



# Barnardos Childhood Poll 2007

## VIEWS FROM PARENTS & TEENAGERS

### A Quantitative Study

*October 2007*

# BACKGROUND & OBJECTIVES

---

Gauge views of  
childhood

amongst  
parents

and teenagers

in Ireland

# RESEARCH METHODOLOGY

---

400 parents of  
children 0 - 17

200  
12 - 17 year olds

Quota controlled on gender, age, social class and region to correctly reflect the known demographics of the population

Fieldwork  
19<sup>th</sup> September -  
8<sup>th</sup> October 2007

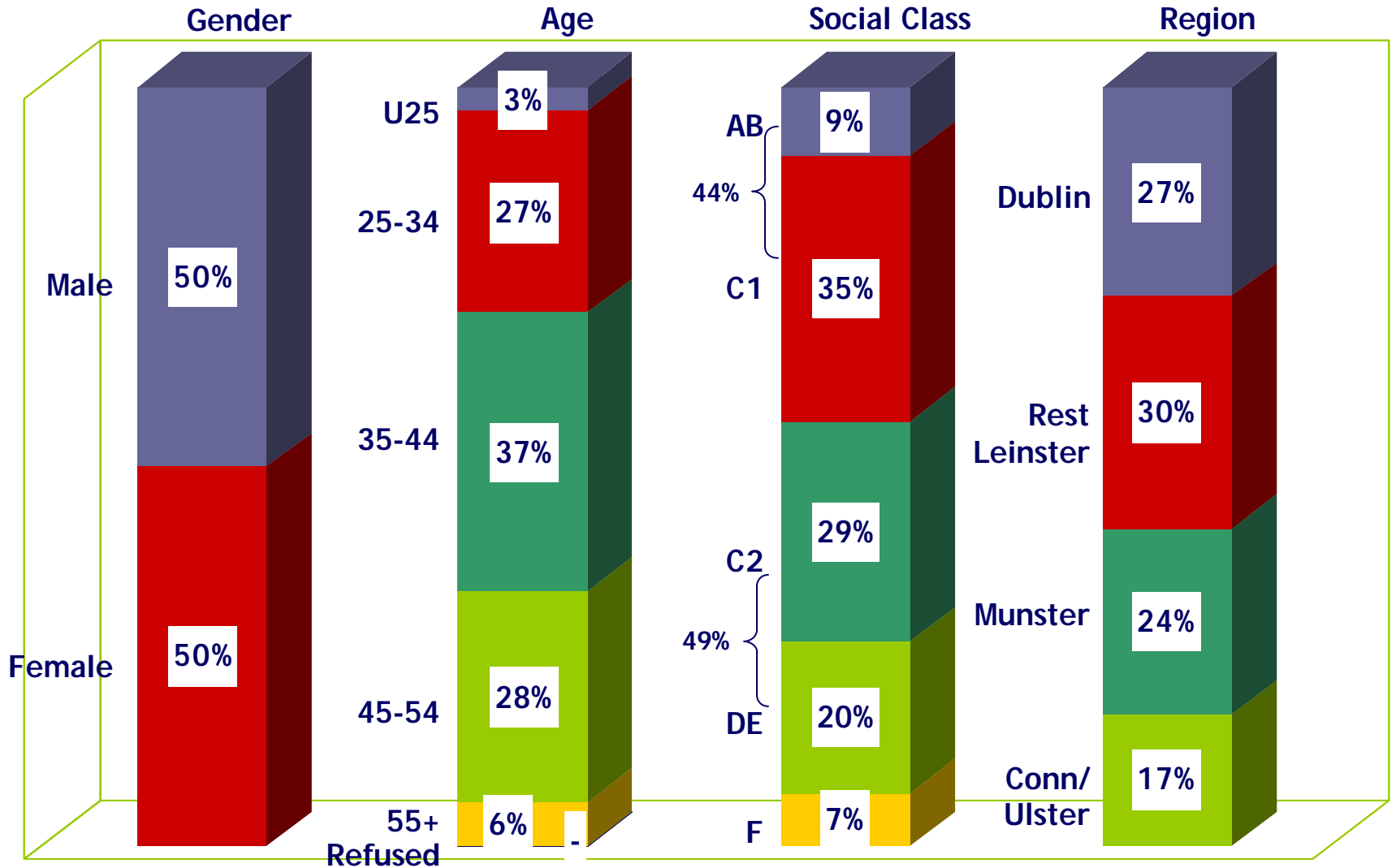
Interviewing took  
place face-to-face, in  
home by fully trained  
& supervised staff, in  
adherence with  
MRS/ESOMAR  
guidelines



