

**TNS Omnibus survey of parents of children aged 5-16 in the UK and of  
children and young people aged 7-16 in GB  
for the Bailey Review, Spring 2011**

**Contents**

1. Background
2. Results from omnibus survey of parents
3. Results from omnibus survey of children/ young people
4. Sample details
  - a. Parents sample
  - b. Children/ young people sample

**1. Background**

As part of a wider evidence gathering exercise for Reg Bailey's Review of commercialisation and sexualisation of childhood (including a review of recent literature, qualitative research with parents and a call for evidence), a number of questions to parents and children/ young people were developed by the Department for Education and included in a face-to-face omnibus survey run by TNS.

*Parents* The omnibus questions to parents were carried out between 16<sup>th</sup> February and 6<sup>th</sup> March 2011 and achieved a sample of 1025 parents of children aged 5-16 in the UK. Data were weighted to be representative of the national population of all adults in the UK aged 16+ based on gender/ age/ social class and region. This resulted in a weighted sample of 1198 parents.

*Children/ Young people* The omnibus questions to children/ young people were carried out between 16<sup>th</sup> February and 13<sup>th</sup> March 2011 and resulted in a sample of 520 children and young people aged 7-16 in Great Britain. Data were weighted to be representative of the national population of children aged 7-16 in GB based on gender/ age/ social class and region.

Weighted data are used throughout. Sample details are provided at the end of this report.

**2. Results from omnibus survey of parents**

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

Thirty six percent of parents said that they had bought something for their child that they would rather not have done. White parents were more likely than minority ethnic parents to say that they had done so (38% versus 28%) and women were slightly more likely than men (39% versus 33%). There was no clear difference by social class, age of parent or age of children in the household.

<i>Have you ever bought something for your child that you would rather not have done?</i>	Number	%
Yes	437	36%
No	759	63%
Don't know	2	<1%
Total	1198	100%

**Q.3 If yes - You said you bought something for your child that you would rather not have done. Was this because....?**

Of the parents who said that they had bought something for their child that they would rather not have done, 51% said that they did so because they felt pressured to do so by their child and 30% said that they did it to help their child fit in with their friends, or so that they wouldn't be left out.

Parents with children in the household aged 11-15 were more likely to have felt pressured by their child (57%) than those with younger children (aged 0-5 and 6-10, both 48%) and women were more likely to have felt pressured by their child than men (55% versus 45%). Parents who were single (62%) or widowed/ divorced or separated (57%) were more likely to say they felt pressured to do so by their child than those who were married or living as married (49%).

The proportion of parents who had bought something to help their child fit in with their friends or so they wouldn't be left out was higher for minority ethnic parents (39%) compared to white parents (29%) and lower for social classes AB (26%) and C1 (29%) compared to social classes C2 (35%), D (30%) and E (37%). Widowed, divorced and separated parents (47%) were more likely to say that they had done this than parents who were married or living as married (28%).

<i>You said you bought something for your child that you would rather not have done. Was this because....? Please choose all that apply</i>	Number	% *
You felt pressured to do so by your child	224	51%
To help your child to fit in with their friends or so they wouldn't be left out	131	30%
Other	109	25%
Don't know	4	1%

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

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

88% of parents agreed (either strongly or slightly) with the statement 'these days children are under pressure to grow up too quickly'. Older parents were more likely to agree than younger parents (97% of 55-64 year olds compared to 84% of 16-24 year olds).

Women were more likely to strongly agree with the statement than men (67% versus 53%), and white parents were more likely to strongly agree with it than ethnic minority parents (63% versus 50%).

