

YouGov Survey Results

Sample Size: 1833

Fieldwork: 5th - 6th June 2011

Channel5

All GB Adults

Unweighted Sample

	Parent / Carer		Voting intention			Gender		Age				Social Grade		Region				
Total	Yes	No	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
1833	520	1313	548	596	146	877	956	221	480	628	504	1042	781	235	590	389	448	158
1833	540	1293	573	535	137	908	925	145	504	717	467	1197	626	292	559	370	419	179
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For each of the following statements please say if you agree or disagree compared to when you were a child. (Please note that 'sexualised media' is taken to mean seeing images of women (and men) in their underwear on billboards or on TV, or the watching of programmes dealing with sexual themes or the accessing of sexual content on the Internet. 'Sexualised' is taken to refer to the concept and understanding of sex, sexual behaviour in school environments, amongst each other, and in the way that children dress, talk and behave.)

Children are under more pressure to behave in a more sexualised way now

Strongly disagree	3	5	2	3	4	2	4	3	5	2	4	3	3	4	2	3	3	3
Disagree	9	9	9	7	9	14	9	9	15	12	8	5	10	8	9	9	7	12
Total disagree	12	14	11	10	13	16	13	12	20	14	12	8	13	12	11	12	10	15
Neither agree nor disagree	19	20	18	17	22	14	20	17	18	24	15	18	17	20	19	17	20	17
Agree	42	40	42	43	42	49	41	42	42	38	45	42	44	39	36	42	47	39
Strongly agree	22	22	22	27	18	17	19	25	14	19	24	27	21	23	28	23	19	23
Total agree	64	62	64	70	60	66	60	67	56	57	69	69	65	62	64	65	66	62
Don't know	5	3	6	3	5	4	7	4	7	7	5	4	5	6	7	5	4	6

Children are just more sexualised now, it's an inevitable change in culture and not necessarily bad

Strongly disagree	17	22	15	19	16	10	15	19	16	15	23	12	17	18	16	17	19	15
Disagree	38	37	38	41	33	44	34	42	30	36	40	41	41	34	38	37	39	43
Total disagree	55	59	53	60	49	54	49	61	46	51	63	53	58	52	54	54	56	58
Neither agree nor disagree	24	23	24	22	27	26	26	22	29	26	19	25	22	26	25	25	24	17
Agree	13	12	13	12	15	14	15	10	16	12	10	15	12	14	12	12	13	18
Strongly agree	3	3	3	3	3	2	2	4	2	3	2	4	3	3	3	4	2	1
Total agree	16	15	16	15	18	16	17	14	18	15	12	19	15	17	15	16	15	19
Don't know	6	4	6	3	5	3	7	4	8	6	6	4	5	6	6	5	5	6

Channel5
All GB Adults
Unweighted Sample

	Parent / Carer		Voting intention			Gender		Age				Social Grade		Region				
Total	Yes	No	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
1833	520	1313	548	596	146	877	956	221	480	628	504	1042	781	235	590	389	448	158
1833	540	1293	573	535	137	908	925	145	504	717	467	1197	626	292	559	370	419	179
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Children are just more sexualised now, it's an inevitable change in culture and it's not good

Strongly disagree	4	6	3	3	4	5	4	3	4	4	5	1	4	4	3	4	3	5
Disagree	13	16	12	14	13	16	15	12	15	15	14	9	15	10	14	15	12	16
Total disagree	17	22	15	17	17	21	19	15	19	19	19	10	19	14	17	19	15	21
Neither agree nor disagree	23	22	23	21	24	29	25	22	31	27	20	19	23	23	24	23	22	22
Agree	39	36	40	42	38	36	36	41	34	38	36	45	39	38	39	36	39	38
Strongly agree	16	16	16	16	15	11	13	19	9	10	19	21	14	19	15	16	18	12
Total agree	55	52	56	58	53	47	49	60	43	48	55	66	53	57	54	52	57	50
Don't know	5	4	6	3	6	3	7	4	7	6	6	3	5	5	5	6	4	7

