

Mothers Union

METHODOLOGY NOTE

ComRes interviewed 1,081 parents in Britain online between the 4th and 11th November 2013. Data were weighted to be representative of all British adults aged 18+. ComRes is a member of the British Polling Council and abides by its rules. All press releases or other publications must be checked with ComRes before use. ComRes requires 48 hours to check a press release unless otherwise agreed.

To commission a voting intention poll or a public opinion survey please contact Katharine Peacock:
katharine.peacock@comres.co.uk

To register for Pollwatch, a monthly newsletter update on the polls, please email: pollwatch@comres.co.uk

Parents Survey

ONLINE Fieldwork : 6th-10th November 2013

Absolutes/col percents

Table 1

Q.1 Do you agree or disagree with each of the following statements?**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1081	482	599	61	283	391	292	44	10	278	275	242	286	190	560
Weighted base	1084	518	566	72	295	375	288	46	9	286	250	287	261	206	600
<u>Advertising that can be seen by children is well regulated</u>															
Agree	323 30%	161 31%	162 29%	28 39%	89 30%	118 31%	71 25%	17 38%	* 4%	90 31%	68 27%	93 32%	72 28%	58 28%	195 33%
Disagree	538 50%	266 51%	272 48%	29 40%	151 51%	172 46%	160 56%	23 51%	4 41%	154 54%	125 50%	126 44%	133 51%	108 53%	285 48%
Don't know	223 21%	91 18%	133 23%	15 21%	55 19%	86 23%	57 20%	5 11%	5 55%	43 15%	58 23%	68 24%	55 21%	39 19%	120 20%
<u>Advertising that can be seen by children can be harmful to them</u>															
Agree	735 68%	374 72%	360 64%	34 47%	201 68%	249 66%	210 73%	34 74%	7 83%	206 72%	181 72%	183 64%	166 63%	154 75%	397 66%
Disagree	194 18%	94 18%	99 18%	17 24%	50 17%	73 19%	47 16%	7 16%	- -	54 19%	35 14%	52 18%	53 20%	34 17%	115 19%
Don't know	156 14%	49 10%	107 19%	21 29%	44 15%	54 14%	31 11%	5 10%	1 17%	27 9%	35 14%	52 18%	42 16%	17 8%	88 15%
<u>Advertising aimed at children is appropriate to their age</u>															
Agree	420 39%	193 37%	226 40%	26 37%	127 43%	150 40%	103 36%	12 27%	1 16%	122 43%	95 38%	103 36%	100 38%	75 36%	238 40%
Disagree	474 44%	246 47%	229 40%	22 30%	119 40%	168 45%	137 48%	25 55%	3 30%	118 41%	117 47%	124 43%	115 44%	95 46%	260 43%
Don't know	191 18%	79 15%	112 20%	24 33%	49 17%	58 15%	47 16%	8 18%	5 54%	46 16%	38 15%	60 21%	46 18%	36 17%	103 17%

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Table 1

Q.1 Do you agree or disagree with each of the following statements?

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	1084	518	566	72	295	375	288	46	9	286	250	287	261	206	600
<u>Advertising aimed at children treats them like adults</u>															
Agree	486 45%	242 47%	244 43%	32 44%	137 46%	169 45%	124 43%	22 49%	2 27%	127 44%	106 42%	140 49%	113 43%	112 55%	262 44%
Disagree	398 37%	195 38%	204 36%	31 43%	100 34%	138 37%	112 39%	15 32%	3 30%	118 41%	89 35%	95 33%	97 37%	65 31%	232 39%
Don't know	200 18%	81 16%	119 21%	9 13%	58 20%	69 18%	51 18%	9 19%	4 43%	41 14%	56 22%	52 18%	51 19%	29 14%	107 18%
<u>Online advertising is less well regulated than more traditional forms of advertising</u>															
Agree	702 65%	348 67%	354 63%	44 62%	190 64%	231 62%	197 69%	34 73%	6 67%	197 69%	157 63%	188 66%	161 61%	133 65%	394 66%
Disagree	148 14%	75 14%	73 13%	8 12%	37 13%	56 15%	38 13%	9 19%	- -	37 13%	39 16%	38 13%	34 13%	36 18%	81 14%
Don't know	235 22%	96 18%	139 25%	19 27%	68 23%	89 24%	52 18%	4 8%	3 33%	53 18%	54 22%	61 21%	67 26%	36 18%	125 21%
<u>Advertising is primarily responsible for giving children an unrealistic body image ideal</u>															
Agree	722 67%	342 66%	380 67%	40 56%	185 63%	249 66%	207 72%	35 76%	5 62%	186 65%	163 65%	193 67%	180 69%	134 65%	394 66%
Disagree	216 20%	117 23%	99 17%	21 29%	65 22%	71 19%	54 19%	5 11%	- -	70 24%	51 20%	55 19%	40 15%	49 24%	129 22%
Don't know	147 14%	59 11%	88 15%	11 15%	45 15%	55 15%	26 9%	6 12%	3 38%	31 11%	37 15%	38 13%	41 16%	23 11%	77 13%

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Table 1

Q.1 Do you agree or disagree with each of the following statements?**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1081	91	43	947	58	115	107	87	81	95	154	150	100
Weighted base	1084	96	48	941	55	113	118	95	80	88	156	143	93
<u>Advertising that can be seen by children is well regulated</u>													
Agree	323 30%	34 35%	8 17%	281 30%	17 31%	25 22%	38 32%	45 48%	28 35%	26 30%	56 36%	25 18%	20 22%
Disagree	538 50%	46 48%	30 63%	461 49%	27 48%	60 53%	52 44%	37 39%	37 46%	44 50%	66 42%	92 64%	47 51%
Don't know	223 21%	16 16%	9 19%	199 21%	11 20%	28 25%	28 24%	12 13%	16 19%	18 20%	34 22%	26 18%	25 27%
<u>Advertising that can be seen by children can be harmful to them</u>													
Agree	735 68%	65 68%	36 76%	634 67%	29 53%	77 68%	76 65%	62 65%	52 66%	63 72%	109 70%	99 69%	66 71%
Disagree	194 18%	19 19%	7 15%	168 18%	9 16%	22 19%	24 21%	16 17%	13 16%	17 19%	31 20%	21 15%	16 17%
Don't know	156 14%	12 13%	4 9%	139 15%	17 31%	14 13%	17 15%	17 17%	15 19%	8 10%	16 10%	23 16%	11 12%
<u>Advertising aimed at children is appropriate to their age</u>													
Agree	420 39%	33 35%	13 28%	373 40%	25 45%	47 41%	47 40%	41 44%	34 42%	31 35%	63 40%	47 33%	38 41%
Disagree	474 44%	41 43%	25 52%	408 43%	20 37%	48 43%	48 41%	35 37%	33 41%	41 46%	64 41%	76 53%	43 46%
Don't know	191 18%	21 22%	9 19%	160 17%	10 18%	18 16%	23 20%	19 20%	13 16%	16 18%	30 19%	20 14%	12 13%

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Table 1

Q.1 Do you agree or disagree with each of the following statements?

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Weighted base	1084	96	48	941	55	113	118	95	80	88	156	143	93
<u>Advertising aimed at children treats them like adults</u>													
Agree	486 45%	38 39%	28 58%	420 45%	25 45%	46 41%	45 38%	46 48%	34 43%	44 51%	83 53%	57 40%	39 42%
Disagree	398 37%	40 41%	11 24%	347 37%	16 29%	46 41%	53 45%	32 33%	34 43%	19 22%	51 32%	57 40%	40 43%
Don't know	200 18%	18 19%	9 18%	173 18%	14 26%	21 18%	20 17%	18 19%	12 15%	24 28%	22 14%	29 20%	13 14%
<u>Online advertising is less well regulated than more traditional forms of advertising</u>													
Agree	702 65%	68 71%	23 49%	610 65%	31 55%	72 64%	77 65%	75 79%	43 54%	58 66%	102 66%	93 65%	59 63%
Disagree	148 14%	7 7%	10 20%	132 14%	9 16%	11 10%	14 12%	10 10%	16 21%	10 12%	32 20%	15 10%	14 15%
Don't know	235 22%	21 22%	15 31%	199 21%	16 28%	30 27%	27 23%	10 11%	20 25%	19 22%	22 14%	35 24%	20 22%
<u>Advertising is primarily responsible for giving children an unrealistic body image ideal</u>													
Agree	722 67%	69 72%	35 73%	618 66%	37 68%	70 62%	78 66%	59 62%	56 71%	60 68%	97 62%	99 69%	61 66%
Disagree	216 20%	18 19%	10 20%	188 20%	10 18%	25 22%	21 17%	18 19%	13 17%	14 16%	39 25%	27 19%	22 24%
Don't know	147 14%	9 10%	3 7%	134 14%	8 14%	19 16%	19 16%	17 18%	10 13%	14 16%	19 12%	17 12%	10 11%

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Table 2

Q.2 Which of the following, if any, should have responsibility for monitoring the content of media and advertising that your child/children is/are exposed to?

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	1081	482	599	61	283	391	292	44	10	278	275	242	286	190	560
Weighted base	1084	518	566	72	295	375	288	46	9	286	250	287	261	206	600
Regulatory bodies such as Ofcom	735 68%	364 70%	371 65%	24 33%	190 65%	275 73%	203 71%	38 84%	5 53%	210 73%	168 67%	174 61%	183 70%	142 69%	399 66%
Parents	695 64%	315 61%	380 67%	34 47%	193 66%	238 63%	194 68%	31 68%	4 47%	190 66%	158 63%	180 63%	166 64%	140 68%	375 63%
Media companies	676 62%	310 60%	365 64%	36 50%	196 67%	234 62%	180 63%	26 57%	4 41%	183 64%	135 54%	184 64%	174 66%	119 58%	372 62%
The Government	578 53%	273 53%	305 54%	39 54%	158 53%	201 54%	159 55%	17 37%	4 41%	153 53%	126 51%	149 52%	149 57%	110 54%	300 50%
Schools	272 25%	130 25%	142 25%	15 22%	76 26%	94 25%	71 25%	14 30%	* 4%	72 25%	56 23%	75 26%	68 26%	47 23%	157 26%
The police	159 15%	78 15%	81 14%	14 20%	53 18%	44 12%	41 14%	6 12%	1 15%	45 16%	39 16%	39 14%	35 14%	31 15%	75 13%
Other	18 2%	6 1%	12 2%	1 1%	2 1%	4 1%	6 2%	3 6%	1 17%	4 1%	9 3%	1 *	5 2%	3 2%	9 2%
None of these	9 1%	3 1%	6 1%	5 7%	1 *	2 1%	1 *	- -	- -	2 1%	1 *	4 1%	2 1%	1 *	7 1%
Don't know	43 4%	18 3%	26 5%	9 13%	15 5%	12 3%	7 2%	- -	- -	10 4%	14 6%	6 2%	12 5%	10 5%	21 3%

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Table 2

Q.2 Which of the following, if any, should have responsibility for monitoring the content of media and advertising that your child/children is/are exposed to?

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1081	91	43	947	58	115	107	87	81	95	154	150	100
Weighted base	1084	96	48	941	55	113	118	95	80	88	156	143	93
Regulatory bodies such as Ofcom	735 68%	72 75%	34 71%	629 67%	37 66%	74 66%	76 65%	61 64%	49 62%	61 70%	110 71%	102 71%	59 63%
Parents	695 64%	69 72%	25 51%	601 64%	36 65%	70 62%	82 69%	60 63%	49 61%	54 61%	92 59%	100 70%	59 63%
Media companies	676 62%	49 52%	28 59%	598 64%	30 53%	66 58%	80 68%	72 76%	52 66%	52 59%	92 59%	93 65%	61 66%
The Government	578 53%	53 55%	27 57%	498 53%	24 44%	54 48%	69 58%	60 63%	43 54%	46 52%	90 57%	63 44%	49 53%
Schools	272 25%	28 29%	14 29%	230 24%	16 29%	27 24%	26 22%	20 21%	25 31%	22 25%	45 29%	27 19%	23 25%
The police	159 15%	13 13%	7 15%	139 15%	10 18%	16 14%	11 10%	21 23%	15 19%	8 9%	27 18%	18 13%	11 12%
Other	18 2%	1 1%	1 2%	17 2%	1 2%	3 3%	- -	- -	1 2%	* *	1 1%	1 1%	9 9%
None of these	9 1%	- -	- -	9 1%	1 2%	- -	3 2%	1 1%	- -	1 2%	- -	1 1%	2 2%
Don't know	43 4%	3 3%	2 4%	38 4%	3 6%	6 5%	5 5%	3 3%	4 5%	3 3%	8 5%	3 2%	3 4%

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Absolutes/col percents

Table 3
Q.3 How much control do you feel you have over the content your child/children view in each of the following?