<i>How much do you agree or disagree with the following statement? 'These days children are under pressure to grow up too quickly'?</i>	Number	%
Strongly Agree	731	61%
Slightly Agree	329	27%
Neither Agree nor Disagree	75	6%
Slightly Disagree	46	4%
Strongly Disagree	18	2%
Total	1199	100%
<i>Summary codes</i>		
Agree (Strongly and slightly agree)	1060	88%
Disagree (Strongly and slightly disagree)	64	5%

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

Forty percent of parents said that they had seen things in public places that they felt were unsuitable or inappropriate for children to see because of their sexual content (e.g. shop window displays, advertising hoardings) in the last three months. Women were more likely than men to say that they had (46% compared to 31%) and parents in social classes AB (50%), were more likely than those in the other social classes (C1 39%, C2 31%, D 36% and E 38%).

<i>Thinking about the last 3 months (that is since November last year), have you seen things in public places that you felt were unsuitable or inappropriate for children to see because of their sexual content (e.g. shop window displays, advertising hoardings)?</i>	Number	%
Yes	476	40%
No	714	60%
Don't Know	9	1%
Total	1199	101%*

\*Figures add up to over 100% because of rounding

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

Forty one percent of parents said that they had seen programmes or adverts on TV before 9pm that they felt were unsuitable or inappropriate for children to see because of sexual content during the last 3 months. Women were

more likely than men (44% versus 35%) to say that they had.

<i>Thinking about the last 3 months (that is since November last year), have you seen any programmes or adverts on TV before 9pm that you felt were unsuitable or inappropriate for children to see because of sexual content?</i>	Number	%
Yes	488	41%
No	696	58%
Don't Know	16	1%
Total	1200	100%

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

Parents were given a list of marketing and advertising tools that companies use and they were asked whether they felt that any of those listed should not be used when promoting products to children. The tools that parents were most likely to think should not be used were: adverts sent to mobile phones (35% of parents), companies encouraging children to click the like button on social networking sites (34%), peer to peer marketing, advertising on TV and on the internet (all 27%) and celebrities promoting products and services (23%).

<i>The following is a list of marketing and advertising tools that companies use. Do you think that any of these should NOT be used when promoting products to children? Please choose all that apply</i>	Number	%*
Adverts sent to mobile phones	416	35%
Companies encouraging children to click the 'like' button on social networking sites	409	34%
Peer-to-peer marketing - where children are paid to promote goods and services to other children they know	328	27%
Adverts on TV	327	27%
Adverts on the internet	321	27%
Celebrities promoting products and services	271	23%
Advergames (computer games created for advertising)	210	17%
Branded goods and commercial sponsorship in schools, including voucher schemes for equipment	156	13%
Adverts at the cinema	141	12%
Shop window displays	134	11%
Adverts in the street, on public transport	123	10%
Sponsorship of events e.g. football matches, music events	98	8%
None	163	14%
Don't know	69	6%

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

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

Celebrity culture, adult style clothes for children in shops and social networking sites were all felt by more than half of parents to encourage children to act older than they are (58%, 55% and 52% respectively). These were followed by pictures in magazines and newspapers (47%) and music shows/ videos/ DVDs (46%), what they see on the internet (42%), imagery in adverts (38%) and their parents (25%). Four percent of parents said that none of these encourage children to act older than they are and 3% didn't know.

With respect to most of the options (except imagery in adverts) women were more likely than men to say that they encourage children to act older than they are.

Older parents and parents with older children in the household were more likely than younger parents and parents with younger children in the household to say that celebrity culture, social networking sites, what they see on the internet and imagery in adverts encourage children to act older than they are. (There may be some overlap with these two groups as older parents are more likely to have older children in the household).

<i>Do you think that any of the following encourage children to act older than they are? Please choose all that apply</i>	Number	% *
Celebrity culture	691	58%
Adult style clothes for children in shops	665	55%
Social networking sites (such as Bebo or Facebook	621	52%
Pictures in magazines and newspapers	566	47%
Music shows\videos\dvds	552	46%
What they see on the internet	507	42%
Imagery in adverts	460	38%
Their parents	305	25%
None	46	4%
Don't know	30	3%

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

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

Celebrity culture and pictures in magazines and newspapers were felt by more than half of parents to put too much pressure on children to conform to a particular body shape and size (65% and 57% respectively). This was followed by and music shows/ videos/ DVD (47%), adult style clothes in shops (45%) imagery in adverts (44%), social networking sites (38%), what they see on the internet (36%) and their parents (16%). Only 5% of parents said that none of these put too much pressure on children and 2% didn't know.

