

Ipsos MORI

Children's Advertising Code Attitudinal Survey



Broadcasting Commission of Ireland
Coimisiún Craolacháin na hÉireann

Attitudinal Research conducted on behalf of the

Broadcasting Commission of Ireland

by

Ipsos MORI

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At an overall level, the results of the survey suggest that the Children's Advertising Code addresses many of the public's concerns about children's advertising and advertising to which children are exposed. Although the specific provisions of the Code were not explicitly discussed, there is broad support among adults and children for the principle of a broadcasting code that protects children and support for the types of regulation and restrictions currently covered by the Code.

As might be expected, adults and parents were supportive of regulating advertising content broadcast to children across a range of product and service types, with varying emphases depending on the age of the children.

For example, parents were more worried about children aged 15-17 being exposed to advertisements for alcohol than they were about children aged under 6 being exposed to alcohol advertisements. What is perhaps more interesting is the fact that there is also broad support among children for regulation of advertising content to which they are exposed. Children support regulation for children's advertisements generally but particularly for children aged under 15 and for specific products and services.

The majority of adults also support regulations in relation to various endorsements, including endorsements by celebrities, characters from children's programmes, endorsements by children and endorsements from new or current movie releases. And most children believe that these types of endorsements are effective, in terms of making children more likely to buy something.

Generally, both adults and children have similar ideas to the types of products and services that should not be shown to children of different ages but adults are significantly more likely than children to feel strongly about the prohibition of advertisements relating to food or drink, particularly when children under the age of 6 are watching. Nonetheless, a significant minority of adults do not favour any type of restrictions on endorsements.

Diet & Nutrition

Children's attitudes to food and drink advertising differ from those of adults. Adults are more likely to consider advertising to be an influence on children's diet and health and a large majority believe that children's eating habits would improve if unhealthy foods were not advertised and that there is not enough dietary or nutritional information about food in advertising.

While the Code requires fast food advertisements directed at children to display a message stating that such food "should be eaten in moderation and as part of a balanced diet", the phrase "should be eaten in moderation" was the least recognisable of a number of taglines that children were shown.

Fewer than 1 in 5 children aged 4-7 and only 1 in 4 children aged 8-11 remembered this phrase from advertising, despite the fact that most adults considered these phrases or taglines to be effective. In fact, approximately 1 in 5 of all children aged 4-7 recognised none of the seven phrases or taglines they were presented with. The most memorable tagline for this age group was the phrase "not suitable for children under x years of age".

Undue Pressure

Almost two-thirds of parents had felt under pressure from a child to buy a product or service that the parent did not want to and more than 4 in 5 children admitted to trying to persuade their parents or another adult to buy them something that they wanted.

While it is difficult to draw a direct, causal link between the phenomenon of 'pester power' and children's advertising, the survey does show that most believe television advertisements to be the likeliest source of information about such products or services.

Factual Presentation

Almost half of all parents, and a similar proportion of children, also reported that they had seen children's advertisements that they felt would give a child a false impression or expectations. Current use of taglines to manage children's expectations in relation to products or services may be of limited value, particularly for children under the age of 12. Less than half of all children under the age of 12 recognised either the phrase "some assembly required" or "product shown not actual size".

Parental Responsibility

The results of the survey show that both adults and children believe that parents are ultimately responsible for what their children are exposed to on television and radio. However, children's patterns of television consumption present practical challenges to parents in monitoring what their children are watching.

Children report a higher level of unaccompanied viewing than parents reported, which is perhaps unsurprising given the fact that almost half of all children aged 8-11 and more than two-thirds of children aged 15-17 had a television set in their bedroom. Only 1 in 10 children aged 15-17 agreed that their parents chose what they watched on television or listened to on radio.

This has implications for the role of parental responsibility. While only 29% of parents reported that their children watched television at primetime (7 p.m. – 10 p.m.), more than half of all children, including very large majorities of those aged 12-14 and those aged 15-17, reported that they watched television at this time. Almost 1 in 5 of all of children aged 15-17 watched television between the hours of 10 p.m. and 2 a.m.

1. Introduction

Ipsos MORI was commissioned in November 2007 by the Broadcasting Commission of Ireland to conduct a survey of the Irish general public, including children and adults, to explore their attitudes to the principles and practise of advertising to young people under the age of 18. The results from this attitudinal survey of the Irish public reported in this document was one element within a comprehensive programme of research recently undertaken by the Broadcasting Commission of Ireland (BCI) to inform a statutory review of the effect of the Children's Advertising Code, which has been in effect since January 2005.

1.1 Research Context

The Broadcasting Act, 2001 requires the Broadcasting Commission of Ireland (BCI) to develop a number of codes and rules pertaining to commercial and editorial content on Irish radio and television. These codes and rules concern matters such as taste and decency in programming (BCI Code of Programme Standards), the provision of services for the enjoyment of television programmes by the vision and hearing impaired community (BCI Access Rules) and advertising and other commercial communications (BCI General Advertising Code & BCI Children's Advertising Code). All radio and television services licensed in the Republic of Ireland or services using a satellite capacity or uplink in this jurisdiction are required to comply with each of these codes.

Children's Advertising Code

The BCI Children's Advertising Code is concerned with 'children's advertising', which is defined as: *"advertising that promotes products, services or activities that are deemed to be of particular interest to children and/or are broadcast during and between children's programmes"*.

'Children's programmes' are defined within the Code as: "*programmes that are commonly referred to as such and/or have an audience profile of which over 50% are under 18 years of age.*" The Code contains a range of rules under the following twelve headings:

- Social Values
- Inexperience and Credulity
- Undue Pressure
- Special Protection for Children in Advertising
- General Safety
- Violence
- Diet and Nutrition
- Parental Responsibility
- Programme Characters
- Product Prohibitions and Restrictions
- Identification and Separation
- Insertion of Advertising

Reviewing the Code

The 2001 Broadcasting Act also requires that the BCI conduct a statutory review of the effect of this code three years after its introduction (in January 2005). To inform this review, the BCI has undertaken a number of activities including the commissioning of four concurrent research projects as follows:

- Jurisdictional and Practice Review of Statutory and Non-Statutory Regulatory Developments in Children's Advertising (2003-2007)
- Children's Advertising Trends in Ireland (2005-2007)
- Stakeholder Consultation
- Attitudinal Survey

The overall review of the Code will also be used to inform the BCI's future activities and policy with regard to any future revisions of the Code. As such, this programme of research has a distinct practical focus: to assess the effect of the Code itself and to inform practical recommendations, if required, on how it might be amended, if at all. This report is concerned with the fourth of the research projects listed above: **the attitudinal survey**. It presents the results of a comprehensive quantitative research project, conducted on behalf of the BCI by Ipsos MORI, an independent research company, to inform this element of the review of the Code.

The specific purpose of the attitudinal survey was to provide reliable measurement of public attitudes and experiences in relation to advertising to children across a number of diverse thematic areas addressed by the Code. The questionnaire covered public perceptions of both regulatory (definitions and scheduling of children's programming, insertion of advertising) and editorial (responsibility and undue pressure) standards, in addition to attitudinal and behavioural (media consumption) questions.

1.2 Structure of the Report

The report begins with a discussion of the methodology employed for the attitudinal survey before turning to a description of the results, which are organised by the following themes: *Attitudes to Advertising, Diet & Nutrition, Factual Presentation, Television Consumption*¹, and *Awareness & Advocacy*.

Throughout the report, results are presented firstly at an overall aggregate level before highlighting significant differences between particular subgroups (e.g. parents, non-parents, children of different ages). Where results of individual subgroups are not reported, this is because no significant differences exist between the attitudes, opinions or behaviour of groups.

¹ Respondents were also asked a series of questions regarding their radio consumption. However, due to the low levels of radio consumption reported among children taking part in this survey, particularly those under 15 years of age, these results were not considered sufficiently reliable for reporting.

2. Research Methodology

2.1 Overview of Research Methodology

This section sets out details of the methodology employed and interviewing approach used by Ipsos MORI during the attitudinal survey. As the survey sample included both adults and children, some as young as 6, the research involved a number of atypical theoretical and practical considerations, concerning: research design, questionnaire development, and the ethical issues involved in conducting research with children.

2.1.1 Interviewing Children

When carrying out research among children, any potential concerns and considerations relating to child protection and welfare must be addressed at the outset of any project. Ipsos MORI researchers and interviewers have experience of conducting research with children and are mindful of the need to act with integrity in all our work with children and young people. Ipsos MORI operates strictly within the codes of ethics and conduct laid down by the Market Research Society (MRS) in its *Conducting Research with Children and Young People* guidelines. At all times, interviewers were instructed to ensure that the welfare and rights of the child were protected by: guaranteeing confidentiality and anonymity; taking care to avoid any physical contact with the child; and ensuring that other adults are near by.

2.2.1 Survey Administration

The attitudinal survey was conducted by Ipsos MORI using a face-to-face interviewing approach, which was particularly appropriate for this survey given the audiences involved. All interviews were conducted by trained Ipsos MORI field interviewers, who are all accredited by the Interviewer Quality Control Scheme (IQCS), an independent organisation which works with researchers and research clients to ensure the highest standards of data collection in professional research.

The method of administration, face-to-face personal interviewing, has obvious advantages over alternative approaches, such as telephone and self-completion, for this project, given the participation of children who would potentially be excluded from participating in the research by use of a self-completion approach. Face-to-face interviewing also allows for greater probing of the respondents' responses to get more detailed and accurate answers.

2.2.2 Sample Structure

For the purposes of this survey, Ipsos MORI completed a total of **1,209 'in-home' interviews** throughout the Republic of Ireland. 955 interviews were conducted with adults and 254 interviews were conducted with young people under the age of 18. Quota sampling was used to ensure a nationally representative sample of the population including children. Data from the 2006 Census was used to set fixed quotas of people to be interviewed, to ensure the sample was representative of the population. Quota controls were set for gender, age, social grade groupings and geographical regions.

As the Children's Advertising Code recognises that children of different ages require different levels of protection, including children under 6 years of age, children from the age of 4 years and upwards were included in the survey. Figure 2.1 overleaf indicates the proportions of people of different ages that were included, reflecting the Census data.

Age Group	Number of Persons (Census 2006)	% of Population	Number of Interviews (%)
4-11	452,224	11	135 (11%)
12-17	395,503	10	119 (10%)
18-34	1,125,260	28	339 (28%)
35-54	1,145,247	29	359 (30%)
55+	874,981	22	254 (21%)
Total	3,993,215	100	1209

Figure 2.1 Sample Structure

2.2.3 Sampling

A total of 58 sampling points, based on DEDs, were randomly selected in urban and rural areas throughout Ireland in proportion to the number of interviews to be completed. This ensured that sampling points were evenly distributed throughout the country.

2.2.4 Questionnaire Design

Separate questionnaires for children and adults were designed by Ipsos MORI, in consultation with the Broadcasting Commission of Ireland project team. Where possible, the same, or comparable, questions were asked of both adults and children during the survey. However, a number of questions were specific to a particular audience e.g. parents or children. In other instances, the language was simplified for children to ensure that the question was intelligible to as many as possible. For presentation purposes, the text from the adult questionnaire has been preferred in charts and tables used throughout this report. Copies of both questionnaires are provided as an Appendix to this report.

3. Attitudes to Advertising

This section of the report details the results of the survey, beginning with an examination of respondent attitudes to advertising, generally, before continuing with a description of results relevant to specific aspects of current, and preferred, provisions of the code. It begins with an overview of respondents' general attitudes to advertising. This provides valuable context for the interpretation of later results, which are of more direct relevance to the review of the Children's Advertising Code.

3.1 General Attitudes to Advertising

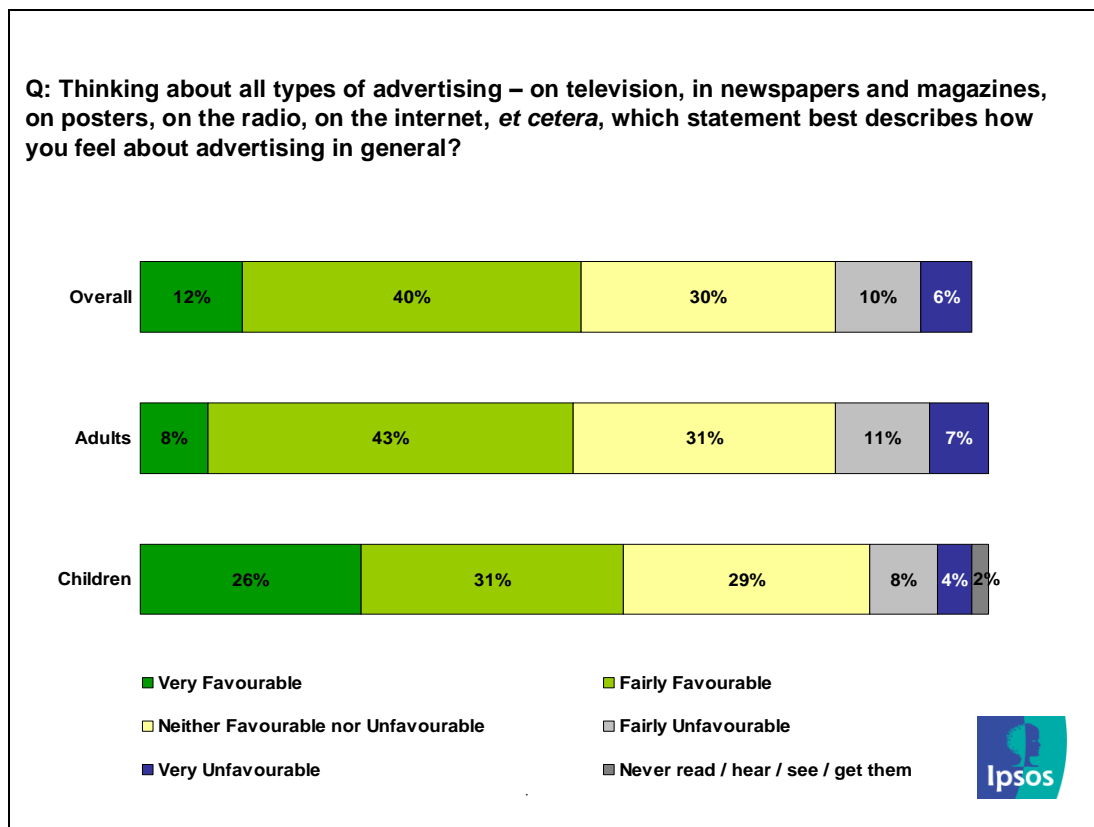


Figure 3.1 General Attitudes to Advertising

At an overall level, attitudes to advertising are broadly positive. That is, more people have *very favourable* or *fairly favourable* attitudes to advertising than *very unfavourable* or *fairly unfavourable* attitudes. 52% of all respondents have *very favourable* or *fairly favourable* attitudes compared to 16% who have *very unfavourable* or *fairly unfavourable* attitudes.

However, there were significant differences between the attitudes of children and those of adults. Fewer than 1 in 10 adults (8%) considered their attitudes to advertising to be *very favourable*, compared to more than one-quarter (26%) of all children. This indicates that, on the whole, children are more positively disposed to advertising than adults. While these results relate to respondent attitudes to advertising *generally*, there are clear differences in overall attitudes to specific media.

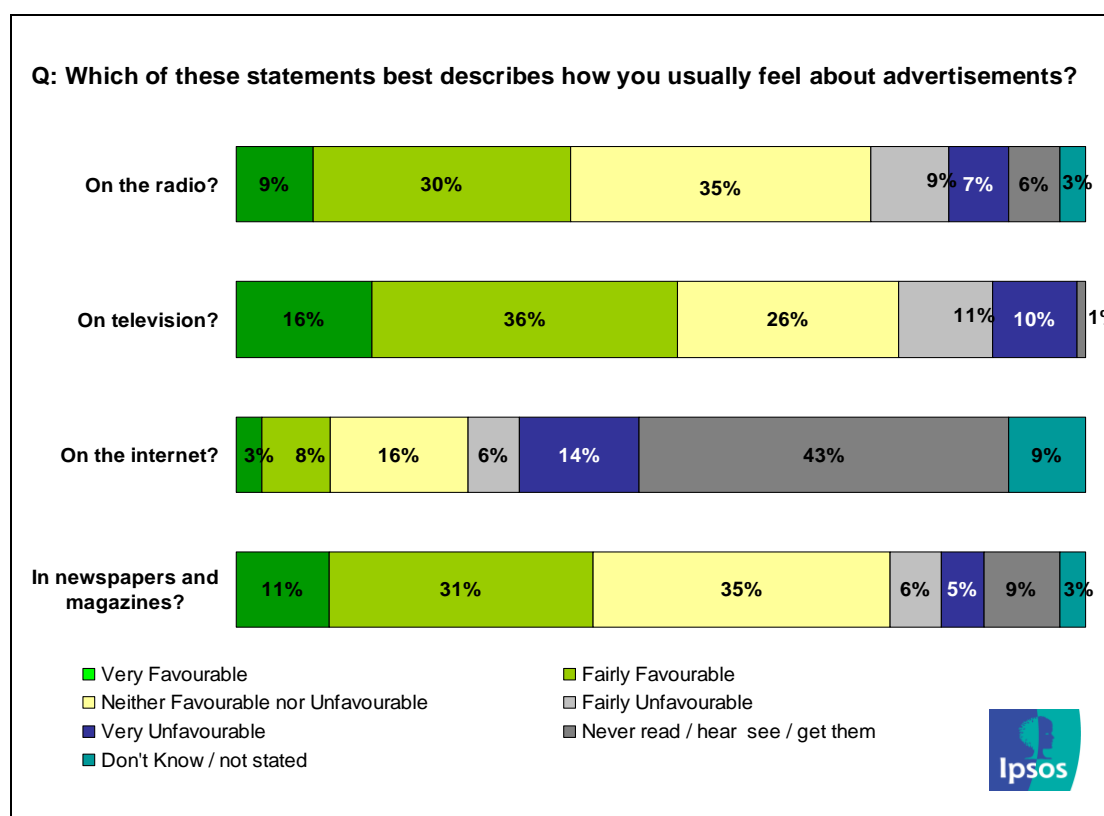


Figure 3.2 General Attitudes to Advertising on Specific Media

As illustrated in Figure 3.2 above, the proportion of respondents, both adults and children, who reported *very* or *fairly favourable* attitudes to advertisements on the radio is the exact same proportion (52%) as reported having *very* or *fairly favourable* attitudes to advertisements generally. However, attitudes vary greatly depending on the specific media in question. Only 11% of all respondents have *very* or *fairly favourable* attitudes to advertisements on the internet, compared to 20% who reported *very* or *fairly unfavourable* attitudes. Also interesting here is the high proportion (43%) of respondents who reported never seeing such advertisements. The survey also found differences between demographic groups.