Summary

Base: All respondents

	Platform						
	Social networking sites	Video games	Television	Films	Magazines	Internet	Mobile phones
Unweighted base	1081	1081	1081	1081	1081	1081	1081
Weighted base	1084	1084	1084	1084	1084	1084	1084
NET: Any control	908 84%	953 88%	983 91%	981 90%	932 86%	966 89%	889 82%
NET: Some/ a lot of control	673 62%	773 71%	790 73%	841 78%	737 68%	724 67%	641 59%
A lot of control (4)	370 34%	376 35%	340 31%	410 38%	360 33%	343 32%	365 34%
Some control (3)	302 28%	397 37%	449 41%	430 40%	376 35%	380 35%	276 25%
Little control (2)	235 22%	180 17%	193 18%	140 13%	195 18%	242 22%	248 23%
No control (1)	142 13%	100 9%	84 8%	84 8%	117 11%	99 9%	154 14%
NET: Little/ no control	378 35%	280 26%	277 26%	225 21%	312 29%	341 31%	402 37%
Don't know	34 3%	31 3%	17 2%	19 2%	35 3%	19 2%	41 4%
Mean	2.86	3.00	2.98	3.09	2.93	2.91	2.82
Standard deviation	1.05	0.95	0.90	0.91	0.99	0.96	1.07
Standard error	0.03	0.03	0.03	0.03	0.03	0.03	0.03

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Absolutes/col percents

Table 4
Q.3 How much control do you feel you have over the content your child/children view in each of the following?
Social networking sites
Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	1081	482	599	61	283	391	292	44	10	278	275	242	286	190	560
Weighted base	1084	518	566	72	295	375	288	46	9	286	250	287	261	206	600
NET: Any control	908	435	473	56	256	313	238	37	7	248	203	244	213	182	503
	84%	84%	83%	79%	87%	83%	83%	80%	83%	87%	81%	85%	81%	88%	84%
NET: Some/ a lot of control	673	308	364	46	217	231	152	24	3	179	147	180	167	132	378
	62%	60%	64%	64%	74%	61%	53%	52%	29%	62%	59%	63%	64%	64%	63%
A lot of control	(4) 370	165	205	27	143	136	54	9	1	97	81	100	92	79	199
	34%	32%	36%	38%	49%	36%	19%	19%	9%	34%	33%	35%	35%	39%	33%
Some control	(3) 302	143	159	18	74	94	98	15	2	82	65	80	75	53	178
	28%	28%	28%	26%	25%	25%	34%	34%	20%	29%	26%	28%	29%	26%	30%
Little control	(2) 235	126	109	11	38	83	86	13	5	70	56	64	45	50	125
	22%	24%	19%	15%	13%	22%	30%	28%	54%	24%	22%	22%	17%	24%	21%
No control	(1) 142	64	78	7	30	48	48	9	1	28	38	36	40	18	80
	13%	12%	14%	10%	10%	13%	17%	19%	17%	10%	15%	13%	15%	9%	13%
NET: Little/ no control	378	191	187	18	68	131	134	21	6	98	94	100	86	67	205
	35%	37%	33%	24%	23%	35%	46%	47%	71%	34%	38%	35%	33%	33%	34%
Don't know	34	19	16	9	9	14	2	1	-	10	9	7	8	6	17
	3%	4%	3%	12%	3%	4%	1%	1%	-	4%	4%	2%	3%	3%	3%
Mean	2.86	2.82	2.89	3.05	3.16	2.88	2.55	2.53	2.22	2.90	2.79	2.87	2.87	2.97	2.85
Standard deviation	1.05	1.03	1.06	1.02	1.01	1.06	0.98	1.01	0.88	1.00	1.08	1.04	1.08	1.00	1.04
Standard error	0.03	0.05	0.04	0.14	0.06	0.05	0.06	0.15	0.28	0.06	0.07	0.07	0.07	0.07	0.04

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Table 4

Q.3 How much control do you feel you have over the content your child/children view in each of the following?

Social networking sites

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1081	91	43	947	58	115	107	87	81	95	154	150	100
Weighted base	1084	96	48	941	55	113	118	95	80	88	156	143	93
NET: Any control	908 84%	84 87%	39 81%	785 83%	49 89%	90 80%	107 91%	81 85%	63 78%	72 82%	131 84%	116 81%	77 83%
NET: Some/ a lot of control	673 62%	60 63%	28 59%	584 62%	44 79%	67 59%	76 64%	62 66%	50 62%	58 66%	95 61%	78 55%	54 58%
A lot of control	(4) 370 34%	33 34%	18 37%	320 34%	21 38%	39 35%	51 43%	34 36%	24 30%	29 34%	54 34%	40 28%	27 29%
Some control	(3) 302 28%	28 29%	10 22%	264 28%	23 42%	28 25%	25 21%	28 30%	26 32%	29 33%	41 26%	38 27%	27 29%
Little control	(2) 235 22%	23 24%	11 23%	201 21%	5 9%	23 20%	31 26%	19 20%	13 16%	14 16%	37 23%	38 26%	23 24%
No control	(1) 142 13%	11 11%	6 12%	126 13%	4 8%	19 17%	9 8%	12 12%	15 19%	10 12%	21 13%	24 17%	12 13%
NET: Little/ no control	378 35%	34 36%	17 35%	327 35%	9 17%	41 37%	40 34%	30 32%	28 35%	24 27%	57 37%	62 43%	35 38%
Don't know	34 3%	1 1%	3 6%	30 3%	2 4%	4 4%	2 2%	3 3%	2 3%	6 6%	4 3%	3 2%	4 4%
Mean	2.86	2.87	2.89	2.85	3.14	2.81	3.02	2.92	2.76	2.94	2.84	2.67	2.77
Standard deviation	1.05	1.02	1.08	1.05	0.89	1.11	1.01	1.04	1.10	1.02	1.06	1.07	1.04
Standard error	0.03	0.11	0.17	0.03	0.12	0.10	0.10	0.11	0.12	0.11	0.09	0.09	0.11

Parents Survey

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Absolutes/col percents

Table 5
Q.3 How much control do you feel you have over the content your child/children view in each of the following?
Video games
Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1081	482	599	61	283	391	292	44	10	278	275	242	286	190	560
Weighted base	1084	518	566	72	295	375	288	46	9	286	250	287	261	206	600
NET: Any control	953	451	502	59	267	336	247	38	5	258	213	249	233	192	527
	88%	87%	89%	82%	91%	90%	86%	83%	61%	90%	85%	87%	89%	93%	88%
NET: Some/ a lot of control	773	366	408	50	228	273	188	31	3	203	183	204	184	160	424
	71%	71%	72%	70%	77%	73%	66%	68%	29%	71%	73%	71%	70%	78%	71%
A lot of control	(4) 376	175	201	30	131	132	74	9	-	94	95	89	98	91	188
	35%	34%	36%	41%	45%	35%	26%	19%	-	33%	38%	31%	38%	44%	31%
Some control	(3) 397	191	206	21	97	140	115	22	3	109	88	115	86	70	236
	37%	37%	36%	29%	33%	37%	40%	48%	29%	38%	35%	40%	33%	34%	39%
Little control	(2) 180	86	94	8	39	64	59	7	3	56	31	45	49	32	103
	17%	17%	17%	11%	13%	17%	21%	16%	32%	19%	12%	16%	19%	16%	17%
No control	(1) 100	53	47	2	17	31	39	8	3	18	26	34	22	7	56
	9%	10%	8%	2%	6%	8%	14%	17%	39%	6%	10%	12%	8%	3%	9%
NET: Little/ no control	280	139	141	10	56	95	98	15	6	74	56	79	71	39	159
	26%	27%	25%	14%	19%	25%	34%	32%	71%	26%	22%	28%	27%	19%	27%
Don't know	31	14	17	12	11	8	1	-	-	10	11	4	6	7	16
	3%	3%	3%	16%	4%	2%	*	-	-	3%	4%	1%	2%	3%	3%
Mean	3.00	2.97	3.02	3.30	3.21	3.02	2.78	2.70	1.90	3.01	3.05	2.91	3.02	3.23	2.95
Standard deviation	0.95	0.97	0.94	0.81	0.89	0.93	0.98	0.97	0.87	0.90	0.98	0.98	0.96	0.84	0.94
Standard error	0.03	0.04	0.04	0.11	0.05	0.05	0.06	0.15	0.27	0.05	0.06	0.06	0.06	0.06	0.04

Parents Survey

ONLINE Fieldwork : 6th-10th November 2013

Absolutes/col percents

Table 5
Q.3 How much control do you feel you have over the content your child/children view in each of the following?
Video games
Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1081	91	43	947	58	115	107	87	81	95	154	150	100
Weighted base	1084	96	48	941	55	113	118	95	80	88	156	143	93
NET: Any control	953 88%	80 84%	43 89%	831 88%	48 86%	96 85%	109 92%	87 91%	68 86%	77 88%	140 90%	120 84%	85 92%
NET: Some/ a lot of control	773 71%	68 71%	31 64%	675 72%	43 77%	83 73%	89 75%	69 72%	59 73%	62 71%	118 76%	86 60%	66 71%
A lot of control	(4) 376 35%	38 40%	17 37%	320 34%	23 42%	42 37%	54 46%	28 30%	29 37%	26 30%	55 35%	38 26%	25 27%
Some control	(3) 397 37%	30 31%	13 27%	355 38%	20 36%	41 36%	35 30%	40 42%	29 37%	36 41%	64 41%	49 34%	41 44%
Little control	(2) 180 17%	12 13%	12 25%	156 17%	5 9%	13 11%	20 17%	18 19%	10 12%	15 17%	22 14%	34 24%	19 21%
No control	(1) 100 9%	14 14%	3 5%	84 9%	5 9%	13 11%	7 6%	6 6%	11 13%	7 8%	14 9%	17 12%	4 4%
NET: Little/ no control	280 26%	26 27%	14 30%	240 25%	10 18%	26 23%	27 23%	24 25%	20 26%	22 25%	36 23%	51 36%	23 25%
Don't know	31 3%	2 2%	3 6%	26 3%	3 5%	4 4%	2 1%	3 3%	1 1%	3 4%	2 1%	6 4%	3 3%
Mean	3.00	2.99	3.01	3.00	3.15	3.03	3.16	2.99	2.98	2.96	3.04	2.78	2.97
Standard deviation	0.95	1.06	0.95	0.94	0.96	0.99	0.93	0.87	1.02	0.92	0.93	0.99	0.83
Standard error	0.03	0.11	0.15	0.03	0.13	0.09	0.09	0.09	0.11	0.10	0.08	0.08	0.08

Parents Survey

ONLINE Fieldwork : 6th-10th November 2013

Absolutes/col percents

Table 6
Q.3 How much control do you feel you have over the content your child/children view in each of the following?
Television
Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	1081	482	599	61	283	391	292	44	10	278	275	242	286	190	560
Weighted base	1084	518	566	72	295	375	288	46	9	286	250	287	261	206	600
NET: Any control	983	469	513	63	270	339	259	44	7	268	229	247	240	188	550
	91%	91%	91%	88%	91%	90%	90%	96%	83%	93%	91%	86%	92%	91%	92%
NET: Some/ a lot of control	790	376	414	50	218	270	208	38	6	224	175	197	194	157	445
	73%	73%	73%	70%	74%	72%	72%	83%	67%	78%	70%	69%	74%	76%	74%
A lot of control	(4) 340	158	183	30	107	108	83	11	1	84	79	87	90	64	191
	31%	30%	32%	42%	36%	29%	29%	23%	15%	29%	32%	30%	35%	31%	32%
Some control	(3) 449	218	231	20	110	162	125	28	5	139	96	110	104	93	254
	41%	42%	41%	28%	37%	43%	43%	60%	52%	49%	38%	38%	40%	45%	42%
Little control	(2) 193	93	100	13	52	69	51	6	1	44	54	50	46	31	105
	18%	18%	18%	19%	18%	18%	18%	13%	16%	15%	22%	17%	17%	15%	18%
No control	(1) 84	38	46	4	17	32	28	2	1	13	16	37	18	10	45
	8%	7%	8%	5%	6%	9%	10%	4%	17%	4%	6%	13%	7%	5%	7%
NET: Little/ no control	277	132	146	17	69	102	79	8	3	57	70	87	64	42	150
	26%	25%	26%	24%	23%	27%	27%	17%	33%	20%	28%	30%	24%	20%	25%
Don't know	17	10	7	5	8	4	1	-	-	6	5	3	3	7	5
	2%	2%	1%	6%	3%	1%	*	-	-	2%	2%	1%	1%	4%	1%
Mean	2.98	2.98	2.98	3.14	3.07	2.93	2.92	3.02	2.66	3.05	2.97	2.87	3.03	3.06	2.99
Standard deviation	0.90	0.89	0.91	0.93	0.89	0.91	0.92	0.73	0.99	0.80	0.90	0.99	0.90	0.83	0.89
Standard error	0.03	0.04	0.04	0.12	0.05	0.05	0.05	0.11	0.31	0.05	0.05	0.06	0.05	0.06	0.04

Parents Survey

ONLINE Fieldwork : 6th-10th November 2013

Absolutes/col percents

Table 6

Q.3 How much control do you feel you have over the content your child/children view in each of the following?