Women were more likely than men to say that each of these items put pressure on children to conform. There was also a clear trend by social class, the number of parents answering that any of the issues listed put too much pressure on children decreased from social class AB to social class E.

<i>Do you think that any of the following put too much pressure on children to conform to a particular body shape and size? Please choose all that apply</i>	Number	% *
Celebrity culture	774	65%
Pictures in magazines and newspapers	679	57%
Music shows\videos\dvds	559	47%
Adult style clothes for children in shops	541	45%
Imagery in adverts	526	44%
Social networking sites (such as Bebo or Facebook	454	38%
What they see on the internet	437	36%
Their parents	197	16%
None	60	5%
Don't know	29	2%

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

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

Eight percent of parents said that they had ever complained about things (e.g. products and adverts) whether in public places, on TV, on the internet, in a newspaper or magazine that they felt were inappropriate for children because of sexual content. The numbers are too small to undertake meaningful sub group analyses.

<i>Have you ever complained about things (e.g. products and adverts) whether in public places, on TV, on the internet, in a newspaper or magazine that you felt were inappropriate for children because of sexual content?</i>	Number	%
Yes	94	8%
No	1100	92%
Don't Know	5	-
Total	1199	100%

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

Of those parents who had complained to one of the bodies listed, most had complained to the shop or company involved (27%) or a regulatory body/watchdog (20%). Others had complained to an MP (12%), consumer group or the press (both 9%) or the council (4%). However 33% had complained to someone other than those listed. The numbers are too small to undertake meaningful sub group analyses.

<i>If yes - Who did you complain to?</i>	Number	% *
Shop or company involved	25	27%
Regulatory body\ watchdog	19	20%
MP	11	12%
Consumer group	8	9%
The press	8	9%
Council	4	4%
Other	31	33%
Don't know	2	3%

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

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

The majority of parents have never complained. Forty three percent of these parents said this was because they have never needed to. Other reasons include: they didn't think anything would be done (22%), didn't know who to complain to (15%) and didn't get round to it (13%).

Parents from minority ethnic groups were more likely to say that they didn't know who to complain to than white parents (21% versus 14%). Those in social classes D and E were slightly more likely to say they didn't know who to complain to (19 and 18% respectively) than those in AB and C1 (both 13%) and C2 (15%).

<i>If no - Why have you not complained?</i>	Number	% *
Have never needed to	476	43%
Didn't think anything would be done	247	22%
Didn't know who to complain to	161	15%
Didn't get round to it	148	13%
Other	93	8%
Don't know	15	1%

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

## **3. Results from omnibus survey of children**

### **Q.1A How much do you agree or disagree with this statement: .... To be cool you have to act and dress to look older than you are?**

Sixty one percent of the children and young people questioned disagreed with the statement 'to be cool you have to act and dress to look older than you are' (28% slightly disagreed and 33% strongly disagreed). Twenty six percent of the children in the sample agreed (10% strongly agreed and 16% slightly agreed) and 12% neither agreed nor disagreed.

There was no clear difference according to age, social class or gender. However, children from minority ethnic groups were slightly more likely to agree (strongly or slightly) with the statement 'to be cool you have to act and dress to look older than you are' than white children (30% versus 25%) and less likely to disagree (strongly or slightly) with it (53% versus 63%).

<i>How much do you agree or disagree with this statement: .... To be cool you have to act and dress to look older than you are?</i>	Number	%
Strongly agree	49	10%
Slightly agree	85	16%
Neither agree nor disagree	64	12%
Slightly disagree	148	28%
Strongly disagree	170	33%
Don't know	3	1%
Total	519	100%

<i>Summary codes</i>	Number	%
Agree (Strongly and slightly agree)	135	26%
Disagree (Strongly and slightly disagree)	318	61%

**Q1B How much do you agree or disagree with this statement: ... it's difficult to find clothes in the shops that I like and that my parents would allow me to wear?**

Almost half (48%) of the children in the sample agreed with the statement 'It's difficult to find clothes in the shops that I like and that my parents would allow me to wear' (18% strongly agreed and 29% slightly agreed), 38% disagreed (19% strongly disagreed and 19% slightly disagreed) and 14% neither agreed nor disagreed.

