

TNS Omnibus surveys 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

Comparing results from Spring 2011 and September 2012

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1. Background and Methodology

As part of Reg Bailey's Review of Commercialisation and Sexualisation of Childhood in 2011, 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. The baseline questions were included in the omnibus during February/ March 2011 and the same questions were included and repeated to a different sample in September 2012.

Parents

Baseline: The baseline omnibus questions to parents of children aged 5-16 in the UK were carried out between 16th February and 6th March 2011 and provided a sample of 1025 parents. Data were weighted¹ 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 base of 1199 parents.

Repeat: The repeat omnibus questions to parents were carried out between 5th and 19th September 2012 and provided a sample of 1231. 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 base of 1229 parents.

Children/ Young people

TNS's face-to-face kids omnibus delivers a smaller sample than the adults face-to-face omnibus in the same time period - hence the aim was to achieve a sample of at least 500 children/ young people compared to 1,000 parents.

Baseline: The omnibus questions to children/ young people aged 7-16 in Great Britain (GB) were carried out between 16th February and 13th March 2011 and provided a sample of 520. Data were weighted to be representative of the national population of children aged 7-16 in GB based on gender/ age/

¹ Weighting is applied to survey data so that the sample better represents the profile of the true population. This changes the impact of some respondents' answers relative to others by giving higher weighting to groups that are under-represented and lower weighting to those that are over-represented in the sample. Hence the weighted sample may be larger or smaller than the unweighted sample size.

social class and region. The weighted base was 520.

Repeat: The repeat omnibus questions to children/ young people were carried out between 5th and 19th September 2012 and resulted in a sample of 508. 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. The weighted base was 508.

Once weighting had been applied, the 2011 and 2012 parent samples had very similar characteristics. The only statistically significant differences were:

- marital status – slightly more parents in the 2012 sample were single (15% compared to 12%) or widowed/ divorced/ separated (13% compared to 8%) and fewer were married/ living as married (72% compared to 80%)
- age - slightly more were aged 55-64 in 2012 than in 2011 (4% compared to 1%)
- household size – slightly fewer households in 2012 consisted of 5 or more people (24% compared to 28%) and slightly more households consisted of 1 person (5% compared to 3%)
- ethnic origin - in the 2012 sample slightly more parents were of minority ethnic origin (18% compared to 13%) and fewer were white (81% compared to 87%).

The two samples of children and young people were similar on all characteristics except:

- marital status of parents - fewer parents in the 2012 sample were married/ living as married compared to the 2011 sample (66% compared to 72%).

Sample details are provided at the end of the report.

Throughout this report * denotes a difference between 2011 and 2012 percentages which is statistically significant at the 95% confidence level and + denotes that the column does not add up to 100% as respondents could answer more than one option. Weighted data are used throughout.

2. Results from omnibus survey of parents

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

	2011		2012	
	Number	%	Number	%
Yes	437	36%	441	36%
No	759	63%	786	64%
Don't know	2	<1%	1	<1%
<i>Weighted Base: All parents</i>	1199		1229	

Q.3 If yes at Q2 - You said you bought something for your child that you would rather not have done. Was this because....?

<i>Please choose all that apply</i>	2011		2012	
	Number	% ⁺	Number	% ⁺
You felt pressured to do so by your child	224	51%	218	49%
To help your child to fit in with their friends or so they wouldn't be left out	131	30%	144	33%
Other	109	25%	130	29%
Don't know	4	1%	5	1%
<i>Weighted Base: Parents who have bought something they would rather not have done</i>	437		441	

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

	2011		2012	
	Number	%	Number	%
Strongly Agree	731	61%*	671	55%*
Slightly Agree	329	27%	348	28%
Neither Agree nor Disagree	75	6%*	106	9%*
Slightly Disagree	46	4%	67	5%
Strongly Disagree	18	2%	34	3%
Don't know	-	-	2	<1%
<i>Summary codes</i>				
Agree (Strongly and slightly agree)	1060	88%*	1020	83%*
Disagree (Strongly and slightly disagree)	64	5%*	101	8%*
<i>Weighted Base: All parents</i>	1199		1229	

Q.5 Thinking about the last 3 months (that is since -----), 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)?