For example, 75% of children aged between 4 and 7 years reported never seeing advertisements on the internet, compared to 60% of children aged between 8 and 11 years, 49% of children aged between 12 and 14 years and 21% of children aged between 15 and 17 years.

3.2 General Attitudes to Advertising - Advertising Protection

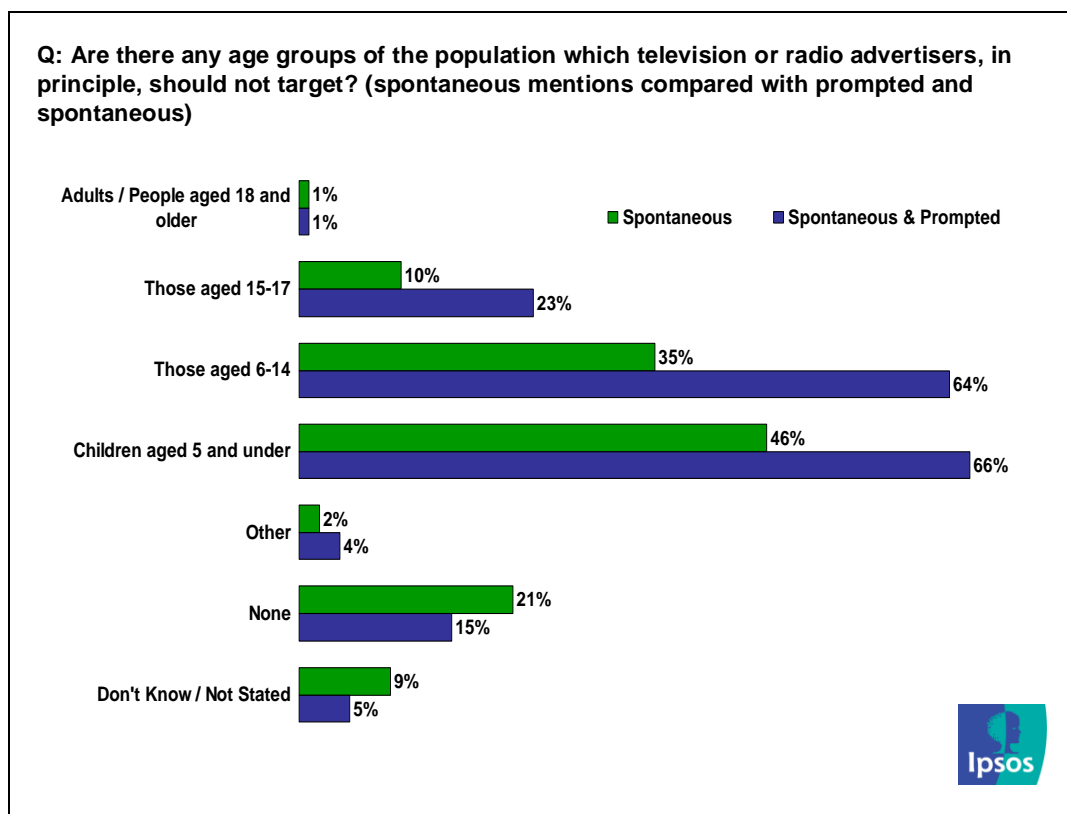


Figure 3.3 General Attitudes to Advertising – Advertising Protection

Survey respondents were asked for their views on whether or not certain age groups within the population should **not** be targeted by advertisers. Figure 3.3 above illustrates the responses given, both spontaneously and prompted. When prompted, 66% of all respondents believe that children aged 5 and under should **not** be targeted by advertisers and 64% of all respondents believe that those aged between 6 and 14 years old should **not** be targeted by advertisers. Again, there are differences between the views of adults and respondents less than 18 years of age.

For example, 45% of all respondents under 18 years of age believe that children aged 5 and under should **not** be targeted by advertisers, compared to 72% of adults. 31% of all respondents under 18 years of age believe that those aged between 6 and 14 years old should **not** be targeted by advertisers, compared to 72% of adults. Finally, only 3% of respondents under 18 years of age believe that children aged between 15 and 17 years of age should **not** be targeted by advertisers, compared to 29% of adults. We now turn to a consideration of the provisions of the code and begin with an examination of public attitudes in relation to specific types of advertising.

3.3.1 Product Prohibitions & Restrictions – Preferences

Respondents were asked to identify types of advertisements they believed children saw on television or heard on radio that they would rather children did not see or hear. The ten most frequently cited types of advertisements (categorised by product type) are displayed in Figure 3.4 below.

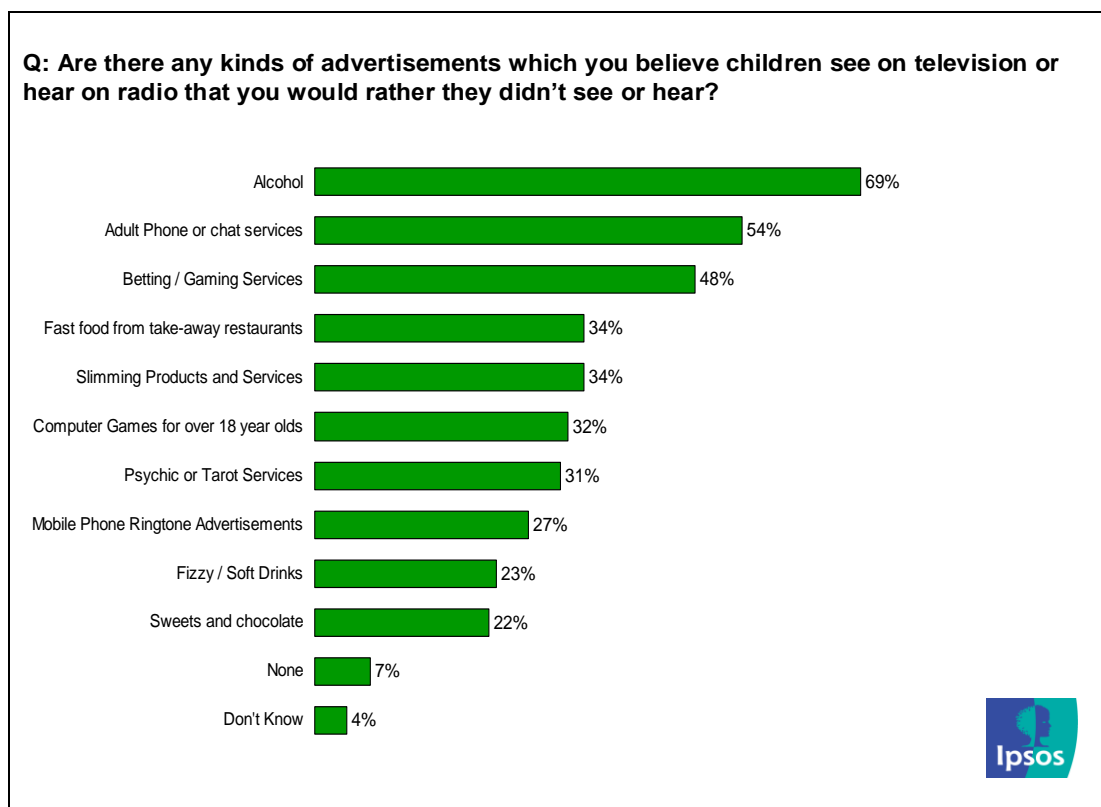


Figure 3.4 Product Prohibition - Preference – Top 10 Categories

While many of the product categories and advertisement types featured in Figure 3.4 are currently restricted under the terms of the Children's Advertising Code, the question is asking respondents about their *perceptions* of what types of advertisements children see and hear.

A large majority (69%) would rather that children did not see on television or hear on radio advertising for *Alcohol*, which should not be advertised under the terms of the Code when children may be exposed to it. This also applies to other product categories included in the above graph, such as: *Adult phone or chat services*, *Betting/gaming services*, *Slimming products/services* and *Computer games for over 18 year olds*. Three (*fast food from take away restaurants*; *fizzy/soft drinks*; and *sweets and chocolate*) of the ten most frequently cited types of advertisements relate to nutrition.

Respondents were also asked whether these types or categories of advertisements should be advertised when children of different ages (between 15 and 17 years of age; between 6 and 14 years of age; and under 5s) are watching or listening. As displayed in Figure 3.5 overleaf, there are interesting patterns in the strength of feeling with regard to different types of advertisements being exposed to children of different ages. It would appear that there is more concern, generally, over the types of advertisements shown when children aged between 6 & 14 years and those aged between 15 & 17 years are watching and listening, than when children aged 5 and under are watching and listening.

For example, while 76% of respondents believe that *Alcohol* should not be advertised at time when children aged between 6 & 14 years are watching television or listening to radio, significantly fewer (55%) believe it should not be advertised when children aged 5 and under may be exposed to it. Similarly, while 51% of respondents believe that *Adult phone or chat services* should not be advertised at time when children aged between 6 & 14 years are watching television or listening to radio, and 56% believe this kind of advertisement should not be advertised at time when children aged between 15 & 17 years are watching television or listening to radio, just over one-third (34%) believe it should not be advertised when children aged 5 and under may be exposed to it.

However, advertisements relating to *fast food from take away restaurants* and *fizzy/soft drinks* do not fit this pattern, as more feel that they should not be advertised when children aged 5 and under are watching and listening, than when children aged between 6 & 14 years and those aged between 15 & 17 years are watching and listening.

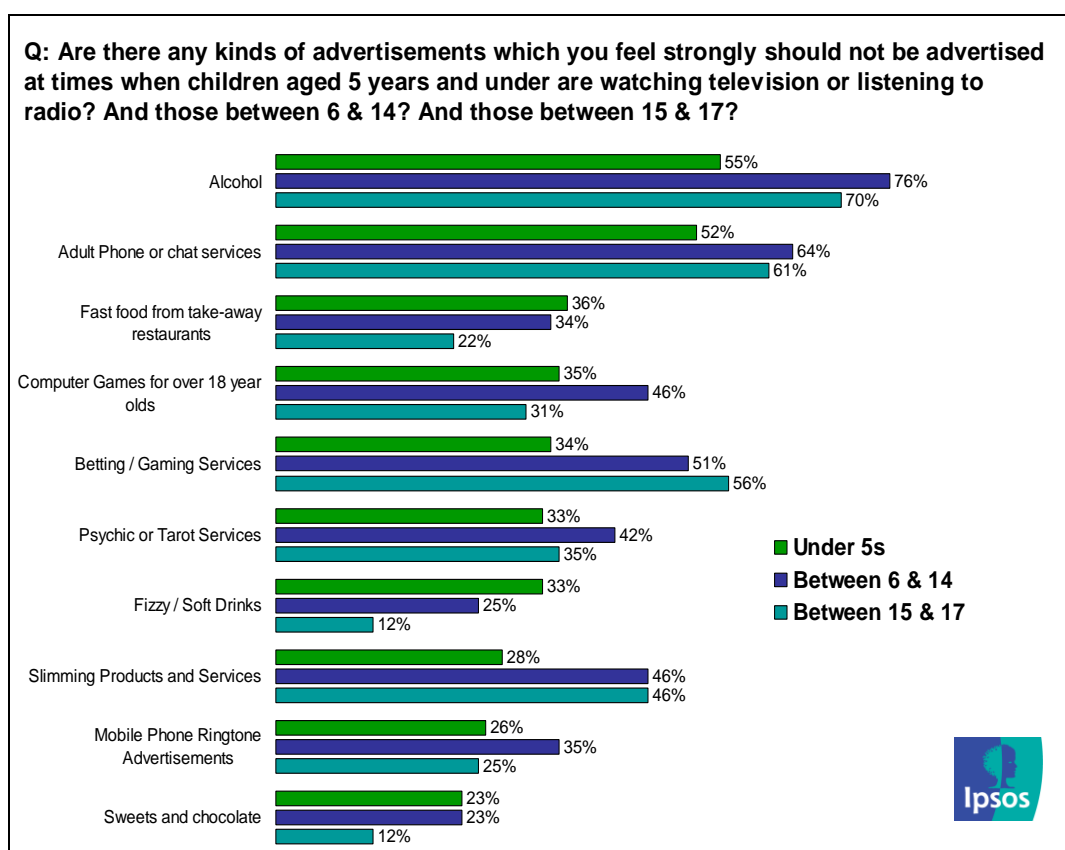


Figure 3.5 Product Restrictions (by age of audience) – Top 10 Categories

When we compare the views of parents² to other adults and to children, there are a number of product types for which there are significant differences in opinion between the groups. At an overall level, children are less likely to express a preference for any type of restriction or any age group. Parents and adults are significantly more likely than children to feel strongly about the prohibition of advertisements relating to food or drink, particularly when children under the age of 6 are watching.

² 'Parents' are defined as adult respondents with related children under the age of 18 currently living in their household.

3.3.2 Product Prohibitions & Restrictions – Attitudes to Restriction

Adult respondents were also asked what level of restrictions or rules should apply to different kinds of advertisements, if they were likely to be seen or heard by children. Figure 3.6 below shows the kinds of advertisements that respondents were most likely to think *should not be shown at all*, if they were likely to be seen or heard by children. Again, it features kinds of advertisements that are currently restricted under the terms of the Code.

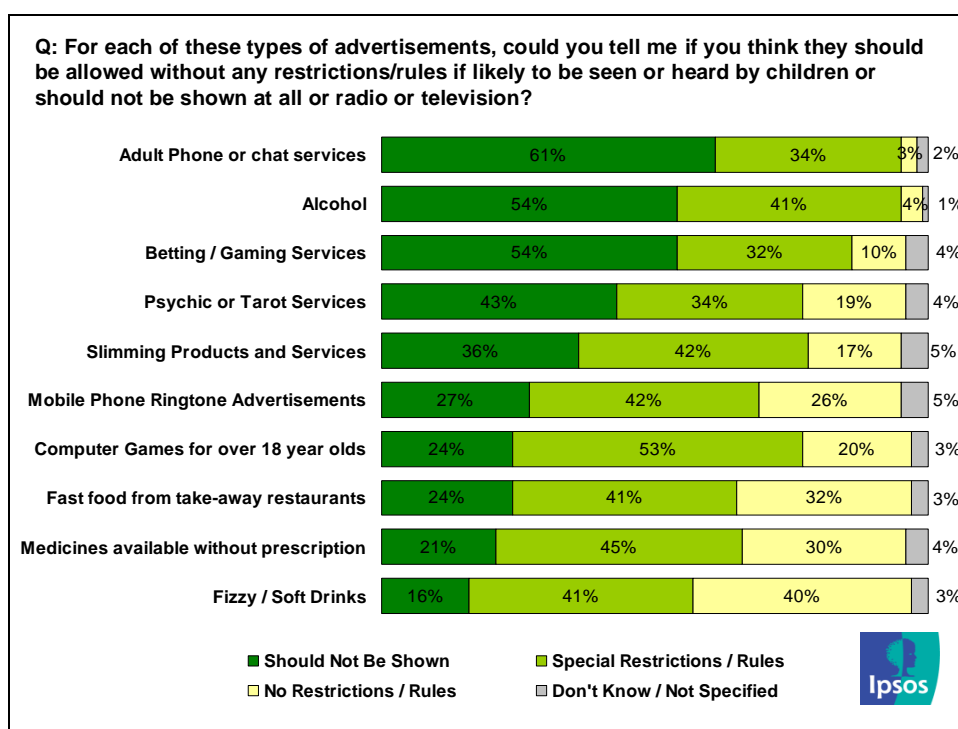


Figure 3.6 Product Restrictions (degrees of restriction) – Top 10 Categories

61% think that advertisements relating to *Adult phone or chat services* should not be shown at all, if they are likely to be seen or heard by children, with only 3% thinking that there should be no restrictions or rules. A majority (54%) also believe that advertisements relating to *Alcohol* or *Betting/gaming services* should not be shown at all, if they are likely to be seen or heard by children.

3.3.2 Product Prohibitions & Restrictions – Regulation of Endorsements

In relation to the regulation of endorsements, which is partly addressed by the Code, adult respondents were asked their views on different types of endorsements and the level of regulation that should apply to each. As can be seen from Figure 3.7 below, roughly equal proportions believe that there should be some form of restriction or rules (*should not be shown or special restrictions/rules*) for all four of the endorsements suggested. Approximately a third (in the range from 32% to 35%) of those surveyed believed that there should be *no restrictions/rules* in place for any of the four types of endorsements. 25% of those asked believe that ‘endorsement of products or services by children’ *should not be shown*.

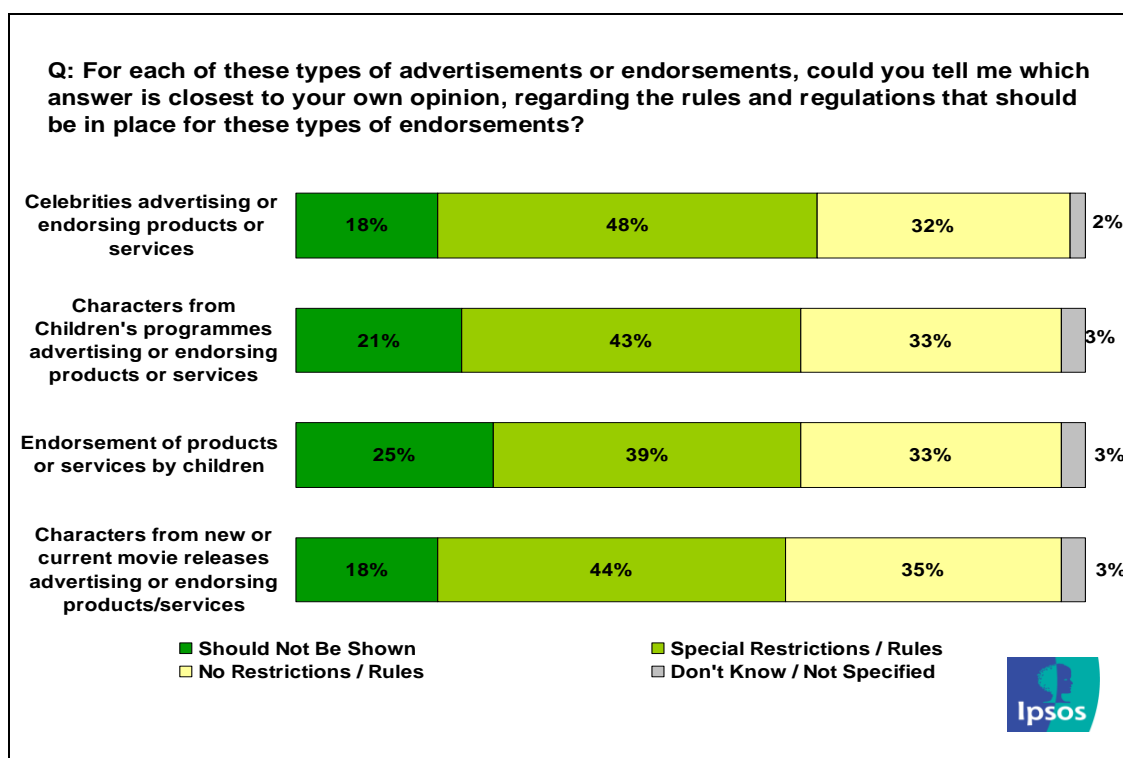


Figure 3.7 Product Restrictions – Regulation of Endorsements

To understand children’s attitudes to endorsements, respondents aged under 18 were asked a separate question relating to the impact of endorsements on purchasing power, the results of which are shown in Figure 3.8 overleaf.