Television

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1081	91	43	947	58	115	107	87	81	95	154	150	100
Weighted base	1084	96	48	941	55	113	118	95	80	88	156	143	93
NET: Any control	983 91%	83 87%	45 94%	854 91%	49 88%	105 93%	108 92%	85 90%	69 86%	83 94%	138 88%	128 90%	90 97%
NET: Some/ a lot of control	790 73%	70 74%	39 82%	680 72%	41 75%	80 70%	85 72%	71 75%	52 65%	67 76%	102 65%	104 73%	77 83%
A lot of control	(4) 340 31%	22 23%	16 33%	303 32%	16 30%	43 38%	40 34%	33 35%	26 33%	28 32%	44 28%	41 29%	31 33%
Some control	(3) 449 41%	48 50%	24 50%	377 40%	25 45%	36 32%	45 38%	38 40%	26 33%	39 44%	58 37%	63 44%	47 50%
Little control	(2) 193 18%	13 14%	6 12%	174 19%	7 13%	25 22%	23 19%	14 15%	16 20%	16 18%	36 23%	24 17%	12 13%
No control	(1) 84 8%	12 12%	1 2%	71 8%	5 8%	8 7%	9 8%	7 8%	9 11%	3 3%	16 10%	13 9%	2 2%
NET: Little/ no control	277 26%	25 26%	7 15%	246 26%	12 21%	33 30%	32 27%	22 23%	25 31%	19 21%	52 33%	37 26%	14 15%
Don't know	17 2%	1 1%	1 3%	15 2%	2 4%	- -	1 1%	3 3%	3 4%	2 3%	2 1%	2 1%	1 1%
Mean	2.98	2.85	3.16	2.98	3.00	3.02	3.00	3.05	2.90	3.07	2.84	2.94	3.15
Standard deviation	0.90	0.92	0.74	0.91	0.90	0.95	0.92	0.91	1.00	0.80	0.96	0.91	0.73
Standard error	0.03	0.10	0.11	0.03	0.12	0.09	0.09	0.10	0.11	0.08	0.08	0.07	0.07

Parents Survey

ONLINE Fieldwork : 6th-10th November 2013

Absolutes/col percents

Table 7
Q.3 How much control do you feel you have over the content your child/children view in each of the following?

Films

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	1081	482	599	61	283	391	292	44	10	278	275	242	286	190	560
Weighted base	1084	518	566	72	295	375	288	46	9	286	250	287	261	206	600
NET: Any control	981	467	514	62	274	346	252	40	7	264	227	253	237	193	544
	90%	90%	91%	87%	93%	92%	88%	86%	83%	92%	91%	88%	91%	94%	91%
NET: Some/ a lot of control	841	402	439	55	244	287	217	32	5	226	196	213	206	158	471
	78%	78%	78%	77%	83%	76%	76%	70%	55%	79%	78%	74%	79%	77%	78%
A lot of control	(4) 410	197	214	33	133	139	90	12	3	111	102	100	97	92	215
	38%	38%	38%	46%	45%	37%	31%	27%	36%	39%	41%	35%	37%	45%	36%
Some control	(3) 430	205	226	23	111	148	127	20	2	114	94	113	109	66	256
	40%	40%	40%	31%	38%	40%	44%	43%	19%	40%	38%	39%	42%	32%	43%
Little control	(2) 140	66	74	7	29	59	35	7	2	38	31	40	31	35	73
	13%	13%	13%	10%	10%	16%	12%	16%	28%	13%	12%	14%	12%	17%	12%
No control	(1) 84	40	44	5	13	25	34	7	1	15	19	30	21	8	47
	8%	8%	8%	7%	4%	7%	12%	14%	17%	5%	8%	10%	8%	4%	8%
NET: Little/ no control	225	106	119	12	42	84	69	14	4	53	50	70	52	42	121
	21%	20%	21%	17%	14%	22%	24%	30%	45%	19%	20%	24%	20%	20%	20%
Don't know	19	10	9	5	9	4	1	-	-	8	4	3	4	5	8
	2%	2%	2%	6%	3%	1%	1%	-	-	3%	2%	1%	1%	3%	1%
Mean	3.09	3.10	3.09	3.24	3.28	3.08	2.96	2.82	2.75	3.16	3.13	3.00	3.10	3.21	3.08
Standard deviation	0.91	0.91	0.91	0.91	0.82	0.90	0.95	0.99	1.19	0.85	0.91	0.96	0.90	0.86	0.90
Standard error	0.03	0.04	0.04	0.12	0.05	0.05	0.06	0.15	0.38	0.05	0.06	0.06	0.05	0.06	0.04

Parents Survey

ONLINE Fieldwork : 6th-10th November 2013

Absolutes/col percents

Table 7

Q.3 How much control do you feel you have over the content your child/children view in each of the following?

Films

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1081	91	43	947	58	115	107	87	81	95	154	150	100
Weighted base	1084	96	48	941	55	113	118	95	80	88	156	143	93
NET: Any control	981 90%	83 87%	43 90%	855 91%	50 90%	103 91%	110 93%	88 93%	69 86%	79 90%	141 90%	126 88%	89 96%
NET: Some/ a lot of control	841 78%	66 69%	39 81%	736 78%	48 86%	89 78%	101 85%	73 77%	57 72%	68 77%	125 80%	99 70%	76 82%
A lot of control	(4) 410 38%	40 42%	20 41%	351 37%	21 37%	49 43%	57 49%	25 26%	28 35%	25 29%	60 38%	53 37%	34 36%
Some control	(3) 430 40%	26 27%	19 40%	385 41%	27 49%	40 35%	43 37%	49 51%	29 37%	43 48%	65 42%	47 33%	43 46%
Little control	(2) 140 13%	17 18%	4 9%	119 13%	2 4%	15 13%	9 8%	15 15%	11 14%	11 13%	16 10%	27 19%	13 14%
No control	(1) 84 8%	12 13%	3 7%	69 7%	4 7%	10 9%	7 6%	5 5%	10 12%	5 6%	10 7%	15 11%	3 3%
NET: Little/ no control	225 21%	29 30%	8 16%	188 20%	6 10%	25 22%	16 14%	19 20%	21 27%	17 19%	27 17%	42 29%	15 16%
Don't know	19 2%	1 1%	1 3%	17 2%	2 4%	- -	1 1%	3 3%	1 1%	3 4%	5 3%	2 1%	1 1%
Mean	3.09	2.99	3.19	3.10	3.21	3.12	3.29	3.01	2.96	3.04	3.15	2.97	3.17
Standard deviation	0.91	1.06	0.89	0.89	0.82	0.95	0.86	0.79	1.01	0.83	0.87	1.00	0.77
Standard error	0.03	0.11	0.14	0.03	0.11	0.09	0.08	0.09	0.11	0.09	0.07	0.08	0.08

Parents Survey

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Absolutes/col percents

Table 8
Q.3 How much control do you feel you have over the content your child/children view in each of the following?

Magazines

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	1081	482	599	61	283	391	292	44	10	278	275	242	286	190	560
Weighted base	1084	518	566	72	295	375	288	46	9	286	250	287	261	206	600
NET: Any control	932	437	495	59	266	328	235	37	6	253	215	240	225	182	519
	86%	84%	87%	83%	90%	87%	82%	81%	70%	88%	86%	84%	86%	88%	86%
NET: Some/ a lot of control	737	328	409	50	222	254	183	26	3	205	167	190	175	146	405
	68%	63%	72%	70%	75%	68%	64%	57%	29%	72%	67%	66%	67%	71%	68%
A lot of control	(4) 360	149	212	33	130	120	65	11	2	89	85	89	98	86	167
	33%	29%	37%	45%	44%	32%	23%	23%	20%	31%	34%	31%	37%	42%	28%
Some control	(3) 376	179	197	18	92	133	117	15	1	116	82	101	77	60	238
	35%	35%	35%	25%	31%	36%	41%	34%	9%	40%	33%	35%	30%	29%	40%
Little control	(2) 195	110	85	9	45	74	53	11	4	48	48	49	50	35	114
	18%	21%	15%	13%	15%	20%	18%	24%	40%	17%	19%	17%	19%	17%	19%
No control	(1) 117	58	59	4	18	37	49	7	3	22	26	42	27	16	63
	11%	11%	10%	5%	6%	10%	17%	14%	30%	8%	10%	15%	10%	8%	11%
NET: Little/ no control	312	168	144	13	63	111	101	18	6	70	74	91	77	51	177
	29%	32%	25%	18%	21%	30%	35%	38%	71%	24%	30%	32%	30%	25%	29%
Don't know	35	22	13	9	11	11	4	2	-	11	10	5	9	8	18
	3%	4%	2%	12%	4%	3%	1%	5%	-	4%	4%	2%	3%	4%	3%
Mean	2.93	2.84	3.02	3.25	3.17	2.92	2.70	2.69	2.19	2.99	2.94	2.84	2.97	3.10	2.87
Standard deviation	0.99	0.99	0.98	0.93	0.92	0.97	1.01	1.01	1.14	0.91	0.99	1.03	1.01	0.96	0.95
Standard error	0.03	0.05	0.04	0.12	0.06	0.05	0.06	0.15	0.36	0.06	0.06	0.07	0.06	0.07	0.04

Parents Survey

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Absolutes/col percents

Table 8
Q.3 How much control do you feel you have over the content your child/children view in each of the following?