I think that sexualised media and advertising is around too much now

Strongly disagree	2	3	2	2	3	2	3	2	4	1	2	2	2	2	1	2	2	2
Disagree	6	5	6	5	7	8	8	4	14	8	4	3	7	4	7	8	4	3
Total disagree	8	8	8	7	10	10	11	6	18	9	6	5	9	6	8	10	6	5
Neither agree nor disagree	15	14	15	14	16	12	18	12	20	20	12	11	14	16	16	14	15	11
Agree	40	41	40	41	42	43	41	40	33	40	43	41	41	40	39	37	44	50
Strongly agree	32	34	31	37	27	32	24	39	21	25	35	40	32	32	33	33	29	30
Total agree	72	75	71	78	69	75	65	79	54	65	78	81	73	72	72	70	73	80
Don't know	5	4	5	2	5	3	6	3	8	6	4	3	4	6	4	5	5	4

Things have not really changed with the sexualisation of children and people just exaggerate how much things have changed

Strongly disagree	18	22	16	20	17	14	15	20	14	15	21	18	18	17	16	17	20	17
Disagree	44	40	46	46	42	41	42	47	41	40	45	49	45	44	40	46	43	49
Total disagree	62	62	62	66	59	55	57	67	55	55	66	67	63	61	56	63	63	66
Neither agree nor disagree	18	19	17	18	19	21	19	17	15	23	14	18	18	18	20	18	19	13
Agree	12	14	12	12	14	21	14	11	18	14	12	10	12	13	14	12	11	14
Strongly agree	2	2	2	1	3	1	2	2	2	2	2	2	2	2	4	2	1	2
Total agree	14	16	14	13	17	22	16	13	20	16	14	12	14	15	18	14	12	16
Don't know	6	4	7	4	6	2	7	4	11	6	6	3	5	6	6	6	6	6

I do not think that children are particularly sexualised these days

Strongly disagree	19	21	18	21	17	11	18	20	20	17	22	17	19	19	18	20	21	19
Disagree	46	43	47	50	45	48	42	49	37	45	44	53	47	45	44	45	45	52
Total disagree	65	64	65	71	62	59	60	69	57	62	66	70	66	64	62	65	66	71
Neither agree nor disagree	20	22	20	18	22	21	21	19	18	23	20	20	20	20	19	20	20	12
Agree	7	8	7	6	8	17	9	6	14	8	7	5	7	8	8	7	8	9
Strongly agree	2	3	2	2	2	0	2	2	1	1	4	2	2	2	4	3	1	3
Total agree	9	11	9	8	10	17	11	8	15	9	11	7	9	10	12	10	8	12
Don't know	5	3	6	3	6	3	7	4	10	6	5	4	5	5	6	5	6	6

Channel5
All GB Adults
Unweighted Sample

	Parent / Carer		Voting intention			Gender		Age				Social Grade		Region				
Total	Yes	No	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
1833	520	1313	548	596	146	877	956	221	480	628	504	1042	781	235	590	389	448	158
1833	540	1293	573	535	137	908	925	145	504	717	467	1197	626	292	559	370	419	179
%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Parents are too relaxed these days about what they let their children watch

Strongly disagree	2	4	2	1	4	2	3	2	7	2	2	1	2	3	0	3	3	2	1
Disagree	7	9	7	6	8	14	9	5	15	9	5	5	9	5	7	6	8	8	8
Total disagree	9	13	9	7	12	16	12	7	22	11	7	6	11	8	7	9	11	10	9
Neither agree nor disagree	14	14	14	14	15	15	15	13	16	18	13	12	15	13	15	16	11	15	14
Agree	40	41	40	43	38	39	40	40	31	42	42	39	41	38	39	37	45	39	44
Strongly agree	30	30	31	32	30	25	25	35	22	22	34	38	27	35	31	33	27	30	29
Total agree	70	71	71	75	68	64	65	75	53	64	76	77	68	73	70	70	72	69	73
Don't know	6	3	7	4	5	5	8	4	8	8	5	4	6	6	7	6	6	5	4

There is too much sexually inappropriate clothing aimed at children

Strongly disagree	2	2	2	2	2	1	2	2	5	2	2	1	2	1	2	2	1	2	1
Disagree	6	5	7	7	6	12	7	5	10	8	4	5	6	6	8	8	6	4	6
Total disagree	8	7	9	9	8	13	9	7	15	10	6	6	8	7	10	10	7	6	7
Neither agree nor disagree	16	14	16	14	18	14	18	13	21	16	14	15	15	16	14	16	14	19	11
Agree	41	42	40	43	41	45	40	42	35	43	41	40	43	38	38	40	43	39	48
Strongly agree	29	32	28	29	27	23	24	34	21	23	32	34	27	32	29	29	28	30	29
Total agree	70	74	68	72	68	68	64	76	56	66	73	74	70	70	67	69	71	69	77
Don't know	6	3	8	5	6	5	9	4	9	8	6	4	7	6	9	6	8	5	6