As illustrated below, children strongly believe that these types of endorsements do make children more likely to buy something. 82% of all children believe that children are more likely to buy something *if there are characters or people from children's programmes in the advertisement*. Similar proportions believe that children are more likely to buy something *if there are famous people in the advertisement* or *if there are people or characters from new or current films in the advertisement*. A significantly smaller proportion (59%) of all children thinks that children are more likely to buy something *if there are children in the advertisement*.

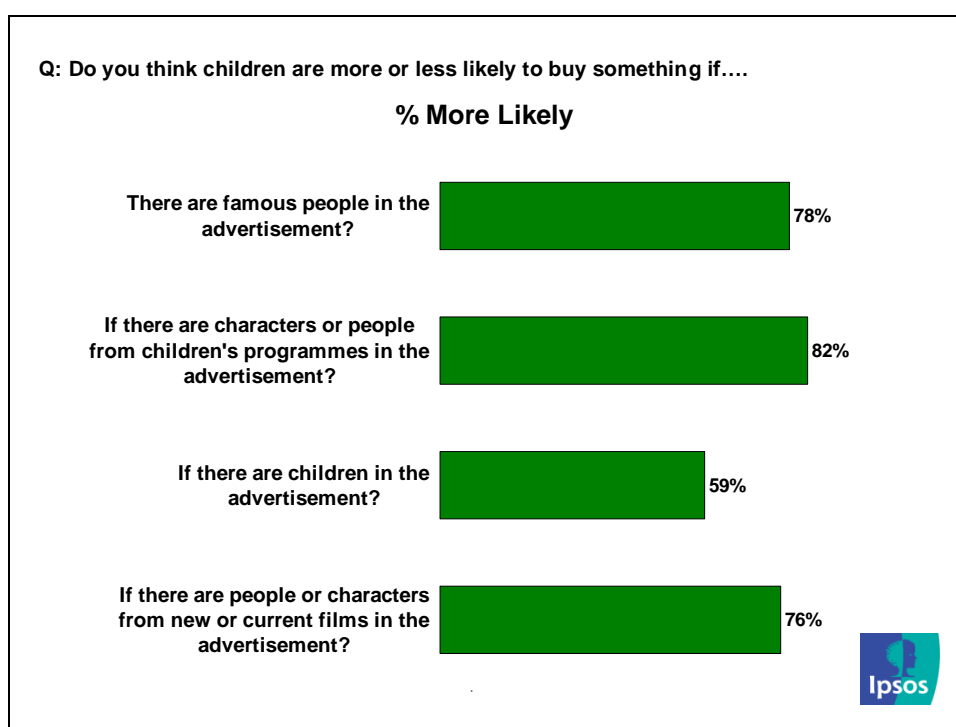


Figure 3.8 Product Restrictions – Impact of Endorsements

The next section of the report looks at the issue of undue pressure.

3.4. Undue Pressure

50% of all those surveyed had either felt under pressure from a child to buy something that they did not want to buy or, in the case of children, tried to persuade their parents or another adult to buy them something that they wanted. 64% of all parents reported experiencing pressure from a child and 83% of children reported trying to persuade their parents or another adult to buy them something that they wanted.

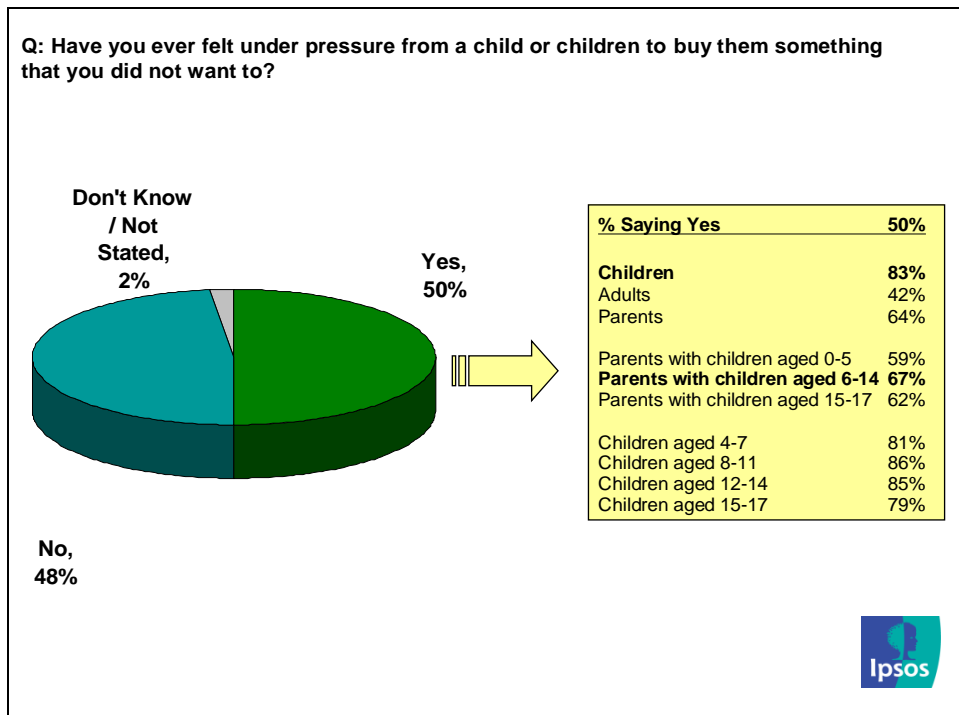


Figure 3.9 Undue Pressure – Pester Power

Overall, when asked what type of product or service they had either felt under pressure from a child to buy or tried to persuade their parents or another adult to buy them, 28% of respondents said *game consoles* and 25% said *toys*. The third most frequently cited type of product or service at an overall level was *sweets/chocolates*. However, parents were much more likely than children to cite product types related to food. For example, while 16% of parents said they had felt under pressure from a child to buy *sweets/chocolates*, only 5% of children said that they had tried to persuade their parents or another adult to buy them *sweets/chocolates*.

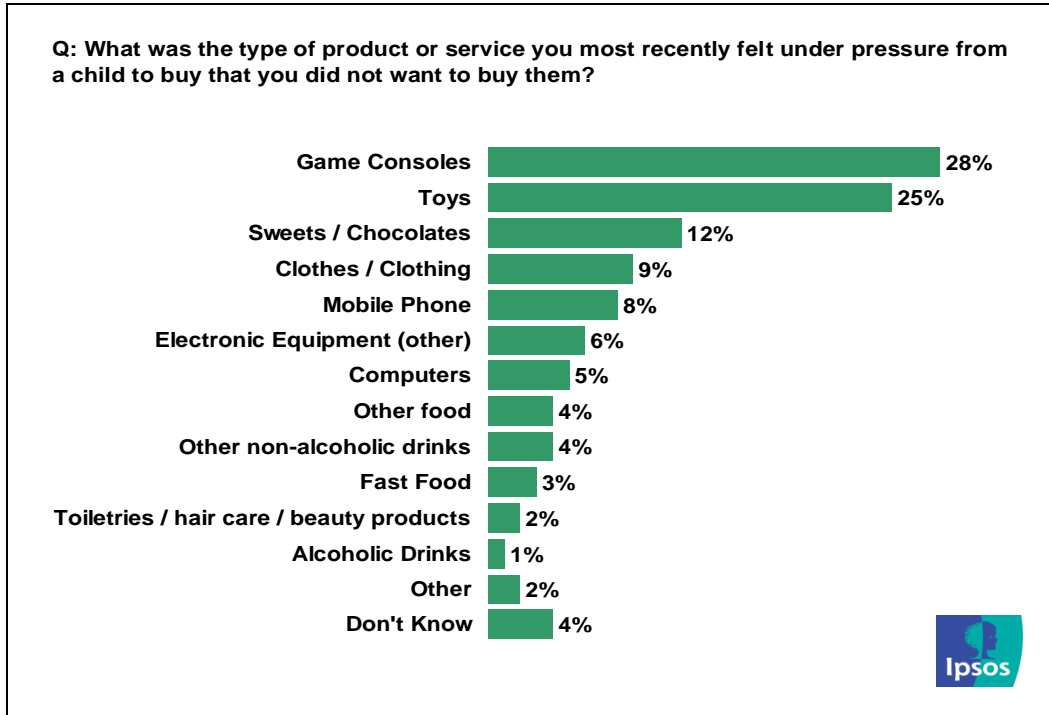


Figure 3.10 Pester Power – Product Type

When asked where the child might have first heard about this product or service, the most popular response by far was *TV – Advertisement*, which was cited by 58% of respondents. The next most frequently mentioned source was *From friends*, which was cited by 17% of respondents overall. While one might expect parents to have less appreciation of peer influence than children themselves, the results do show that parents are slightly less likely than children to consider peers a source for hearing about a particular product or service. While 16% of parents said the child first heard about the product *From friends*, 21% of children gave this answer.

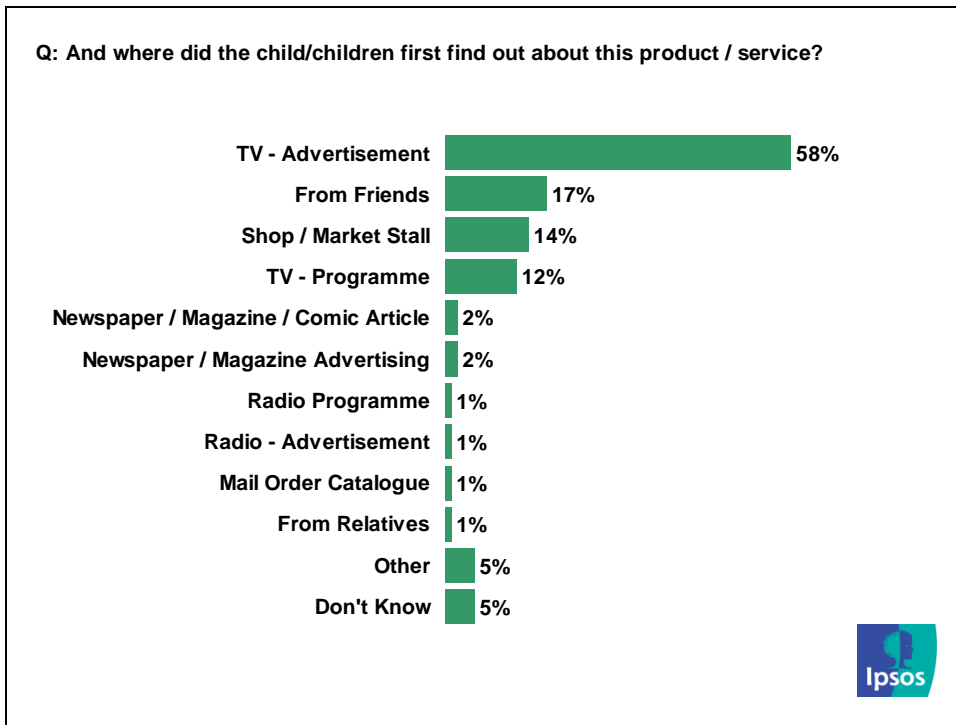


Figure 3.11 Pester Power – Source of Product Information

3.5 Inexperience and Credulity – Misleading Advertising

39% of all those surveyed believed that they had either seen or heard advertisements on radio or on television that they felt gave a false impression or false expectations of the products or services advertised. An equivalent proportion of respondents (40%) believed that they had not seen such advertisements. However, these overall results are influenced by the significantly different responses of both children aged 4-7 and adults who are not parents, two groups who reported high levels of *don't knows* to this question.

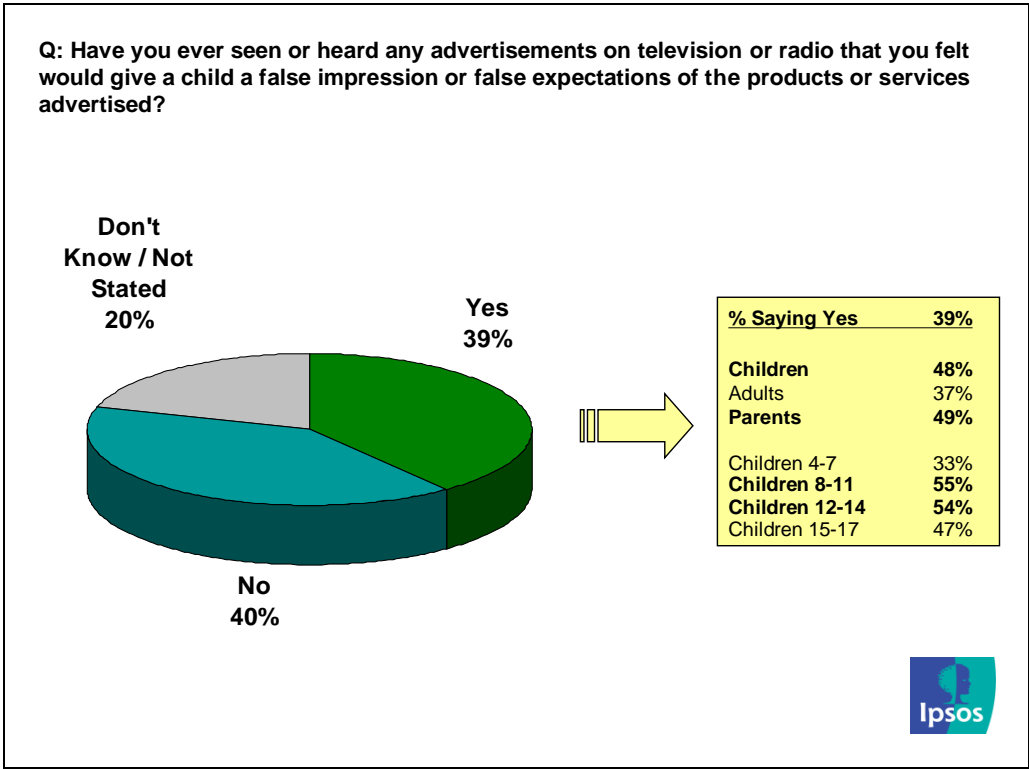


Figure 3.12 Inexperience and Credulity – Misleading Advertising

When asked what type of product or service was being advertised in a way which they felt would have given false impressions or false expectations, 45% of respondents said *toys* and 13% said *game consoles*. However, beyond these two product types, no other product or service featured in more than 5% of responses.

Q: What was the type of product or service being advertised most recently that you felt would have given a child a false impression or false expectations?

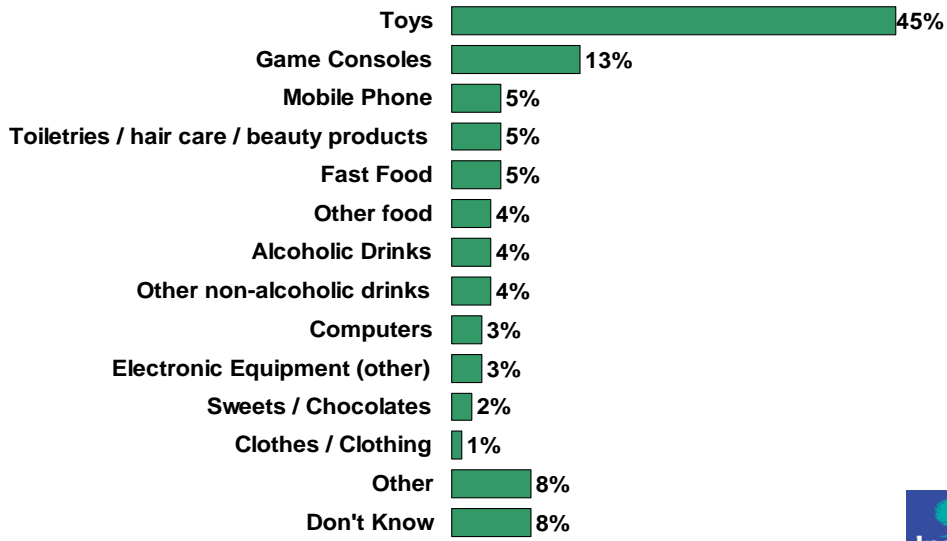


Figure 3.13 Inexperience & Credulity – Product Type

Finally, in terms of the reason for the respondents' belief that a particular advertisement would have given false impressions or false expectations, the top three answers all relate to some form of misleading content. 30% of respondents said that the *product abilities* [were] *exaggerated*, 24% said the advertisement was *misleading*, and 22% said the product *did not look like it did in the advertisement*.

Q: In what way did you think the advertisement would give a false impression or false expectations of products or services advertised?

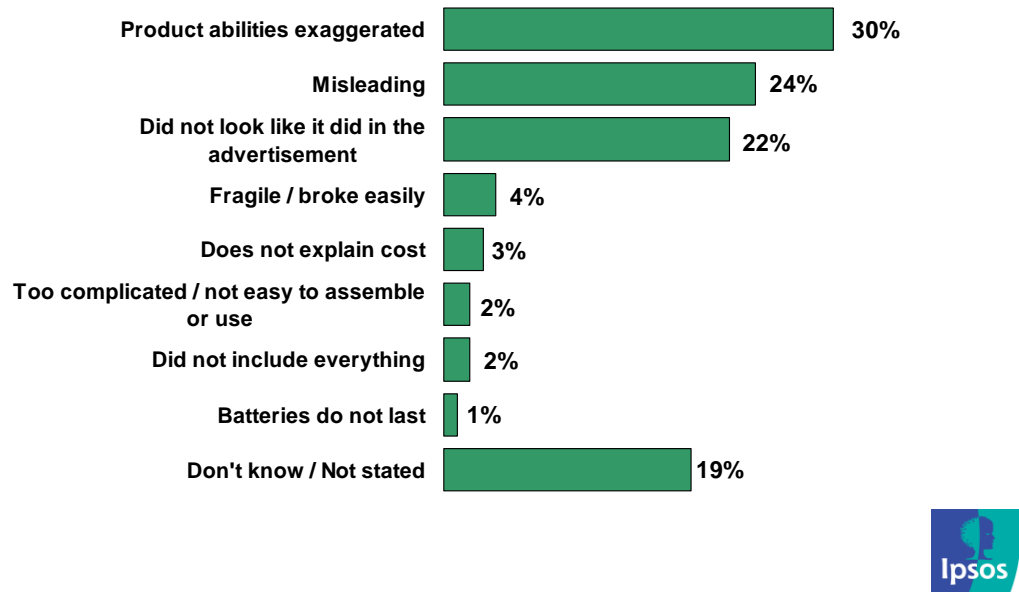


Figure 3.14 Inexperience & Credulity – Form of Misleading Advertising

4. Diet & Nutrition

The Children's Advertising Code contains provisions dedicated to the regulation of advertisements aimed at children that relate to diet and nutrition. With a view to informing the review of the appropriateness and effectiveness of the Code's provision in this area, the attitudinal survey examined both adults' and children's views on diet and nutrition, both generally and with specific reference to television and radio advertising.