Magazines

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1081	91	43	947	58	115	107	87	81	95	154	150	100
Weighted base	1084	96	48	941	55	113	118	95	80	88	156	143	93
NET: Any control	932 86%	80 83%	42 88%	810 86%	47 85%	95 84%	106 90%	80 84%	68 85%	74 85%	133 85%	125 88%	81 87%
NET: Some/ a lot of control	737 68%	64 67%	33 70%	640 68%	38 68%	74 66%	91 77%	63 67%	50 63%	62 71%	104 67%	90 63%	67 72%
A lot of control	(4) 360 33%	28 30%	15 31%	317 34%	21 38%	43 38%	48 40%	29 30%	25 32%	30 35%	54 34%	38 27%	30 32%
Some control	(3) 376 35%	35 37%	18 39%	322 34%	17 31%	31 28%	44 37%	34 36%	25 31%	32 36%	51 32%	52 36%	37 40%
Little control	(2) 195 18%	16 17%	9 18%	170 18%	9 17%	21 19%	15 13%	17 18%	18 22%	12 14%	28 18%	35 25%	14 15%
No control	(1) 117 11%	15 15%	2 5%	100 11%	6 11%	13 12%	9 7%	9 10%	10 12%	10 12%	17 11%	15 11%	10 11%
NET: Little/ no control	312 29%	31 32%	11 23%	270 29%	15 28%	34 30%	24 20%	26 27%	27 34%	23 26%	46 29%	51 35%	24 26%
Don't know	35 3%	1 1%	3 7%	31 3%	2 4%	4 4%	3 3%	6 6%	2 3%	3 3%	6 4%	2 2%	2 2%
Mean	2.93	2.82	3.03	2.94	2.99	2.96	3.13	2.93	2.85	2.96	2.93	2.80	2.95
Standard deviation	0.99	1.04	0.87	0.99	1.03	1.04	0.91	0.97	1.02	1.00	1.01	0.96	0.96
Standard error	0.03	0.11	0.14	0.03	0.14	0.10	0.09	0.11	0.12	0.11	0.08	0.08	0.10

Parents Survey

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Absolutes/col percents

Table 9
Q.3 How much control do you feel you have over the content your child/children view in each of the following?
Internet
Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	1081	482	599	61	283	391	292	44	10	278	275	242	286	190	560
Weighted base	1084	518	566	72	295	375	288	46	9	286	250	287	261	206	600
NET: Any control	966	467	498	62	274	335	247	40	7	254	225	252	235	188	539
	89%	90%	88%	87%	93%	89%	86%	86%	83%	89%	90%	88%	90%	92%	90%
NET: Some/ a lot of control	724	332	392	52	222	242	174	31	3	191	172	176	185	140	398
	67%	64%	69%	73%	75%	64%	61%	68%	29%	67%	69%	61%	71%	68%	66%
A lot of control	(4) 343	151	192	33	131	109	59	11	1	87	93	80	83	75	181
	32%	29%	34%	46%	44%	29%	20%	24%	11%	30%	37%	28%	32%	37%	30%
Some control	(3) 380	181	200	20	91	133	116	20	2	104	79	96	101	65	217
	35%	35%	35%	27%	31%	35%	40%	44%	18%	36%	32%	34%	39%	31%	36%
Little control	(2) 242	136	106	10	52	94	73	9	5	63	53	76	50	48	141
	22%	26%	19%	14%	18%	25%	25%	19%	54%	22%	21%	27%	19%	24%	23%
No control	(1) 99	41	59	5	13	34	40	6	1	27	21	30	22	12	54
	9%	8%	10%	7%	4%	9%	14%	14%	17%	9%	8%	10%	8%	6%	9%
NET: Little/ no control	341	176	165	15	65	128	113	15	6	89	74	106	72	60	194
	31%	34%	29%	21%	22%	34%	39%	32%	71%	31%	30%	37%	27%	29%	32%
Don't know	19	10	9	5	8	6	1	-	-	6	4	5	5	5	7
	2%	2%	2%	6%	3%	2%	*	-	-	2%	2%	2%	2%	3%	1%
Mean	2.91	2.87	2.94	3.19	3.19	2.86	2.67	2.78	2.23	2.90	2.99	2.80	2.96	3.02	2.89
Standard deviation	0.96	0.93	0.98	0.95	0.89	0.95	0.95	0.97	0.90	0.95	0.97	0.97	0.93	0.93	0.95
Standard error	0.03	0.04	0.04	0.13	0.05	0.05	0.06	0.15	0.29	0.06	0.06	0.06	0.06	0.07	0.04

Parents Survey

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Absolutes/col percents

Table 9
Q.3 How much control do you feel you have over the content your child/children view in each of the following?
Internet
Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1081	91	43	947	58	115	107	87	81	95	154	150	100
Weighted base	1084	96	48	941	55	113	118	95	80	88	156	143	93
NET: Any control	966 89%	86 90%	43 90%	837 89%	49 88%	99 87%	110 93%	88 92%	73 91%	79 90%	136 87%	120 84%	84 90%
NET: Some/ a lot of control	724 67%	74 78%	31 66%	618 66%	42 75%	70 62%	86 73%	64 68%	59 74%	57 65%	98 62%	87 61%	55 60%
A lot of control	(4) 343 32%	30 32%	18 38%	295 31%	23 41%	41 36%	48 41%	25 26%	24 31%	23 27%	50 32%	39 27%	21 22%
Some control	(3) 380 35%	44 46%	13 28%	323 34%	19 34%	29 26%	37 32%	39 41%	35 43%	34 38%	47 30%	48 34%	34 37%
Little control	(2) 242 22%	12 12%	11 24%	219 23%	7 12%	28 25%	24 21%	23 24%	14 17%	22 25%	38 24%	34 23%	29 31%
No control	(1) 99 9%	9 9%	3 7%	87 9%	5 9%	13 12%	6 5%	4 4%	6 7%	5 6%	18 12%	21 15%	8 8%
NET: Little/ no control	341 31%	21 22%	15 31%	306 33%	11 21%	42 37%	31 26%	27 29%	20 25%	27 31%	56 36%	55 38%	36 39%
Don't know	19 2%	1 1%	1 3%	17 2%	2 4%	1 1%	2 1%	3 4%	1 1%	3 4%	2 1%	2 1%	1 1%
Mean	2.91	3.00	3.00	2.89	3.13	2.87	3.10	2.93	2.99	2.89	2.84	2.74	2.75
Standard deviation	0.96	0.91	0.98	0.96	0.96	1.04	0.92	0.84	0.89	0.89	1.02	1.02	0.91
Standard error	0.03	0.10	0.15	0.03	0.13	0.10	0.09	0.09	0.10	0.09	0.08	0.08	0.09

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Absolutes/col percents

Table 10

Q.3 How much control do you feel you have over the content your child/children view in each of the following?

Mobile phones

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1081	482	599	61	283	391	292	44	10	278	275	242	286	190	560
Weighted base	1084	518	566	72	295	375	288	46	9	286	250	287	261	206	600
NET: Any control	889	422	467	57	264	312	222	31	4	238	194	240	217	168	501
	82%	82%	82%	79%	89%	83%	77%	67%	45%	83%	78%	84%	83%	82%	84%
NET: Some/ a lot of control	641	300	342	49	207	220	143	20	3	166	151	164	161	130	353
	59%	58%	60%	68%	70%	59%	50%	44%	29%	58%	60%	57%	61%	63%	59%
A lot of control	(4) 365	167	198	32	138	129	56	9	1	91	89	94	91	77	194
	34%	32%	35%	45%	47%	34%	20%	19%	14%	32%	36%	33%	35%	37%	32%
Some control	(3) 276	133	144	17	69	91	86	11	1	75	62	70	70	53	158
	25%	26%	25%	23%	24%	24%	30%	25%	15%	26%	25%	24%	27%	26%	26%
Little control	(2) 248	123	125	8	57	92	79	11	1	72	44	76	56	38	148
	23%	24%	22%	11%	19%	24%	28%	23%	16%	25%	17%	27%	21%	18%	25%
No control	(1) 154	75	79	6	18	47	63	15	5	34	48	38	34	31	76
	14%	15%	14%	8%	6%	13%	22%	33%	55%	12%	19%	13%	13%	15%	13%
NET: Little/ no control	402	198	204	14	75	139	142	26	6	106	92	114	90	69	225
	37%	38%	36%	19%	25%	37%	49%	56%	71%	37%	37%	40%	34%	33%	37%
Don't know	41	21	20	9	13	16	3	-	-	14	8	9	11	7	23
	4%	4%	4%	13%	4%	4%	1%	-	-	5%	3%	3%	4%	3%	4%
Mean	2.82	2.79	2.84	3.20	3.16	2.84	2.48	2.29	1.88	2.82	2.79	2.79	2.87	2.88	2.82
Standard deviation	1.07	1.07	1.07	1.00	0.96	1.06	1.04	1.13	1.18	1.04	1.14	1.06	1.05	1.09	1.04
Standard error	0.03	0.05	0.04	0.14	0.06	0.05	0.06	0.17	0.37	0.06	0.07	0.07	0.06	0.08	0.04

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Absolutes/col percents

Table 10

Q.3 How much control do you feel you have over the content your child/children view in each of the following?

Mobile phones

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1081	91	43	947	58	115	107	87	81	95	154	150	100
Weighted base	1084	96	48	941	55	113	118	95	80	88	156	143	93
NET: Any control	889 82%	81 84%	39 82%	769 82%	48 86%	88 77%	100 85%	78 82%	63 79%	67 76%	133 85%	113 79%	80 86%
NET: Some/ a lot of control	641 59%	63 66%	27 57%	551 59%	36 64%	69 61%	74 63%	60 63%	47 59%	51 58%	95 61%	70 49%	49 53%
A lot of control	(4) 365 34%	43 44%	17 37%	305 32%	19 34%	40 35%	51 43%	29 30%	26 33%	27 31%	54 35%	36 25%	23 25%
Some control	(3) 276 25%	20 21%	10 21%	246 26%	17 30%	29 26%	23 19%	32 33%	21 27%	24 28%	41 26%	33 23%	26 28%
Little control	(2) 248 23%	18 18%	12 25%	218 23%	12 22%	19 16%	26 22%	17 18%	16 20%	16 18%	38 24%	44 31%	31 34%
No control	(1) 154 14%	11 12%	4 9%	139 15%	6 10%	23 21%	13 11%	14 15%	14 17%	17 19%	20 13%	23 16%	9 9%
NET: Little/ no control	402 37%	29 30%	16 34%	357 38%	18 32%	42 37%	39 33%	31 33%	29 37%	33 37%	58 37%	67 47%	40 43%
Don't know	41 4%	4 4%	4 9%	33 4%	2 4%	2 2%	5 4%	3 4%	3 4%	4 4%	3 2%	6 4%	4 4%
Mean	2.82	3.02	2.93	2.79	2.92	2.77	2.99	2.82	2.78	2.73	2.84	2.60	2.71
Standard deviation	1.07	1.08	1.05	1.07	1.00	1.15	1.08	1.05	1.11	1.12	1.05	1.06	0.96
Standard error	0.03	0.12	0.17	0.04	0.13	0.11	0.11	0.11	0.13	0.12	0.09	0.09	0.10

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Absolutes/col percents

Table 11

Q.4 Do you agree or disagree with each of the following statements?**Base: All respondents**

	Gender		Age							Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1081	482	599	61	283	391	292	44	10	278	275	242	286	190	560
Weighted base	1084	518	566	72	295	375	288	46	9	286	250	287	261	206	600
<u>Films or video games with sexual or violent themes can be accessed too easily by children</u>															
Agree	899	429	470	54	229	319	247	41	9	241	201	238	218	161	504
	83%	83%	83%	75%	78%	85%	86%	90%	100%	84%	80%	83%	83%	78%	84%
Disagree	105	56	49	9	39	27	26	3	-	27	28	23	27	29	49
	10%	11%	9%	13%	13%	7%	9%	7%	-	9%	11%	8%	10%	14%	8%
Don't know	81	33	48	8	27	29	15	2	-	18	21	25	17	15	47
	7%	6%	8%	12%	9%	8%	5%	3%	-	6%	8%	9%	6%	7%	8%
<u>Regulatory bodies responsible for rating films and video games do not do enough to protect children</u>															
Agree	632	274	358	45	180	204	166	28	8	170	139	180	143	128	329
	58%	53%	63%	63%	61%	54%	58%	62%	90%	59%	56%	63%	55%	62%	55%
Disagree	265	159	107	14	75	106	60	10	-	76	69	50	71	48	159
	24%	31%	19%	20%	25%	28%	21%	22%	-	26%	27%	18%	27%	23%	27%
Don't know	187	85	101	12	40	65	61	7	1	41	42	56	47	30	112
	17%	16%	18%	17%	14%	17%	21%	16%	10%	14%	17%	19%	18%	14%	19%
<u>TV programmes that are inappropriate for children are often shown before the 9pm watershed</u>															
Agree	710	322	388	40	197	255	182	30	7	179	170	194	167	147	370
	66%	62%	69%	56%	67%	68%	63%	65%	80%	62%	68%	68%	64%	72%	62%
Disagree	254	148	106	13	65	86	80	9	*	77	51	60	65	47	151
	23%	29%	19%	19%	22%	23%	28%	20%	4%	27%	21%	21%	25%	23%	25%
Don't know	121	48	73	18	34	34	26	7	1	30	28	32	30	11	78
	11%	9%	13%	26%	11%	9%	9%	16%	16%	11%	11%	11%	11%	6%	13%

Parents Survey

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Absolutes/col percents

Table 11

Q.4 Do you agree or disagree with each of the following statements?**Base: All respondents**