## 1. PROFILE OF SAMPLE

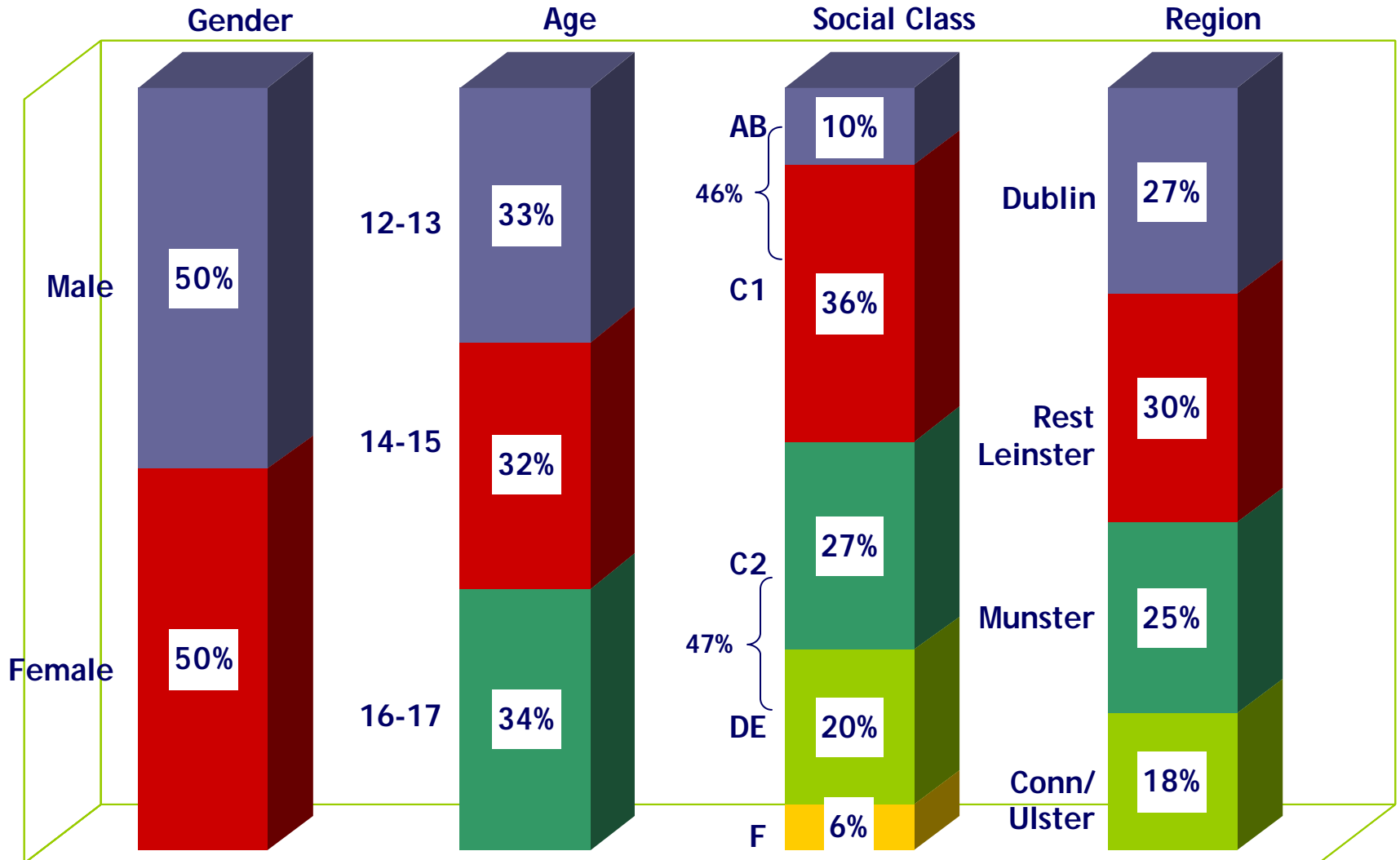
# PROFILE OF SAMPLE - PARENTS

Base: 402

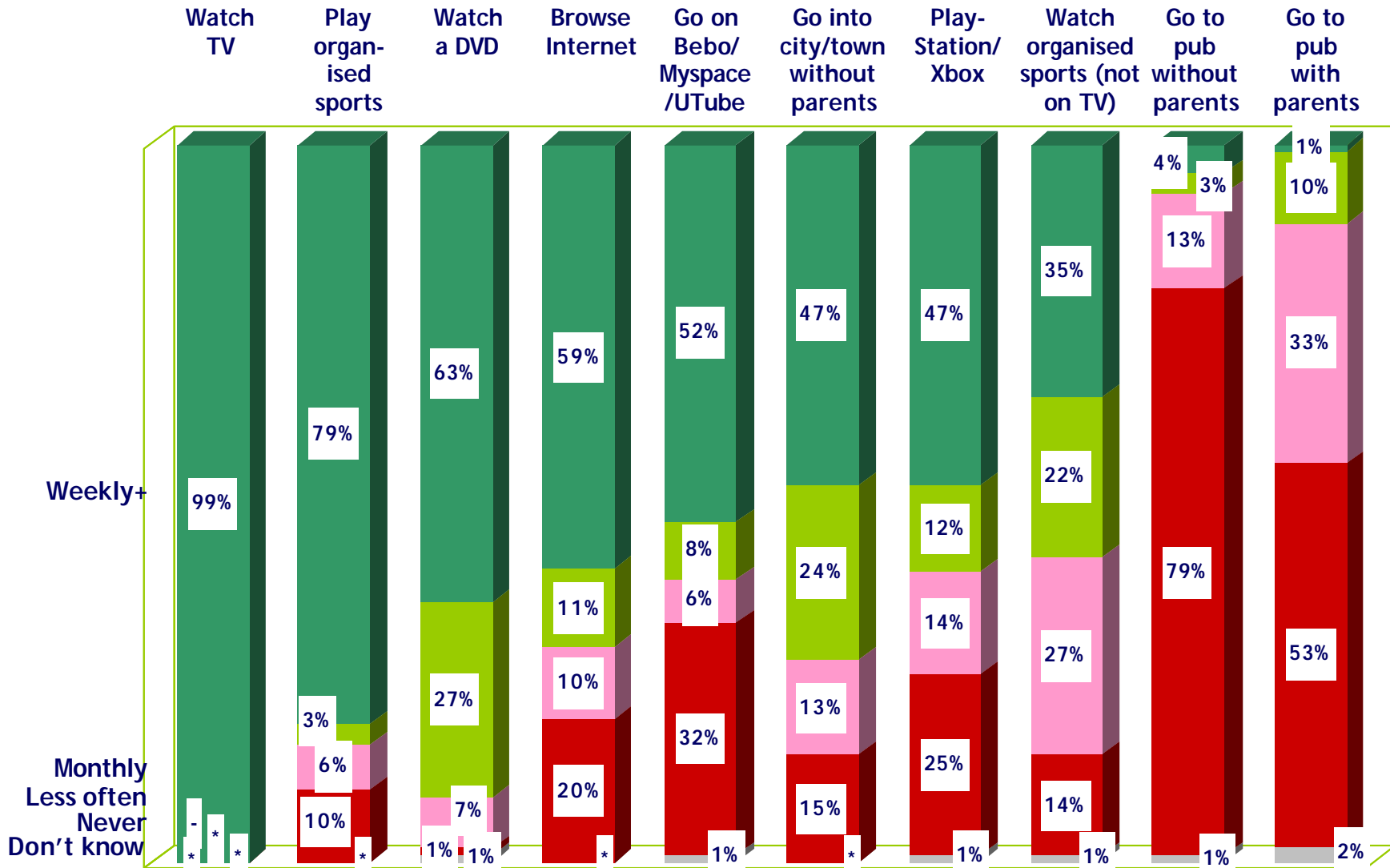