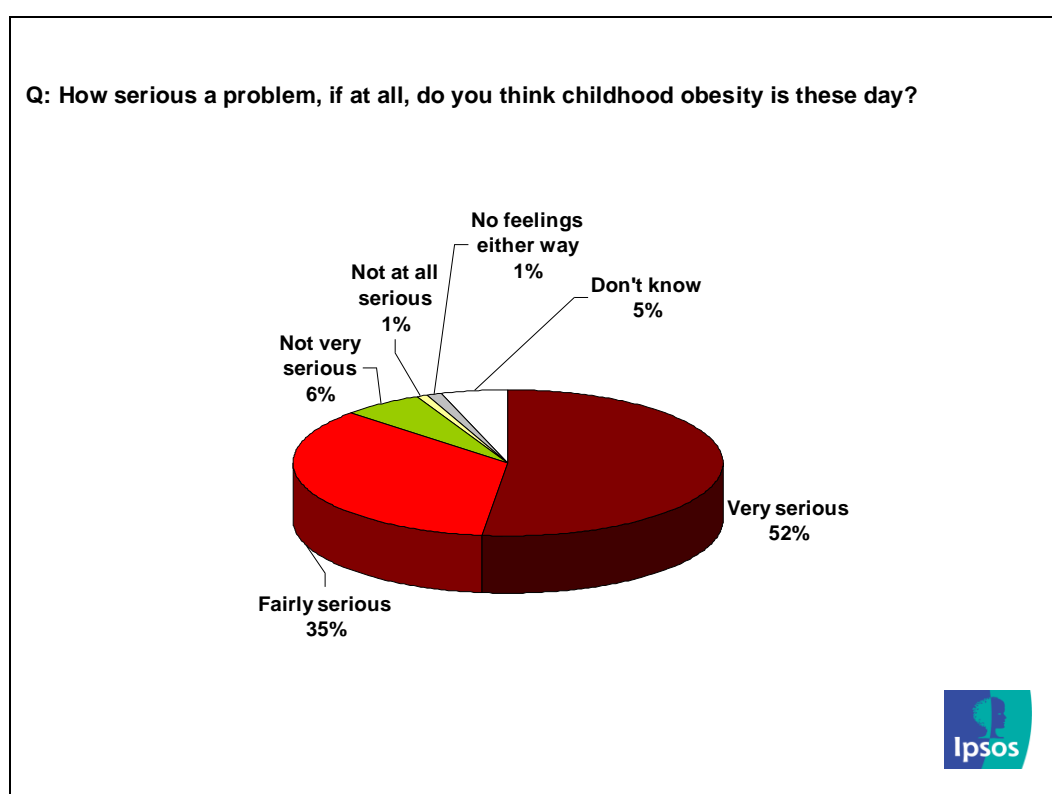


Figure 4.1 Diet & Nutrition – Attitudes to Childhood Obesity

Adults were asked how serious childhood obesity was as a problem these days. Over half (52%) believed that childhood obesity was *very serious* and a further 35% considered it to be a *fairly serious* problem. Only 7% of adults considered it either *not very serious* or *not at all serious*.

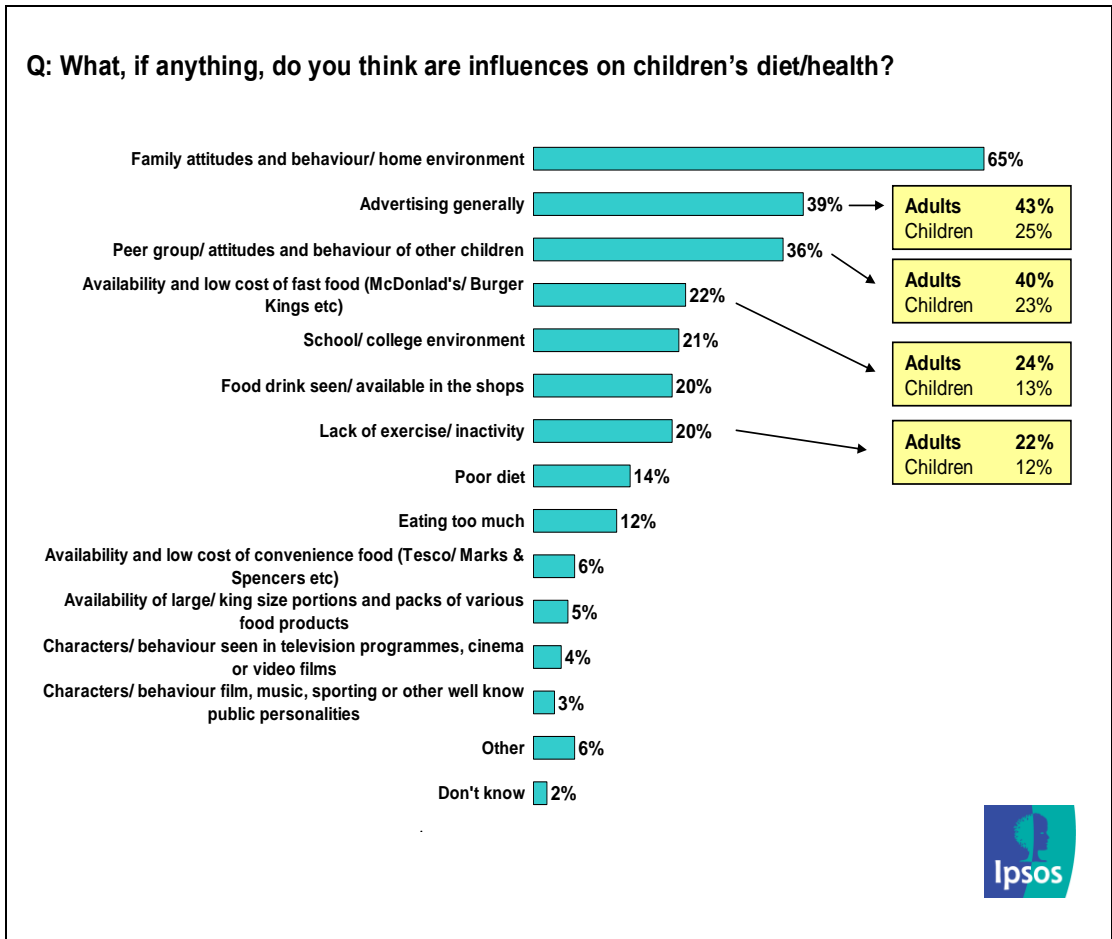


Figure 4.2 Diet & Nutrition – Influences on Children's Diet and Health

In terms of influences on children's diet/health, the influence identified by a majority (65%) of both adults and children was *Family attitudes and behaviour or home environment*. The table above also shows that there were significant differences between adults and children in terms of the perceived influence of a number of other factors. For example, while 43% of adults felt that *advertising generally* was an influence on children's diet and health, only 25% of children consider this an influence. Similarly, while 40% of adults believe that the *peer group / attitudes and behaviour of other children* are an influence on children's diet and health, only 23% of children do. Finally, while 24% of adults believe that the *availability and low cost of fast food* is an influence on children's diet and health, only 13% of children do. In itself, this may simply reflect the fact that children did, on average, identify fewer items as an influence on their diet and health than adults. However, other attitudinal data from the research suggests that very young children do not necessarily distinguish between food that is healthy and food that is not.

The figure below reports some of this attitudinal data. 41% of children agreed that *advertisements help me tell the difference between food that is good for you and food that is bad for you*. Again, there were differences by age group. For example, while less than a third of children aged between 15 and 17 agreed with this statement, just under a half (49%) of children aged between 8 and 11 agreed.

Q: To what extent do you agree or disagree with these statements about advertising?
%AGREE

	Total Children (n=254)	Children 4-7 (n=48)	Children 8-11 (n=87)	Children 12-14 (n=41)	Children 15-17 (n=78)
Advertisements help me tell the difference between food that is good for you and food that is bad for you	41%	35%	49%	46%	31%
Most of the food you see advertised on the television is good for you	23%	35%	30%	15%	13%




Figure 4.3 Diet & Nutrition – Attitudinal Statements (Children)

A second statement – *most of the food you see advertised on the television is good for you* – also provoked different levels of agreement from children of different ages. For example, 35% of children aged between 4 and 7 and 30% of children aged between 8 and 11 agreed with this statement but only 15% of those aged between 12 and 14 and 13% of those aged between 15 and 17 did so. Adults were also asked about their attitudes to food advertising directed at, or seen by, children.

Figure 4.4 overleaf shows that 77% of adults agreed *a lot* or *a little* with the statement *there is not enough dietary or nutritional information about food in advertising*. However, 64% agreed *a lot* or *a little* with the statement *food advertising helps improve public knowledge of food*.

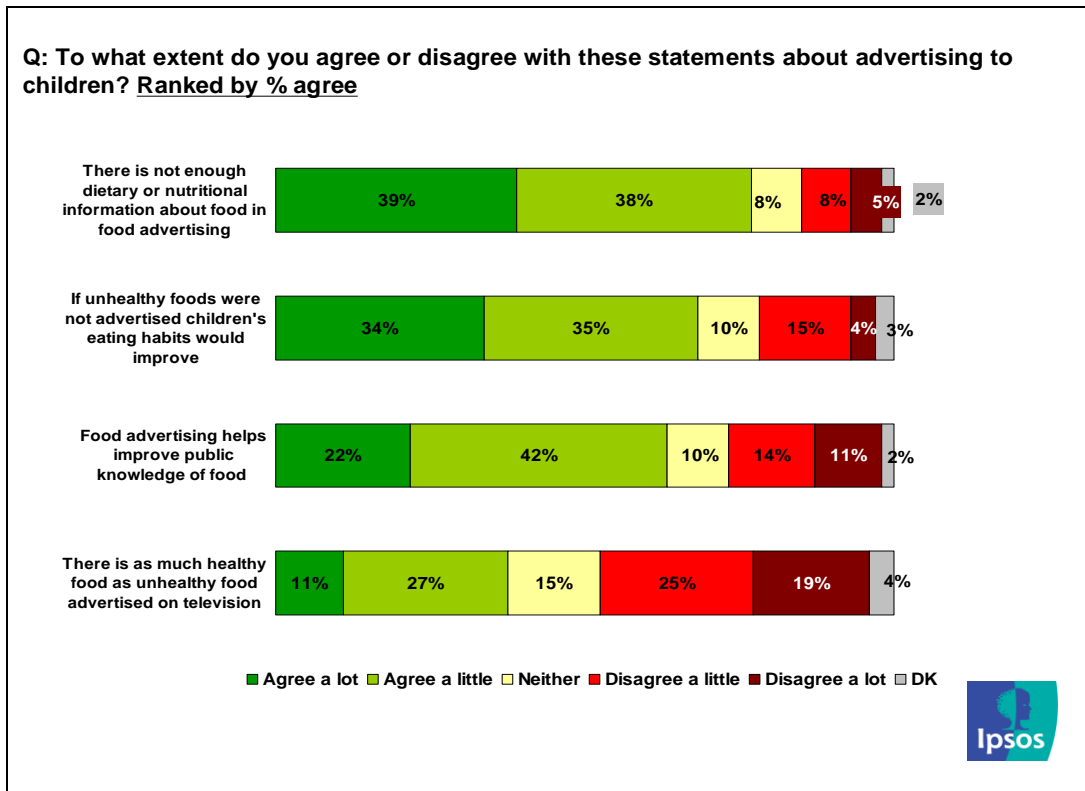


Figure 4.4 Diet & Nutrition – Attitudinal Statements (Adults)

44% of adults disagreed that *there is as much healthy food as unhealthy food advertised on television*. A smaller proportion (38%) of respondents agreed with this statement. Finally, consistent with the earlier finding that parents believe *advertising generally* is an influence on children’s diet and health, more than two-thirds (69%) of adults agreed with the statement *if unhealthy foods were not advertised, children’s eating habits would improve*.

5. Factual Presentation: ‘Taglines’

As part of its provisions relating to *Factual Presentation*, the Children’s Advertising Code requires broadcasters to use ‘taglines’ or information phrases to protect children on a number of levels. Respondents were asked questions about their memorability and effectiveness.

For the most part, adult respondents do remember the phrases and, in a number of cases (e.g. *batteries sold separately*, *snacking on sugary foods and drinks can damage teeth*, and *not suitable for children under ‘x’ years of age*.), children show levels of recall comparable to the adults’ level. Interestingly, children show a significantly lower level of recall in three cases, with the greatest difference in recall between adults and children for the phrase *should be eaten in moderation*. Of course, it is impossible to determine whether this lower level of recall is because children have not been exposed to it or simply because it is not a memorable phrase for children.

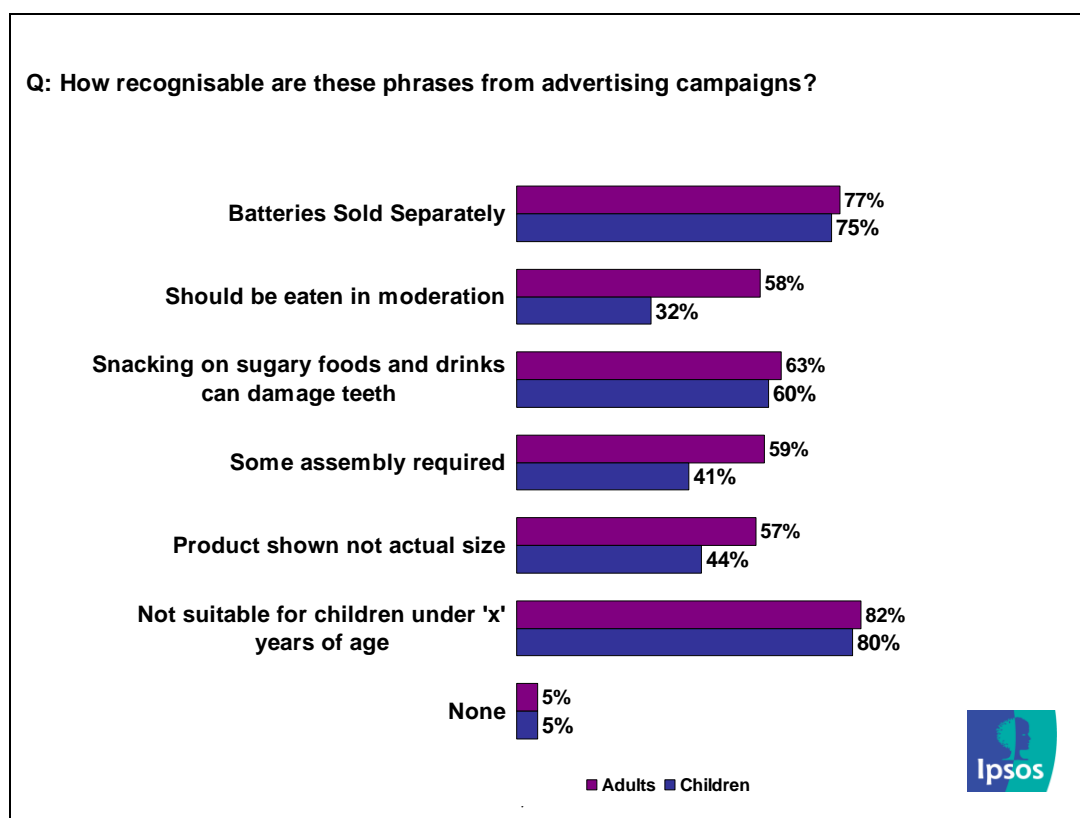


Figure 5.1 Factual Presentation – Memorability of ‘Taglines’

However, when we examine the level of recall among children of different ages, there is clear evidence that the phrases are not equally memorable for children of different ages. As might be expected, children aged between 4 and 7 years of age for all phrases and approximately one in every five children of this age do not remember any of the phrases, compared to only 3% of children aged between 8 and 11, 2% of children aged between 12 and 14, and no children aged between 15 and 17.

Q: How recognisable are these phrases from advertising campaigns? (% remember)

	Total Children (n=254)	Children 4-7 (n=48)	Children 8-11 (n=87)	Children 12-14 (n=41)	Children 15-17 (n=78)
Batteries sold separately)	75%	42%	75%	88%	88%
Should be eaten in moderation	32%	19%	25%	39%	44%
Snacking on sugary foods and drinks can damage teeth	60%	42%	63%	71%	63%
Some assembly required	41%	21%	38%	44%	55%
Should be eaten as part of a healthy diet	61%	27%	63%	66%	77%
Product shown not actual size	44%	19%	38%	49%	65%
Not suitable for children under 'x' age	80%	56%	80%	88%	90%
None	5%	19%	3%	2%	-




Figure 5.2 Factual Presentation – Memorability of ‘Taglines’ for Children

With regard to the general effectiveness of such phrases, adults and children have broadly similar views on this, although children are slightly more pessimistic about their worth. 58% of all adults believe that these phrases are *very effective* or *fairly effective*. However, only 45% of children believe that either *a lot listen* or *some listen* to these phrases.