Younger children, aged 7-10, were more likely to agree than older children (55% of 7-10 year olds, 50% of 11-13 year olds and 36% of 14-16 year olds agreed strongly or slightly). Girls were marginally more likely than boys to agree (50% versus 46%) and minority ethnic groups were marginally more likely to agree than white children (50% versus 47%) and less likely to disagree (29% versus 39%).

<i>How much do you agree or disagree with this statement: .... It's difficult to find clothes in the shops that I like and that my parents would allow me to wear?</i>	Number	%
Strongly agree	96	18%
Slightly agree	152	29%
Neither agree nor disagree	72	14%
Slightly disagree	99	19%
Strongly disagree	97	19%
Don't know	4	1%
Total	520	100%

<i>Summary codes</i>	Number	%
Agree (Strongly and slightly agree)	248	48%
Disagree (Slightly and strongly disagree)	196	38%



**Q1C How much do you agree or disagree with this statement: ... it is important to have the right 'make' or 'brand' of things?**

Overall children's views were fairly evenly split with 44% agreeing that it is important to have the right 'make' or 'brand' of things and 41% disagreeing. 14% neither agreed nor disagreed.

Children from minority ethnic groups were much more likely to agree (61%) than white children (41%) and less likely to disagree (26% versus 44%). Boys were more likely to agree (49%) than girls (39%) and less likely to disagree (35% versus 48%). Children in social classes (AB) were less likely to agree (32%) than children in the other social classes (50% in C1, 45% in C2, 46% in D and 55% in E).

<i>How much do you agree or disagree with this statement:... it is important to have the right 'make' or 'brand' of things?</i>	Number	%
Strongly agree	98	19%
Slightly agree	130	25%
Neither agree nor disagree	70	14%
Slightly disagree	110	21%
Strongly disagree	105	20%
Don't know	6	1%
Total	519	100%

<i>Summary codes</i>	Number	%
Agree (Strongly and slightly agree)	228	44%
Disagree (Strongly and slightly disagree)	215	41%

**Q2A Thinking about when you go shopping for clothes, toys or gadgets which of the following things help you decide which ones to choose?**

Cost/ price (42%), friends have them or like them (39%) and liking the brand, make or TV show/ characters (32%) were the factors which children and young people were most likely to agree helped them to decide what to choose when they go shopping.

Older children were more likely to say that cost / price helps them decide what to choose (58% of 14-16 year olds compared to 27% of 7-10 year olds) and much less likely to say what their parents say or think (12% of 14-16 year olds compared with 27% of 7-10 year olds) or that liking the advert helps them decide what to choose (15% of 14-16 year olds compared to 23% of 7-10 year olds).

Those in social classes AB (45%) and C1 (42%) were more likely than those in social classes C2 (35%), D (32%) and E (31%) to say because their friends have them or like them.

Boys were more likely than girls (38% versus 26%) to say that liking the brand, make or TV show/ characters help them to decide what to buy.

Children from minority ethnic groups were less likely than white children to say that cost / price (32% versus 44%) and liking the brand, make or TV show/ characters (25% versus 33%) helps them decide what to choose, and more likely to say what their parents say or think (29% versus 21%).

<i>Thinking about when you go shopping for clothes, toys or gadgets which of the following things help you decide which ones to choose?</i>	Number	% *
Cost/ price	219	42%
Your friends have them or like them	202	39%
You like the brand, 'make' or TV show/ characters	167	32%
What your parents say or think	117	23%
You like the advert for them	102	20%
Celebrities/ famous people wear or use them	52	10%
None	7	1%
Don't know	8	1%

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

### **Q2B And which is the most important?**

When asked which influence was the most important in helping them decide what to choose, the same pattern is repeated, with cost/ price being the most frequently stated (by 30% of the children and young people), followed by friends have them or like them (22%) and liking the brand, make or TV show/ characters (18%).

