%	35 44%	23 42%	37 40%	22 25%	68 48%	40 50%	43 50%	49 42%	347 43%	35 48%	174 41%	180 45%	161 43%	86 46%
Don't know	176 18%	15 14%	11 18%	22 18%	14 15%	11 13%	7 13%	23 24%	22 25%	26 18%	13 17%	13 16%	32 27%	135 17%	8 12%	84 20%	78 20%	45 12%	26 14%
Mean	2.54	2.58	2.47	2.63	2.59	2.56	2.55	2.52	2.84	2.42	2.36	2.42	2.49	2.55	2.49	2.57	2.51	2.59	2.53
Standard deviation	0.75	0.78	0.61	0.86	0.68	0.71	0.75	0.68	0.73	0.67	0.85	0.78	0.82	0.75	0.67	0.80	0.78	0.74	0.78
Standard error	0.03	0.08	0.09	0.09	0.08	0.09	0.11	0.08	0.08	0.06	0.11	0.09	0.09	0.03	0.08	0.04	0.04	0.04	0.06

Advertising to Children Survey

ONLINE Fieldwork : 18th-24th August 2010

Absolutes/col percents

Table 15

Q5. Thinking about the effect of the media (advertising, films, TV and the internet) on your children, how strongly do you agree or disagree with each of the following statements?

Base: All respondents with children under 18

It disrupts our family life

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	466	535	67	245	401	237	42	9	363	250	166	222	258	256	260	126	101
Weighted base	1004	460	544	78	234	421	218	43	10	260	277	237	230	227	257	275	135	110
NET: Agree	331 33%	163 36%	168 31%	26 33%	71 30%	144 34%	67 31%	18 41%	5 50%	95 36%	105 38%	77 33%	54 24%	81 36%	81 32%	95 35%	40 30%	33 30%
Agree strongly (4)	71 7%	34 7%	38 7%	12 16%	14 6%	29 7%	12 5%	4 10%	- -	16 6%	21 8%	19 8%	15 6%	16 7%	19 7%	22 8%	8 6%	6 5%
Agree (3)	260 26%	130 28%	130 24%	14 18%	58 25%	114 27%	55 25%	13 31%	5 50%	78 30%	84 30%	58 24%	40 17%	66 29%	62 24%	74 27%	31 23%	27 24%
Disagree (2)	495 49%	226 49%	269 49%	34 43%	100 43%	223 53%	117 54%	16 38%	5 50%	133 51%	125 45%	119 50%	117 51%	103 45%	128 50%	137 50%	68 51%	58 52%
Disagree strongly (1)	89 9%	29 6%	59 11%	8 11%	30 13%	26 6%	19 9%	6 13%	- -	17 6%	21 7%	24 10%	27 12%	14 6%	24 9%	26 9%	15 12%	9 9%
NET: Disagree	583 58%	255 55%	328 60%	42 54%	129 55%	249 59%	136 62%	22 50%	5 50%	150 57%	146 53%	143 60%	144 63%	117 51%	153 59%	163 59%	84 62%	67 61%
Don't know	90 9%	42 9%	48 9%	10 12%	34 14%	28 7%	14 7%	4 9%	- -	16 6%	26 9%	16 7%	32 14%	29 13%	23 9%	16 6%	11 8%	10 9%
Mean	2.34	2.40	2.29	2.44	2.28	2.37	2.30	2.42	2.50	2.38	2.42	2.33	2.21	2.42	2.33	2.35	2.27	2.30
Standard deviation	0.76	0.74	0.77	0.93	0.80	0.72	0.72	0.87	0.53	0.71	0.76	0.79	0.77	0.74	0.77	0.77	0.77	0.72
Standard error	0.03	0.04	0.03	0.12	0.05	0.04	0.05	0.14	0.18	0.04	0.05	0.06	0.06	0.05	0.05	0.05	0.07	0.08

Advertising to Children Survey

ONLINE Fieldwork : 18th-24th August 2010

Absolutes/col percents

Table 15

Q5. Thinking about the effect of the media (advertising, films, TV and the internet) on your children, how strongly do you agree or disagree with each of the following statements?