	2011		2012	
	Number	%	Number	%
Yes	476	40%	461	38%
No	714	60%	764	62%
Don't Know	9	1%	4	<1%
<i>Weighted Base: All parents</i>	1199		1229	

Q.6 Thinking about the last 3 months (that is since -----), 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?

	2011		2012	
	Number	%	Number	%
Yes	488	41%	453	37%
No	696	58%*	770	63%*
Don't Know	16	1%	6	<1%
<i>Weighted Base: All parents</i>	1199		1229	

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?

<i>Please choose all that apply</i>	2011		2012	
	Number	% ⁺	Number	% ⁺
Adverts sent to mobile phones	416	35%	468	38%
Companies encouraging children to click the 'like' button on social networking sites	409	34%	454	37%
Peer-to-peer marketing - where children are paid to promote goods and services to other children they know	328	27%*	405	33%*
Adverts on TV	327	27%	373	30%
Adverts on the internet	321	27%*	378	31%*
Celebrities promoting products and services	271	23%	313	25%
Advergames (computer games created for advertising)	210	17%*	296	24%*
Branded goods and commercial sponsorship in schools, including voucher schemes for equipment	156	13%*	198	16%*
Adverts at the cinema	141	12%	145	12%
Shop window displays	134	11%*	167	14%*
Adverts in the street, on public transport	123	10%*	182	15%*
Sponsorship of events e.g. football matches, music events	98	8%	113	9%
None	163	14%	148	12%
Don't know	69	6%*	37	3%*
<i>Weighted Base: All parents</i>	1199		1229	

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

<i>Please choose all that apply</i>	2011		2012	
	Number	% ⁺	Number	% ⁺
Celebrity culture	691	58%	714	58%
Adult style clothes for children in shops	665	55%	697	57%
Social networking sites (such as Bebo or Facebook)	621	52%	650	53%
Pictures in magazines and newspapers	566	47%	565	46%
Music shows\videos\dvds	552	46%*	651	53%*
What they see on the internet	507	42%	534	43%
Imagery in adverts	460	38%	441	36%
Their parents	305	25%	319	26%
None	46	4%	49	4%
Don't know	30	3%	19	2%
<i>Weighted Base: All parents</i>	1199		1229	

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?

<i>Please choose all that apply</i>	2011		2012	
	Number	% ⁺	Number	% ⁺
Celebrity culture	774	65%	771	63%
Pictures in magazines and newspapers	679	57%	712	58%
Music shows\videos\dvds	559	47%*	636	52%*
Adult style clothes for children in shops	541	45%	588	48%
Imagery in adverts	526	44%	575	47%
Social networking sites (such as Bebo or Facebook)	454	38%	510	41%
What they see on the internet	437	36%	476	39%
Their parents	197	16%	239	19%
None	60	5%	80	6%
Don't know	29	2%	25	2%
<i>Weighted Base: All parents</i>	1199		1229	

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?

	2011		2012	
	Number	%	Number	%
Yes	94	8%	86	7%
No	1100	92%	1142	93%
Don't Know	5	<1%	1	<1%
<i>Weighted Base: All parents</i>	1199		1229	

Q.10a If yes at Q9 - Who did you complain to?

Note: The base size for this question is low and so results should be interpreted with caution.

	2011		2012	
	Number	% ⁺	Number	% ⁺
Shop or company involved	25	27%*	44	52%*
Regulatory body\ watchdog	19	20%	13	15%
MP	11	12%	4	4%
Consumer group	8	9%	12	13%
The press	8	9%	5	6%
Council	4	4%*	14	16%*
Other	31	33%	26	30%
Don't know	2	3%	0	-
<i>Weighted Base: Parents who have complained</i>	94		86	

Q.10b If no at Q9 - Why have you not complained?

	2011		2012	
	Number	% ⁺	Number	% ⁺
Have never needed to	476	43%	495	43%
Didn't think anything would be done	247	22%	249	22%
Didn't know who to complain to	161	15%	156	14%
Didn't get round to it	148	13%	179	16%
Other	93	8%	104	9%
Don't know	15	1%	4	<1%
<i>Weighted Base: Parents who have not complained</i>	1100		1142	

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?

