

YouGov Survey Results

Sample Size: 4841 GB Adults
Fieldwork: 4th - 9th March 2010

		Gender		Age			Social Grade		Region				
Total		Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
All GB Adults Unweighted Sample	4839	2314	2517	1317	1639	1579	2637	2186	620	1576	1022	1163	409
	4839	2420	2411	1274	1699	1561	3093	1730	606	1783	940	1036	425
	%	%	%	%	%	%	%	%	%	%	%	%	%

David Cameron has recently flagged the sexualisation of children as a problem that he intends to address should he become Prime Minister. He cites sexual references in music and the advertising and dressing of young girls in 'adult' clothing as examples. Do you regularly care for a child/children under 16?

Yes - I am a parent to a child/children under 16	20	20	20	19	38	3	21	20	20	21	20	20	19
No	71	72	69	72	54	86	70	72	71	71	72	69	72
Yes, I am a step-parent, foster parent, guardian or similar to children under 16	5	4	6	3	4	8	5	5	3	4	5	7	4
Yes, I am a youth worker or similar and regularly see/care for children under 16	4	3	6	6	4	3	5	4	6	4	4	4	4

		Gender		Age			Social Grade		Region				
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All GB Adults Unweighted Sample	4839	2314	2517	1317	1639	1579	2637	2186	620	1576	1022	1163	409
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%		%	%	%	%	%	%	%	%	%	%	%	%
All GB Adults who regularly care for children under 16 Unweighted Sample	1423	641	781	367	750	218	797	621	182	455	285	364	114
	1415	637	777	343	770	214	910	500	165	520	288	300	120
%		%	%	%	%	%	%	%	%	%	%	%	%

You said that you regularly care for children under 16.

Compared to when you were a child, how far do you agree with the following statements? ('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, among peers, and in the way that children dress, talk and behave.)

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

0 - strongly disagree	2	3	2	3	2	4	2	3	4	1	3	2	5
1 - disagree	8	12	5	12	8	3	9	7	12	7	8	9	4
2 - neither agree nor disagree	12	13	11	15	13	5	12	13	12	13	11	12	14
3 - agree	42	38	45	43	43	36	40	44	36	43	47	44	31
4 - strongly agree	34	32	37	25	34	52	37	31	36	33	30	34	44
5 - I don't know	1	2	1	2	1	1	1	2	1	2	2	0	2

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

0 - strongly disagree	19	17	20	16	18	29	19	19	18	17	17	21	24
1 - disagree	46	45	48	45	47	45	49	42	50	47	46	46	40
2 - neither agree nor disagree	19	20	17	18	20	14	18	20	17	19	20	18	17
3 - agree	11	13	10	14	10	7	11	12	11	12	12	12	7
4 - strongly agree	3	3	4	4	2	5	3	4	2	3	3	2	9
5 - I don't know	2	2	1	2	2	1	1	3	2	2	2	0	3

All GB Adults
Unweighted Sample

	Gender		Age			Social Grade		Region				
Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
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4839	2420	2411	1274	1699	1561	3093	1730	606	1783	940	1036	425
%	%	%	%	%	%	%	%	%	%	%	%	%

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

0 - strongly disagree	4	5	3	5	4	5	3	5	4	3	3	6	7
1 - disagree	13	17	10	18	13	6	13	14	22	13	14	10	9
2 - neither agree nor disagree	17	18	16	19	18	8	16	18	17	19	18	14	12
3 - agree	44	41	46	42	45	43	45	42	39	45	43	44	44
4 - strongly agree	21	17	24	15	19	36	22	18	17	18	19	25	26
5 - I don't know	2	2	1	3	1	2	1	3	1	2	2	1	3

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

0 - strongly disagree	4	4	4	5	2	6	4	3	5	2	5	4	6
1 - disagree	7	8	6	9	8	2	7	7	5	10	6	4	5
2 - neither agree nor disagree	16	19	13	19	16	10	16	16	17	18	13	16	14
3 - agree	41	40	42	34	44	40	40	41	39	39	47	39	40
4 - strongly agree	26	21	31	19	27	37	27	26	28	22	25	30	27
5 - I don't know	7	8	6	14	3	5	7	7	7	8	4	7	8

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

0 - strongly disagree	11	13	10	16	10	10	10	13	10	10	12	13	10
1 - disagree	22	21	24	24	24	14	24	20	18	25	28	18	21
2 - neither agree nor disagree	24	28	21	21	25	23	25	24	18	27	24	26	20
3 - agree	24	21	27	16	27	31	23	27	30	22	24	26	19
4 - strongly agree	10	8	13	6	11	16	10	11	12	9	9	11	15
5 - I don't know	7	9	6	17	3	6	9	6	11	7	4	6	15

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

0 - strongly disagree	3	3	2	4	2	4	2	4	4	2	3	4	4
1 - disagree	6	8	4	11	4	3	6	6	5	6	5	8	3
2 - neither agree nor disagree	11	16	8	15	12	4	11	11	8	12	12	11	11
3 - agree	37	37	37	37	39	30	38	35	37	37	39	36	32
4 - strongly agree	42	35	48	31	43	57	43	41	44	42	39	41	49
5 - I don't know	1	1	2	3	1	2	1	2	2	1	2	1	2

