

Independent Review of the Sexualisation and Commercialisation of Childhood led by Reg Bailey

Parents' Call for Evidence summary and questions

This report is based on 997 responses to the parental Call for Evidence which ran from 11 Feb to 18 March 2011 on the Department for Education consultation website. Respondents completed the survey online or by submitting a paper copy of the form.

Total number of respondents:

	Number	
Total		997
Parents / step-parent		728
Grandparents / step-grandparent		178
Other		91

Respondent information questions:

What age are your children / grandchildren?		
Options	Responses	
Under 2:		179
2 – 5:		390
6 – 8:		335
9 – 10:		244
11 – 13:		287
14 – 16:		221
17 or older:		254
Not Applicable		30

What gender are your children / grandchildren?	
Options	Responses
Girls:	759
Boys:	706
Not applicable:	26

How old are you?	
Options	Responses
Up to 25:	10
26 – 35:	152
36 – 45:	364
46 – 55:	199
56 – 65:	147
Over 65:	110
Do not wish to say:	14
Total:	996

Where do you live?	
Options	Responses
South East:	252
South West:	104
London:	99
East of England:	95
West Midlands:	90
North West:	83
Scotland:	67
Yorks and Humber:	54
East Midlands:	49
Wales:	47
North East:	29
Other:	15
Northern Ireland:	12
Total:	996

What is your employment status?	
Options	Responses
Working part-time:	276
Working full-time:	261
Full-time parent / carer:	171
Retired:	162
Other – please specify:	61
Not working:	22
Studying full-time:	21
Working and studying:	13

Studying part-time:	10
Total:	997

Consultation questions:

1. The following factors are sometimes said to put pressure on children to grow up too quickly. Thinking about your own children, which factor do you think has the most influence on them, if any?

If you have any examples of children being put under pressure to grow up too quickly please note them in the box below.

There were 981 responses to this question.

	Parent or step-parent	Carer or guardian	Grandparent or step-grandparent	Individual	Other (Please specify)	Total
Sexual images, for example on TV, films, and in advertising	250	2	59	6	10	327
Advertising and marketing aimed at children	148	1	43	8	15	215
Peer pressure	144	0	25	7	9	185
Seeing inappropriate things on the internet	23	1	6	3	1	34
The things that celebrities like pop stars and actors do	108	1	32	9	6	156
Other – please specify	37	0	3	4	4	48
None of these	12	0	3	1	0	16

Additional comments in response to Q1:

59 respondents felt that peer pressure was a problem. 47 respondents specifically highlighted the sexualised nature of music videos. 52 respondents felt that the media interest in the behaviour and lifestyles of celebrities had a negative impact on their children and tended to focus on 'bad role-models'. Other specific concerns highlighted by respondents included:

- Inappropriate pre-watershed broadcast – the content of programming; commercial advertising and trailers for post-watershed programmes.
- Inappropriate content during 'family' programmes.
- Access to inappropriate content on the internet.
- The adult or teenage styling of children's clothing.

2 Thinking about the children you know, do you think these pressures affect boys and girls equally?, affect girls more? or affect boys more?						
There were 954 responses to this question.						
	Parent or step-parent	Carer or guardian	Grandparent or step-grandparent	Individual	Other (Please specify)	Total
Affect boys and girls equally?	332	2	84	19	19	456
Affect girls more?	356	3	78	17	25	479
Affect boys more?	11	0	7	0	1	19

Additional comments in response to Q2:

58 respondents emphasised the pressures on girls regarding appearance, body-image and the pressure to be slim/thin. Other concerns included:

- Pressures on boys to look and behave a certain way.
- Negative influences on boys' attitudes to girls.

3 Thinking about when you have been out and about with your child/children in the last few weeks, have you seen any images *aimed at children*, which you thought were inappropriate for your child/ children to see?

If you answered yes, please provide some details of what you've seen, where, and why you thought the image or images were inappropriate

There were 846 responses to this question.

	Parent or step-parent	Carer or guardian	Grandparent or step-grandparent	Individual	Other (Please specify)	Total
Yes	250	0	46	10	24	330
No	181	0	40	6	4	231
Not Sure	216	3	44	13	9	285

4 Thinking about when you have been out and about with your child/children in the last few weeks, have you seen any images *aimed at adults*, which you thought were inappropriate for your child/ children to see?

If you answered yes, please provide some details of what you've seen, where, and why you thought the image or images were inappropriate

There were 874 responses to this question.