	2011		2012	
	Number	%	Number	%
Strongly agree	49	10%*	33	6%*
Slightly agree	85	16%	103	20%
Neither agree nor disagree	64	12%	65	13%
Slightly disagree	148	28%	124	24%
Strongly disagree	170	33%	179	35%
Don't know	3	1%	5	1%
<i>Summary codes</i>				
Agree (Strongly and slightly agree)	135	26%	135	27%
Disagree (Strongly and slightly disagree)	318	61%	303	60%
<i>Weighted Base: All children</i>	520		508	

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?

	2011		2012	
	Number	%	Number	%
Strongly agree	96	18%	100	20%
Slightly agree	152	29%*	105	21%*
Neither agree nor disagree	72	14%	58	11%
Slightly disagree	99	19%*	136	27%*
Strongly disagree	97	19%	104	20%
Don't know	4	1%	4	1%
<i>Summary codes</i>				
Agree (Strongly and slightly agree)	248	48%*	205	40%*
Disagree (Slightly and strongly disagree)	196	38%*	240	47%*
<i>Weighted Base: All children</i>	520		508	

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

	2011		2012	
	Number	%	Number	%
Strongly agree	98	19%	90	18%
Slightly agree	130	25%	144	28%
Neither agree nor disagree	70	14%	77	15%
Slightly disagree	110	21%	113	22%
Strongly disagree	105	20%	81	16%
Don't know	6	1%	3	1%
<i>Summary codes</i>				
Agree (Strongly and slightly agree)	228	44%	234	46%
Disagree (Strongly and slightly disagree)	215	41%	194	38%
<i>Weighted Base: All children</i>	520		508	

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

	2011		2012	
	Number	% ⁺	Number	% ⁺
Cost/ price	219	42%	215	42%
Your friends have them or like them	202	39%	195	38%
You like the brand, 'make' or TV show/ characters	167	32%	181	36%
What your parents say or think	117	23%	119	23%
You like the advert for them	102	20%	116	23%
Celebrities/ famous people wear or use them	52	10%	53	10%
None	7	1%	6	1%
Don't know	8	1%	2	<1%
<i>Weighted Base: All children</i>	520		508	

Q2B And which is the most important?

	2011		2012	
	Number	%	Number	%
Cost/ price	158	30%	142	28%
Your friends have them or like them	113	22%	100	20%
You like the brand, 'make' or TV show/ characters	95	18%*	116	23%*
What your parents say or think	63	12%	69	14%
You like the advert for them	50	10%	51	10%
Celebrities/ famous people wear or use them	21	4%	18	4%
None	10	2%	9	2%
Don't know	10	2%	3	1%
<i>Weighted Base: All children</i>	520		508	

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

	2011		2012	
	Number	%	Number	%
Yes	297	57%	278	55%
No	219	42%	227	45%
Don't know	5	1%	3	1%
<i>Weighted Base: All children</i>	520		508	

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?

	2011		2012	
	Number	%	Number	%
Never	80	15%	81	16%
Sometimes	272	52%	278	55%
Always	165	32%	148	29%
Don't know	3	1%	1	<1%
<i>Weighted Base: All children</i>	520		508	

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

	2011		2012	
	Number	% ⁺	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%*	250	49%*
Adverts on websites or messages on your mobile phone from companies for products that you were interested in?	135	26%	125	25%
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%	109	21%
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%*	124	24%*
None	140	27%*	89	18%*
Don't know	20	4%	22	4%
<i>Weighted Base: All children</i>	520		508	

Q6 Have you ever experienced any of the following?

	2011		2012	
	Number	% ⁺	Number	% ⁺
Seen famous people like singers, actors and sports stars in adverts	284	55%	300	59%
Seen things for children being displayed in shop windows	257	49%	258	51%
Seen the names of shops, brands or makes of things at sports grounds or on players kit	225	43%	235	46%
Seen adverts on the internet for things for children to buy	209	40%	219	43%
Seen the names of shops, brands or makes of things in computer games that you play	191	37%	196	39%
Clicked like buttons on web pages	167	32%	160	32%
Been sent adverts to your mobile phone	74	14%	87	17%
Heard of children being paid by companies to recommend things to their friends	38	7%	32	6%
None	40	8%	32	6%
Don't know	8	1%	14	3%
<i>Weighted Base: All children</i>	520		508	

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?