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Weighted base	1084	518	566	72	295	375	288	46	9	286	250	287	261	206	600
<u>Sexting is a significant problem for children and young people</u>															
Agree	704 65%	321 62%	383 68%	46 64%	194 66%	235 63%	190 66%	33 72%	6 65%	181 63%	150 60%	190 66%	183 70%	134 65%	379 63%
Disagree	97 9%	63 12%	34 6%	13 18%	24 8%	34 9%	24 8%	2 5%	- -	33 11%	30 12%	14 5%	21 8%	23 11%	58 10%
Don't know	283 26%	134 26%	149 26%	12 17%	77 26%	106 28%	74 26%	11 23%	3 35%	73 25%	71 28%	83 29%	57 22%	48 23%	163 27%
<u>Age rating of music videos would help to protect children from violent and sexualised content that may be unsuitable for their age</u>															
Agree	832 77%	392 76%	440 78%	46 64%	231 78%	284 76%	222 77%	40 88%	7 83%	233 82%	186 74%	211 74%	201 77%	160 78%	460 77%
Disagree	153 14%	77 15%	76 13%	17 23%	35 12%	58 16%	38 13%	4 9%	1 17%	35 12%	33 13%	48 17%	37 14%	26 13%	88 15%
Don't know	100 9%	49 9%	51 9%	9 13%	28 10%	33 9%	28 10%	2 3%	- -	18 6%	31 12%	28 10%	23 9%	20 10%	52 9%
<u>As a parent, I feel equipped to manage the influence of advertising and the commercial world on my family</u>															
Agree	551 51%	273 53%	278 49%	40 55%	154 52%	191 51%	140 49%	24 52%	3 37%	157 55%	128 51%	140 49%	126 48%	111 54%	305 51%
Disagree	384 35%	193 37%	191 34%	21 29%	94 32%	122 33%	124 43%	20 44%	3 37%	98 34%	90 36%	109 38%	88 34%	70 34%	215 36%
Don't know	149 14%	52 10%	97 17%	11 16%	47 16%	62 17%	25 9%	2 4%	2 26%	32 11%	32 13%	37 13%	48 18%	24 12%	80 13%

Parents Survey

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Absolutes/col percents

Table 11

Q.4 Do you agree or disagree with each of the following statements?**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1081	91	43	947	58	115	107	87	81	95	154	150	100
Weighted base	1084	96	48	941	55	113	118	95	80	88	156	143	93
<u>Films or video games with sexual or violent themes can be accessed too easily by children</u>													
Agree	899 83%	74 77%	43 89%	782 83%	44 79%	101 90%	96 82%	84 88%	56 70%	78 89%	134 86%	111 78%	77 83%
Disagree	105 10%	16 17%	2 4%	87 9%	4 8%	6 5%	13 11%	3 3%	14 18%	2 2%	13 8%	21 14%	11 12%
Don't know	81 7%	6 6%	3 6%	72 8%	7 13%	6 5%	8 7%	8 9%	10 12%	8 9%	9 6%	11 8%	5 5%
<u>Regulatory bodies responsible for rating films and video games do not do enough to protect children</u>													
Agree	632 58%	55 57%	32 68%	545 58%	32 57%	68 60%	65 55%	58 61%	45 56%	48 55%	96 62%	83 58%	51 55%
Disagree	265 24%	20 21%	8 17%	237 25%	15 28%	27 24%	33 28%	18 19%	19 23%	19 22%	36 23%	37 26%	33 35%
Don't know	187 17%	21 22%	7 16%	158 17%	8 15%	18 16%	20 17%	20 21%	16 20%	20 23%	24 15%	23 16%	9 10%
<u>TV programmes that are inappropriate for children are often shown before the 9pm watershed</u>													
Agree	710 66%	62 64%	33 69%	616 65%	33 59%	77 68%	88 74%	62 65%	43 54%	60 69%	115 74%	79 55%	59 64%
Disagree	254 23%	26 27%	13 27%	215 23%	12 22%	20 18%	18 15%	23 24%	27 33%	14 16%	30 19%	49 34%	23 25%
Don't know	121 11%	9 9%	2 4%	110 12%	10 19%	16 15%	12 10%	11 11%	10 13%	13 15%	11 7%	15 11%	11 11%

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Table 11

Q.4 Do you agree or disagree with each of the following statements?**Base: All respondents**

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Weighted base	1084	96	48	941	55	113	118	95	80	88	156	143	93
<u>Sexting is a significant problem for children and young people</u>													
Agree	704 65%	53 56%	34 70%	617 66%	39 70%	79 70%	68 58%	69 73%	41 51%	59 68%	111 71%	88 62%	62 67%
Disagree	97 9%	6 7%	2 5%	88 9%	7 13%	10 8%	12 10%	8 8%	10 13%	4 4%	12 8%	18 12%	8 9%
Don't know	283 26%	36 38%	12 25%	236 25%	10 17%	25 22%	38 32%	18 19%	29 36%	25 28%	33 21%	37 26%	22 24%
<u>Age rating of music videos would help to protect children from violent and sexualised content that may be unsuitable for their age</u>													
Agree	832 77%	68 71%	36 76%	727 77%	41 75%	87 77%	91 78%	78 82%	58 73%	68 77%	124 79%	102 71%	78 84%
Disagree	153 14%	20 21%	6 13%	127 13%	7 13%	17 15%	12 10%	10 10%	15 18%	9 11%	20 13%	29 20%	9 9%
Don't know	100 9%	7 8%	6 12%	87 9%	7 12%	10 8%	15 12%	8 8%	7 9%	10 12%	12 8%	13 9%	6 6%
<u>As a parent, I feel equipped to manage the influence of advertising and the commercial world on my family</u>													
Agree	551 51%	58 61%	23 48%	470 50%	33 60%	66 58%	49 42%	50 52%	39 49%	38 43%	77 49%	72 51%	46 49%
Disagree	384 35%	28 29%	17 36%	339 36%	15 26%	34 30%	51 43%	26 27%	25 31%	38 43%	56 36%	58 41%	37 40%
Don't know	149 14%	10 10%	8 16%	132 14%	7 13%	13 12%	18 15%	19 20%	16 20%	12 14%	23 15%	13 9%	9 10%

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Absolutes/col percents

Table 12

Q.5 Thinking about the effect of the media (advertising, films, TV and the internet) on your child/children, how strongly do you agree or disagree with each of the following statements?

Summary**Base: All respondents**

	Statements					
	It gives 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	It discourages my child/ children from using their own imagination to play	It encourages my child/ children to ask me to buy them things that they see advertised
Unweighted base	1081	1081	1081	1081	1081	1081
Weighted base	1084	1084	1084	1084	1084	1084
NET: Agree	370 34%	502 46%	383 35%	836 77%	651 60%	876 81%
Strongly agree (4)	64 6%	147 14%	112 10%	297 27%	210 19%	414 38%
Tend to agree (3)	306 28%	355 33%	271 25%	539 50%	441 41%	462 43%
Tend to disagree (2)	410 38%	338 31%	435 40%	134 12%	258 24%	121 11%
Strongly disagree (1)	202 19%	79 7%	162 15%	30 3%	77 7%	26 2%
NET: Disagree	611 56%	417 38%	597 55%	163 15%	335 31%	147 14%
Don't know	103 9%	165 15%	104 10%	85 8%	99 9%	62 6%
Mean	2.24	2.62	2.34	3.10	2.80	3.24
Standard deviation	0.85	0.85	0.89	0.73	0.86	0.75
Standard error	0.03	0.03	0.03	0.02	0.03	0.02

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Table 13

Q.5 Thinking about the effect of the media (advertising, films, TV and the internet) on your child/children, how strongly do you agree or disagree with each of the following statements?

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

Base: All respondents

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1081	482	599	61	283	391	292	44	10	278	275	242	286	190	560
Weighted base	1084	518	566	72	295	375	288	46	9	286	250	287	261	206	600
NET: Agree	370	186	184	23	104	126	94	18	6	102	70	117	82	68	214
	34%	36%	32%	32%	35%	34%	33%	38%	69%	35%	28%	41%	31%	33%	36%
Strongly agree	(4) 64	32	32	14	18	21	9	2	-	12	13	22	17	13	36
	6%	6%	6%	19%	6%	6%	3%	5%	-	4%	5%	8%	7%	6%	6%
Tend to agree	(3) 306	154	152	9	86	105	85	15	6	90	57	95	64	55	179
	28%	30%	27%	13%	29%	28%	30%	34%	69%	31%	23%	33%	25%	27%	30%
Tend to disagree	(2) 410	196	213	27	100	152	116	14	1	100	113	94	103	77	218
	38%	38%	38%	37%	34%	41%	40%	31%	14%	35%	45%	33%	40%	37%	36%
Strongly disagree	(1) 202	96	106	8	61	62	58	11	1	52	50	46	54	49	98
	19%	18%	19%	12%	21%	17%	20%	24%	17%	18%	20%	16%	21%	24%	16%
NET: Disagree	611	292	320	35	161	214	174	25	3	152	163	139	157	125	316
	56%	56%	56%	49%	55%	57%	60%	55%	31%	53%	65%	49%	60%	61%	53%
Don't know	103	40	63	14	30	35	20	3	-	33	18	30	22	12	70
	9%	8%	11%	19%	10%	9%	7%	7%	-	11%	7%	11%	8%	6%	12%
Mean	2.24	2.26	2.22	2.49	2.23	2.25	2.17	2.21	2.53	2.24	2.14	2.36	2.19	2.17	2.29
Standard deviation	0.85	0.85	0.85	1.02	0.88	0.83	0.80	0.89	0.81	0.83	0.82	0.87	0.87	0.88	0.84
Standard error	0.03	0.04	0.04	0.14	0.06	0.04	0.05	0.14	0.26	0.05	0.05	0.06	0.05	0.07	0.04

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Table 13

Q.5 Thinking about the effect of the media (advertising, films, TV and the internet) on your child/children, how strongly do you agree or disagree with each of the following statements?

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

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1081	91	43	947	58	115	107	87	81	95	154	150	100
Weighted base	1084	96	48	941	55	113	118	95	80	88	156	143	93
NET: Agree	370 34%	31 32%	19 40%	320 34%	27 49%	37 33%	36 30%	31 33%	25 31%	30 34%	66 42%	34 24%	34 37%
Strongly agree	(4) 64 6%	2 3%	3 6%	59 6%	9 17%	6 6%	6 5%	5 5%	8 10%	7 8%	10 7%	3 2%	5 5%
Tend to agree	(3) 306 28%	28 30%	16 34%	261 28%	18 32%	31 27%	30 25%	26 28%	17 22%	23 26%	56 36%	31 22%	29 32%
Tend to disagree	(2) 410 38%	44 46%	16 34%	350 37%	17 30%	42 37%	49 41%	29 30%	36 45%	35 39%	50 32%	62 44%	32 34%
Strongly disagree	(1) 202 19%	18 19%	8 17%	175 19%	7 13%	28 25%	17 15%	15 16%	11 14%	14 16%	30 19%	33 23%	20 21%
NET: Disagree	611 56%	62 65%	24 51%	525 56%	24 43%	70 62%	66 56%	44 46%	47 58%	48 55%	80 51%	96 67%	52 56%
Don't know	103 9%	3 3%	4 9%	96 10%	5 8%	5 5%	17 14%	20 21%	8 10%	10 11%	11 7%	14 9%	7 7%
Mean	2.24	2.16	2.31	2.24	2.58	2.14	2.24	2.28	2.30	2.30	2.32	2.02	2.23
Standard deviation	0.85	0.77	0.86	0.86	0.95	0.88	0.80	0.86	0.86	0.87	0.88	0.76	0.87
Standard error	0.03	0.08	0.14	0.03	0.13	0.09	0.08	0.10	0.10	0.09	0.07	0.07	0.09

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Absolutes/col percents

Table 14

Q.5 Thinking about the effect of the media (advertising, films, TV and the internet) on your child/children, how strongly do you agree or disagree with each of the following statements?

