



The commercialisation of children and young people – a new wave of stigma and regulation?

Ask the experts.





Commercialisation of Children Survey

June-July 2008

September 2008

www.comres.co.uk



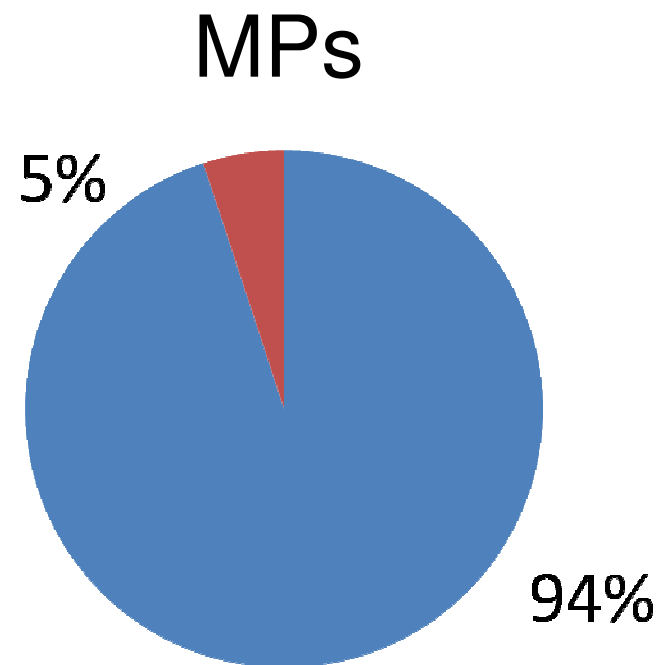
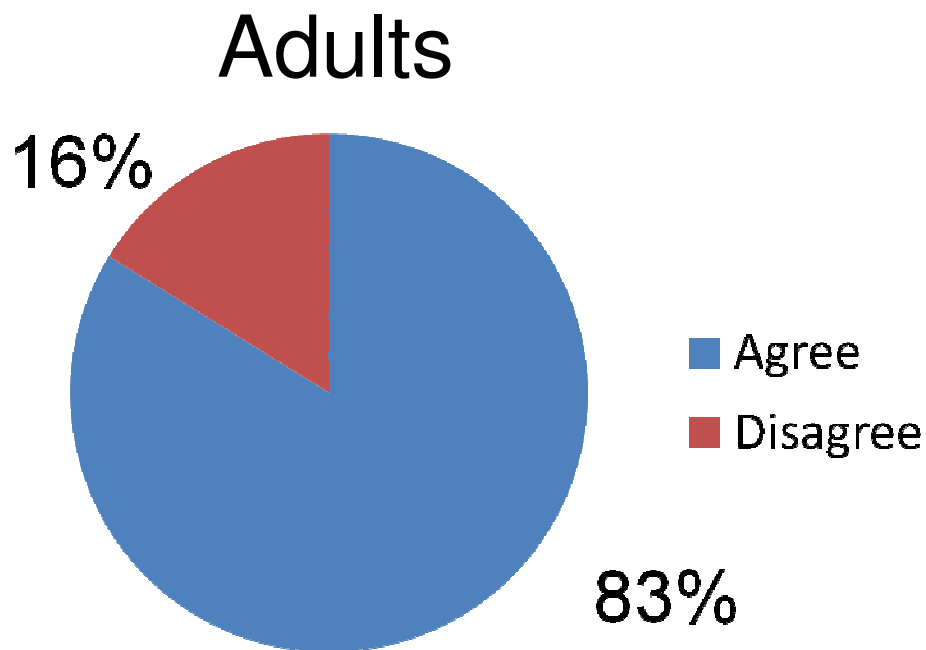
Introduction

- Ketchum commissioned ComRes to conduct a two-part research project on child-protection issues
- Representative cross-section of 150 Members of Parliament (MPs) were surveyed during June 2008
- Random sample of 1002 GB adults were surveyed 25th-27th July 2008
- Study was conducted according to Market Research Society code of conduct/British Polling Council rules
- Full tables on www.comres.co.uk