	2011		2012	
	Number	%	Number	%
0	171	33%	167	33%
1-5	187	36%*	145	29%*
6-10	38	7%	48	9%
11-15	11	2%*	28	6%*
16+	81	16%	98	19%
Don't know	31	6%	22	4%
<i>Weighted Base: all children</i>	520		508	

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

	2011		2012	
	Number	%	Number	%
0	25	5%	30	6%
1-5	192	37%	214	42%
6-10	110	21%	104	20%
11-15	63	12%	60	12%
16+	114	22%	93	18%
Don't know	17	3%	7	1%
<i>Weighted Base: All children</i>	520		508	

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

	2011		2012	
	Number	%	Number	%
0	210	40%*	254	50%*
1-5	133	26%	112	22%
6-10	70	13%	50	10%
11-15	31	6%*	16	3%*
16+	58	11%	63	12%
Don't know	17	3%	14	3%
<i>Weighted Base: All children</i>	520		508	

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

	2011		2012	
	Number	%	Number	%
0	9	2%	9	2%
1-5	112	21%	130	26%
6-10	109	21%	100	20%
11-15	105	20%	107	21%
16+	171	33%	155	30%
Don't know	15	3%	7	1%
<i>Weighted Base: All children</i>	520		508	

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)?

	2011		2012	
	Number	%	Number	%
0	259	50%	240	47%
1-5	192	37%	202	40%
6-10	22	4%	27	5%
11-15	11	2%	18	3%
16+	8	2%	13	2%
Don't know	28	5%*	9	2%*
<i>Weighted Base: All children</i>	520		508	

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. 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?

	2011	2012
Yes - unweighted base	1025	1231
Yes - weighted base	1199	1229

Male/ Female

	2011		2012	
	Unweighted Base (%)	Weighted Base (%)	Unweighted Base (%)	Weighted Base (%)
Total	1025	1199	1231	1229
Male	401 (39%)	488 (41%)	480 (39%)	549 (45%)
Female	624 (61%)	710 (59%)	751 (61%)	679 (55%)

Age

	2011		2012	
	Unweighted Base (%)	Weighted Base (%)	Unweighted Base (%)	Weighted Base (%)
Total	1025	1199	1231	1229
16-24	22 (2%)	22 (2%)	23 (2%)	19 (2%)
25-34	260 (25%)	251 (21%)	323 (26%)	260 (21%)
35-44	471 (46%)	588 (49%)	543 (44%)	565 (46%)
45-54	252 (25%)	319 (27%)	291 (24%)	327 (27%)
55-64	17 (2%)	16 (1%)*	40 (3%)	48 (4%)*
65+	3 (<1%)	2 (<1%)	11 (<1%)	9 (1%)

Social class

	2011		2012	
	Unweighted Base (%)	Weighted Base (%)	Unweighted Base (%)	Weighted Base (%)
Total	1025	1199	1231	1229
AB	227 (22%)	351 (29%)	251 (20%)	351 (29%)
C1	234 (23%)	302 (25%)	305 (25%)	321 (26%)
C2	249 (24%)	277 (23%)	277 (23%)	296 (24%)
D	153 (15%)	180 (15%)	198 (16%)	183 (15%)
E	162 (16%)	88 (7%)	200 (16%)	78 (6%)

Marital status

	2011		2012	
	Unweighted Base (%)	Weighted Base (%)	Unweighted Base (%)	Weighted Base (%)
Total	1025	1199	1231	1229
Married/ Living as married	785 (77%)	963 (80%)*	846 (69%)	885 (72%)*
Single	146 (14%)	140 (12%)*	210 (17%)	179 (15%)*
Widowed/ divorced/ separated	94 (9%)	96 (8%)*	175 (14%)	164 (13%)*