<i>And which is the most important?</i>	Number	%
Cost/ price	158	30%
Your friends have them or like them	113	22%
You like the brand, 'make' or TV show/ characters	95	18%
What your parents say or think	63	12%
You like the advert for them	50	10%
Celebrities/ famous people wear or use them	21	4%
None	10	2%
Don't know	10	2%
Total	520	100%

### **Q3 Have you ever bought or asked your parents to buy you something just so that you would be the same as your friends?**

Just over half of the children/ young people said that they had ever bought or asked their parents to buy them something just so that they would be the same as their friends (57%). Boys were more likely than girls to have done this (63% versus 51%), younger children were much more likely than older children (61% of 7-10 year olds, 67% of 11-13 year olds and 43% of 14-16 year olds). There was no clear trend by social class or ethnicity.

<i>Have you ever bought or asked your parents to buy you something just so that you would be the same as your friends?</i>	Number	%
Yes	297	57%
No	219	42%
Don't know	5	1%
Total	521	100%

**Q4 If you really want something and you know your parents don't want you to buy it, do you ever keep on asking for it until they let you have it?**

When children were asked if they really want something and they know their parents don't want them to buy it, do they ever keep on asking until they let them have it, just over half (52%) of the children/ young people in the sample said sometimes, 32% said always and 15% said never.

Older children were more likely than younger children to say never (20% of 14-16 year olds compared to 15% of 11-13 year olds and 12% of 7-10 year olds) and younger children were more likely to say always (38% of 7-10 year olds versus 27% of 11-13 year olds and 28% of 14-16 year olds).

Children in social classes D and E were more likely to say never than those in the other social classes (22% in D and 20% in E versus 11% in AB, 16% in C1 and 13% in C2) and also slightly more likely to say always (37% in E, 35% in D and 35% in C2 compared to 30% in C1 and 27% in AB).

<i>If you really want something and you know your parents don't want you to buy it, do you ever keep on asking for it until they let you have it?</i>	Number	%
Never	80	15%
Sometimes	272	52%
Always	165	32%
Don't know	3	1%
Total	520	100%

**Q5 Thinking about the last 3 months (that is since November last year) have you ever seen any of the following...?**

Twenty eight percent of children said that they had seen things in public places such as shop window displays or poster adverts aimed at people of their age that they thought were really good and 15% said they had seen things in public places that they thought were inappropriate because they were too grown up for young people of their age to see.

Twenty six percent said they had seen adverts on websites or messages to their mobile phone from companies for things that they were interested in and 22% said they had seen adverts on websites or messages on their mobile phone from companies for products that were not suitable because they were too grown up for young people of their age. Around a quarter (27%) said that they had seen none of the above.

Girls (33%) were more likely than boys (24%) and those in social class groups AB and C1 (32% and 33%) were more likely than those in social class groups C2, D and E (24%, 23% and 26% respectively) to say that they had seen things in public places, such as shop window displays or poster adverts aimed at people their age that they thought were really good.

Boys (29%) were more likely than girls (22%) and 14-16 year olds (31%) were more likely than those in younger age groups (25% of 11-13 year olds and 22% of 7-10 year olds) to say that they had seen adverts on websites or messages on their mobile phone for products that they were interested in.

Boys (26% compared to 17% of girls) and older children (25% of 14-16 year olds and 24% of 11-13 year olds compared to 16% of 7-10 year olds) were more likely to have seen adverts on websites or messages on their mobile phone from companies for products that were not suitable because they were too grown up for people of their age.

Boys (19%) were more likely than girls (11%) to say that they had seen things in public places such as shop window displays or poster adverts that they thought were not suitable because they were too grown up for young people their age to see.