# PROFILE OF SAMPLE- 12-17 YEAR OLDS

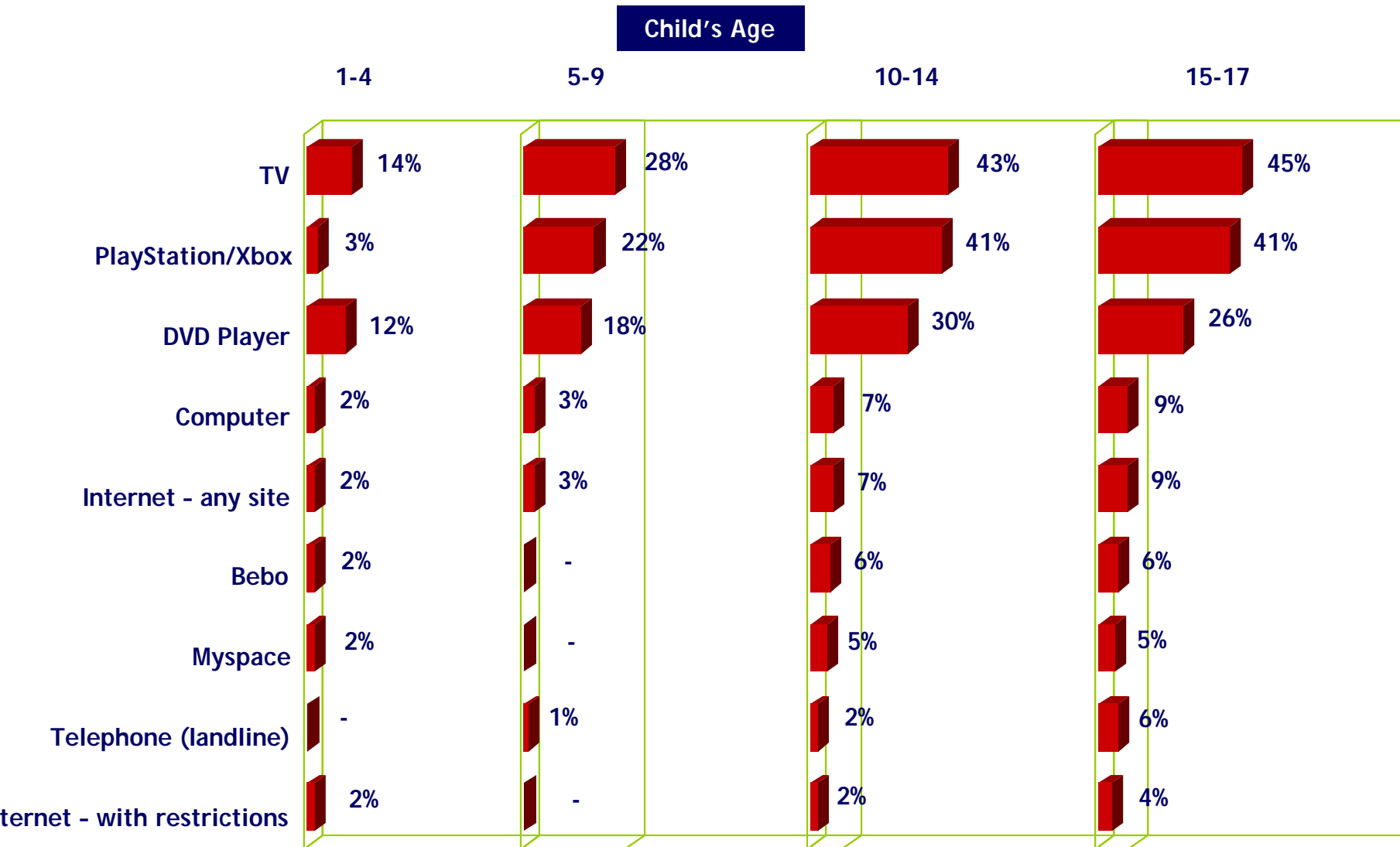
Base: 201



# YOUNG PEOPLES HABITS (All 12-17s: 201)



# ACCESS TO IN THEIR OWN