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

0 - strongly disagree	6	7	5	8	5	7	5	7	9	6	7	4	5
1 - disagree	16	17	15	17	15	13	16	15	16	17	14	16	13
2 - neither agree nor disagree	17	20	15	19	18	13	17	18	17	17	20	16	19
3 - agree	34	32	35	28	38	30	34	33	34	32	34	36	39
4 - strongly agree	23	20	26	20	21	35	23	23	18	23	23	25	22
5 - I don't know	4	4	4	9	2	3	4	4	6	5	3	4	3

All GB Adults
Unweighted Sample

	Gender		Age			Social Grade		Region				
Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
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%	%	%	%	%	%	%	%	%	%	%	%	%

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

0 - strongly disagree	4	4	3	4	4	5	3	5	3	3	4	6	5
1 - disagree	8	10	6	9	8	5	8	8	13	7	8	7	8
2 - neither agree nor disagree	13	17	10	16	13	7	14	12	12	16	14	11	8
3 - agree	37	37	37	38	39	29	37	37	35	36	36	39	41
4 - strongly agree	36	30	42	29	35	53	37	35	33	36	37	36	38
5 - I don't know	2	2	3	4	1	2	2	3	4	3	2	1	1

All GB Adults who do not care for children under 16
Unweighted Sample

3416	1673	1736	950	889	1360	1840	1566	437	1121	737	799	295
3424	1783	1634	931	929	1347	2183	1230	441	1263	652	736	305
%	%	%	%	%	%	%	%	%	%	%	%	%

You said that you do not regularly care for children under 16. Compared to when you were a child, how far do you agree with the following statements? ('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, among peers, and in the way that children dress, talk and behave. Please note that these questions are not asking about paedophilia in any way.)

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

0 - strongly disagree	2	2	2	4	2	2	2	3	4	2	2	3	2
1 - disagree	7	9	5	11	6	4	7	7	7	7	7	8	5
2 - neither agree nor disagree	12	14	10	14	14	8	10	14	10	11	12	13	15
3 - agree	41	40	43	43	42	40	43	39	41	41	44	37	47
4 - strongly agree	33	31	35	21	32	43	35	31	31	35	31	34	28
5 - I don't know	5	4	5	8	4	3	3	6	7	4	4	5	3

All GB Adults
Unweighted Sample

	Gender		Age			Social Grade		Region				
Total	Male	Female	18-34	35-54	55+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
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%	%	%	%	%	%	%	%	%	%	%	%	%

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

0 - strongly disagree	15	11	18	11	14	18	17	12	17	14	12	16	16
1 - disagree	41	37	45	36	41	44	44	38	33	43	43	41	41
2 - neither agree nor disagree	23	26	20	26	24	20	22	24	27	22	23	23	21
3 - agree	14	18	9	15	13	12	12	16	13	14	12	12	17
4 - strongly agree	4	5	2	4	5	3	3	5	4	3	5	3	3
5 - I don't know	4	4	4	7	4	2	3	6	6	4	5	5	2

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

0 - strongly disagree	2	2	2	2	3	2	2	2	2	2	2	3	4
1 - disagree	12	15	9	17	11	8	13	11	14	12	13	12	7
2 - neither agree nor disagree	21	25	18	27	22	16	20	22	24	22	18	19	25
3 - agree	40	39	42	36	41	43	42	39	37	41	42	41	41
4 - strongly agree	20	15	25	11	20	28	20	20	18	20	20	21	22
5 - I don't know	4	4	4	7	3	2	3	6	5	4	5	5	2

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

0 - strongly disagree	1	1	1	2	1	1	1	2	3	1	2	1	0
1 - disagree	5	7	3	9	4	3	5	5	6	4	4	5	8
2 - neither agree nor disagree	13	15	10	14	14	11	13	13	12	13	12	14	13
3 - agree	49	51	48	47	50	50	51	47	48	51	49	47	51
4 - strongly agree	28	22	33	21	28	33	27	28	27	28	28	28	25
5 - I don't know	4	4	5	8	4	3	4	5	6	4	5	5	3

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

0 - strongly disagree	2	2	1	3	1	1	2	2	4	1	1	2	1
1 - disagree	8	10	6	11	7	5	9	7	8	8	8	7	11
2 - neither agree nor disagree	18	20	15	18	19	17	17	18	15	16	18	20	20
3 - agree	42	44	41	39	44	43	43	41	40	44	41	42	41
4 - strongly agree	26	20	33	20	26	31	26	27	27	27	28	25	23
5 - I don't know	5	5	5	9	3	3	4	6	6	4	6	4	4

All GB Adults
Unweighted Sample

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%	%	%	%	%	%	%	%	%	%	%	%	%

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

0 - strongly disagree	2	2	1	3	1	1	1	2	2	2	2	1
1 - disagree	7	8	5	12	5	3	6	8	7	7	6	7
2 - neither agree nor disagree	14	18	10	22	14	8	12	16	16	13	15	13
3 - agree	32	31	32	33	34	29	33	29	30	32	32	32
4 - strongly agree	42	37	47	24	42	57	45	40	39	42	44	45
5 - I don't know	4	4	4	7	3	3	3	5	5	4	4	3

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

0 - strongly disagree	2	3	1	3	2	1	2	2	3	2	2	1
1 - disagree	6	8	4	10	6	3	6	6	6	6	6	5
2 - neither agree nor disagree	15	19	11	21	16	9	14	16	15	17	15	19
3 - agree	33	32	34	34	34	31	34	31	35	29	36	34
4 - strongly agree	40	35	46	25	39	53	41	39	35	42	37	39
5 - I don't know	4	4	5	8	4	2	3	6	5	4	5	2