Younger children were more likely to say that they had seen none of the above (33% of 7-10 year olds, 28% of 11-13 year olds and 18% of 14-16 year olds).

<i>Thinking about the last 3 months (that is since November last year) have you ever seen any of the following...</i>	Number	% *
Things in public places, such as shop window displays or poster adverts aimed at people your age that you thought were really good?	148	28%
Adverts on websites or messages on your mobile phone from companies for products that you were interested in?	135	26%
Adverts on websites or messages on your mobile phone from companies for products that were not suitable because they were too grown up for young people of your age	112	22%
Things in public places, such as shop window displays or poster adverts, that you thought were not suitable because they were too grown up for young people of your age to see?	79	15%
None	140	27%
Don't know	20	4%

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

## Q6 Have you ever experienced any of the following?

More children have experienced the traditional forms of marketing and advertising such as seeing celebrities in adverts (55%), things for children displayed in shop windows (49%) and names of shops/ brands of things at sports grounds or on players kit (43%) than newer forms of advertising such as seeing adverts on the internet (40%), names of shops/ brands in computer games (37%), clicking like buttons on web pages (32%), being sent adverts to a mobile phone (14%) and having heard of children being paid to by companies to recommend things to their friends (7%).

Girls were more likely than boys to say that they had seen things for children displayed in shop windows (55% versus 44%) and slightly more likely to have seen famous people like singers, actors and sports stars in adverts (57% versus 52%). Boys were much more likely than girls to have seen the names of shops, brands or makes of things in computer games that they play (48% versus 25%) and more likely to have seen them at sports grounds or on players kit (50% versus 36%).

Older children were more likely than younger ones to have experienced most of the marketing techniques listed with the exception of things displayed in shop windows and names of things in computer games, where there was no clear trend.

Children in minority ethnic groups were less likely to say that they had experienced most of the marketing techniques than white children, with the exception of seeing the names of shops, makes and brands of things in computer games that they play, where there was no difference. They were much more likely than white children to say that they had seen none of the techniques listed (22% versus 5%).

<i>Have you ever experienced any of the following?</i>	Number	% *
Seen famous people like singers, actors and sports stars in adverts	284	55%
Seen things for children being displayed in shop windows	257	49%
Seen the names of shops, brands or makes of things at sports grounds or on players kit	225	43%
Seen adverts on the internet for things for children to buy	209	40%
Seen the names of shops, brands or makes of things in computer games that you play	191	37%
Clicked like buttons on web pages	167	32%
Been sent adverts to your mobile phone	74	14%
Heard of children being paid by companies to recommend things to their friends	38	7%
None	40	8%
Don't know	8	1%

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

**Q7 How many hours per week do you spend on your mobile phone, the internet, social networking sites, watching TV and watching TV programmes on demand through the internet?**

**Q7A How many hours per week do you spend on your mobile phone?**

One third of children (33%) did not use a mobile phone, just over a third (36%) spent between 1-5 hours per week on their mobile phone and 16% spent 16 hours or more per week.

Girls were more likely than boys to use a mobile phone (40% of boys compared to 26% of girls spent no hours per week). Of those who did spend time on a mobile phone there was no clear difference in the number of hours per week that boys and girls spent using the mobile phone.

Older children were more likely to use a mobile phone than younger ones (7% of 14-16 year olds and 18% of 11-13 year olds spend no hours per week compared to 67% of 7-10 year olds). Of those who did use a mobile phone, older children were more likely to spend 16 hours or more per week on the phone than younger ones (32% of 14-16 year olds compared to 1% of 7-10 year olds).

Children in social classes C1 (35%), C2 (37%), D (36%) and E (38%) were more likely not to use a mobile phone at all than those in social class AB (24%).