ROOM (All parents: 402)



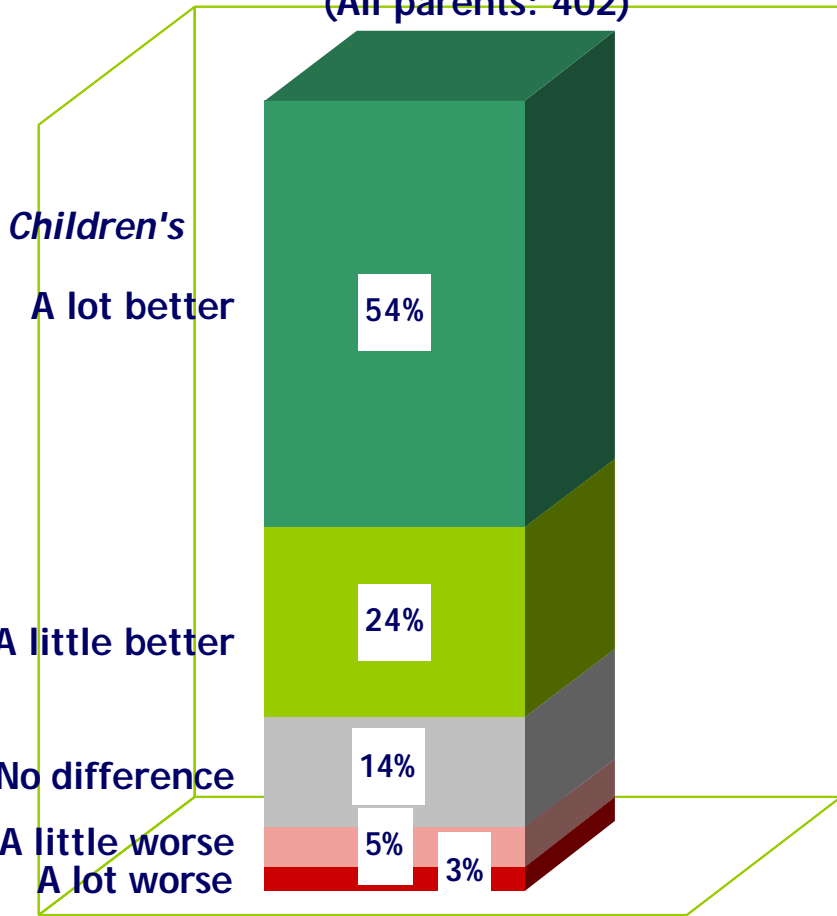




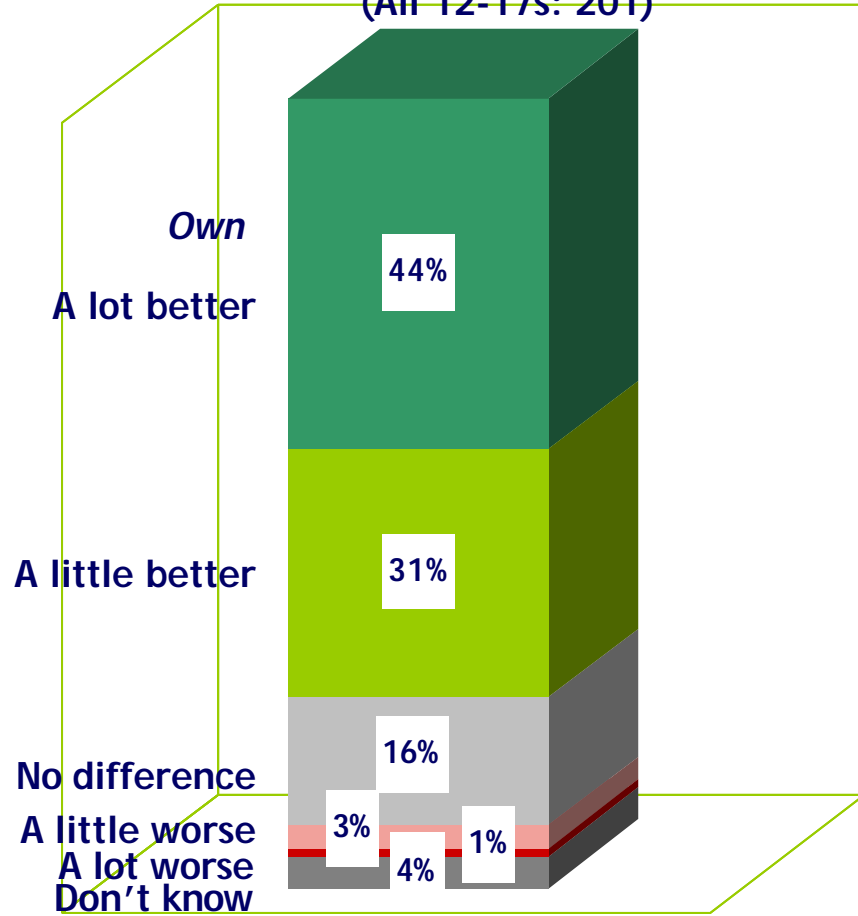
## 2. OVERALL OUTLOOK

# COMPARING CHILDHOODS