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

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector		
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private	
Unweighted base	1081	482	599	61	283	391	292	44	10	278	275	242	286	190	560	
Weighted base	1084	518	566	72	295	375	288	46	9	286	250	287	261	206	600	
NET: Agree	502 46%	253 49%	249 44%	33 47%	144 49%	178 47%	118 41%	24 52%	5 53%	117 41%	123 49%	133 46%	129 49%	101 49%	264 44%	
Strongly agree	(4) 14%	147 13%	69 14%	78 14%	16 23%	51 17%	46 12%	26 9%	5 10%	3 31%	36 12%	37 15%	41 14%	34 13%	35 17%	72 12%
Tend to agree	(3) 33%	355 35%	184 30%	171 30%	17 24%	92 31%	132 35%	92 32%	19 42%	2 22%	81 28%	86 34%	93 32%	95 36%	66 32%	192 32%
Tend to disagree	(2) 31%	338 31%	159 31%	179 32%	15 21%	83 28%	110 29%	112 39%	14 30%	4 47%	103 36%	78 31%	83 29%	74 28%	65 32%	195 32%
Strongly disagree	(1) 7%	79 7%	39 7%	40 7%	1 2%	25 9%	24 6%	25 9%	3 6%	- -	28 10%	16 6%	20 7%	15 6%	17 8%	48 8%
NET: Disagree	417 38%	198 38%	219 39%	17 23%	109 37%	134 36%	137 48%	17 36%	4 47%	130 45%	94 38%	104 36%	89 34%	82 40%	242 40%	
Don't know	165 15%	67 13%	98 17%	22 30%	43 14%	64 17%	32 11%	5 12%	- -	40 14%	33 13%	49 17%	43 17%	23 11%	94 16%	
Mean	2.62	2.63	2.61	2.97	2.67	2.64	2.46	2.63	2.84	2.51	2.66	2.65	2.68	2.65	2.57	
Standard deviation	0.85	0.85	0.86	0.86	0.91	0.83	0.81	0.79	0.92	0.88	0.84	0.86	0.82	0.90	0.85	
Standard error	0.03	0.04	0.04	0.13	0.06	0.05	0.05	0.13	0.29	0.06	0.06	0.06	0.05	0.07	0.04	

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Absolutes/col percents

Table 14

Q.5 Thinking about the effect of the media (advertising, films, TV and the internet) on your child/children, how strongly do you agree or disagree with each of the following statements?

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

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1081	91	43	947	58	115	107	87	81	95	154	150	100
Weighted base	1084	96	48	941	55	113	118	95	80	88	156	143	93
NET: Agree	502 46%	36 37%	26 55%	440 47%	31 56%	59 52%	47 40%	36 38%	42 52%	39 44%	88 56%	57 40%	42 45%
Strongly agree	(4) 147 14%	9 9%	3 6%	135 14%	11 19%	25 22%	13 11%	13 13%	7 8%	11 12%	34 22%	9 6%	13 14%
Tend to agree	(3) 355 33%	27 28%	23 49%	305 32%	20 37%	34 30%	34 29%	23 24%	35 44%	28 32%	54 34%	48 34%	29 31%
Tend to disagree	(2) 338 31%	32 34%	14 30%	291 31%	11 20%	33 29%	42 35%	35 37%	17 21%	26 30%	40 26%	55 38%	33 36%
Strongly disagree	(1) 79 7%	12 13%	1 2%	66 7%	4 8%	9 8%	6 5%	4 4%	7 8%	11 13%	5 3%	14 10%	5 6%
NET: Disagree	417 38%	45 47%	15 32%	357 38%	16 28%	42 37%	48 40%	39 41%	24 29%	37 43%	45 29%	69 48%	39 42%
Don't know	165 15%	15 16%	6 13%	144 15%	9 16%	12 11%	24 20%	20 21%	15 18%	12 13%	24 15%	17 12%	12 13%
Mean	2.62	2.40	2.68	2.64	2.80	2.75	2.56	2.59	2.64	2.50	2.88	2.42	2.62
Standard deviation	0.85	0.89	0.65	0.86	0.91	0.93	0.81	0.84	0.81	0.92	0.83	0.78	0.84
Standard error	0.03	0.10	0.11	0.03	0.13	0.09	0.09	0.10	0.10	0.10	0.07	0.07	0.09

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Absolutes/col percents

Table 15

Q.5 Thinking about the effect of the media (advertising, films, TV and the internet) on your child/children, how strongly do you agree or disagree with each of the following statements?

It disrupts our family life

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1081	482	599	61	283	391	292	44	10	278	275	242	286	190	560
Weighted base	1084	518	566	72	295	375	288	46	9	286	250	287	261	206	600
NET: Agree	383 35%	198 38%	186 33%	27 38%	110 37%	127 34%	96 33%	18 39%	5 60%	98 34%	92 37%	105 37%	88 34%	81 39%	194 32%
Strongly agree	(4) 112 10%	57 11%	55 10%	14 20%	39 13%	33 9%	24 8%	* 1%	- -	33 12%	29 11%	28 10%	22 8%	29 14%	55 9%
Tend to agree	(3) 271 25%	141 27%	130 23%	13 18%	71 24%	94 25%	71 25%	18 38%	5 60%	64 22%	64 25%	77 27%	66 25%	53 26%	138 23%
Tend to disagree	(2) 435 40%	204 39%	231 41%	22 30%	108 37%	172 46%	113 39%	18 38%	3 30%	130 45%	100 40%	103 36%	102 39%	76 37%	255 42%
Strongly disagree	(1) 162 15%	69 13%	94 17%	8 11%	37 13%	42 11%	64 22%	10 23%	1 10%	33 12%	38 15%	46 16%	46 17%	34 16%	89 15%
NET: Disagree	597 55%	273 53%	324 57%	29 41%	146 49%	214 57%	176 61%	28 61%	3 40%	163 57%	138 55%	149 52%	147 56%	110 53%	343 57%
Don't know	104 10%	47 9%	56 10%	15 21%	39 13%	34 9%	15 5%	- -	- -	26 9%	20 8%	32 11%	25 10%	15 7%	63 11%
Mean	2.34	2.39	2.29	2.60	2.44	2.35	2.21	2.18	2.50	2.38	2.36	2.34	2.28	2.40	2.30
Standard deviation	0.89	0.88	0.89	1.02	0.92	0.82	0.90	0.80	0.71	0.86	0.90	0.90	0.88	0.95	0.86
Standard error	0.03	0.04	0.04	0.14	0.06	0.04	0.05	0.12	0.23	0.05	0.06	0.06	0.06	0.07	0.04

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Absolutes/col percents

Table 15

Q.5 Thinking about the effect of the media (advertising, films, TV and the internet) on your child/children, how strongly do you agree or disagree with each of the following statements?

It disrupts our family life

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1081	91	43	947	58	115	107	87	81	95	154	150	100
Weighted base	1084	96	48	941	55	113	118	95	80	88	156	143	93
NET: Agree	383 35%	26 27%	17 36%	340 36%	22 40%	45 40%	40 34%	30 32%	26 32%	30 34%	77 49%	42 30%	28 30%
Strongly agree	(4) 112 10%	6 6%	7 15%	99 11%	11 20%	19 17%	13 11%	7 7%	5 6%	8 9%	25 16%	9 6%	4 4%
Tend to agree	(3) 271 25%	20 21%	10 21%	241 26%	11 20%	25 23%	27 23%	23 24%	21 27%	23 26%	52 33%	34 24%	25 27%
Tend to disagree	(2) 435 40%	45 47%	18 37%	372 40%	23 42%	42 37%	54 45%	30 31%	30 38%	31 36%	48 31%	67 47%	46 50%
Strongly disagree	(1) 162 15%	17 18%	5 10%	140 15%	5 9%	18 16%	8 7%	17 18%	15 18%	16 18%	21 13%	29 20%	12 13%
NET: Disagree	597 55%	62 65%	23 48%	512 54%	29 52%	60 53%	62 52%	47 49%	45 56%	47 53%	69 44%	96 67%	58 63%
Don't know	104 10%	7 8%	8 16%	89 9%	5 8%	8 7%	16 14%	18 19%	9 11%	11 12%	10 7%	5 4%	6 7%
Mean	2.34	2.17	2.48	2.35	2.56	2.43	2.43	2.27	2.22	2.29	2.55	2.16	2.23
Standard deviation	0.89	0.82	0.93	0.89	0.95	0.99	0.81	0.91	0.85	0.90	0.94	0.82	0.74
Standard error	0.03	0.09	0.16	0.03	0.13	0.10	0.08	0.10	0.10	0.10	0.08	0.07	0.08

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Absolutes/col percents

Table 16

Q.5 Thinking about the effect of the media (advertising, films, TV and the internet) on your child/children, how strongly do you agree or disagree with each of the following statements?

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

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1081	482	599	61	283	391	292	44	10	278	275	242	286	190	560
Weighted base	1084	518	566	72	295	375	288	46	9	286	250	287	261	206	600
NET: Agree	836	406	430	44	228	301	218	37	8	208	204	218	206	164	458
	77%	78%	76%	62%	77%	80%	76%	80%	88%	73%	81%	76%	79%	80%	76%
Strongly agree	(4) 297	130	167	24	80	103	77	9	4	74	70	72	82	55	158
	27%	25%	29%	33%	27%	28%	27%	19%	49%	26%	28%	25%	32%	27%	26%
Tend to agree	(3) 539	275	263	21	149	197	141	28	3	135	134	146	124	109	300
	50%	53%	47%	29%	50%	53%	49%	61%	39%	47%	54%	51%	47%	53%	50%
Tend to disagree	(2) 134	70	64	9	29	37	50	7	-	42	28	35	28	25	75
	12%	13%	11%	13%	10%	10%	17%	16%	-	15%	11%	12%	11%	12%	12%
Strongly disagree	(1) 30	13	17	4	9	12	5	-	-	6	6	8	10	4	14
	3%	3%	3%	5%	3%	3%	2%	-	-	2%	2%	3%	4%	2%	2%
NET: Disagree	163	83	81	13	39	49	55	7	-	48	34	43	38	30	89
	15%	16%	14%	18%	13%	13%	19%	16%	-	17%	14%	15%	14%	14%	15%
Don't know	85	30	56	14	28	26	14	2	1	30	12	26	17	12	53
	8%	6%	10%	20%	9%	7%	5%	4%	12%	11%	5%	9%	7%	6%	9%
Mean	3.10	3.07	3.14	3.11	3.12	3.12	3.06	3.03	3.55	3.07	3.12	3.08	3.14	3.11	3.10
Standard deviation	0.73	0.72	0.75	0.92	0.73	0.72	0.73	0.61	0.53	0.74	0.70	0.73	0.77	0.70	0.72
Standard error	0.02	0.03	0.03	0.13	0.05	0.04	0.04	0.09	0.18	0.05	0.04	0.05	0.05	0.05	0.03

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Absolutes/col percents

Table 16

Q.5 Thinking about the effect of the media (advertising, films, TV and the internet) on your child/children, how strongly do you agree or disagree with each of the following statements?

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

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1081	91	43	947	58	115	107	87	81	95	154	150	100
Weighted base	1084	96	48	941	55	113	118	95	80	88	156	143	93
NET: Agree	836 77%	78 82%	39 81%	719 76%	44 79%	86 76%	90 77%	64 67%	60 75%	68 77%	124 79%	112 78%	71 76%
Strongly agree	(4) 297 27%	26 27%	17 35%	254 27%	19 34%	44 39%	27 23%	20 22%	19 24%	21 24%	43 28%	40 28%	20 22%
Tend to agree	(3) 539 50%	52 54%	22 46%	465 49%	25 46%	43 38%	63 54%	44 46%	41 51%	47 53%	80 52%	72 50%	50 54%
Tend to disagree	(2) 134 12%	15 16%	5 10%	113 12%	6 11%	12 10%	15 13%	13 14%	11 13%	8 9%	19 12%	16 11%	14 15%
Strongly disagree	(1) 30 3%	- -	- -	30 3%	1 2%	8 7%	1 1%	4 4%	4 5%	2 2%	4 3%	5 3%	1 1%
NET: Disagree	163 15%	15 16%	5 10%	143 15%	7 13%	20 17%	16 14%	18 19%	15 18%	9 11%	23 15%	21 14%	15 16%
Don't know	85 8%	2 2%	4 9%	79 8%	4 8%	7 6%	11 10%	13 14%	5 7%	11 12%	9 6%	10 7%	7 8%
Mean	3.10	3.11	3.27	3.09	3.20	3.16	3.09	2.98	3.00	3.13	3.11	3.11	3.05
Standard deviation	0.73	0.66	0.66	0.75	0.74	0.89	0.66	0.79	0.79	0.67	0.73	0.75	0.67
Standard error	0.02	0.07	0.11	0.03	0.10	0.09	0.07	0.09	0.09	0.07	0.06	0.06	0.07

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Absolutes/col percents

Table 17

Q.5 Thinking about the effect of the media (advertising, films, TV and the internet) on your child/children, how strongly do you agree or disagree with each of the following statements?