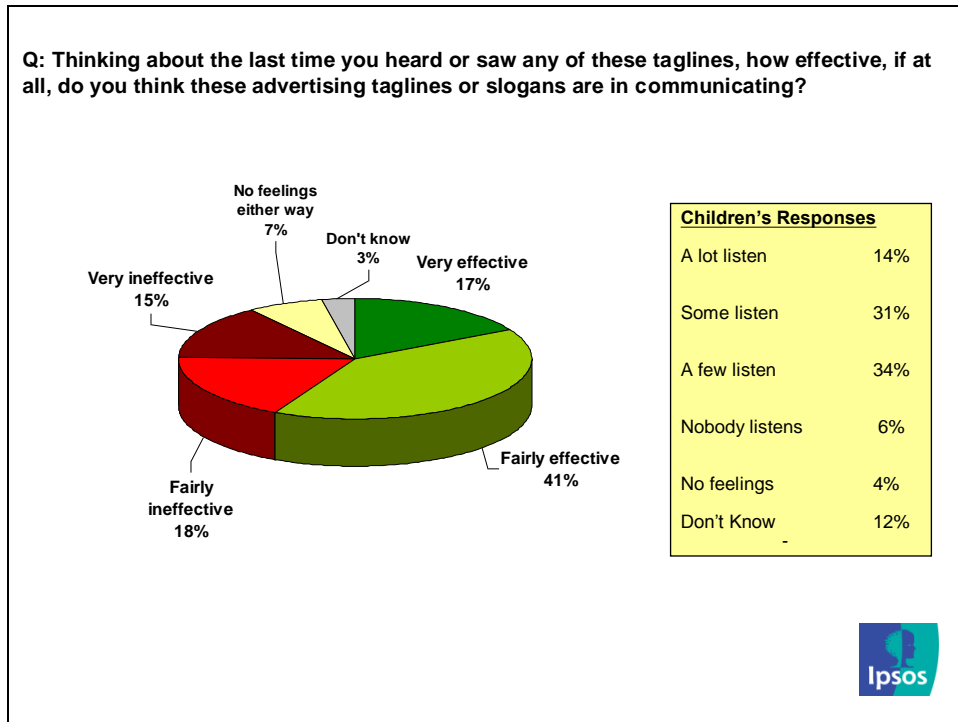


Figure 5.3 Factual Presentation – Effectiveness of ‘Taglines’ for Children

6. Television Consumption

To put the attitudinal results into some behavioural context, it was considered useful to ask respondents about their patterns of television consumption. These questions also provide an opportunity to understand how the existing provisions of the Code reflect the reality of television consumption and attitudes to consumption.

6.1 Television Consumption - Behaviour

It is important to note that, at this point in the survey, respondents have already been asked a number of questions relating to their attitudes to advertising and, when answering, may have been conscious of the social desirability of responsible media consumption. As such, the figures relating to media consumption should, at best, reflect accurately the reality of television consumption and, at worst, understate its extent. However, based on existing data, many of the viewing patterns reported here are consistent with other available data.

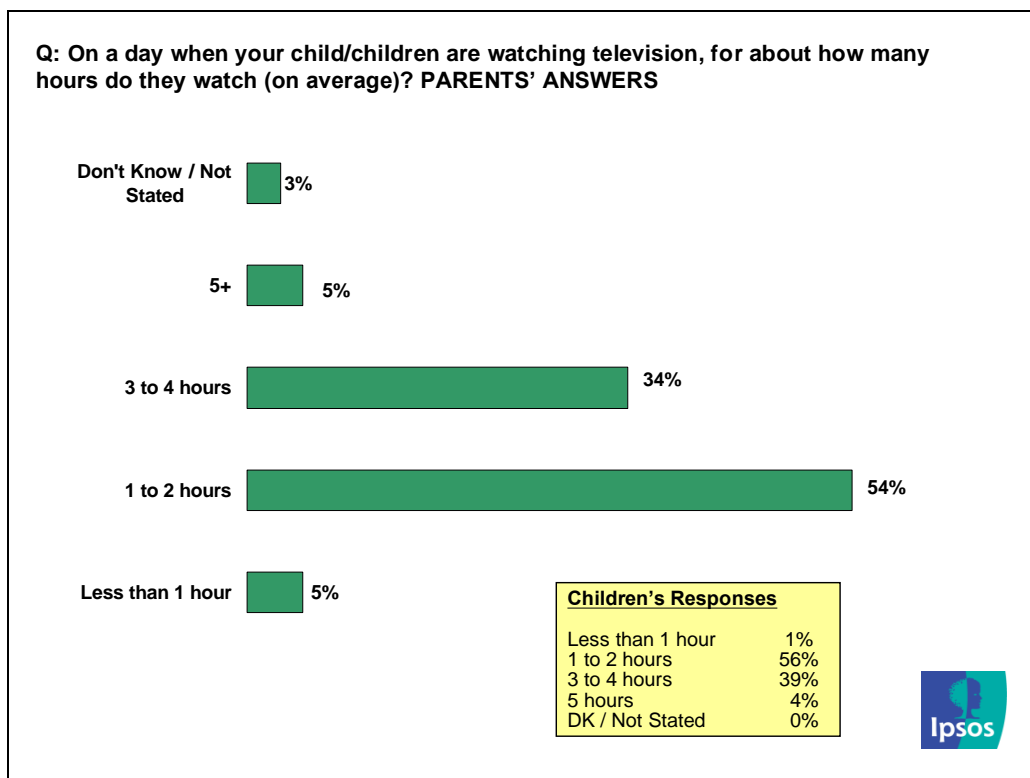


Figure 6.1 Television Consumption – Volume of Child's Consumption

As displayed in Figure 6.1 above, only 1 in 20 (5%) parents said that their children watch five or more hours of television on average, on a day when they are watching television, the same proportion who reported that their children watch less than 1 hour a day. In terms of the volume of television consumption, children’s responses are very closely in line with those of parents.

However, when we asked parents and children about the times at which children were watching, there were differences between the responses of the two groups, as illustrated Figure 6.2 below. For example, 62% of parents said that their children watch television during *Early evening* hours and only 29% said that their children watch during *Primetime* hours, compared to 71% of all children who say they watch television during *Early evening* and 53% who say that they watch during *Primetime* (7pm – 10pm) hours.

Q: On an average day when your child/children are watching television, at which of these times would they generally watch television?

	Total Parents (n=365)	Total Children (n=254)	Children 4-7 (n=48)	Children 8-11 (n=87)	Children 12-14 (n=41)	Children 15-17 (n=78)
Early morning (6am-9am)	13%	12%	17%	22%	-	5%
Morning (9am-12am)	14%	5%	8%	5%	2%	4%
Early afternoon (12am-3pm)	11%	3%	10%	2%	-	1%
Late afternoon (3pm-5pm)	42%	39%	67%	46%	32%	18%
Early evening (5pm-7pm)	62%	71%	73%	85%	59%	62%
Primetime (7pm-10pm)	29%	53%	15%	37%	71%	85%
Late night (10pm-2am)	3%	7%	-	3%	-	18%
Twilight (2am-6am)	-	-	-	-	-	-




Figure 6.2 Television Consumption – Time of Viewing

As the Code also covers parental responsibility, the survey also asked respondents about topics that might have implications for the management of children’s television viewing.

As illustrated below, no adult respondents reported having no television in their household. More than half (54%) reported having 2 to 3 televisions in their household and just over 1 in 10 adults reported having 4 to 5 televisions in their household. On average, children reported a significantly higher number of televisions in their household. 59% reported having 2 to 3 televisions in their household and 24% reported having 4 to 5 televisions in their household, double the proportion of adults who reported having this number of televisions in their household.

Disregarding the substantial differences between adults and children in the levels of television ownership reported, the results indicate that more than two-thirds of children live in households with multiple televisions, perhaps providing a greater challenge for the management of their television viewing.

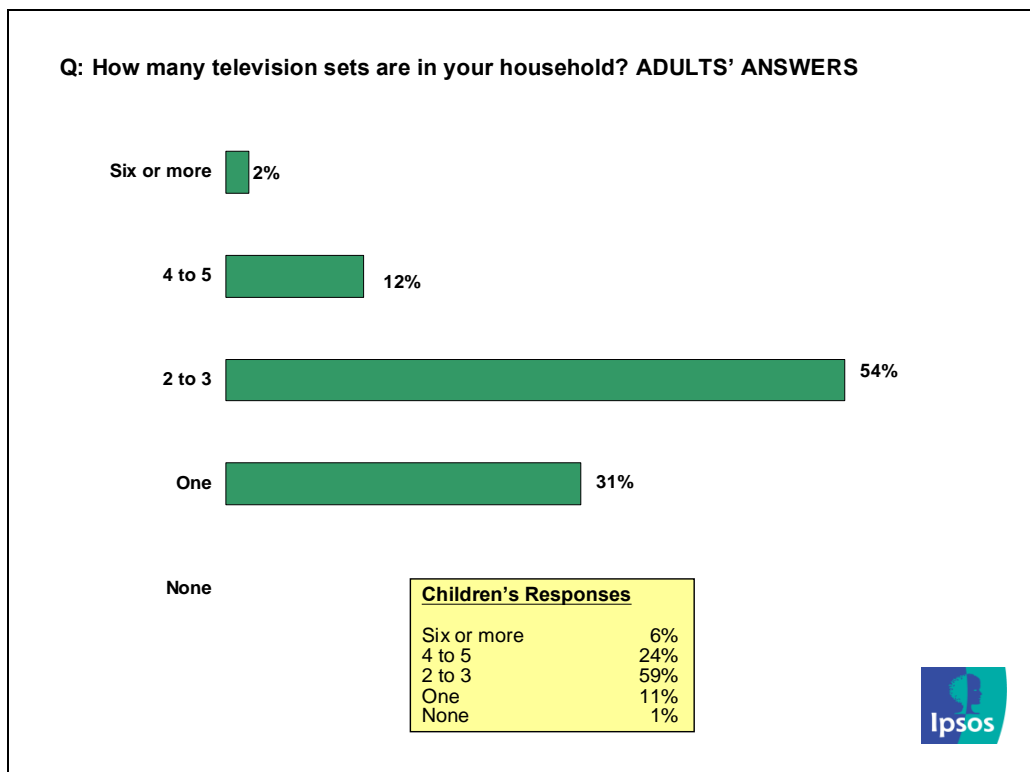


Figure 6.3 Television Consumption – Sets in Household

The issue of viewing management by parents is explored further by the next question, which asked both parents and children whether their television viewing was accompanied or unaccompanied. The graphic below shows that 35% of parents believe that their children *mostly* or *only* watch television accompanied by an adult, compared to 21% of children. Furthermore, only 8% of parents believe that their children *mostly* or *only* watch television unaccompanied by an adult, compared to 19% of children.

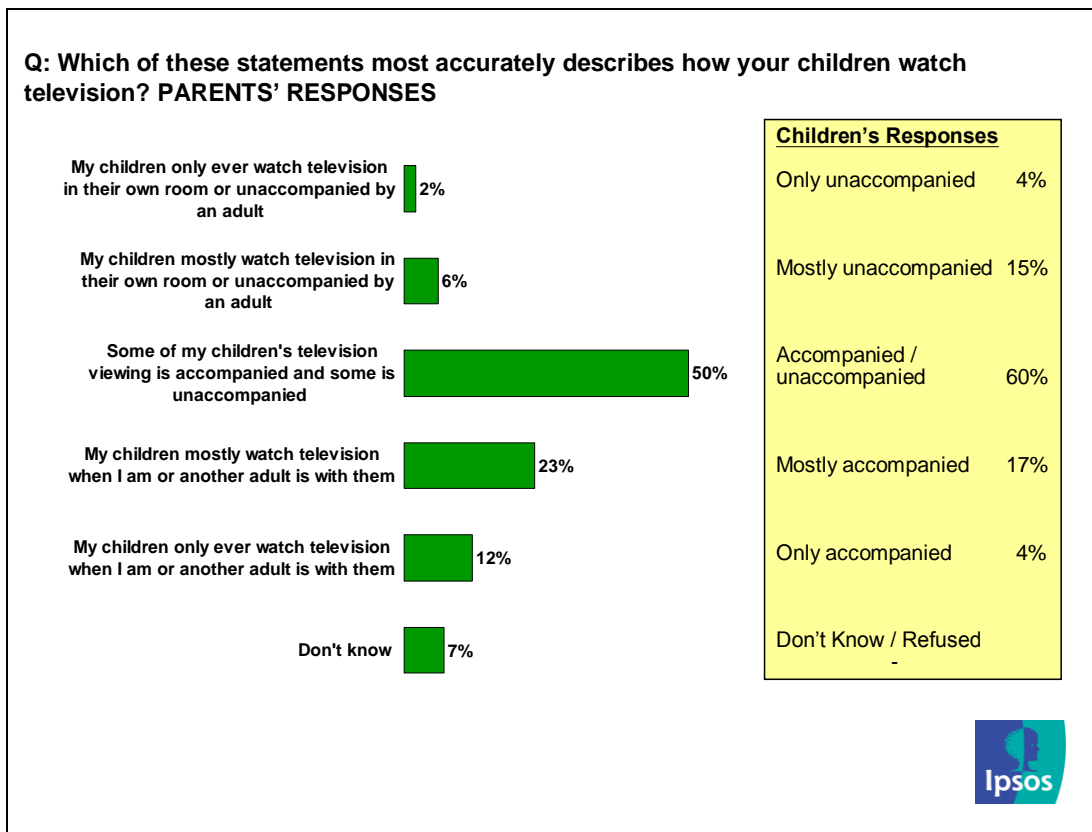


Figure 6.4 Television Consumption – Accompanied Viewing

Children were also asked separately whether they had a television in their bedroom. Again, this provides some useful context for consideration of provisions within the Code that pertain to parental responsibility. Approximately half (51%) of all children said that they had a television in their bedroom. However, the proportion of children with a television in their bedroom varied greatly by age. Just under a quarter (24%) of children aged between 4 and 7 years of age had a television in their bedroom, compared to 68% of children aged between 15 and 17 years of age. Clearly, given this high proportion of children with televisions in their bedroom, direct management by parents of their children’s television viewing becomes a more challenging proposition.

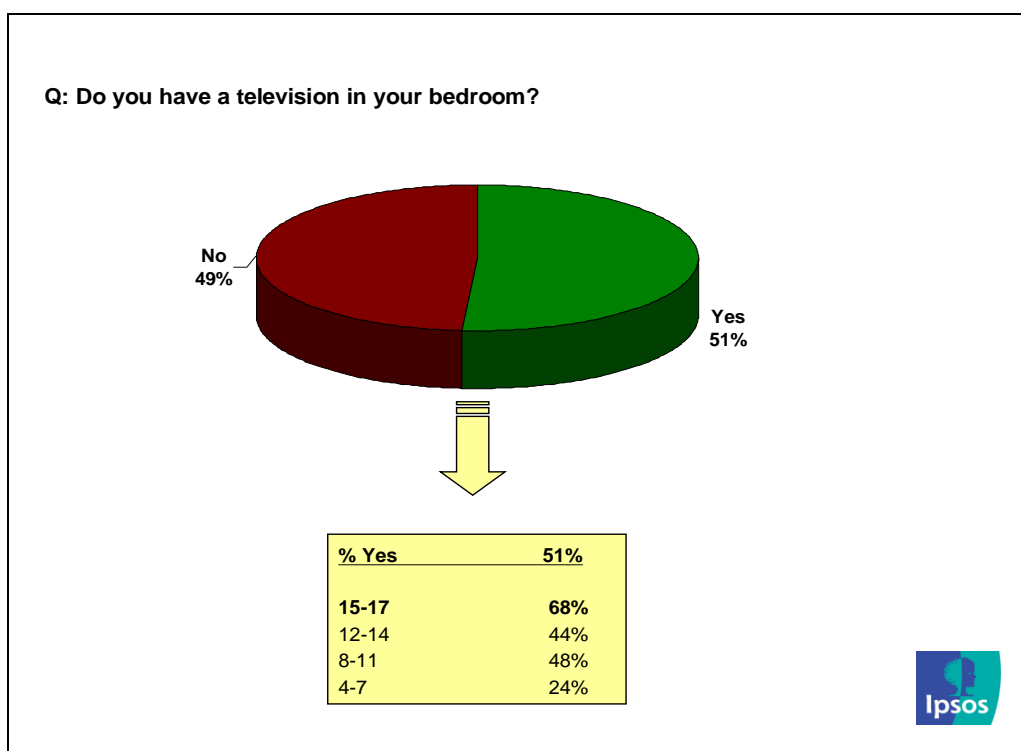


Figure 6.3 Television Consumption – Television in Bedroom (Children)

6.2 Television Consumption – Attitudes

The high proportion of children with a television in their bedroom may make it more difficult for a parent to know what their children are watching. Nonetheless, both adults and children express attitudes that emphasise the primary responsibility of *parents*, rather than *broadcasters*, to ensure their child is not exposed to inappropriate content. As shown in Figure 6.4 below, there was almost universal agreement among adults with the statement *It is up to parents/guardians to make sure that children know what are good and bad influences*.

However, a third (33%) of all adults disagreed with the statement that *parents generally have sufficient control over what their children see on television or hear on radio*. The contrast between the universal support among adults for *theoretical* parental responsibility and a relatively high level of disagreement that parents have sufficient control over what they children see or hear suggests that there is a dilemma for parents between the perception of what they *ought* to do (teach their children the difference between good and bad influences) and what they realistically *can* do to ensure their children are not exposed to inappropriate content.

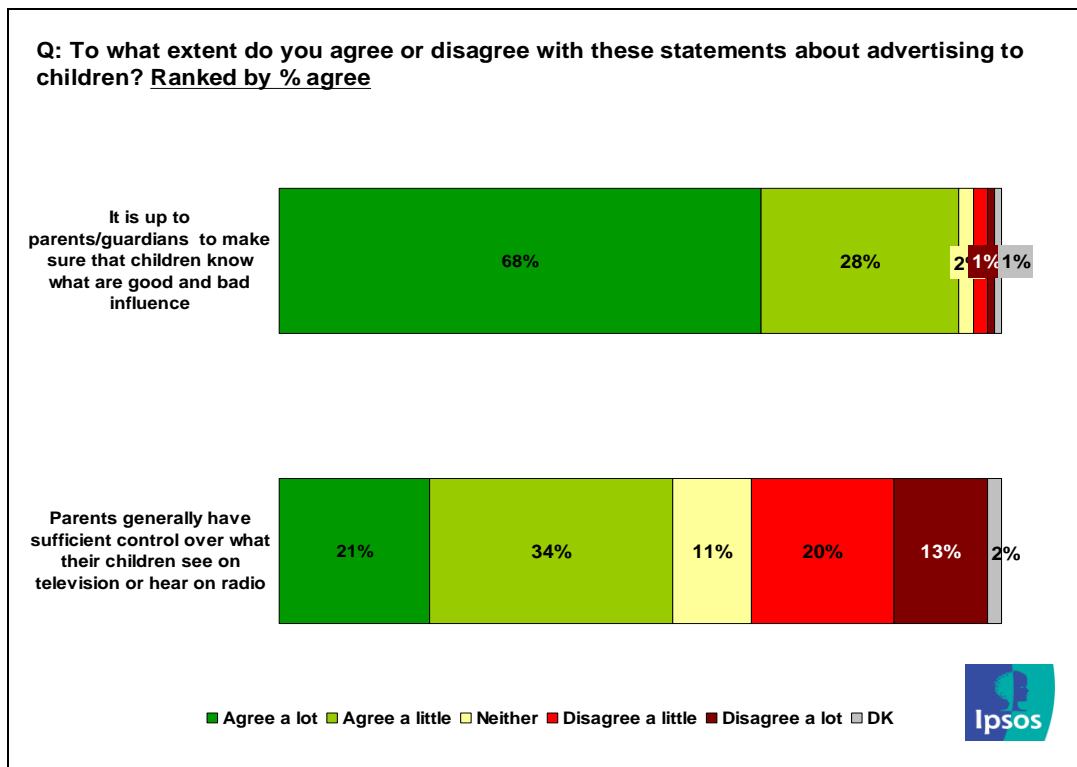


Figure 6.4 Television Consumption – Attitudes (Adults)

This contrast is also apparent in the children’s findings. Again, children support the idea that parents should have responsibility for what their children are watching. 77% of all children, including 82% of 8-11 year olds, agree that *parents should ensure that their children do not watch television when they are not supposed to*.