	Parent or step-parent	Carer or guardian	Grandparent or step-grandparent	Individual	Other (Please specify)	Total
Yes	443	1	81	22	29	576
No	93	1	22	6	2	124
Not Sure	127	2	34	5	6	174

Additional comments in response to Q4:

- 134 respondents mentioned shop displays with the majority concerned about the display of men's magazines and newspapers which contain sexual imagery on their covers being positioned at 'child's height' in newsagents, supermarkets and petrol stations.
- 113 respondents were unhappy with the sexualised nature of on-street advertising such as billboards and posters in bus shelters.
- 63 respondents specifically mentioning the sexual imagery within adverts for perfume and lingerie.

5 Thinking about when you have been shopping for your child/children in the last 12 months, have you come across clothes, toys, games, music videos or other products that you thought were not appropriate for the age group they were aimed at?

If you have come across any such items, please provide some details of what the product was, where it was and what you thought was inappropriate about it.

There were 873 responses to this question.

	Parent or step-parent	Carer or guardian	Grandparent or step-grandparent	Individual	Other (Please specify)	Total
Often	322	3	35	5	24	389
Occasionally	270	1	87	18	12	388
Rarely	61	1	13	3	1	79
Never	13	0	2	1	1	17

Additional comments in response to Q5:

- 346 respondents were concerned with the adult or teenage styling of children's (mostly girl's) clothing.
- 76 mentioned music videos.
- 73 felt that there were inappropriate slogans on children's clothing – either of a sexualised nature or slogans that were gender–stereotyped.

6 a) Do you think it is appropriate for companies to use the following marketing and advertising techniques when promoting products towards children?

Adverts on TV

There were 975 responses to this question.

	Parent or step-parent	Carer or guardian	Grandparent or step-grandparent	Individual	Other (Please specify)	Total
Yes	200	1	32	14	16	263
No	424	3	120	19	24	590
Not Sure	92	1	18	5	6	122

6 b) Adverts in the street, on public transport

There were 969 responses to this question.

	Parent or step-parent	Carer or guardian	Grandparent or step-grandparent	Individual	Other (Please specify)	Total
Yes	184	1	28	8	12	233
No	425	3	122	23	27	600
Not Sure	101	1	21	6	7	136

6 c) Adverts on the internet						
There were 970 responses to this question.						
	Parent or step-parent	Carer or guardian	Grandparent or step-grandparent	Individual	Other (Please specify)	Total
Yes	93	1	18	7	8	127
No	545	4	137	27	34	747
Not Sure	75	0	13	4	4	96

6 d) Adverts in newspapers and magazines						
There were 960 responses to this question.						
	Parent or step-parent	Carer or guardian	Grandparent or step-grandparent	Individual	Other (Please specify)	Total
Yes	263	2	46	14	14	339
No	328	2	76	19	25	450
Not Sure	117	1	41	5	7	171

6 e) Adverts at the cinema						
There were 970 responses to this question.						
	Parent or step-parent	Carer or guardian	Grandparent or step-grandparent	Individual	Other (Please specify)	Total
Yes	181	1	24	8	14	228
No	423	3	119	21	23	589
Not Sure	112	1	23	9	8	153

6 f) Phone and text adverts						
There were 966 responses to this question.						
	Parent or step-parent	Carer or guardian	Grandparent or step-grandparent	Individual	Other (Please specify)	Total
Yes	20	0	7	2	2	31
No	671	5	155	35	41	907
Not Sure	16	0	9	1	2	28

6 g) Branded goods and commercial sponsorship in schools

There were 972 responses to this question.

	Parent or step-parent	Carer or guardian	Grandparent or step-grandparent	Individual	Other (Please specify)	Total
Yes	68	1	20	7	10	106
No	539	3	99	23	25	689
Not Sure	112	1	45	8	11	177

6 h) Shop window displays

There were 965 responses to this question.

	Parent or step-parent	Carer or guardian	Grandparent or step-grandparent	Individual	Other (Please specify)	Total
Yes	426	3	77	23	25	554
No	176	2	55	11	11	255
Not Sure	107	0	35	4	10	156

6 i) Celebrity endorsement

There were 966 responses to this question.

	Parent or step-parent	Carer or guardian	Grandparent or step-grandparent	Individual	Other (Please specify)	Total
Yes	73	1	15	2	5	96
No	527	4	135	24	31	721
Not Sure	108	0	20	12	9	149

6 j) Product placement e.g. in films, TV programmes

There were 967 responses to this question.