Summary

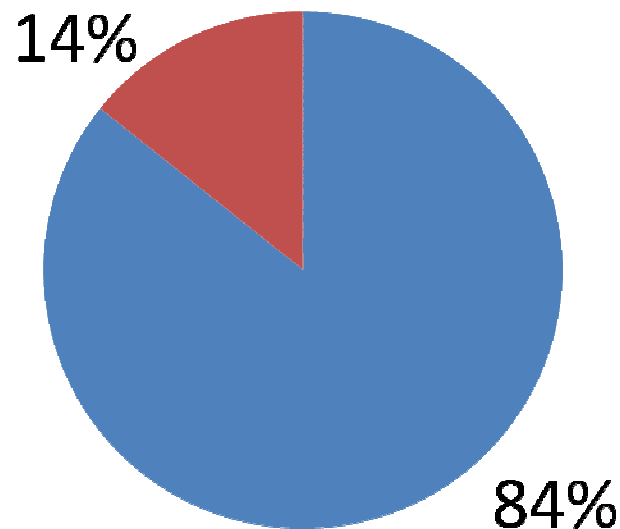
- A huge majority of the public believe children and young people are excessively commercialised
- With advances in both mobile and Internet technology, current regulatory approaches are failing to keep pace, so more needs to be done to limit the way technology exposes children to inappropriate material
- Parents, rather than companies or the Government, bear most responsibility in protecting children from commercial pressures
- Future regulation should be more focused on improving media and advertising literacy, rather than constraining the content itself
- Self regulation should be given a greater chance before considering statutory regulation

Children and young people in the UK
have too many commercial pressures
put on them

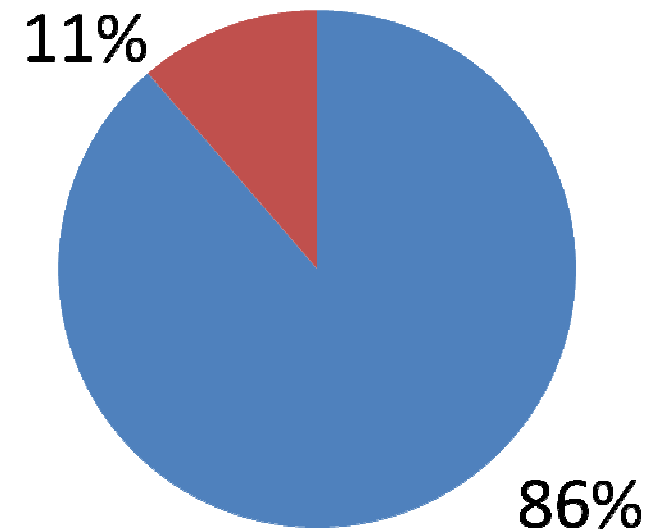


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Adults

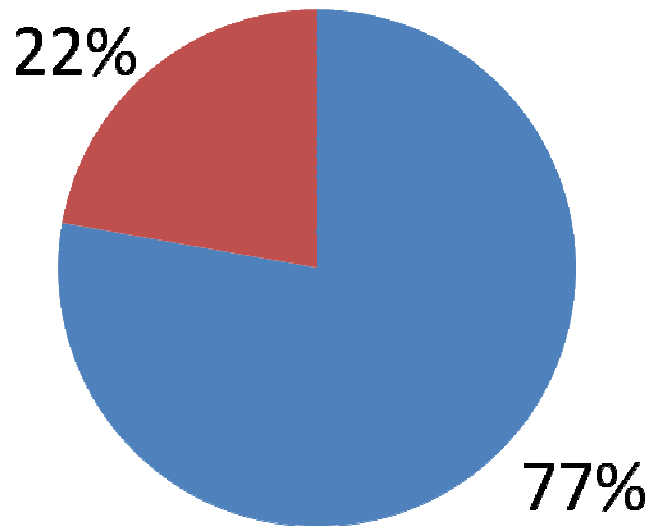


MPs

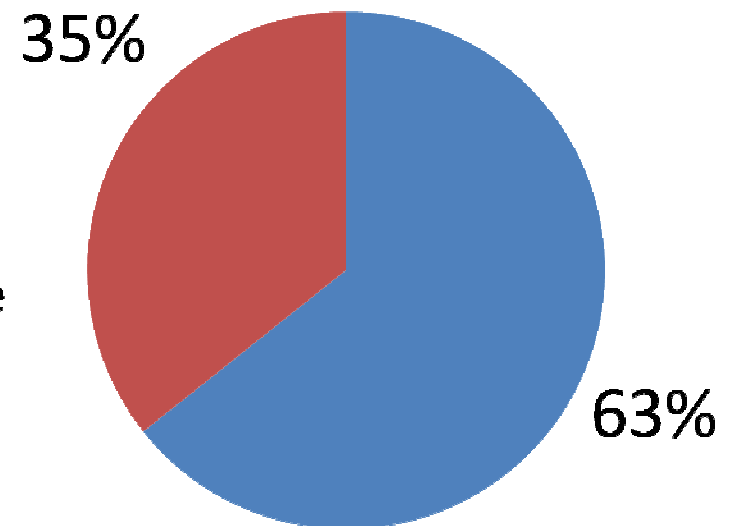


Protecting children and young people from such pressures is primarily the responsibility of parents, rather than companies or the Government