However, as illustrated in Figure 6.5 overleaf, only 38% of all children agree with the statement *My parents choose most of the things I see on television or listen to on radio*. There are clear differences in agreement between children of different ages.

Q: To what extent do you agree or disagree with these statements about advertising?					
	Total Children (n=254)	Children 4-7 (n=48)	Children 8-11 (n=87)	Children 12-14 (n=41)	Children 15-17 (n=78)
My parents choose most of the things I see on television or listen to the radio	38%	54%	52%	41%	10%
Parents should ensure that their children do not watch television when they are not supposed to	77%	67%	82%	73%	81%




Figure 6.5 Television Consumption – Attitudes (Children)

As one might expect, particularly in light of the proportions of children with a television in their bedroom, the proportion of children agreeing with the statement that *my parents choose most of the things I see on television or listen to on the radio* declines with age. Thus, while over half (52%) of children aged between 8 and 11 agree with this statement, only 1 in 10 (10%) of children aged between 15 and 17 do.

7. Awareness & Advocacy

This final section looks at respondents' awareness of existing regulations and their advocacy for both the principle of regulating children's advertising and the existing provisions of the Children's Advertising Code.

The existing Children's Advertising Code requires advertisers and broadcasters to uphold the primary responsibility and authority of parents and guardians through appropriate scheduling and content. Figure 7.1 below shows that, for the most part, adults do consider that broadcasters act responsibly in this regard. However, a significant minority of adults (27%) disagreed with the statement *Broadcasters act responsibly in terms of the content of advertising which is aimed at children* and just under a third (31%) disagreed with the statement *Broadcasters act responsibly in terms of content of advertising which is shown during children's programmes*.

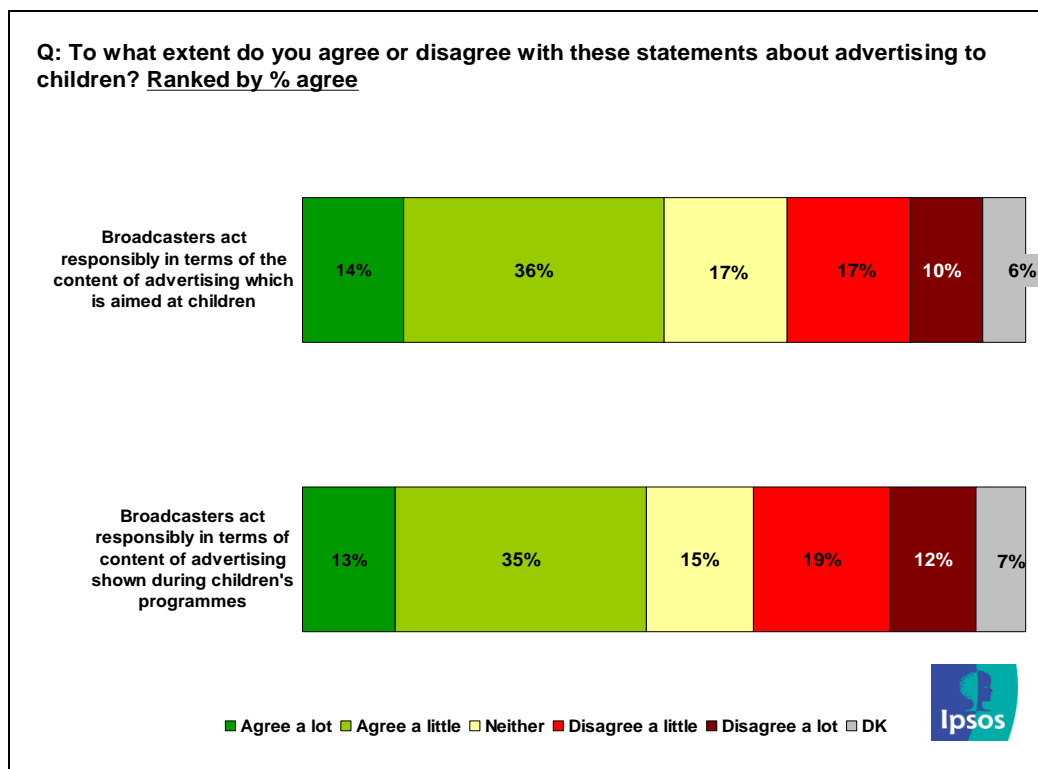


Figure 7.1 Awareness & Advocacy – Responsible Broadcasting

In terms of awareness of the existing restrictions to which broadcasters have to adhere, 59% of all adults claimed to be aware that broadcasters screening advertisements of direct or indirect interest to children should have to abide by certain rules. There was no significant difference between the opinions of those adults who were parents and those who were not.

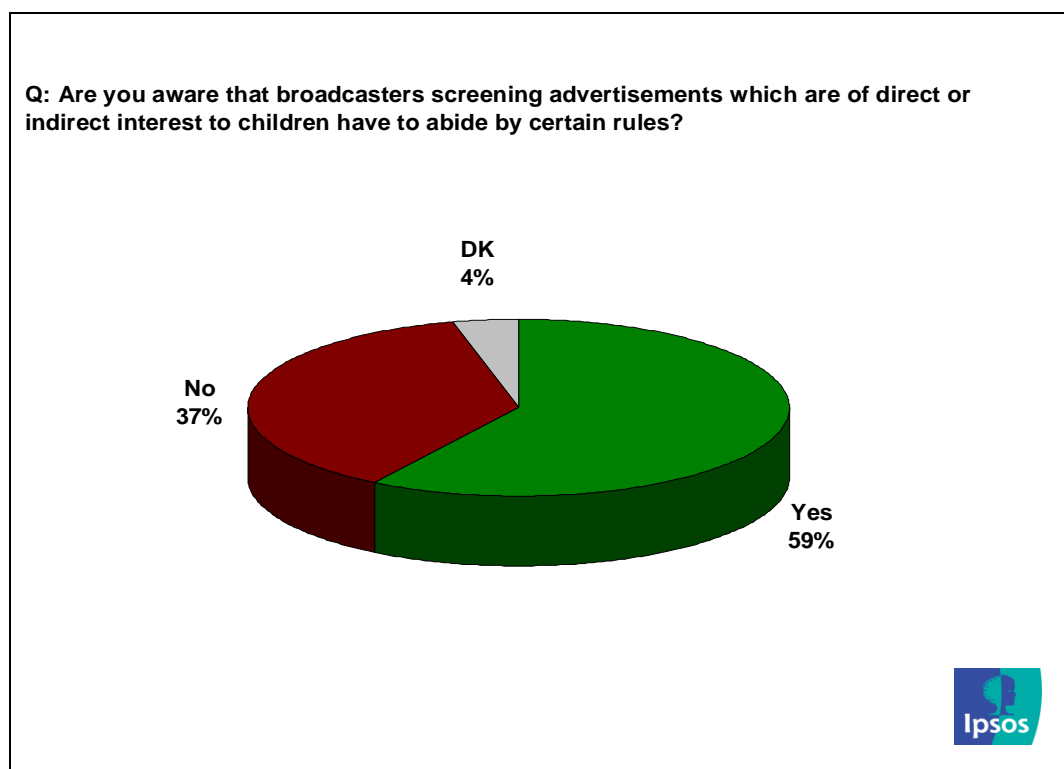


Figure 7.2 Awareness & Advocacy – Awareness of Regulations

Encouragingly, when children were asked whether they thought rules about what you can show on television *when people your age are watching* was a good or bad idea, 73% of all children thought it was a good idea. There were significant differences between children of different ages. As illustrated overleaf, only 60% of children aged between 4 and 7 thought it was a good idea, compared to 80% of children aged between 8 and 11, 73% of children aged between 12 and 14 and 72% of children aged between 15 and 17. However, the large proportion of children aged between 4 & 7 who *did not know* or did not state an answer is relevant to the interpretation of this result.

Q: There are some rules about what you can show on television when people your age are watching, so that you don't see things you're not supposed to – do you think this is a good idea or a bad idea

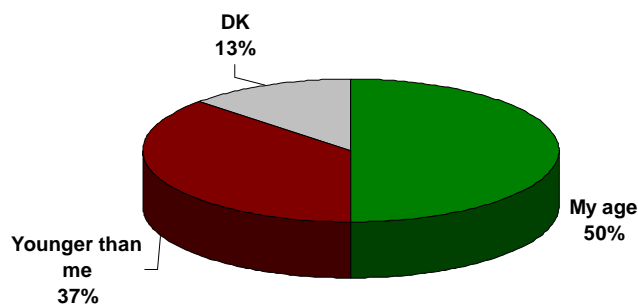
	Total Children (n=254)	Children 4-7 (n=48)	Children 8-11 (n=87)	Children 12-14 (n=41)	Children 15-17 (n=78)
Good idea	73%	60%	80%	73%	72%
Bad idea	4%	4%	5%	7%	3%
Don't know/ not stated	23%	35%	15%	20%	26%



Figure 7.3 Awareness & Advocacy – Children's Advocacy

Overall, more children felt that these rules should apply to children their age (50%), rather than children younger than them (37%). This pattern was consistent for every group other than the children aged between 15 and 17, only 27% of whom believed that these rules should apply to children their age.

Q: And do you think they should have rules for people your age, or just children younger than you?



% My age	50%
4-7	56%
8-11	63%
12-14	61%
15-17	27%



Figure 7.4 Awareness & Advocacy – Age of Application

Interestingly, this opinion also reflects the views of adults and parents of children of all ages, as illustrated below. While parents of children aged between 15 and 17 are the most likely of all of the groups below to consider those aged between 15 and 17 to be ‘children’, the general trend across all categories is that approximately three-quarters (in a range from 72% to 81%) of respondents consider either *anyone under 18 years of age* or *anyone under 16 years of age* to be children, with the largest proportions (between 44% and 48%) considering *anyone under 16 years of age* to be children.

Q : When you think of a broadcasting code that aims to offer protection to children by making rules about different types of advertising, which of these age groups would you consider to be ‘children’?

	Total Adults (n=955)	Parents/Guardians (n=365)	Non Parents (n=590)	Children 0-5 (n=216)	Children 6-14 (n=249)	Children 15-17 (n=107)
Anyone under 18 years of age	27%	30%	26%	30%	33%	34%
Anyone under 16 years of age	45%	46%	45%	44%	48%	47%
Anyone under 12 years of age	24%	22%	25%	24%	16%	15%
Anyone under 6 years of age	3%	2%	3%	2%	2%	4%
Don't know/ not stated	1%	-	1%	-	-	1%




Figure 7.5 Awareness & Advocacy – Definition of ‘Children’

Finally, as to when or under what conditions a broadcasting rule should apply, the existing threshold provided within the terms of the code is when approximately 50% of the audience may be children. As the table below shows, the majority of respondents, from 74% of parents of children aged 0-5 to 62% of non-parents, believe that these rules should apply *if there are any children under this age watching or listening*.

Q : What proportion of children under this age, do you think need to be listening or watching before the broadcaster should have to abide by these rules?

	Total Parents (n=955)	Parents/ Guardians (n=365)	Non Parents (n=590)	Children 0-5 (n=216)	Children 6-14 (n=249)	Children 15-17 (n=107)
If there are any children under this age watching or listening, broadcasters should have to abide by these rules	65%	69%	62%	74%	71%	64%
If one-tenth (10%) of the audience are children, broadcasters should have to abide by these rules	11%	10%	12%	7%	8%	10%
If one-quarter (25%) of the audience are children, broadcasters should have to abide by these rules	5%	3%	6%	2%	4%	5%
If one-third (33%) of the audience are children, broadcasters should have to abide by these rules	2%	2%	3%	1%	1%	3%
If a half (50%) of the audience are children, broadcasters should have to abide by these rules	5%	5%	5%	5%	4%	7%
If three-quarter (75%) of the audience are children, broadcasters should have to abide by these rules	5%	5%	6%	3%	5%	4%




Figure 7.6 Awareness & Advocacy – Threshold of Application

Appendix 1: Adult Questionnaire

MAIN QUESTIONNAIRE

Q1. **SHOWCARD 1** Thinking about all types of advertising – on television, in newspapers and magazines, on posters, on the radio, on the internet, etc. – can you look at this card and tell me which statement best describes how you feel about advertising in general? SINGLE CODE ONLY

Very favourable	1
Fairly favourable	2
Neither favourable nor unfavourable	3
Fairly unfavourable	4
Very unfavourable	5
Don't know	6

Q2. **SHOWCARD 2** Now I would like to ask you for your overall opinion of some different types of advertisements. Which of the statements on this card best describes how you usually feel about advertisements.....?
ROTATE ORDER OF a-d. RECORD BELOW SINGLE CODE UNDER Q2a BELOW

And which statement best describes how you usually feel about advertisements

a) ... on the radio, I mean all the different kinds of advertisement on the radio.
SINGLE CODE ONLY UNDER Q2a

	Q2a Radio	Q2b TV	Q2c The Internet	Q2 Newspapers & Magazines
I like them a lot	1	1	1	1
I like them a little	2	2	2	2
I have no feelings either way	3	3	3	3
I dislike them a little	4	4	4	4
I dislike them a lot	5	5	5	5
Don't know	6	6	6	6
Never read/hear/see/get them	7	7	7	7

Q2B ... on television
SINGLE CODE ONLY UNDER Q2b IN GRID ABOVE

Q2C ... on the internet
SINGLE CODE ONLY UNDER Q2c IN GRID ABOVE

Q2D ... in Newspapers and Magazines
Newspapers and Magazines.
SINGLE CODE ONLY UNDER Q2d IN GRID ABOVE

Q3.a Are there any age groups of the population which you think television or radio advertisers, in principle, should not target? If so, which ones? DO NOT READ OUT LIST,

	Q3a	Q3b
Adults	1	1
Children aged 15-17	2	2
Children aged 6-14	3	3
Children aged 5 and under (including pre-school children)	4	4
Other (Please Specify)	5	5
None	X	X
Don't know	Y	Y

Q3.b **SHOWCARD 3** Apart from those you have already mentioned, are there any age groups of the population on this list which you think television or radio advertisers, in principle, should not target? READ OUT LIST. MULTICODE OK IN GRID ABOVE

ASK ALL

Q4. Can I just check, are there any children under 18 in your household?

Yes	1	ASK Q5
No	2	GO TO Q7

Q5. How many children are there aged
READ OUT – RECORD UNDER Q5 BELOW

		Q5 Number of children						Q6 Parent/Guardian	
		0	1	2	3	4	5+	Yes	No
A	0 – 5	0	1	2	3	4	5	1	2
B	6 – 14	0	1	2	3	4	5	1	2
C	15 - 17	0	1	2	3	4	5	1	2

Q6. Are you the parent or guardian of any of these children?
CODE 'YES' OR 'NO' UNDER Q6 ABOVE FOR EACH AGE GROUP

Q7. UNPROMPTED Are there any kinds of advertisements which you believe children see on television or hear on radio that you would rather they didn't see or hear? ANY ANSWER (WRITE IN AND CODE) **PROBE: ARE THERE ANY OTHER TYPES OF ADVERTISEMENTS WHICH YOU BELIEVE CHILDREN SEE ON TELEVISION OR HEAR ON RADIO THAT YOU WOULD RATHER THEY DIDN'T SEE OR HEAR?(CODE 'OTHER') MULTICODE**

		Q7	Q7a
A	Adult phone or chat services	1	1
B	Alcohol	2	2
C	Mobile Phone Ringtone Advertisements	3	3
D	Psychic or Tarot Services	4	4
E	Children's toys	5	5
F	Computer Games for over 18 year olds	6	6
G	Convenience prepared meals and snacks that can be bought at grocery shops and supermarkets	7	7
H	Sweets and Chocolate	8	8
I	Crisps	9	9
J	Fast food from take-away restaurants, such as McDonalds and Burger King, Supermacs and other similar restaurants	10	10
K	Foods with claimed health benefits	11	11
L	Medicines available without prescription	12	12
M	The National Lottery/Lotto	13	13
N	Fizzy/Soft Drinks	14	14
O	Safety Campaigns e.g. drink driving	15	15
P	Slimming Products and Services	16	16
Q	Betting/Gaming Services	17	17
R	Other (specify)	18	18
S	None	20	20
T	Don't know	99	99

Q7a **SHOWCARD 7** Taking your answer from this card, are there any other kinds of advertisements which you believe children see on television or hear on radio that you would rather they didn't see or hear? ANY ANSWER (WRITE IN AND CODE) **PROBE: ARE THERE ANY OTHER TYPES OF ADVERTISEMENTS NOT ON THIS CARD WHICH YOU BELIEVE CHILDREN SEE ON TELEVISION OR HEAR ON RADIO THAT YOU WOULD RATHER THEY DIDN'T SEE OR HEAR? (CODE 'OTHER')** CODE IN GRID ABOVE
MULTICODE

ASK ALL

Q8.

SHOWCARD 7 AGAIN

For each of the types of advertisements on this card, could you tell me if you think they should be allowed without any restrictions/rules, should have some restrictions/ rules if likely to be seen or heard by children or should not be shown at all on radio or television?

ROTATE ORDER.