	Parent or step-parent	Carer or guardian	Grandparent or step-grandparent	Individual	Other (Please specify)	Total
Yes	97	1	18	6	11	133
No	485	3	120	26	22	656
Not Sure	127	1	31	6	13	178

6 k) Sponsorship of events e.g. football matches, music events						
There were 959 responses to this question.						
	Parent or step-parent	Carer or guardian	Grandparent or step-grandparent	Individual	Other (Please specify)	Total
Yes	248	1	51	15	19	334
No	277	2	67	11	12	369
Not Sure	179	2	48	12	15	256

6 l) Advergames (using video games to advertise a product)						
There were 966 responses to this question.						
	Parent or step-parent	Carer or guardian	Grandparent or step-grandparent	Individual	Other (Please specify)	Total
Yes	45	1	7	3	3	59
No	582	4	143	30	32	791
Not Sure	83	0	18	5	10	116

6 m) Peer-to-peer marketing - where people are paid to promote goods and services to people they know

There were 962 responses to this question.

	Parent or step-parent	Carer or guardian	Grandparent or step-grandparent	Individual	Other (Please specify)	Total
Yes	37	1	8	3	4	53
No	620	3	137	27	33	820
Not Sure	55	1	19	8	6	89

7 Thinking about the last time you bought something your child asked for, what factors influenced your decision (tick all that apply)?

Please let us have any further details, or the details of the product bought, in the box below.

There were 953 responses to this question.

	Parent or step-parent	Carer or guardian	Grandparent or step-grandparent	Individual	Other (Please specify)	Total
Whether they needed it	523	2	98	21	24	668

How long it would keep them occupied	248	1	62	7	13	331
How appropriate it was for the child's age	575	2	150	21	33	781
Whether I could afford it at the time	488	1	100	18	26	633
How much they pestered me	80	0	4	1	2	87
Whether my child would feel left out or bullied if I didn't buy it	119	1	20	6	6	152
Whether it would make my child happy	394	4	73	9	13	493
How tasteful I thought it was	292	1	61	7	20	381
Whether it was a particular brand	48	1	7	2	9	67
I wanted to use it too	47	1	6	1	2	57

8 What would help support you most in making the purchasing decisions you want to as a parent?(tick all that apply)

There were 969 responses to this question.

	Parent or step-parent	Carer or guardian	Grandparent or step-grandparent	Individual	Other (Please specify)	Total
Less advertising on TV	419	4	124	16	28	591
Less advertising on the internet	285	1	99	17	26	428

Less advertising in public areas (e.g. streets, shopping centres)	282	0	77	14	16	389
Fewer in-store promotions	127	0	43	7	10	187
Less celebrity sponsorship	297	1	117	18	26	459
More age-appropriate products	477	1	135	27	28	668
Age checks by stores before selling to children	269	1	107	23	30	430
More advice	75	0	26	11	7	119
information on how to handle things when my child pesters me	70	0	18	8	8	104
More support from my partner and other relatives	40	0	7	5	4	56
Knowing what other parents like me do	120	0	20	8	5	153
Nothing – parents can manage this themselves	77	0	13	4	0	94
Other – please specify	43	0	3	3	3	52
9 Thinking about the times you have seen something you thought was not appropriate for your child/ children, did you make a complaint about what you saw?						
If you did make a complaint, please give details of how it was dealt with and whether you were satisfied with the outcome.						
There were 904 responses to this question.						

	Parent or step-parent	Carer or guardian	Grandparent or step-grandparent	Individual	Other (Please specify)	Total
Yes	137	0	34	7	10	188
No – I didn't have time	38	0	7	1	3	49
No – I didn't think it was serious enough	41	1	4	1	1	48
No – I didn't think anything would be done about it	278	2	56	9	16	361
No – I didn't know how	71	1	15	2	2	91
No – other reason (please specify)	49	0	3	1	2	55
Not applicable	60	1	32	13	6	112

10 What would make it easier for you to complain about things you think are inappropriate? Please tick all that apply:

There were 968 responses to this question.

	Parent or step-parent	Carer or guardian	Grandparent or step-grandparent	Individual	Other (Please specify)	Total
Knowing there would be a quick complaints process – no need to fill in long forms etc	378	3	101	22	29	533
Knowing someone would take my complaint seriously	558	1	137	28	39	763
Knowing a telephone or text number to make a complaint	214	0	58	10	20	302
Knowing a website I could use to make a complaint	464	3	87	20	30	604
Knowing an address to write to make a complaint	99	0	78	8	16	201
Nothing – I probably wouldn't complain more than I do now even if it was easier	29	1	2	0	1	33
Other – please specify	14	0	2	1	1	18