Adults

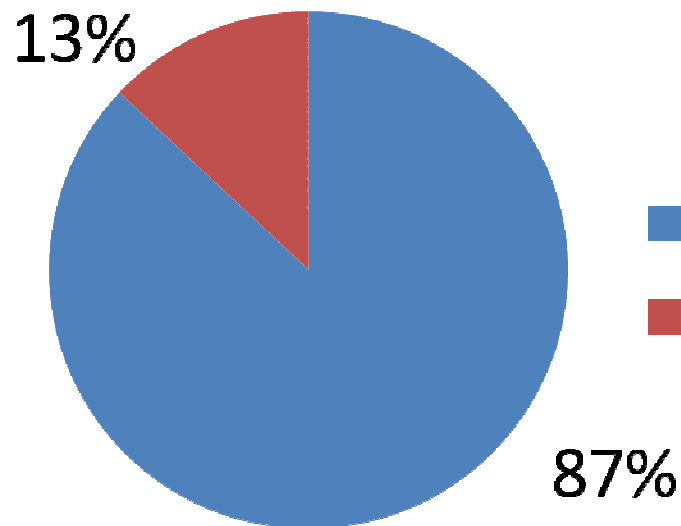


MPs

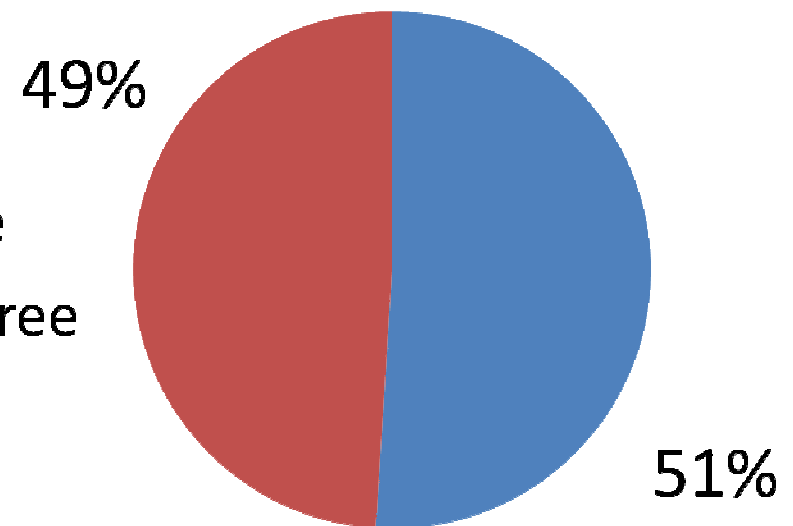


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Conservative



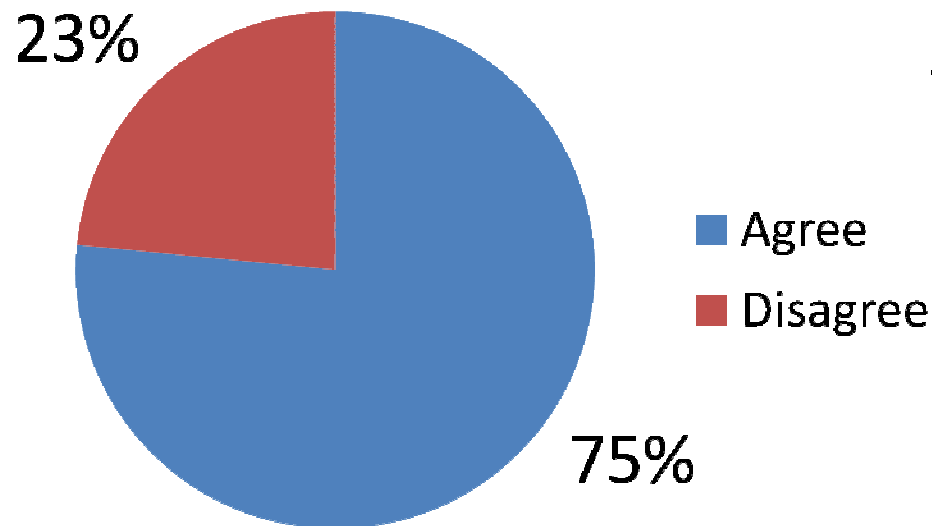
Labour



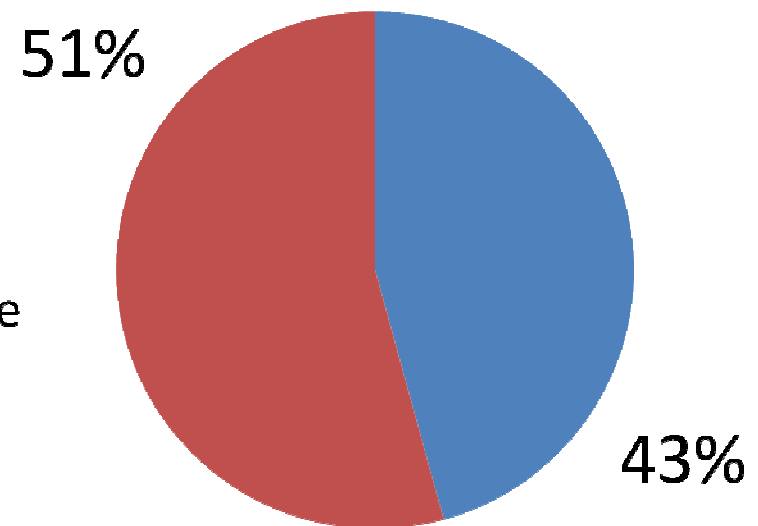
■ Agree
■ Disagree

Instead of limiting certain types of promotional activity, the focus should be on improving the media, and giving guidance to parents and children