It discourages my child/children from using their own imagination to play

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1081	482	599	61	283	391	292	44	10	278	275	242	286	190	560
Weighted base	1084	518	566	72	295	375	288	46	9	286	250	287	261	206	600
NET: Agree	651 60%	313 60%	338 60%	37 52%	177 60%	234 62%	166 58%	33 72%	4 40%	152 53%	151 60%	181 63%	167 64%	119 58%	359 60%
Strongly agree	(4) 210 19%	105 20%	105 19%	17 24%	52 18%	76 20%	51 18%	12 25%	2 26%	46 16%	51 20%	58 20%	56 21%	44 21%	113 19%
Tend to agree	(3) 441 41%	207 40%	233 41%	20 27%	125 43%	158 42%	115 40%	22 47%	1 15%	106 37%	100 40%	123 43%	111 43%	75 36%	246 41%
Tend to disagree	(2) 258 24%	132 26%	125 22%	13 18%	62 21%	84 23%	86 30%	11 24%	1 9%	78 27%	62 25%	61 21%	57 22%	51 25%	149 25%
Strongly disagree	(1) 77 7%	32 6%	46 8%	5 7%	19 6%	28 7%	23 8%	2 4%	1 10%	21 7%	19 8%	21 7%	16 6%	19 9%	37 6%
NET: Disagree	335 31%	164 32%	171 30%	18 25%	80 27%	112 30%	110 38%	13 28%	2 19%	100 35%	81 32%	82 28%	73 28%	69 34%	186 31%
Don't know	99 9%	42 8%	57 10%	17 23%	37 13%	29 8%	12 4%	- -	4 40%	35 12%	18 7%	24 8%	22 8%	18 9%	55 9%
Mean	2.80	2.81	2.78	2.90	2.82	2.82	2.70	2.93	2.95	2.70	2.79	2.83	2.86	2.77	2.80
Standard deviation	0.86	0.85	0.87	0.96	0.84	0.87	0.86	0.81	1.25	0.87	0.88	0.86	0.85	0.92	0.85
Standard error	0.03	0.04	0.04	0.13	0.05	0.05	0.05	0.12	0.47	0.06	0.06	0.06	0.05	0.07	0.04

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Absolutes/col percents

Table 17

Q.5 Thinking about the effect of the media (advertising, films, TV and the internet) on your child/children, how strongly do you agree or disagree with each of the following statements?

It discourages my child/children from using their own imagination to play

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1081	91	43	947	58	115	107	87	81	95	154	150	100
Weighted base	1084	96	48	941	55	113	118	95	80	88	156	143	93
NET: Agree	651 60%	52 55%	34 71%	565 60%	33 60%	68 60%	65 55%	58 61%	48 60%	54 62%	98 63%	79 55%	61 66%
Strongly agree	(4) 210 19%	20 21%	9 18%	181 19%	15 27%	27 24%	12 10%	18 19%	14 17%	16 18%	42 27%	24 17%	13 15%
Tend to agree	(3) 441 41%	32 33%	25 53%	383 41%	18 33%	41 36%	53 45%	40 42%	34 43%	38 44%	57 36%	55 38%	48 51%
Tend to disagree	(2) 258 24%	28 30%	6 12%	224 24%	13 23%	20 18%	34 29%	17 18%	19 24%	18 20%	39 25%	45 32%	19 21%
Strongly disagree	(1) 77 7%	9 9%	3 6%	65 7%	7 13%	13 11%	7 6%	5 5%	7 9%	5 6%	8 5%	9 6%	4 4%
NET: Disagree	335 31%	37 39%	9 18%	289 31%	20 36%	33 29%	41 35%	22 23%	26 33%	23 26%	47 30%	54 38%	23 25%
Don't know	99 9%	6 6%	5 11%	87 9%	2 5%	12 11%	12 10%	15 16%	6 7%	10 12%	11 7%	10 7%	9 9%
Mean	2.80	2.71	2.93	2.80	2.78	2.82	2.65	2.89	2.73	2.84	2.91	2.71	2.85
Standard deviation	0.86	0.93	0.79	0.86	1.01	0.97	0.77	0.82	0.88	0.84	0.88	0.84	0.74
Standard error	0.03	0.10	0.13	0.03	0.14	0.10	0.08	0.09	0.10	0.09	0.07	0.07	0.08

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Absolutes/col percents

Table 18

Q.5 Thinking about the effect of the media (advertising, films, TV and the internet) on your child/children, how strongly do you agree or disagree with each of the following statements?

It encourages my child/children to ask me to buy them things that they see advertised

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1081	482	599	61	283	391	292	44	10	278	275	242	286	190	560
Weighted base	1084	518	566	72	295	375	288	46	9	286	250	287	261	206	600
NET: Agree	876	422	454	54	233	311	232	39	7	213	217	234	212	167	484
	81%	81%	80%	75%	79%	83%	81%	85%	78%	74%	87%	82%	81%	81%	81%
Strongly agree	(4) 414	185	229	26	106	163	104	12	4	102	102	116	94	81	215
	38%	36%	40%	36%	36%	43%	36%	26%	49%	36%	41%	40%	36%	39%	36%
Tend to agree	(3) 462	237	225	28	127	148	128	27	3	111	114	118	118	87	268
	43%	46%	40%	39%	43%	39%	45%	59%	29%	39%	46%	41%	45%	42%	45%
Tend to disagree	(2) 121	62	59	10	28	39	38	4	2	44	16	37	23	24	66
	11%	12%	10%	14%	9%	10%	13%	8%	22%	15%	6%	13%	9%	12%	11%
Strongly disagree	(1) 26	9	17	-	7	6	10	3	-	10	6	2	9	6	16
	2%	2%	3%	-	2%	2%	3%	7%	-	3%	2%	1%	3%	3%	3%
NET: Disagree	147	71	76	10	35	45	48	7	2	54	22	39	32	30	82
	14%	14%	13%	14%	12%	12%	17%	15%	22%	19%	9%	14%	12%	14%	14%
Don't know	62	25	36	8	27	20	8	-	-	19	12	13	17	9	35
	6%	5%	6%	10%	9%	5%	3%	-	-	7%	5%	5%	6%	4%	6%
Mean	3.24	3.21	3.26	3.24	3.24	3.32	3.17	3.03	3.27	3.14	3.31	3.27	3.22	3.23	3.21
Standard deviation	0.75	0.73	0.78	0.71	0.74	0.73	0.79	0.80	0.85	0.82	0.70	0.72	0.76	0.77	0.75
Standard error	0.02	0.03	0.03	0.10	0.05	0.04	0.05	0.12	0.27	0.05	0.04	0.05	0.05	0.06	0.03

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Absolutes/col percents

Table 18

Q.5 Thinking about the effect of the media (advertising, films, TV and the internet) on your child/children, how strongly do you agree or disagree with each of the following statements?

It encourages my child/children to ask me to buy them things that they see advertised

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1081	91	43	947	58	115	107	87	81	95	154	150	100
Weighted base	1084	96	48	941	55	113	118	95	80	88	156	143	93
NET: Agree	876 81%	81 85%	41 85%	754 80%	44 79%	101 90%	94 80%	77 81%	52 65%	65 74%	128 82%	118 82%	75 81%
Strongly agree	(4) 414 38%	42 44%	16 33%	357 38%	24 43%	48 42%	36 30%	43 45%	18 23%	34 38%	68 44%	55 38%	32 34%
Tend to agree	(3) 462 43%	39 41%	25 53%	397 42%	20 37%	54 48%	58 49%	34 36%	34 43%	32 36%	60 38%	63 44%	43 46%
Tend to disagree	(2) 121 11%	12 12%	3 7%	106 11%	6 10%	7 6%	11 9%	7 8%	16 20%	11 12%	18 12%	16 11%	14 15%
Strongly disagree	(1) 26 2%	2 2%	1 1%	23 2%	* 1%	1 1%	4 3%	2 2%	4 6%	7 8%	2 2%	2 1%	- -
NET: Disagree	147 14%	14 14%	4 8%	129 14%	6 11%	8 7%	15 13%	10 10%	21 26%	17 20%	20 13%	18 13%	14 15%
Don't know	62 6%	1 1%	3 7%	58 6%	5 9%	4 3%	9 8%	8 9%	7 9%	5 6%	8 5%	7 5%	4 4%
Mean	3.24	3.27	3.25	3.23	3.34	3.35	3.16	3.36	2.91	3.12	3.31	3.25	3.20
Standard deviation	0.75	0.77	0.65	0.76	0.72	0.65	0.75	0.75	0.85	0.92	0.75	0.72	0.69
Standard error	0.02	0.08	0.10	0.03	0.10	0.06	0.07	0.08	0.10	0.10	0.06	0.06	0.07

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Absolutes/col percents

Table 19

Q.6 Do you think that today's TV, films, magazines and the internet make children sexually aware at a younger age than they would be otherwise?

Base: All respondents

	Gender		Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1081	482	599	61	283	391	292	44	10	278	275	242	286	190	560
Weighted base	1084	518	566	72	295	375	288	46	9	286	250	287	261	206	600
Yes	929 86%	441 85%	488 86%	50 70%	247 84%	327 87%	255 89%	44 95%	8 90%	242 84%	211 85%	245 86%	231 88%	171 83%	517 86%
No	80 7%	39 7%	41 7%	9 13%	24 8%	25 7%	20 7%	2 4%	- -	26 9%	19 7%	20 7%	15 6%	21 10%	41 7%
Don't know	75 7%	38 7%	38 7%	13 18%	25 8%	24 6%	13 4%	1 1%	1 10%	19 7%	20 8%	21 7%	15 6%	14 7%	42 7%

Parents Survey

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Absolutes/col percents

Table 19

Q.6 Do you think that today's TV, films, magazines and the internet make children sexually aware at a younger age than they would be otherwise?

Base: All respondents

	Region												
	Total	Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1081	91	43	947	58	115	107	87	81	95	154	150	100
Weighted base	1084	96	48	941	55	113	118	95	80	88	156	143	93
Yes	929 86%	86 90%	39 82%	804 85%	51 92%	95 84%	101 85%	84 89%	66 83%	72 82%	135 86%	119 83%	82 88%
No	80 7%	6 6%	4 8%	70 7%	2 4%	7 6%	9 7%	7 7%	9 11%	7 8%	15 10%	8 6%	5 6%
Don't know	75 7%	4 4%	5 10%	66 7%	2 4%	11 10%	9 7%	4 4%	5 6%	8 9%	7 4%	16 11%	6 6%

Parents Survey

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Absolutes/col percents

Table 20

Q.7 Which of the following initiatives have you heard of, if any?**Base: All respondents**

	Gender			Age						Social Grade				Employment Sector	
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Private
Unweighted base	1081	482	599	61	283	391	292	44	10	278	275	242	286	190	560
Weighted base	1084	518	566	72	295	375	288	46	9	286	250	287	261	206	600
NET: Any	183	93	90	15	57	62	38	8	2	61	37	51	33	45	104
	17%	18%	16%	21%	19%	17%	13%	18%	28%	21%	15%	18%	13%	22%	17%
Children's Media Literacy Group	61	32	29	3	18	25	12	3	-	23	9	18	12	12	39
	6%	6%	5%	5%	6%	7%	4%	7%	-	8%	3%	6%	4%	6%	7%
Let Girls Be Girls	60	34	27	5	18	18	16	1	1	18	9	19	14	11	35
	6%	6%	5%	7%	6%	5%	6%	3%	12%	6%	4%	7%	5%	5%	6%
The Bailey Review: Letting Children Be Children	50	27	23	2	11	21	12	3	1	17	10	16	6	11	27
	5%	5%	4%	2%	4%	6%	4%	7%	16%	6%	4%	6%	2%	5%	5%
ParentPort	39	16	23	4	10	11	12	2	-	17	9	4	9	16	16
	4%	3%	4%	5%	3%	3%	4%	4%	-	6%	4%	1%	3%	8%	3%
Good Childhood Enquiry	38	20	18	3	14	9	9	3	-	18	8	9	2	15	19
	3%	4%	3%	4%	5%	2%	3%	6%	-	6%	3%	3%	1%	7%	3%
Bye Buy Childhood	32	22	10	4	11	13	3	1	-	10	7	13	2	7	22
	3%	4%	2%	5%	4%	4%	1%	2%	-	3%	3%	4%	1%	4%	4%
None of these	902	425	476	57	238	313	249	38	6	225	213	235	228	160	496
	83%	82%	84%	79%	81%	83%	87%	82%	72%	79%	85%	82%	87%	78%	83%

Parents Survey

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Absolutes/col percents

Table 20

Q.7 Which of the following initiatives have you heard of, if any?