Age of children in household

	2011		2012	
	Unweighted Base (%)	Weighted Base (%)	Unweighted Base (%)	Weighted Base (%)
Total	1025	1199	1231	1229
None	130 (13%)	137 (11%)	164 (13%)	165 (13%)
Aged 0-5	340 (33%)	380 (32%)	427 (35%)	394 (32%)
Aged 6-10	489 (48%)	568 (47%)	617 (50%)	593 (48%)
Aged 11-15	487 (48%)	597 (50%)	559 (45%)	570 (46%)

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

Household size

	2011		2012	
	Unweighted Base (%)	Weighted Base (%)	Unweighted Base (%)	Weighted Base (%)
Total	1025	1199	1231	1229
1	35 (3%)	38 (3%)*	56 (5%)	58 (5%)*
2	97 (9%)	99 (8%)	136 (11%)	127 (10%)
3	232 (23%)	266 (22%)	281 (23%)	293 (24%)
4	381 (37%)	463 (39%)	452 (37%)	459 (37%)
5+	280 (27%)	333 (28%)*	306 (25%)	291 (24%)*

Ethnic origin

	2011		2012	
	Unweighted Base (%)	Weighted Base (%)	Unweighted Base (%)	Weighted Base (%)
Total	1025	1199	1231	1229
White	886 (86%)	1039 (87%)*	1015 (82%)	999 (81%)*
Minority ethnic	136 (13%)	155 (13%)*	211 (17%)	225 (18%)*

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. Any variation in base numbers is due to missing data.

Male/ Female

	2011		2012	
	Unweighted Base (%)	Weighted Base (%)	Unweighted Base (%)	Weighted Base (%)
Total	520	520	508	508
Male	265 (51%)	266 (51%)	153 (30%)	259 (51%)
Female	255 (49%)	254 (49%)	355 (70%)	249 (49%)

Age

	2011		2012	
	Unweighted Base (%)	Weighted Base (%)	Unweighted Base (%)	Weighted Base (%)
Total	520	520	508	508
7-10	181 (35%)	198 (38%)	205 (40%)	194 (38%)
11-13	165 (32%)	157 (30%)	174 (34%)	169 (33%)
14-16	174 (33%)	165 (32%)	129 (25%)	145 (29%)

Social class

	2011		2012	
	Unweighted Base (%)	Weighted Base (%)	Unweighted Base (%)	Weighted Base (%)
Total	520	520	508	508
AB	92 (18%)	139 (27%)	96 (19%)	134 (26%)
C1	115 (22%)	147 (28%)	138 (27%)	137 (27%)
C2	123 (24%)	108 (21%)	110 (22%)	112 (22%)
D	92 (18%)	85 (16%)	89 (18%)	81 (16%)
E	98 (19%)	42 (8%)	75 (15%)	43 (8%)

Marital status of parents

	2011		2012	
	Unweighted Base (%)	Weighted Base (%)	Unweighted Base (%)	Weighted Base (%)
Total	520	520	508	508
Married/ Living as married	329 (63%)	375 (72%)*	310 (61%)	334 (66%)*
Single	145 (28%)	105 (20%)	132 (26%)	122 (24%)
Widowed/ divorced/ separated	46 (9%)	40 (8%)	66 (13%)	52 (10%)

Household size

	2011		2012	
	Unweighted Base (%)	Weighted Base (%)	Unweighted Base (%)	Weighted Base (%)
Total	520	520	508	508
1	8 (2%)	6 (1%)	5 (1%)	6 (1%)
2	37 (7%)	29 (6%)	43 (8%)	40 (8%)
3	129 (25%)	128 (25%)	121 (24%)	119 (23%)
4	188 (36%)	197 (38%)	185 (36%)	191 (38%)
5+	158 (30%)	159 (31%)	154 (30%)	152 (30%)

Ethnic origin of parent

	2011		2012	
	Unweighted Base (%)	Weighted Base (%)	Unweighted Base (%)	Weighted Base (%)
Total	520	520	508	508
White	430 (83%)	434 (83%)	415 (82%)	412 (81%)
Minority ethnic	90 (17%)	86 (17%)	93 (18%)	96 (19%)