Adults

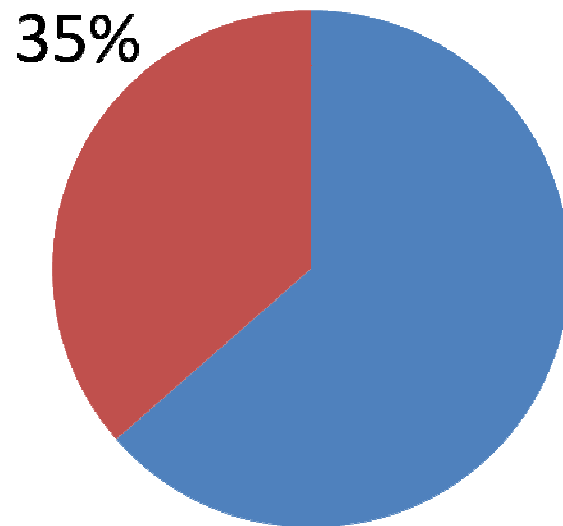


MPs

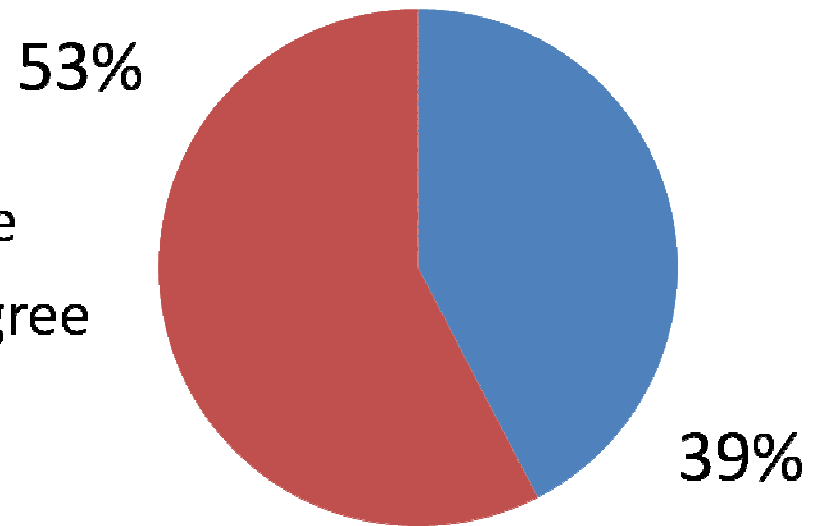


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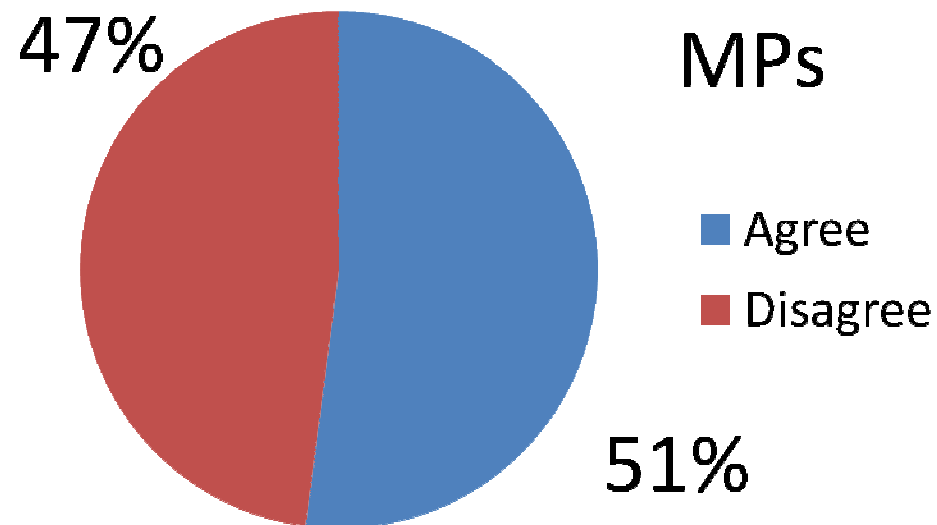


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