Base: All respondents with children under 18

It disrupts our family life

	Region											Marital Status			Age of children in Household				
	Total	Scotland	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Single	Marr-ied/ co- habit- ing	Wid- owed/ separ- ated/ div- orced	Aged under 5	Aged 5- 10	Aged 11-15	Aged 16-18
Unweighted base	1001	101	53	117	90	82	51	89	97	161	75	85	111	811	76	433	388	370	180
Weighted base	1004	110	60	123	91	79	54	92	86	141	80	85	118	811	72	425	399	373	188
NET: Agree	331 33%	33 30%	20 33%	44 35%	32 35%	31 39%	19 34%	27 29%	39 45%	42 30%	21 27%	23 27%	38 32%	268 33%	24 33%	145 34%	138 35%	135 36%	67 36%
Agree strongly (4)	71 7%	6 5%	- -	15 12%	7 8%	6 8%	4 8%	6 6%	7 8%	9 7%	4 5%	7 8%	10 8%	56 7%	5 7%	35 8%	31 8%	32 9%	17 9%
Agree (3)	260 26%	27 24%	20 33%	29 24%	25 27%	25 31%	14 27%	21 23%	32 38%	33 23%	17 21%	17 19%	28 24%	212 26%	19 26%	110 26%	107 27%	103 28%	50 26%
Disagree (2)	495 49%	58 52%	26 44%	58 47%	52 57%	37 47%	26 49%	43 47%	31 36%	72 51%	42 52%	48 56%	57 48%	405 50%	33 45%	195 46%	200 50%	186 50%	88 47%
Disagree strongly (1)	89 9%	9 9%	7 12%	14 11%	5 5%	5 6%	4 7%	11 12%	5 5%	9 6%	11 14%	8 10%	9 8%	67 8%	12 17%	42 10%	33 8%	30 8%	22 12%
NET: Disagree	583 58%	67 61%	34 56%	72 59%	57 63%	42 53%	30 56%	55 59%	36 41%	81 58%	53 66%	56 66%	66 56%	472 58%	45 62%	237 56%	233 58%	216 58%	110 58%
Don't know	90 9%	10 9%	7 11%	7 6%	2 2%	6 8%	5 10%	11 12%	11 13%	18 13%	6 7%	6 7%	14 12%	71 9%	4 5%	43 10%	28 7%	23 6%	11 6%
Mean	2.34	2.30	2.23	2.38	2.39	2.45	2.38	2.26	2.55	2.34	2.19	2.28	2.37	2.35	2.24	2.36	2.37	2.39	2.35
Standard deviation	0.76	0.72	0.68	0.86	0.72	0.75	0.76	0.79	0.74	0.73	0.76	0.77	0.78	0.75	0.83	0.80	0.76	0.77	0.82
Standard error	0.03	0.08	0.10	0.08	0.08	0.09	0.11	0.09	0.08	0.06	0.09	0.09	0.08	0.03	0.10	0.04	0.04	0.04	0.06

Advertising to Children Survey

ONLINE Fieldwork : 18th-24th August 2010

Absolutes/col percents

Table 16

Q5. Thinking about the effect of the media (advertising, films, TV and the internet) on your children, how strongly do you agree or disagree with each of the following statements?