**Their childrens vs  
their own  
(All parents: 402)**



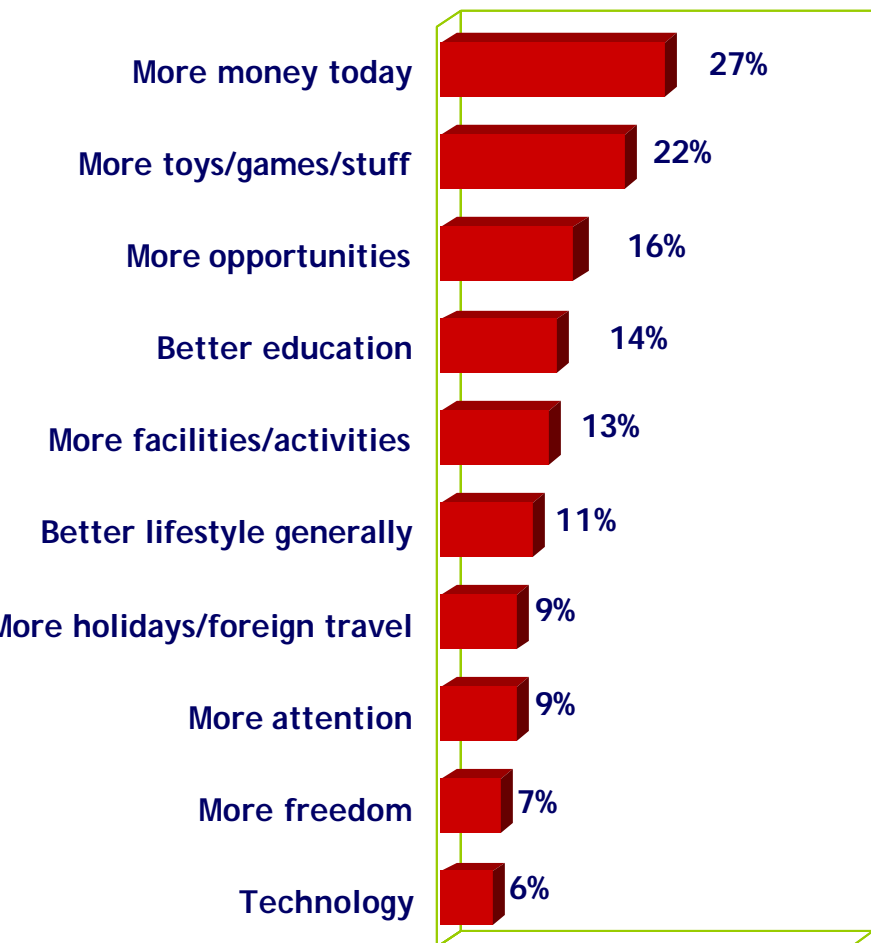
**Their own vs their  
parents  
(All 12-17s: 201)**