Children have always tried to dress in a way that makes them look older

Strongly disagree	2	4	2	2	2	2	2	3	7	1	3	1	2	3	1	2	3	3	2
Disagree	10	10	10	8	10	10	7	13	9	9	9	13	11	9	9	11	9	10	10
Total disagree	12	14	12	10	12	12	9	16	16	10	12	14	13	12	10	13	12	13	12
Neither agree nor disagree	17	16	17	19	16	16	15	18	13	14	18	20	16	17	13	17	16	20	14
Agree	53	56	52	56	55	55	57	50	54	55	54	51	55	51	56	51	59	51	56
Strongly agree	14	13	14	13	13	15	13	14	12	16	13	13	12	16	17	15	9	13	15
Total agree	67	69	66	69	68	70	70	64	66	71	67	64	67	67	73	66	68	64	71
Don't know	4	3	4	2	4	2	5	3	5	6	4	2	3	5	5	4	4	4	3

I often think the clothes children wear is not appropriate for their age

Strongly disagree	3	3	2	2	4	1	3	3	5	1	3	3	2	3	2	3	3	3	3
Disagree	6	5	6	5	8	11	7	4	12	7	5	3	7	5	7	7	5	5	5
Total disagree	9	8	8	7	12	12	10	7	17	8	8	6	9	8	9	10	8	8	8
Neither agree nor disagree	17	16	17	18	18	16	19	15	19	21	13	16	17	16	20	17	15	20	9
Agree	44	47	44	45	44	51	45	44	42	43	46	45	45	44	38	45	48	43	49
Strongly agree	25	26	25	27	21	19	18	31	17	20	28	29	24	27	28	24	23	25	28
Total agree	69	73	69	72	65	70	63	75	59	63	74	74	69	71	66	69	71	68	77
Don't know	5	3	6	3	5	3	7	3	7	6	5	3	5	5	6	4	6	4	5

Channel5

All Parents and Carers of Children Under 16
Unweighted Sample

	Parent / Carer		Voting intention			Gender		Age				Social Grade		Region				
Total	Yes	No	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
520			144	179	32	245	275	28	209	221	63	296	217	57	185	110	127	36
540			152	179	28	250	290	16	218	248	58	348	185	78	177	112	124	43
%			%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

I am often surprised by how sexualised some of my child's peers are given their age

Strongly disagree	4		4	4	3	6	3	18	4	4	2	4	5	4	4	4	4	3
Disagree	8		7	10	14	9	7	3	11	7	3	9	6	9	6	6	10	8
Total disagree	12		11	14	17	15	10	21	15	11	5	13	11	13	10	10	14	11
Neither agree nor disagree	23		16	24	26	23	23	20	25	21	24	23	22	26	22	20	25	32
Agree	36		47	32	39	38	35	36	34	36	48	36	38	42	37	39	34	30
Strongly agree	22		20	27	8	17	26	0	20	27	21	23	21	16	25	19	21	25
Total agree	58		67	59	47	55	61	36	54	63	69	59	59	58	62	58	55	55
Don't know	6		5	3	10	7	6	24	6	6	2	5	8	3	5	12	7	2

I am often surprised by how sexualised by own child is/children are given their age

Strongly disagree	12		11	12	3	12	12	33	12	11	6	11	14	10	14	12	11	6
Disagree	22		23	24	39	21	23	4	22	25	18	26	16	22	23	19	24	24
Total disagree	34		34	36	42	33	35	37	34	36	24	37	30	32	37	31	35	30
Neither agree nor disagree	28		27	27	18	30	27	4	29	27	42	26	32	31	28	26	28	34
Agree	21		22	21	25	20	22	17	20	24	18	21	21	21	18	27	19	26
Strongly agree	9		9	11	0	8	10	13	11	7	9	8	11	12	10	5	10	2
Total agree	30		31	32	25	28	32	30	31	31	27	29	32	33	28	32	29	28
Don't know	7		7	5	14	9	6	30	6	6	7	8	7	4	6	10	8	7

I often feel that I have little control over the sexual influences surrounding my child