PROBE: ARE THERE ANY OTHER TYPES OF ADVERTISEMENTS THAT YOU THINK SHOULD HAVE RESTRICTIONS IF THEY ARE LIKELY TO BE SEEN BY CHILDREN? (CODE 'OTHER')

		No restrictions/ rules at all	Special restrictions/rules if likely to be seen or heard by children	Should not be shown at all	Don't know
A	Adult phone or chat services	1	2	3	99
B	Alcohol	1	2	3	99
C	Mobile Phone Ringtone Advertisements	1	2	3	99
D	Psychic or Tarot Services	1	2	3	99
E	Children's toys	1	2	3	99
F	Computer Games for over 18 year olds	1	2	3	99
G	Convenience prepared meals and snacks that can be bought at grocery shops and supermarkets	1	2	3	99
H	Sweets and Chocolate	1	2	3	99
I	Crisps	1	2	3	99
J	Fast food from take-away restaurants, such as McDonalds and Burger King, Supermacs and other similar restaurants	1	2	3	99
K	Foods with claimed health benefits	1	2	3	99
L	Medicines available without prescription	1	2	3	99
M	The National Lottery/Lotto	1	2	3	99
N	Fizzy/Soft Drinks	1	2	3	99
O	Safety Campaigns e.g. drink driving	1	2	3	99
P	Slimming Products and Services	1	2	3	99
Q	Betting/Gaming Services	1	2	3	99
R	Other (specify)	1	2	3	99
S	None	98			
T	Don't know	99			

- ASK ALL
- Q9 SHOWCARD 7 AGAIN Can you look through the list again and tell me if there are any things which you feel strongly should not be advertised at times...
- Q9A when children aged 5 years and under are watching television or listening to radio? Again, just read out their letters. RECORD AT Q9A MULTICODE OK PROBE: ARE THERE ANY OTHER TYPES OF ADVERTISEMENTS THAT YOU THINK SHOULD NOT BE ADVERTISED WHEN CHILDREN AGED 5 YEARS AND UNDER ARE WATCHING? (CODE 'OTHER')

		Q9a	Q9b	Q9c
A	Adult phone or chat services	1	1	1
B	Alcohol	1	1	1
C	Mobile Phone Ringtone Advertisements			
D	Psychic or Tarot Services	1	1	1
E	Children's toys	1	1	1
F	Computer Games for over 18 year olds	1	1	1
G	Convenience prepared meals and snacks that can be bought at grocery shops and supermarkets	1	1	1
H	Sweets and Chocolate	1	1	1
I	Crisps	1	1	1
J	Fast food from take-away restaurants, such as McDonalds and Burger King, Supermacs and other similar restaurants	1	1	1
K	Foods with claimed health benefits	1	1	1
L	Medicines available without prescription	1	1	1
M	The National Lottery/Lotto	1	1	1
N	Fizzy/Soft Drinks	1	1	1
O	Safety Campaigns e.g. drink driving	1	1	1
P	Slimming Products and Services	1	1	1
Q	Betting/Gaming Services	1	1	1
R	Other (specify)	1	1	1
S	None	98		
T	Don't know	99		

Q9B - when children between the ages of 6 & 14 years are watching television or listening to radio? Again, just read out their letters. RECORD AT Q9B MULTICODE OK PROBE: ARE THERE ANY OTHER TYPES OF ADVERTISEMENTS THAT YOU THINK SHOULD NOT BE ADVERTISED WHEN CHILDREN BETWEEN 6 & 14 ARE WATCHING? (CODE 'OTHER')

CODE UNDER Q9B IN GRID ABOVE

Q9C - when children between the ages of 15 & 17 years are watching television or listening to radio? Again, just read out their letters. RECORD AT Q9A MULTICODE OK PROBE: ARE THERE ANY OTHER TYPES OF ADVERTISEMENTS THAT YOU THINK SHOULD NOT BE ADVERTISED WHEN CHILDREN BETWEEN THE AGES 15 & 17 ARE WATCHING? (CODE 'OTHER')

CODE UNDER Q9C IN GRID ABOVE

ASK ALL

Q10a **Have you ever felt under pressure from a child or children to buy them something that you did not want to? (Regardless of whether you bought it for them or not)**

Note: this can be a toy, gift, product, service, food or drink...

Yes	1	ASK Q10b
No	2	GO TO Q11
Don't know	3	

Q10b **When was the most recent occasion that this happened . . . ?**

In the last couple of months	1	ASK Q10C
Or before that	2	GO TO Q11
Don't know/Can't remember	3	

Q10c **What was the type of product or service** you most recently felt under pressure from a child to buy that you did not want to buy them? RECORD BELOW

INTERVIEWER: Q10C – PROBE FOR ‘ANY OTHERS’

Q10D **Can you recall the exact name of this product or service?**

Q10.c Product/Service

Q10.d Exact Name / Brand

1st Answer:

2nd Answer:

3rd Answer:

Q10e **And where did the child/children first find out about this (product/service(s) at Q10d)?**

		Q10c/d 1st	Q10c/d 2nd	Q10c/d 3rd
IF TV PROBE FOR PROGRAMME OR ADVERT	TV – Programme	1	1	1
	TV – Advertisement	2	2	2
IF RADIO PROBE FOR PROGRAMME/ADVERT	Radio – programme	3	3	3
	Radio – advert	4	4	4
IF RADIO PROBETO PRECODE	Newspaper/magazine/comic – article	5	5	5
	Newspaper/magazine/comic – advert	6	6	6
IF CINEMA PROBE TO PRECODE	Cinema – programme	7	7	7
	Cinema – advert	8	8	8
	Shop/market stall	9	9	9
	Mail order catalogue	10	10	10
	From friends	11	11	11
	From relatives	12	12	12
	The internet – material received from computers	13	13	13
	Internet advert	14	14	14
	Other (PLEASE WRITE IN AND CODE “15”)	15	15	15
	Don't know	16	16	16

FACTUAL CONTENT

ASK ALL

Q11a **Have you ever seen or heard any advertisements on television or radio that you felt would give a child a false impression or false expectations of the products or services advertised?**

Yes	1	ASK Q11b
No	2	GO TO Q12
Don't know/Can't remember	3	

Q11.b **Was the most recent occasion . . .**

In the last year	1	ASK Q11c
Or before that	2	GO TO Q12
Don't know/Can't remember	3	

Q11.c **What was the type of product or service being advertised most recently that you felt would have given a child a false impression or false expectations? RECORD UNDER Q11c BELOW**

Q11D **Can you recall the exact name of this product or service?**

Q11.c Product/Service

Q11.d Exact Name

Other:1

Other2: _____

Q11.e **In what way did you think the advertisement would give a false impression or false expectations of products or services advertised? (PROBE FULLY AND WRITE IN)**

Nothing mentioned 1

.....

.....

.....

Probe: What else? ANY ANSWER (WRITE IN AND CODE '2') 2

.....

.....

INTERVIEWER: Q11C – SECOND / THIRD MENTION (OTHER1 / OTHER2) – PROBE FOR ‘ANY OTHERS’?

Q12 ASK ALL
SHOWCARD 12

For each of the following types of advertisements or endorsements that I read out, please could you tell me which answer on this card is closest to your own opinion – regarding the rules and regulations that should be in place for these types of endorsements?

READ OUT FOR EACH FIELD AND SINGLE CODE FOR EACH. ROTATE ORDER

		No restrictions/ rules at all	Special restrictions/ rules if likely to be seen or heard by children	Should not be shown at all	Don't know
A	Celebrities advertising or endorsing products/services	1	2	3	99
B	Characters from children's programmes advertising or endorsing products/services	1	2	3	99
C	Endorsements of products or services by children	1	2	3	99
D	Characters from new or current movie releases advertising or endorsing products/services	1	2	3	99
T	None	98			
U	Don't know	99			

Q13 ASK ALL
We have talked at some length now about advertising. Taking everything into account, to what extent are you favourable or unfavourable towards having advertisements on television or radio?
PROBE TO PRECODES

Very favourable	1
Fairly favourable	2
Neither favourable nor unfavourable	3
Fairly unfavourable	4
Very unfavourable	5
Don't know	6

Television/Radio Viewing

IF PARENT OR GUARDIAN AT Q6

Q14a On an average day when your child/children are watching television or listening to radio, at which of these times would they generally watch television or listen to radio?
MULTI CODE

	Q14a TV	Q14b Radio
Early Morning (6 a.m. – 9 a.m.)	1	1
Morning (9 a.m. – 12 a.m.)	2	2
Early Afternoon (12 a.m. – 3 p.m.)	3	3
Late Afternoon (3 p.m. – 5 p.m.)	4	4
Early Evening (5 p.m. – 7 p.m.)	5	5
Primetime (7 p.m. – 10 p.m.)	6	6
Late Night (10 p.m. – 2 a.m.)	7	7
Twilight (2 a.m. – 6 a.m.)	8	8
Never	99	99.

Q14b And at what times of the day would your child normally listen to radio?
MULTI CODE IN GRID ABOVE

Q15a On a day when your child/children are watching television or listening to radio, for about (on average) how many hours do they view or listen? SINGLE CODE ONLY

	Q15a TV	Q15b RADIO
1 hour but less than 2	1	1
2 hours but less than 3	2	2
3 hours but less than 4	3	3
4 hours but less than 5	4	4
5 hours but less than 6	5	5
6 hours but less than 7	6	6
7 hours but less than 8	7	7
8 hours but less than 9	8	8
9 hours or more	9	9
Less than one hour	0	0

Q15b And how many hours a day would your child normally listen to radio?
SINGLE CODE ONLY IN GRID ABOVE

Q15C In terms of television, for every 10 hours of television your child/children watch, on average, how much would they spend watching Irish television or British/Other television? (e.g. 4 hours Irish television, 6 hours British/Other television).

INTERVIEWER NOTE: TOTAL OF COLUMNS A + B MUST ADD TO 10 HOURS

	A	B	Total
	Irish Television (RTE, RTE2 (THE DEN), TG4, Channel 6, TV3)	British/Other Television (BBC1, BBC2, ITV, Channel 4 Nickelodeon, Nick JR, CBBC,)	10
HOURS			
Don't Know	99		

Q15D In terms of radio listenership, for every 10 hours of radio your child/children listen to, on average, how much would they spend listening to Irish radio or British/Other radio (e.g. 4 hours listening to Irish radio, 6 hours British/Other radio).

INTERVIEWER NOTE: TOTAL OF COLUMNS A + B MUST ADD TO 10 HOURS

	A	B	Total
	Irish Radio (2fm, Today Fm, Spin, Local radio station)	British/Other radio (XFM, BBC1, 6music, digital / internet radio e.g Last.FM)	10
HOURS			
Don't Know	99		

ASK ALL

Q16A On a day when you personally watch television, at which of these times would you watch television? MULTI CODE

	Q16a TV	Q16b RADIO
Early Morning (6 a.m. – 9 a.m.)	1	1
Morning (9 a.m. – 12 a.m.)	2	2
Early Afternoon (12 a.m. – 3 p.m.)	3	3
Late Afternoon (3 p.m. – 5 p.m.)	4	4
Early Evening (5 p.m. – 7 p.m.)	5	5
Primetime (7 p.m. – 10 p.m.)	6	6
Late Night (10 p.m. – 2 a.m.)	7	7
Twilight (2 a.m. – 6 a.m.)	8	8
Never	98	98

Q16b And at what times of the day would you personally listen to radio? SINGLE CODE ONLY IN GRID ABOVE

Q17A **On a day when you personally watch television, for about how many hours do you view or listen? SINGLE CODE ONLY**

	Q17a TV	Q17b RADIO
1 hour but less than 2	1	1
2 hours but less than 3	2	2
3 hours but less than 4	3	3
4 hours but less than 5	4	4
5 hours but less than 6	5	5
6 hours but less than 7	6	6
7 hours but less than 8	7	7
8 hours but less than 9	8	8
9 hours or more	9	9
Less than one hour	0	0

Q17b **And how many hours a day would you normally listen to radio? SINGLE CODE ONLY IN GRID ABOVE**



Q17C **In terms of television, for every 10 hours of television you PERSONALLY watch television, on average, how much would you spend watching Irish television, or British/Other television channels? (e.g. 6 hours Irish television, 4 hours British/Other television television).**

INTERVIEWER NOTE: TOTAL OF COLUMNS A + B MUST ADD TO 10 HOURS

	A Irish Television (RTE, RTE2 (THE DEN), TG4, Channel 6, TV3)	B British/Other Television (BBC1, BBC2, ITV, Channel4)	Total
HOURS			10
Don't Know	99		

Q17D **In terms of radio listenership, for every 10 hours of radio you PERSONALLY listen to, on average, how much would YOU spend listening to Irish radio or British/Other radio (e.g. 4 hours listening to Irish radio, 6 hours British/Other radio).**

INTERVIEWER NOTE: TOTAL OF COLUMNS A + B MUST ADD TO 10 HOURS

	A Irish Radio (2fm, Today Fm, Spin, Local radio station)	B British/Other radio (XFM, BBC1, 6music, digital / internet radio e.g Last.FM)	Total
HOURS			10
Don't Know	99		

ASK ALL

Q18 **How many television sets are in your household?**
RECORD NUMBER

--

ASK ALL WHO HAVE AT LEAST ONE TELEVISION AT Q18

Q19 **SHOWCARD 19 Where are these television sets located?** RECORD EXACT NUMBER

A	Kitchen	
B	Lounge/ Sitting Room / Living Room	
C	Dining Room	
D	My Bedroom	
E	Child's (0-6) Bedroom(s)	
F	Child's (7-14) Bedroom(s)	
G	Child's (15-17) Bedroom(s)	
H	Other Bedroom(s)	
I	Shed / Garage	
J	Study	
K	Attic	

ASK PARENT OR GUARDIAN

Q20a **SHOWCARD 20a Which of the following statements most accurately describes how your children watch television...?**

My children only ever watch television <u>in their own room or unaccompanied by an adult</u>	1
My children mostly watch television <u>in their own room or unaccompanied by an adult</u>	2
Some of my children's television viewing is accompanied and some is unaccompanied	3
My children mostly watch television <u>when I am or another adult is with them</u>	4
My children only ever watch television <u>when I am or another adult is with them</u>	5
Don't Know / Refused	6

Q20b **SHOWCARD 20b** Which of the following statements most accurately describes how your children listen to radio?

My children only ever listen to radio in their own room or unaccompanied by an adult	1
My children mostly listen to radio in their own room or unaccompanied by an adult	2
Some of my children's radio listening is accompanied and some is unaccompanied	3
My children mostly listen to radio when I am or another adult is with them	4
My children only ever listen to radio when I am or another adult is with them	5
Don't Know / Refused	6

ATTITUDINAL STATEMENTS

I want to ask you a few questions about children's nutrition and eating habits

Q21a **What, if anything, do you think is the MAIN influence on children's diet/health?**
DO NOT READ OUT LIST. SINGLE CODE ONLY UNDER Q21a BELOW.

	Q21a	Q21b
Family attitudes and behaviour/home environment	1	1
Lack of exercise/inactivity	2	2
School/college environment	3	3
Peer group/attitudes and behaviour of other children	4	4
Advertising generally	5	5
Availability and low cost of fast food (McDonald's / Burger Kings / etc)	6	6
Availability and low cost of convenience food (Tesco / Marks & Spencers / etc)	7	7
Food drink seen/available in the shops	8	8
Characters/behaviour seen in television programmes, cinema or video films	9	9
Characters/behaviour of film, music, sporting or other well known public personalities	10	10
Eating too much	11	11
Poor diet	12	12
Availability of large/king size portions and packs of various food products	13	13
Other (PLEASE SPECIFY)	14	14
None	98	98
Don't know	99	99

Q21b **And what else do you think influences children's diets/health?**
DO NOT READ OUT LIST.
PROBE FULLY What **else?** MULTICODE OK AT Q21b ABOVE.



Q22 **SHOWCARD 22** How **serious a problem, if at all, do you think childhood obesity is these days?**

Very serious	1
Fairly serious	2
Not very serious	3
Not at all serious	4
No feelings either way	5
Don't know	6

Food & Nutrition – Views on Advertising Generally

SHOWCARD 23 (R) Taking your answer from this card, to what extent do you agree or disagree with the following statements about advertising to children? READ OUT ROTATE ORDER OF START

TICK BOX SINGLE CODE ONLY

			Agree a lot	Agree a little	Neither agree nor disagree	Disagree a little	Disagree a lot	Don't know
<input type="checkbox"/>	A	Food advertising helps improve public knowledge of food.	1	2	3	4	5	6
<input type="checkbox"/>	B	If unhealthy foods were not advertised children's eating habits would improve.	1	2	3	4	5	6
<input type="checkbox"/>	C	There is as much healthy food as unhealthy food advertised on television	1	2	3	4	5	6
<input type="checkbox"/>	D	Children are not easily influenced by what they see on television or hear on radio.	1	2	3	4	5	6
<input type="checkbox"/>	E	There is not enough dietary or nutritional information about food in food advertising.	1	2	3	4	5	6
<input type="checkbox"/>	F	I have bought things for a child in the past just because I did not want them to feel left out.	1	2	3	4	5	6
<input type="checkbox"/>	G	Parents generally have sufficient control over what their children see on television or hear on radio	1	2	3	4	5	6
<input type="checkbox"/>	H	Broadcasters act responsibly in terms of the content of advertising shown during children's programmes	1	2	3	4	5	6
<input type="checkbox"/>	I	Children will always copy behaviour they see on television or hear on radio, whether it is negative or positive.	1	2	3	4	5	6
<input type="checkbox"/>	J	It is up to parents/guardians to make sure that children know what are good and bad influences	1	2	3	4	5	6
<input type="checkbox"/>	K	I am satisfied that most advertisements directed at children are unlikely to cause distress to children	1	2	3	4	5	6
<input type="checkbox"/>	L	A lot of television advertising directed at children encourages them to mimic behaviour that is not appropriate for their age group	1	2	3	4	5	6
<input type="checkbox"/>	M	Broadcasters act responsibly in terms of the content of advertising which is aimed at children	1	2	3	4	5	6

Q24

Children's Advertising – Recognition of Taglines

SHOWCARD 24 Taking your answer from this card, how recognisable are the following phrases from advertising campaigns? READ OUT ROTATE ORDER OF START TICK BOX SINGLE CODE ONLY

		Definitely remember hearing or seeing this phrase	Fairly sure I remember hearing or seeing this phrase	Not sure I remember hearing or seeing this phrase	Fairly sure I don't remember hearing or seeing this phrase	Definitely don't remember hearing or seeing this phrase	Don't know
<input type="checkbox"/> A	"...batteries sold separately"	1	2	3	4	5	6
<input type="checkbox"/> B	"...should be eaten in moderation"	1	2	3	4	5	6
<input type="checkbox"/> C	"...snacking on sugary foods and drinks can damage teeth"	1	2	3	4	5	6
<input type="checkbox"/> D	"...some assembly required"	1	2	3	4	5	6
<input type="checkbox"/> E	"...should be eaten as part of a healthy diet"	1	2	3	4	5	6
<input type="checkbox"/> F	"...product shown not actual size"	1	2	3	4	5	6
<input type="checkbox"/> G	"...not suitable for children under 'x' years of age"	1	2	3	4	5	6

Q25 Thinking about the last time you heard or saw any of these taglines, how effective, if at all, do you think these advertising taglines or slogans are in communicating their message?

PROBE TO PRECODES

Very Effective	1
Fairly Effective	2
Fairly Ineffective	3
Very Ineffective	4
No feelings either way	5
Don't know	6

Q26

Are you aware that broadcasters screening advertisements which are of direct or indirect interest to children have to abide by certain rules?

Yes	1
No	2
Don't Know	3

READ OUT – SINGLE CODE

Q27

When you think of a broadcasting code that aims to offer protection to children by making rules about different types of advertising, which of the following age groups would you consider to be ‘children’?

ANYONE UNDER 18 YEARS OF AGE	1
ANYONE UNDER 16 YEARS OF AGE	2
ANYONE UNDER 12 YEARS OF AGE	3
ANYONE UNDER 6 YEARS OF AGE	4
Don't Know	5

Q28 **SHOWCARD 28** Taking your answer from this card, what proportion of children under [insert answer from q27 above] years of age do you think need to be listening or watching a television or radio programme before the broadcaster should have to abide by these rules about advertising?