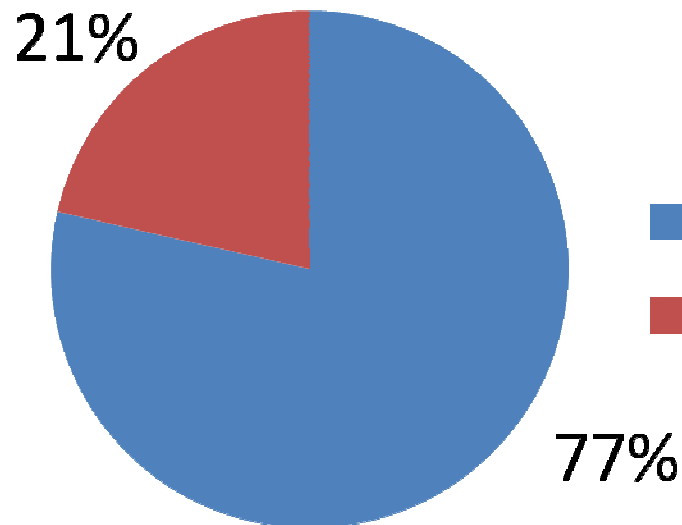
■ Agree
■ Disagree

Self regulation should be given a greater chance before considering statutory regulation

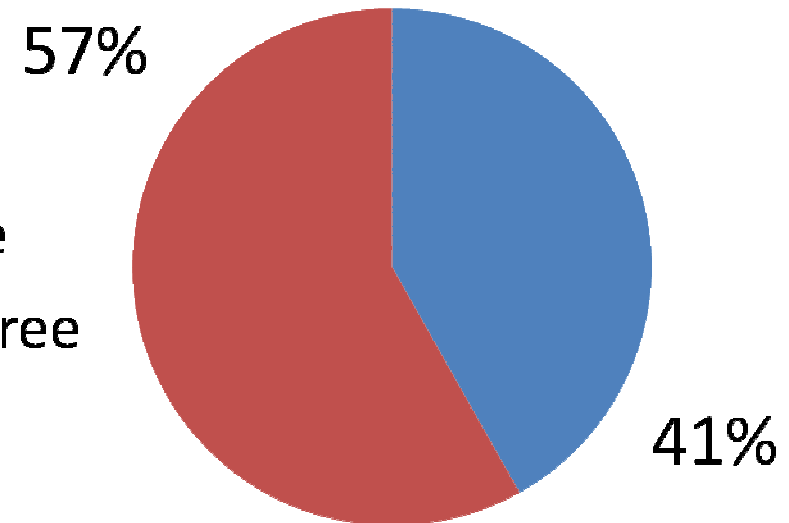


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