Strongly disagree	9		10	8	13	9	8	27	9	7	5	9	8	7	11	8	7	8
Disagree	23		23	25	27	21	26	3	28	25	11	23	24	14	23	25	26	21
Total disagree	32		33	33	40	30	34	30	37	32	16	32	32	21	34	33	33	29
Neither agree nor disagree	20		22	19	16	19	21	4	19	19	28	19	19	29	19	16	21	20
Agree	32		33	30	41	35	29	43	28	32	38	31	33	33	32	34	28	36
Strongly agree	12		10	14	0	11	12	7	11	12	15	12	11	11	12	8	13	12
Total agree	44		43	44	41	46	41	50	39	44	53	43	44	44	44	42	41	48
Don't know	5		3	4	3	5	5	16	5	5	3	5	5	6	3	9	5	4

I worry about the effects that sexualised media and sexual peer pressure may have on my child now and in the future

Strongly disagree	3		3	2	3	4	1	18	0	3	3	3	3	1	3	2	3	0
Disagree	8		8	7	9	10	6	5	7	10	5	9	6	17	5	7	9	7
Total disagree	11		11	9	12	14	7	23	7	13	8	12	9	18	8	9	12	7
Neither agree nor disagree	16		12	20	31	18	15	24	14	18	12	13	20	16	15	16	21	8
Agree	43		44	43	38	44	41	29	43	40	55	43	42	35	44	44	41	51
Strongly agree	28		33	24	19	21	34	20	32	27	24	30	26	28	31	26	23	31
Total agree	71		77	67	57	65	75	49	75	67	79	73	68	63	75	70	64	82
Don't know	3		0	4	0	3	3	5	4	2	0	3	3	2	2	4	3	2

Channel5

Everyone who is not a parent or carer of a child under 16

Unweighted Sample

	Parent / Carer		Voting intention			Gender		Age				Social Grade		Region				
Total	Yes	No	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
1313			404	418	115	632	681	194	271	407	441	747	563	178	405	279	321	122
1293			421	356	109	658	635	129	286	469	409	849	441	214	382	258	295	136
%			%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

I often notice that children seem more sexualised now given their age

Strongly disagree	2		1	4	1	2	2	2	1	1	3	1	2	2	3	2	1	1
Disagree	6		4	6	13	7	4	11	7	3	4	7	3	7	5	6	5	5
Total disagree	8		5	10	14	9	6	13	8	4	7	8	5	9	8	8	6	6
Neither agree nor disagree	16		13	20	17	19	14	22	16	16	14	15	17	16	18	16	17	9
Agree	46		49	47	43	46	45	40	47	46	47	48	42	42	43	50	47	49
Strongly agree	24		28	17	21	17	30	16	18	27	28	21	28	26	24	20	24	26
Total agree	70		77	64	64	63	75	56	65	73	75	69	70	68	67	70	71	75
Don't know	7		5	6	5	9	5	9	10	6	4	7	7	7	7	7	6	10

I am often surprised by how sexualised children are nowadays given their age

Strongly disagree	2		1	3	0	2	2	2	1	2	1	1	2	0	2	2	2	1
Disagree	7		6	8	13	10	4	14	9	7	3	7	7	8	5	8	8	8
Total disagree	9		7	11	13	12	6	16	10	9	4	8	9	8	7	10	10	9
Neither agree nor disagree	18		16	21	19	21	14	20	18	18	16	17	18	18	22	15	16	12
Agree	44		44	46	46	41	48	39	46	42	48	48	40	42	43	47	44	52
Strongly agree	23		28	16	18	18	28	19	16	26	27	21	27	24	23	22	24	21
Total agree	67		72	62	64	59	76	58	62	68	75	69	67	66	66	69	68	73
Don't know	6		5	5	4	8	4	7	10	5	4	6	6	7	6	6	5	6

I worry about the effects that sexualised media and sexual peer pressure may have on children now and in the future

Strongly disagree	2		1	3	1	2	2	3	2	2	2	2	2	1	2	2	2	2
Disagree	8		8	7	14	11	5	19	11	5	5	9	7	5	8	10	9	5
Total disagree	10		9	10	15	13	7	22	13	7	7	11	9	6	10	12	11	7
Neither agree nor disagree	16		16	17	18	21	11	19	19	16	13	16	16	15	15	16	18	16
Agree	41		42	43	43	38	43	33	39	41	45	41	39	38	42	39	40	44
Strongly agree	28		30	24	23	20	35	19	21	32	32	27	30	36	27	27	26	26
Total agree	69		72	67	66	58	78	52	60	73	77	68	69	74	69	66	66	70
Don't know	6		3	6	2	8	3	7	8	5	4	5	7	5	6	7	5	6