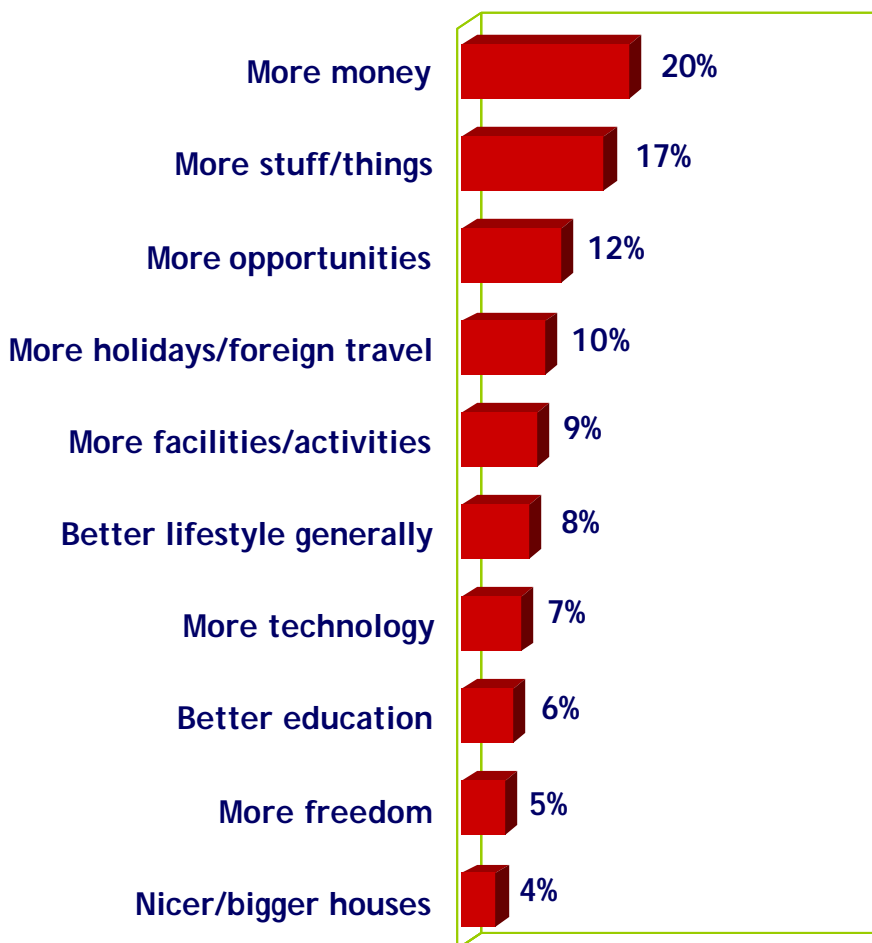
# TOP 10 REASONS FOR CHILDHOOD TODAY BEING BETTER - SPONTANEOUS

(All think childhood today is better than before)