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1081	91	43	947	58	115	107	87	81	95	154	150	100
Weighted base	1084	96	48	941	55	113	118	95	80	88	156	143	93
NET: Any	183	15	5	164	8	17	16	20	14	12	45	17	16
	17%	15%	10%	17%	14%	15%	14%	21%	17%	13%	29%	12%	17%
Children's Media Literacy Group	61	5	1	55	1	4	5	10	2	6	19	6	2
	6%	5%	2%	6%	2%	4%	5%	11%	3%	7%	12%	4%	2%
Let Girls Be Girls	60	7	2	51	-	2	7	6	6	6	12	7	6
	6%	8%	5%	5%	-	1%	6%	6%	8%	7%	8%	5%	6%
The Bailey Review: Letting Children Be Children	50	7	3	39	3	5	3	4	2	3	9	5	6
	5%	8%	6%	4%	6%	4%	3%	4%	2%	3%	6%	4%	7%
ParentPort	39	2	-	37	1	4	3	4	2	3	7	10	3
	4%	2%	-	4%	3%	3%	2%	4%	3%	4%	4%	7%	4%
Good Childhood Enquiry	38	1	-	37	3	6	5	1	4	3	12	4	-
	3%	1%	-	4%	6%	6%	4%	1%	5%	3%	7%	3%	-
Bye Buy Childhood	32	1	3	28	*	-	*	5	1	5	9	2	4
	3%	1%	6%	3%	1%	-	*	5%	1%	6%	6%	1%	5%
None of these	902	81	43	777	48	96	102	76	66	76	111	126	77
	83%	85%	90%	83%	86%	85%	86%	79%	83%	87%	71%	88%	83%

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Absolutes/col percents

Table 21

Q.8 As a parent, how concerned, or otherwise, are you about the following?

Summary**Base: All respondents**

	Concerns	
	The commercialisati on of childhood	The sexualisation of childhood
Unweighted base	1081	1081
Weighted base	1084	1084
NET: Concerned	870 80%	936 86%
Very concerned (4)	396 37%	557 51%
Fairly concerned (3)	474 44%	379 35%
Not very concerned (2)	129 12%	93 9%
Not at all concerned (1)	24 2%	14 1%
NET: Not concerned	154 14%	107 10%
Don't know	61 6%	41 4%
Mean	3.21	3.42
Standard deviation	0.75	0.71
Standard error	0.02	0.02

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Absolutes/col percents

Table 22

Q.8 As a parent, how concerned, or otherwise, are you about the following?

The commercialisation of childhood

Base: All respondents

	Gender			Age						Social Grade				Employment Sector		
	Total	Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate	
Unweighted base	1081	482	599	61	283	391	292	44	10	278	275	242	286	190	560	
Weighted base	1084	518	566	72	295	375	288	46	9	286	250	287	261	206	600	
NET: Concerned	870	424	445	41	236	308	236	41	8	224	206	222	218	160	482	
	80%	82%	79%	57%	80%	82%	82%	89%	88%	78%	82%	78%	83%	78%	80%	
Very concerned	(4)	396	175	220	22	111	131	109	19	4	95	100	94	107	80	205
	37%	34%	39%	30%	38%	35%	38%	40%	49%	33%	40%	33%	41%	39%	34%	
Fairly concerned	(3)	474	249	225	19	125	177	127	22	3	129	106	128	111	80	278
	44%	48%	40%	27%	42%	47%	44%	48%	39%	45%	42%	45%	42%	39%	46%	
Not very concerned	(2)	129	58	71	12	37	41	35	4	1	42	32	33	23	30	67
	12%	11%	13%	17%	12%	11%	12%	9%	12%	15%	13%	11%	9%	15%	11%	
Not at all concerned	(1)	24	13	11	4	8	5	7	-	-	10	6	6	3	2	18
	2%	3%	2%	5%	3%	1%	3%	-	-	3%	2%	2%	1%	1%	3%	
NET: Not concerned	154	72	82	16	44	46	42	4	1	51	37	39	26	33	85	
	14%	14%	14%	23%	15%	12%	15%	9%	12%	18%	15%	14%	10%	16%	14%	
Don't know	61	22	39	14	14	22	9	1	-	11	7	26	17	13	33	
	6%	4%	7%	20%	5%	6%	3%	2%	-	4%	3%	9%	7%	6%	6%	
Mean	3.21	3.18	3.24	3.03	3.21	3.22	3.21	3.32	3.37	3.12	3.23	3.19	3.32	3.23	3.18	
Standard deviation	0.75	0.74	0.76	0.94	0.77	0.70	0.76	0.64	0.73	0.79	0.76	0.74	0.70	0.76	0.76	
Standard error	0.02	0.03	0.03	0.13	0.05	0.04	0.05	0.10	0.23	0.05	0.05	0.05	0.04	0.06	0.03	

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Absolutes/col percents

Table 22

Q.8 As a parent, how concerned, or otherwise, are you about the following?

The commercialisation of childhood

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1081	91	43	947	58	115	107	87	81	95	154	150	100
Weighted base	1084	96	48	941	55	113	118	95	80	88	156	143	93
NET: Concerned	870 80%	76 79%	41 86%	753 80%	45 81%	88 78%	92 78%	79 83%	63 78%	64 73%	134 86%	113 79%	75 81%
Very concerned	(4) 396 37%	39 41%	20 42%	337 36%	19 34%	38 33%	30 25%	44 46%	26 32%	29 33%	74 48%	43 30%	35 38%
Fairly concerned	(3) 474 44%	37 38%	21 45%	416 44%	26 47%	50 45%	62 53%	35 37%	37 46%	35 40%	60 38%	71 49%	40 43%
Not very concerned	(2) 129 12%	11 11%	4 8%	115 12%	5 10%	14 12%	16 14%	7 8%	9 11%	10 12%	16 10%	22 16%	15 16%
Not at all concerned	(1) 24 2%	1 1%	- -	24 3%	- -	6 5%	2 2%	2 2%	4 5%	6 7%	- -	4 3%	- -
NET: Not concerned	154 14%	12 12%	4 8%	139 15%	5 10%	19 17%	18 15%	9 10%	13 16%	17 19%	16 10%	26 18%	15 16%
Don't know	61 6%	9 9%	3 6%	50 5%	5 9%	6 5%	9 7%	7 8%	4 5%	7 8%	5 4%	4 3%	3 3%
Mean	3.21	3.30	3.36	3.20	3.27	3.12	3.09	3.37	3.11	3.07	3.39	3.09	3.22
Standard deviation	0.75	0.72	0.64	0.76	0.65	0.82	0.69	0.73	0.82	0.90	0.68	0.75	0.72
Standard error	0.02	0.08	0.10	0.03	0.09	0.08	0.07	0.08	0.09	0.10	0.06	0.06	0.07

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Absolutes/col percents

Table 23

Q.8 As a parent, how concerned, or otherwise, are you about the following?

The sexualisation of childhood

Base: All respondents

	Total	Gender		Age						Social Grade				Employment Sector	
		Male	Female	18-24	25-34	35-44	45-54	55-64	65+	AB	C1	C2	DE	Public	Pri- vate
Unweighted base	1081	482	599	61	283	391	292	44	10	278	275	242	286	190	560
Weighted base	1084	518	566	72	295	375	288	46	9	286	250	287	261	206	600
NET: Concerned	936	446	491	54	254	328	249	43	9	237	228	238	233	180	510
	86%	86%	87%	75%	86%	87%	86%	93%	100%	83%	91%	83%	89%	88%	85%
Very concerned	(4) 51%	254 49%	303 53%	30 41%	178 60%	182 48%	136 47%	27 59%	5 58%	139 49%	143 57%	130 45%	146 56%	109 53%	297 49%
Fairly concerned	(3) 35%	191 37%	188 33%	24 34%	76 26%	147 39%	113 39%	15 34%	4 42%	98 34%	86 34%	108 38%	88 34%	71 35%	213 35%
Not very concerned	(2) 9%	56 11%	37 7%	6 9%	27 9%	33 9%	25 9%	2 5%	-	35 12%	19 8%	24 8%	15 6%	19 9%	53 9%
Not at all concerned	(1) 1%	5 1%	9 2%	-	5 2%	2 1%	7 2%	-	-	7 2%	-	7 2%	1 *	1 *	11 2%
NET: Not concerned	107	61	47	6	33	35	31	2	-	42	19	30	16	20	64
	10%	12%	8%	9%	11%	9%	11%	5%	-	15%	8%	11%	6%	10%	11%
Don't know	41	12	29	11	8	12	8	1	-	8	3	18	12	6	26
	4%	2%	5%	16%	3%	3%	3%	2%	-	3%	1%	6%	5%	3%	4%
Mean	3.42	3.37	3.46	3.38	3.49	3.40	3.35	3.56	3.58	3.33	3.50	3.35	3.52	3.44	3.39
Standard deviation	0.71	0.71	0.70	0.68	0.74	0.67	0.74	0.60	0.52	0.79	0.64	0.74	0.62	0.68	0.73
Standard error	0.02	0.03	0.03	0.09	0.05	0.03	0.04	0.09	0.17	0.05	0.04	0.05	0.04	0.05	0.03

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Table 23

Q.8 As a parent, how concerned, or otherwise, are you about the following?

The sexualisation of childhood

Base: All respondents

	Total	Region											
		Scotland	Wales	NET: England	North East	North West	Yorkshire & Humberside	West Midlands	East Midlands	Eastern	London	South East	South West
Unweighted base	1081	91	43	947	58	115	107	87	81	95	154	150	100
Weighted base	1084	96	48	941	55	113	118	95	80	88	156	143	93
NET: Concerned	936 86%	84 88%	46 97%	806 86%	45 82%	99 87%	99 84%	79 84%	67 84%	72 82%	142 91%	122 85%	80 86%
Very concerned	(4) 557 51%	51 53%	30 64%	476 51%	23 41%	64 56%	55 46%	52 55%	41 51%	41 46%	91 58%	67 47%	43 46%
Fairly concerned	(3) 379 35%	33 35%	16 33%	330 35%	22 40%	35 31%	45 38%	27 28%	26 33%	32 36%	50 32%	55 39%	37 40%
Not very concerned	(2) 93 9%	6 6%	-	87 9%	8 14%	9 8%	11 9%	7 7%	8 10%	6 7%	11 7%	17 12%	11 12%
Not at all concerned	(1) 14 1%	-	-	14 1%	-	2 1%	-	2 2%	4 5%	4 4%	-	3 2%	-
NET: Not concerned	107 10%	6 6%	-	101 11%	8 14%	10 9%	11 9%	9 10%	12 15%	10 11%	11 7%	20 14%	11 12%
Don't know	41 4%	6 6%	1 3%	34 4%	2 4%	4 3%	7 6%	7 7%	1 1%	6 6%	4 2%	1 1%	2 2%
Mean	3.42	3.50	3.66	3.40	3.28	3.47	3.39	3.47	3.32	3.33	3.53	3.31	3.35
Standard deviation	0.71	0.62	0.48	0.72	0.71	0.71	0.67	0.74	0.84	0.81	0.63	0.76	0.69
Standard error	0.02	0.07	0.07	0.02	0.10	0.07	0.07	0.08	0.09	0.09	0.05	0.06	0.07