If there are any children under [insert answer from q27 above] years of age watching or listening, broadcasters should have to abide by these rules	1
If one-tenth (10%) of the audience are children, broadcasters should have to abide by these rules	2
If one-quarter (25%) of the audience are children, broadcasters should have to abide by these rules	3
If one-third (33%) of the audience are children, broadcasters should have to abide by these rules	4
If one-half (50%) of the audience are children, broadcasters should have to abide by these rules	5
If three-quarters (75%) of the audience are children, broadcasters should have to abide by these rules	6
Don't Know / Cannot say	99

Q2 **Have you ever heard of the BCI Children’s Advertising Code, which regulates advertising of direct or indirect interest to children?**

9

Yes	1
No	2
Don't Know	3

END - GO TO CLASSIFICATION

Appendix 2: Child Questionnaire

MAIN QUESTIONNAIRE

Q1. UNPROMPTED **Thinking about all the types of ads you see on television, in newspapers and magazines, on posters, on the radio, on the internet, etc. – can you tell me whether you like them or not?** PROBE TO PRECODE - SINGLE CODE ONLY

I like them a lot	1
I like them a little	2
I don't mind them	3
I dislike them a little	4
I dislike them a lot	5
Don't know	6
Never read/hear/see/get them	99

Q2 UNPROMPTED **And thinking about the different types of advertisements. Can you tell me whether you like advertisements that are.....?**
 ROTATE ORDER OF a-d. RECORD BELOW SINGLE CODE UNDER Q2a BELOW

a) **... on the radio.**
 SINGLE CODE ONLY UNDER Q2a

	Q2a	Q2b	Q2c	Q2d
	Radio	TV	The Internet	Newspapers & Magazines
I like them a lot	1	1	1	1
I like them a little	2	2	2	2
I don't mind them	3	3	3	3
I dislike them a little	4	4	4	4
I dislike them a lot	5	5	5	5
Don't know	6	6	6	6
Never read/hear/see/get them	7	7	7	7

And what do you think about advertisements that are.....

Q2B... on television?
 SINGLE CODE ONLY UNDER Q2b in GRID ABOVE

Q2C... on the internet?
 SINGLE CODE ONLY UNDER Q2c in GRID ABOVE

Q2D... in Newspapers and Magazines?
 SINGLE CODE ONLY UNDER Q2d in GRID ABOVE

Q3a Are there any age groups of people which you think advertisers should not make ads for? (i.e. that it is not appropriate) DO NOT READ OUT

	Q3a	Q3b
People aged 18 and over	1	1
People aged 15-17	2	2
Children aged 6-14	3	3
Children aged 5 and under (including pre-school children)	4	4
Other (Please Specify)	5	5
None	98	98
Don't know	99	99

Q3.b **SHOWCARD 3** Are there any other age groups of people which you think television or radio advertisers should not make ads for?

READ OUT LIST. MULTICODE OK UNDER Q3b BELOW

ASK ALL
Q4. UNPROMPTED 4 What sort of ads should not be shown to people your age?
 ANY ANSWER (WRITE IN AND CODE)

A	Adult phone or chat services	1
B	Alcohol	2
C	Mobile Phone Ringtone Advertisements	3
D	Psychic or Tarot Services	4
E	Children's toys	5
F	Computer Games for over 18 year olds	6
G	Convenience prepared meals and snacks that can be bought at grocery shops and supermarkets	7
H	Sweets and Chocolate	8
I	Crisps	9
J	Fast food from take-away restaurants, such as McDonalds and Burger King, Supermacs and other similar restaurants	10
K	Foods with claimed health benefits	11
L	Medicines available without prescription	12
M	The National Lottery/Lotto	13
N	Fizzy/Soft Drinks	14
O	Safety Campaigns e.g. drink driving	15
P	Slimming Products and Services	16
Q	Betting/Gaming Services	17
R	Other (specify)	18
S	None	20
T	Don't know	99

ASK ALL CHILDREN - UNPROMPTED

Q5A And are there any kinds of ads that you don't think **children under 6 should see or hear?** .
RECORD AT Q5A MULTICODE OK

		Q5a	Q5b	Q5c
A	Adult phone or chat services	1	1	1
B	Alcohol	1	1	1
C	Mobile Phone Ringtone Advertisements	1	1	1
D	Psychic or Tarot Services	1	1	1
E	Children's toys	1	1	1
F	Computer Games for over 18 year olds	1	1	1
G	Convenience prepared meals and snacks that can be bought at grocery shops and supermarkets	1	1	1
H	Sweets and Chocolate	1	1	1
I	Crisps	1	1	1
J	Fast food from take-away restaurants, such as McDonalds and Burger King, Supermacs and other similar restaurants	1	1	1
K	Foods with claimed health benefits	1	1	1
L	Medicines available without prescription	1	1	1
M	The National Lottery/Lotto	1	1	1
N	Fizzy/Soft Drinks	1	1	1
O	Safety Campaigns e.g. drink driving	1	1	1
P	Slimming Products and Services	1	1	1
Q	Betting/Gaming Services	1	1	1
R	Other (specify)			
S	None	98		
T	Don't know	99		

Q5b And are there any kinds of ads that you don't think **children aged between 6 & 14 should see or hear?** RECORD IN GRID ABOVE MULTICODE OK

Q5c And are there any kinds of ads that you don't think children aged between 15 & 17 should see or hear? RECORD AT Q5C MULTICODE OK

Q6. Have you ever tried to persuade your parents or another adult to buy you something that you wanted? (Even if they didn't actually buy it for you?) This can be a toy, gift, food or drink...

Yes	1	ASK Q6b
No	2	GO TO Q7
Don't know	3	

Q6b When did this happen most recently . . . ?

In the last couple of months	1	ASK Q6C
Or before that	2	GO TO Q7
Don't know/Can't remember	3	

Q6c What was it? RECORD BELOW

Q6.c Product/Service/Item

Q6.d Exact Name / Brand

1st Answer:

2nd Answer:

3rd Answer:

Q6D Can you remember the name of it? _____
CODE ABOVE

INTERVIEWER: Q6C –PROBE FOR 'ANY OTHERS'

Q6e And where did you first find out about this (product/service(s) at Q6c/d)?

		6c/d 1st	6c/d 2nd	6c/d 3rd
IF TV PROBE FOR PROGRAMME OR ADVERT	TV – Programme	1	1	1
	TV – Advertisement	2	2	2
IF RADIO PROBE FOR PROGRAMME/ADVERT	Radio – programme	3	3	3
	Radio – advert	4	4	4
IF NEWSPAPER / MAGAZINE / COMIC PROBE FOR ARTICLE	Newspaper/magazine/comic – article	5	5	5
	Newspaper/magazine/comic – advert	6	6	6
IF CINEMA PROBE FOR FILM/ADVERT	Cinema – film	7	7	7
	Cinema – advert	8	8	8
	Shop/market stall	9	9	9
	Mail order catalogue	10	10	10
	From friends	11	11	11
	From relatives	12	12	12
	The internet – material received from computers	13	13	13
	Internet advert	14	14	14
	Other (PLEASE WRITE IN AND CODE "15")	15	15	15
	Don't know	16	16	16

FACTUAL CONTENT

ASK ALL

Q7a **Have you ever been disappointed (or let down) after getting something you saw in an advertisement on television or radio because it wasn't as good as it seemed in the ad?**

Yes	1	ASK Q7b
No	2	GO TO Q8
Don't know/Can't remember	3	

Q7.b **When was the last time . . . ?**

In the last year	1	ASK Q7c
Or before that	2	GO TO Q8
Don't know/Can't remember	3	

Q7.c **And what was it?** RECORD UNDER Q7c BELOW

INTERVIEWER: Q7C PROBE FOR 'ANY OTHERS'

Q7D **Can you remember what it was called?**

Q7.c Product/Service	Q7.d Exact Name
Other1:	
Other2:	
Other3:	

Q7e **Why were you disappointed or let down? (PROBE FULLY AND WRITE IN)**

Nothing mentioned	1
Probe: What else? ANY ANSWER (WRITE IN AND CODE '2')	2

ASK ALL

Q8

I am going to ask you questions about different types of ads....

READ OUT EACH FIELD AND SINGLE CODE FOR EACH. ROTATE ORDER

PROBE TO PRECODE		More likely to buy something	Neither more nor less likely	Less likely to buy something	Don't know
A	Do you think children are more likely or less likely to buy something if there are famous people in the advertisement who say the thing is the ad is good?	1	2	3	99
B	Do you think children are more likely or less likely to buy something if there are characters or people from children's programmes in the advertisement?	1	2	3	99
C	Do you think children are more likely or less likely to buy something if there are children in the advertisement?	1	2	3	99
D	Do you think children are more likely or less likely to buy something if there are people or characters from new or current films in the advertisement?	1	2	3	99

Q9a UNPROMPTED **Thinking about all the types of ads you see or hear on television and radio, what do you think is the MAIN reason ads are shown on television or radio?**
 PROBE TO PRECODE / WRITE IN 'OTHER' RESPONSE FULLY - SINGLE CODE ONLY

To let people know that certain products/things are available in the shops	1
To encourage people to buy certain products/things	2
To provide information to people about products they might want to buy	3
To take a break during programmes	4
Other (specify):	5
Don't know	6
Never read/hear/see/get them	99

Q9b UNPROMPTED **Do you think the ads you see or hear on television or radio are mostly honest or do you think they are mostly not honest?**
 (i.e. mostly telling the truth?)
 PROBE TO PRECODE - SINGLE CODE ONLY

Mostly Honest	1
Sometimes honest and sometimes dishonest – a balance	2
Mostly Dishonest	3
Don't know	4
Never hear/see them	99

Television/Radio Viewing

Q10 When you are watching television, do you mostly watch Irish television, like the Den or cartoons on TG4 or do you watch British or other television?

Mostly Irish television (RTE, The Den, TV3, TG4)	1
About half and half	2
Mostly British or other television (CBeebies, MTV, Nickelodeon, Nick Jr, ITV, Channel 4, SKY)	3
Don't watch much / any television	4
Don't Know	99

Q11 When you are listening to the radio, do you mostly listen to Irish radio or British and other non-Irish radio?

Mostly Irish radio	1
About half and half	2
Mostly British or other radio	3
Don't listen to much / any radio	4
Don't Know	99

ASK ALL

Q12a At what times would of the day would you normally watch television? MULTI CODE

	Q12a TV	Q12B RADIO
Early Morning (6 a.m. – 9 a.m.)	1	1
Morning (9 a.m. – 12 a.m.)	2	2
Early Afternoon (12 a.m. – 3 p.m.)	3	3
Late Afternoon (3 p.m. – 5 p.m.)	4	4
Early Evening (5 p.m. – 7 p.m.)	5	5
Primetime (7 p.m. – 10 p.m.)	6	6
Late Night (10 p.m. – 2 a.m.)	7	7
Twilight (2 a.m. – 6 a.m.)	8	8
Never	9	9

Q12b And at what times of the day would you normally listen to radio?
MULTI CODE IN GRID ABOVE

Q13a How many hours a day would you normally watch television? SINGLE CODE ONLY

	Q13a TV	Q13B RADIO
1 hour but less than 2	1	1
2 hours but less than 3	2	2
3 hours but less than 4	3	3
4 hours but less than 5	4	4
5 hours but less than 6	5	5
6 hours but less than 7	6	6
7 hours but less than 8	7	7
8 hours but less than 9	8	8
9 hours or more	9	9
Less than one hour	0	0

Q13b And how many hours a day would you normally listen to radio?
SINGLE CODE ONLY IN GRID ABOVE

ASK ALL

Q14 How many television sets are in your household?
RECORD NUMBER

DON'T KNOW

99

ASK ALL

Q15 Do you have a television in your bedroom?

Yes	1
No	2
Don't know	3

Q15b Do you mostly watch television with your parents or other adults or do you mostly watch television when there is no adult there?

I <u>only</u> ever watch television <u>on my own or when there is no adult there</u>	1
I <u>mostly</u> watch television <u>on my own or when there is no adult there</u>	2
Sometimes I watch television <u>on my own</u> and <u>sometimes</u> I watch television <u>when there is an adult there</u>	3
I <u>mostly</u> watch television <u>when there is an adult there</u>	4
I <u>only</u> ever watch television <u>when there is an adult there</u>	5
Don't Know / Refused	6

Q16b Do you mostly listen to radio with your parents or other adults or do you mostly listen to radio when there is no adult there?

I <u>only</u> ever listen to radio <u>on my own or when there is no adult there</u>	1
I <u>mostly</u> listen to radio <u>on my own or when there is no adult there</u>	2
Sometimes I listen to radio <u>on my own</u> or <u>sometimes when there is an adult there</u>	3
I <u>mostly</u> listen to radio <u>when there is an adult there</u>	4
I <u>only</u> ever listen to radio <u>when there is no adult there</u>	5
Don't Know / Refused	6

Q16c Thinking about the television programmes that you watch would you say that you mostly watch programmes that are made for adults or grown-ups or programmes that are made for children?

SINGLE CODE

	Q16C	Q16D
I <u>only</u> ever watch programmes on the television or listen to programmes on the radio <u>that are made for adults or grown-ups</u>	1	1
I <u>mostly</u> watch programmes on the television or listen to programmes on the radio <u>that are made for adults or grown-ups</u>	2	2
Sometimes I watch programmes on the television or listen to programmes on the radio <u>that are made for adults or grown-ups</u> and sometimes I watch programmes on the television or listen to programmes on the radio <u>that are made for children</u>	3	3
I <u>mostly</u> watch programmes on the television or listen to programmes on the radio <u>that are made for children</u>	4	4
I <u>only ever</u> watch programmes on the television or listen to programmes on the radio <u>that are made for children</u>	5	5
I <u>don't watch television / listen to radio</u>	98	98
Don't Know / Refused	99	99

Q16D - Thinking about the radio that you listen to, would you say that you mostly listen to radio that is for adults or grown-ups or radio that is for children?

SINGLE CODE ONLY Q16D in GRID ABOVE

Food & Nutrition

Q17a What do you think is the **BIGGEST** influence on the type of food you eat and your health generally? DO NOT READ OUT LIST. SINGLE CODE ONLY UNDER Q17a BELOW.

	Q17a	Q17b
Family attitudes and behaviour/home environment	1	1
Lack of exercise/inactivity	2	2
School/college environment	3	3
Peer group/attitudes and behaviour of other children	4	4
Advertising /Advertising generally	5	5
Availability and low cost of fast food (McDonald's / Burger Kings / etc)	6	6
Availability and low cost of convenience food (Tesco / Marks & Spencers / etc)	7	7
Food drink seen/available in the shops	8	8
Characters/behaviour seen in television programmes, cinema or video films	9	9
Characters/behaviour of film, music, sporting or other well known public personalities	10	10
Eating too much	11	11
Poor diet	12	12
Availability of large/king size portions and packs of various food products	13	13
Other (PLEASE SPECIFY)	14	14
Whatever is the house / in the fridge / whatever is bought	15	15
None	98	98
Don't know	99	99

Q17b **And what else do you think influences what you eat and your health?**
DO NOT READ OUT LIST.
PROBE FULLY What **else?** MULTICODE OK CODE IN GRID ABOVE. _____

Q18 **Tell me what you think about the things I am going to read out, do you agree or disagree with them?** READ OUT ROTATE ORDER OF START TICK BOX SINGLE CODE ONLY

PROBE TO PRECODE			Agree a lot	Agree a little	Neither agree nor disagree	Disagree a little	Disagree a lot	Don't know
<input type="checkbox"/>	A	I learn a lot of new things from the ads on the telly or on the radio	1	2	3	4	5	6
<input type="checkbox"/>	B	Advertisements help me tell the difference between food that is good for you and food that is bad for you	1	2	3	4	5	6
<input type="checkbox"/>	C	Most of the food you see advertised on the television is good for you						
<input type="checkbox"/>	D	I think a lot of children copy things they have seen in television advertisements	1	2	3	4	5	6
<input type="checkbox"/>	E	I have wanted things I saw on the radio or on the telly because I did not want to feel left out	1	2	3	4	5	6
<input type="checkbox"/>	F	My parents choose most of the things I see on television or listen to on radio	1	2	3	4	5	6
<input type="checkbox"/>	G	I have never been scared or upset by any advertisement I have seen on television	1	2	3	4	5	6
<input type="checkbox"/>	H	Some advertisements aimed at children or young people encourage them to do things they shouldn't be doing at their age	1	2	3	4	5	6
<input type="checkbox"/>	I	Parents should make sure that their children do not watch television when they are not supposed to	1	2	3	4	5	6

Children's Advertising – Recognition of Taglines

Q19 DO YOU REMEMBER HEARING OR SEEING ANY OF THE FOLLOWING PHRASES IN ADVERTISEMENTS? READ OUT ROTATE ORDER OF START TICK BOX SINGLE CODE ONLY

PROBE TO PRECODE			Definitely remember hearing or seeing this slogan	Fairly sure I remember hearing or seeing this slogan	Not sure I remember hearing or seeing this slogan	Definitely don't remember hearing or seeing this slogan	Definitely don't remember hearing or seeing this slogan	Don't know
<input type="checkbox"/>	A	"...batteries sold separately"	1	2	3	4	5	6
<input type="checkbox"/>	B	"...should be eaten in moderation"	1	2	3	4	5	6
<input type="checkbox"/>	C	"...snacking on sugary foods and drinks can damage teeth"	1	2	3	4	5	6
<input type="checkbox"/>	D	"...some assembly required"	1	2	3	4	5	6
<input type="checkbox"/>	E	"...should be eaten as part of a healthy diet"	1	2	3	4	5	6
<input type="checkbox"/>	F	"...product shown not actual size"	1	2	3	4	5	6
<input type="checkbox"/>	G	"...not suitable for children under 'x' years of age"	1	2	3	4	5	6

Q19b **SHOWCARD 19B** Thinking about all the times you heard or saw any of these phrases, how many people do you think listen to them or read them?

A lot of people listen to them or read them	1
Some (more than a few) people listen to them or read them	2
A few people listen to them or read them	3
Nobody listens to them or reads them	4
No feelings either way	5
Don't know	99

Q20 There are some rules about what you can show on television when people your age are watching, so that you don't see things that you're not supposed to – do you think this is a good idea or bad idea?

Good Idea	1	GOTO 20A
Bad Idea	2	
Don't Know	3	GOTO Q21

Q20a Why do you think that? Probe

ANY ANSWER

Q21 And do you think they should have rules for people your age, or just children younger than you?

Rules for children my age	1
Rules just for children younger than me	2
Don't Know	3

END - GO TO CLASSIFICATION