All parents

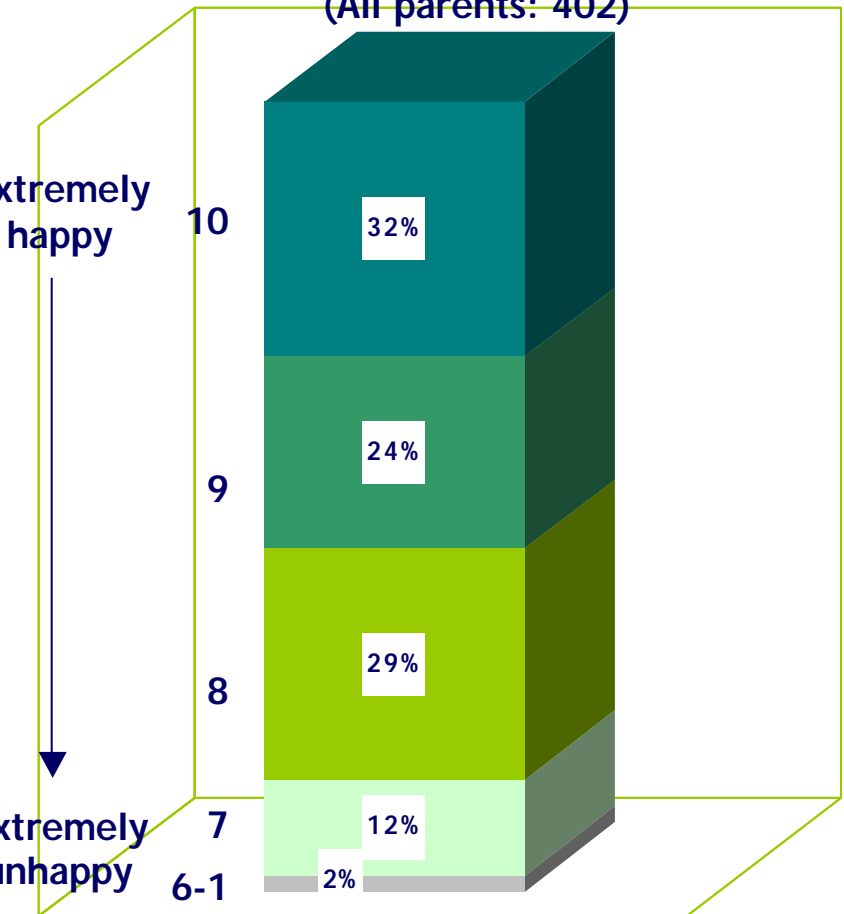


All 12-17s



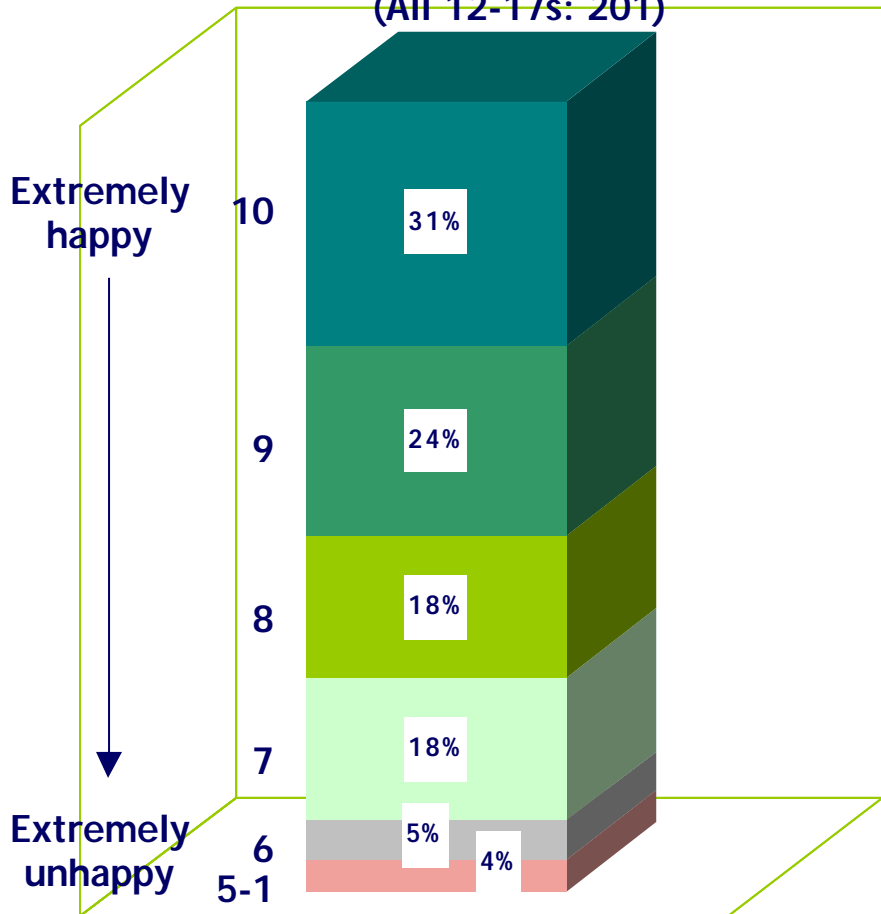
# HAPPINESS LEVELS

Parents view of own children  
(All parents: 402)