<i>How many hours per week do you spend on your mobile phone?</i>	Number	%
0	171	33%
1-5	187	36%
6-10	38	7%
11-15	11	2%
16+	81	16%
Don't know	31	6%
Total	519	100%

**Q7B How many hours per week do you spend on the internet?**

Only 5% of children did not use the internet. Thirty seven percent spent between 1 and 5 hours per week and 22% spent 16 hours or more per week on the internet. Older children were more likely to spend longer on the internet than younger children. There was no clear difference in levels of internet use by gender, social class or ethnicity.

<i>How many hours per week do you spend on the internet?</i>	Number	%
0	25	5%
1-5	192	37%
6-10	110	21%
11-15	63	12%
16+	114	22%
Don't know		
Total	519	100%

**Q7C How many hours per week do you spend using social networking sites (e.g. Facebook, Bebo etc)?**

Forty percent of children did not use social networking sites at all. Younger children were much less likely to use them than older children (70% of 7-10 year olds did not use social networking sites compared to 31% of 11-13 year olds and 15% of 14-16 year olds). Older children spent more hours per week on social networking sites than younger children, but there were no clear trends in use according to gender, social class or ethnicity.

<i>How many hours per week do you spend using social networking sites (e.g. Facebook, Bebo etc)?</i>	Number	%
0	210	40%
1-5	133	26%
6-10	70	13%
11-15	31	6%
16+	58	11%
Don't know	17	3%
Total	519	99%

**Q7D How many hours per week do you spend watching TV?**

Only 2% of children did not watch any TV. There was no clear trend in the number of hours per week that children watched TV by gender, age or ethnicity. Children in the lowest social class groups D (43%), E (37%) and C2 (39%) were more likely to watch 16 or more hours of TV per week than those in AB and C1 (both 27%).

<i>How many hours per week do you spend watching TV?</i>	Number	%
0	9	2%
1-5	112	21%
6-10	109	21%
11-15	105	20%
16+	171	33%
Don't know	15	3%
Total	521	100%

**Q7E How many hours per week do you spend watching TV programmes on demand through the internet (e.g. through BBCPlayer, ITV Player, iplayer, Seesaw)?**

Half of children (50%) did not watch TV programmes on demand through the internet. Girls were less likely than boys (54% did not watch any TV on demand through the internet compared to 46% of boys) and younger children were less likely than older children to do so (58% of 7-10 year olds did not watch any compared to 42% of 14-16 year olds).

<i>How many hours per week do you spend watching TV programmes on demand through the internet?</i>	Number	%
0	259	50%
1-5	192	37%
6-10	22	4%
11-15	11	2%
16+	8	2%
Don't know	28	5%
Total	520	100%

**4. Sample details**

**a) Parents sample**

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

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

	Number
Yes - unweighted base	1025
Yes - weighted base	1199

**Male/ Female**

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

**Age**

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



### **Social class**

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

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

### **Marital status**

	Number	%
Married/ Living as married	963	80%
Single	140	12%
Widowed/ divorced/ separated	96	8%
Total	1199	100%

### **Age of children in household**

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

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

### **Household size**

	Number	%
1	38	3%
2	99	8%
3	266	22%
4	463	39%
5+	333	28%
Total	1199	100%

### **Ethnic origin**

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

### **b) Children/ young people sample**

Data have been weighted to be representative of children aged 7-16 in GB based on gender/ age/ social class and region. The weighted base is used throughout. Any variation in base numbers is due to missing data.

**Male/ Female**

	Number	%
Male	266	51%
Female	254	49%
Total	520	100%

**Age**

	Number	%
7-10	198	38%
11-13	157	30%
14-16	165	32%
Total	520	100%

**Social class**

	Number	%
AB	139	27%
C1	147	28%
C2	108	21%
D	85	16%
E	42	8%
Total	521	100%

**Marital status of parents**

	Number	%
Married/ Living as married	375	72%
Single	105	20%
Widowed/ divorced/ separated	40	8%
Total	520	100%

**Household size**

	Number	%
1	6	1%
2	29	6%
3	128	25%
4	197	38%
5+	159	31%
Total	519	101%

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

**Ethnic origin**

	Number	%
White	434	83%
Minority ethnic	86	17%
Total	520	100%