Base: All respondents with children under 18

It makes children feel they have to act older than they really want to

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	466	535	67	245	401	237	42	9	363	250	166	222	258	256	260	126	101
Weighted base	1004	460	544	78	234	421	218	43	10	260	277	237	230	227	257	275	135	110
NET: Agree	718 71%	322 70%	396 73%	52 66%	158 68%	298 71%	166 76%	35 80%	9 92%	185 71%	187 67%	187 79%	160 69%	155 68%	181 70%	199 72%	102 76%	82 74%
Agree strongly	(4) 220 22%	89 19%	131 24%	15 19%	52 22%	84 20%	51 23%	12 27%	6 57%	55 21%	56 20%	62 26%	48 21%	50 22%	54 21%	68 25%	24 18%	24 22%
Agree	(3) 498 50%	232 50%	265 49%	37 48%	106 45%	213 51%	115 53%	23 53%	4 35%	129 50%	131 47%	125 53%	112 49%	104 46%	127 49%	131 48%	78 58%	58 52%
Disagree	(2) 173 17%	87 19%	86 16%	11 14%	44 19%	74 18%	35 16%	7 17%	1 8%	53 20%	53 19%	36 15%	32 14%	35 15%	48 19%	54 20%	20 15%	16 14%
Disagree strongly	(1) 23 2%	7 2%	17 3%	7 9%	4 2%	9 2%	3 1%	- -	- -	4 2%	8 3%	4 2%	8 3%	1 1%	8 3%	4 1%	6 4%	5 4%
NET: Disagree	197 20%	94 20%	102 19%	18 23%	48 21%	84 20%	38 18%	7 17%	1 8%	57 22%	60 22%	40 17%	39 17%	36 16%	56 22%	58 21%	26 20%	20 19%
Don't know	90 9%	45 10%	45 8%	8 10%	28 12%	40 9%	13 6%	1 3%	- -	19 7%	30 11%	10 4%	31 13%	37 16%	20 8%	18 7%	6 5%	8 8%
Mean	3.00	2.97	3.02	2.85	3.00	2.98	3.05	3.10	3.49	2.97	2.95	3.08	3.00	3.07	2.96	3.02	2.94	2.99
Standard deviation	0.73	0.70	0.75	0.87	0.74	0.72	0.70	0.67	0.67	0.72	0.75	0.70	0.74	0.68	0.75	0.73	0.73	0.76
Standard error	0.02	0.03	0.03	0.11	0.05	0.04	0.05	0.11	0.22	0.04	0.05	0.06	0.05	0.05	0.05	0.05	0.07	0.08

Advertising to Children Survey

ONLINE Fieldwork : 18th-24th August 2010

Absolutes/col percents

Table 16

Q5. Thinking about the effect of the media (advertising, films, TV and the internet) on your children, how strongly do you agree or disagree with each of the following statements?

Base: All respondents with children under 18

It makes children feel they have to act older than they really want to

	Region												Marital Status			Age of children in Household			
	Total	Scotland	North East	North West	Yorks & Humber	West Mids	Wales	East-ern	London	South East	South West	East Mids	Single	Marr-ied/ co- habit- ing	Wid- owed/ separ- ated/ div- orced	Aged under 5	Aged 5- 10	Aged 11-15	Aged 16-18
Unweighted base	1001	101	53	117	90	82	51	89	97	161	75	85	111	811	76	433	388	370	180
Weighted base	1004	110	60	123	91	79	54	92	86	141	80	85	118	811	72	425	399	373	188
NET: Agree	718 71%	82 74%	38 63%	89 73%	71 78%	59 75%	45 82%	64 69%	62 72%	93 66%	57 72%	58 68%	82 69%	580 72%	56 77%	294 69%	292 73%	292 78%	133 71%
Agree strongly	(4) 220 22%	24 22%	8 13%	36 29%	24 27%	20 25%	17 32%	17 18%	24 28%	26 19%	7 9%	17 21%	18 15%	179 22%	23 32%	93 22%	89 22%	102 27%	49 26%
Agree	(3) 498 50%	58 52%	30 51%	54 43%	47 51%	39 50%	27 50%	47 51%	38 44%	66 47%	50 63%	40 47%	64 54%	401 49%	33 45%	201 47%	203 51%	190 51%	84 44%
Disagree	(2) 173 17%	16 14%	15 24%	24 20%	15 16%	10 13%	7 12%	19 20%	9 11%	26 18%	14 17%	19 22%	23 19%	137 17%	13 17%	70 17%	64 16%	54 14%	38 20%
Disagree strongly	(1) 23 2%	5 4%	3 5%	1 1%	- -	1 2%	1 3%	2 2%	1 1%	- -	4 6%	5 6%	3 3%	20 2%	- -	14 3%	12 3%	4 1%	3 2%
NET: Disagree	197 20%	20 19%	17 29%	25 21%	15 16%	11 14%	8 15%	21 22%	10 12%	26 18%	18 22%	24 28%	26 22%	157 19%	13 17%	85 20%	75 19%	57 15%	42 22%
Don't know	90 9%	8 8%	5 8%	8 7%	5 5%	9 11%	2 3%	8 8%	13 16%	23 16%	5 6%	4 4%	10 9%	74 9%	4 6%	46 11%	31 8%	24 6%	13 7%
Mean	3.00	2.99	2.77	3.08	3.11	3.10	3.14	2.93	3.17	3.01	2.80	2.86	2.90	3.00	3.15	2.98	3.01	3.12	3.03
Standard deviation	0.73	0.76	0.75	0.75	0.67	0.70	0.75	0.71	0.71	0.67	0.69	0.82	0.70	0.73	0.71	0.77	0.74	0.69	0.76
Standard error	0.02	0.08	0.11	0.07	0.07	0.08	0.11	0.08	0.08	0.06	0.08	0.09	0.07	0.03	0.08	0.04	0.04	0.04	0.06

Advertising to Children Survey

ONLINE Fieldwork : 18th-24th August 2010

Absolutes/col percents

Table 17

Q6. Do you think TV, films, magazines and the internet make children sexually aware at a younger age than they would be otherwise?

Base: All respondents with children under 18

	Gender			Age						Social Class				Region				
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	South East	Mid-lands	North Eng-land	Wales & South West	Scot-land
Unweighted base	1001	466	535	67	245	401	237	42	9	363	250	166	222	258	256	260	126	101
Weighted base	1004	460	544	78	234	421	218	43	10	260	277	237	230	227	257	275	135	110
Yes	808	371	437	54	195	336	177	37	9	227	221	186	174	189	197	219	107	96
	80%	81%	80%	69%	83%	80%	81%	85%	92%	87%	80%	78%	76%	83%	77%	80%	80%	87%
No	99	45	54	13	22	38	20	5	1	16	26	33	24	21	36	16	18	8
	10%	10%	10%	17%	9%	9%	9%	11%	8%	6%	9%	14%	10%	9%	14%	6%	13%	7%
Don't know	97	44	53	11	18	47	20	2	-	17	30	18	32	17	24	40	10	7
	10%	10%	10%	14%	8%	11%	9%	4%	-	7%	11%	8%	14%	8%	9%	14%	7%	6%

Advertising to Children Survey ONLINE Fieldwork : 18th-24th August 2010

Absolutes/col percents

Table 17

Q6. Do you think TV, films, magazines and the internet make children sexually aware at a younger age than they would be otherwise?

Base: All respondents with children under 18

	Region											Marital Status		Age of children in Household					
	Total	Scotland	North East	North West	Yorks & Humber	West Mids	Wales	Eastern	London	South East	South West	East Mids	Single	Marr-ied/ co-habit- ing	Wid-owed/ separ-ated/ div-orced	Aged under 5	Aged 5-10	Aged 11-15	Aged 16-18
Unweighted base	1001	101	53	117	90	82	51	89	97	161	75	85	111	811	76	433	388	370	180
Weighted base	1004	110	60	123	91	79	54	92	86	141	80	85	118	811	72	425	399	373	188
Yes	808 80%	96 87%	42 70%	100 81%	78 85%	67 84%	48 88%	67 73%	74 87%	115 81%	59 74%	63 74%	95 81%	652 80%	60 82%	336 79%	321 80%	307 82%	154 82%
No	99 10%	8 7%	1 2%	10 8%	5 5%	8 10%	5 8%	14 16%	5 6%	16 11%	13 16%	14 16%	11 9%	78 10%	9 13%	38 9%	43 11%	37 10%	20 11%
Don't know	97 10%	7 6%	17 28%	13 11%	9 10%	5 6%	2 3%	11 12%	6 7%	11 8%	8 10%	8 10%	12 10%	80 10%	3 5%	50 12%	35 9%	28 8%	14 7%