Mean Score (10/1) 8.7

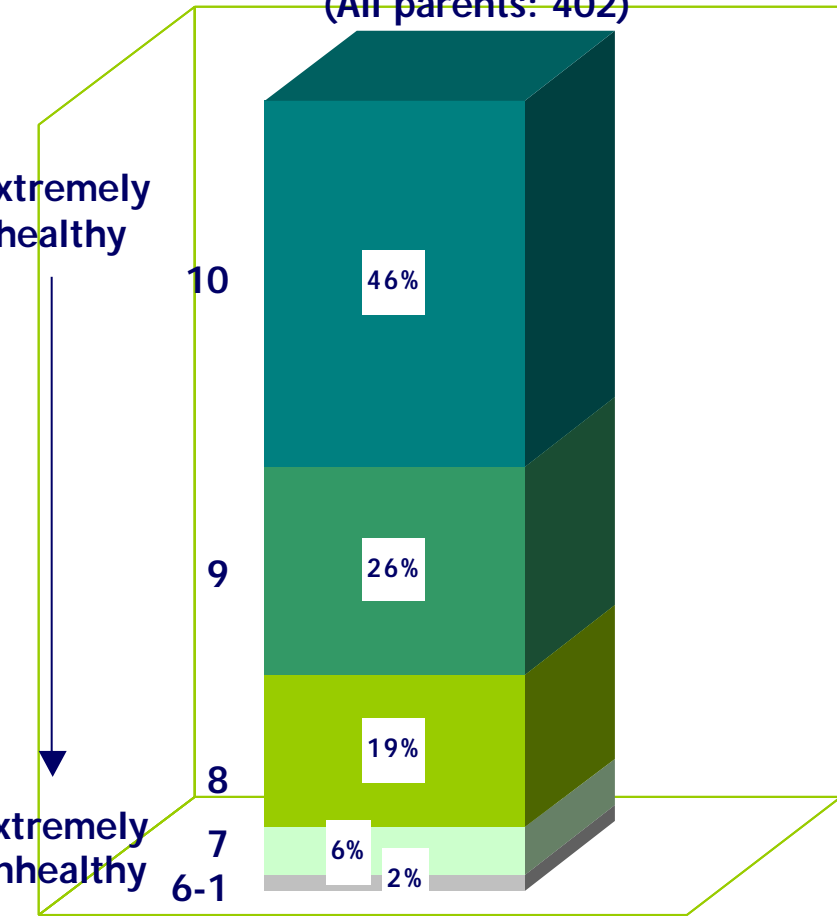
Young people's self rating  
(All 12-17s: 201)



Mean Score (10/1) 8.4

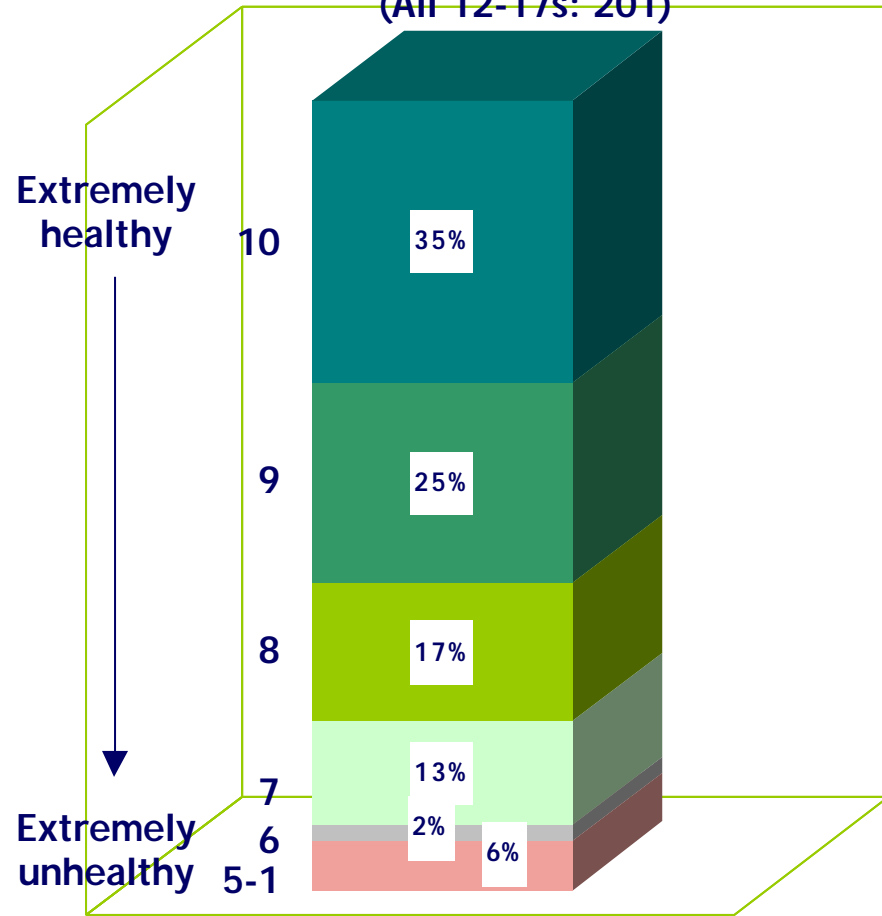
# HEALTHINESS LEVELS

Parents rating of own children  
(All parents: 402)



Mean Score (10/1) 9.1

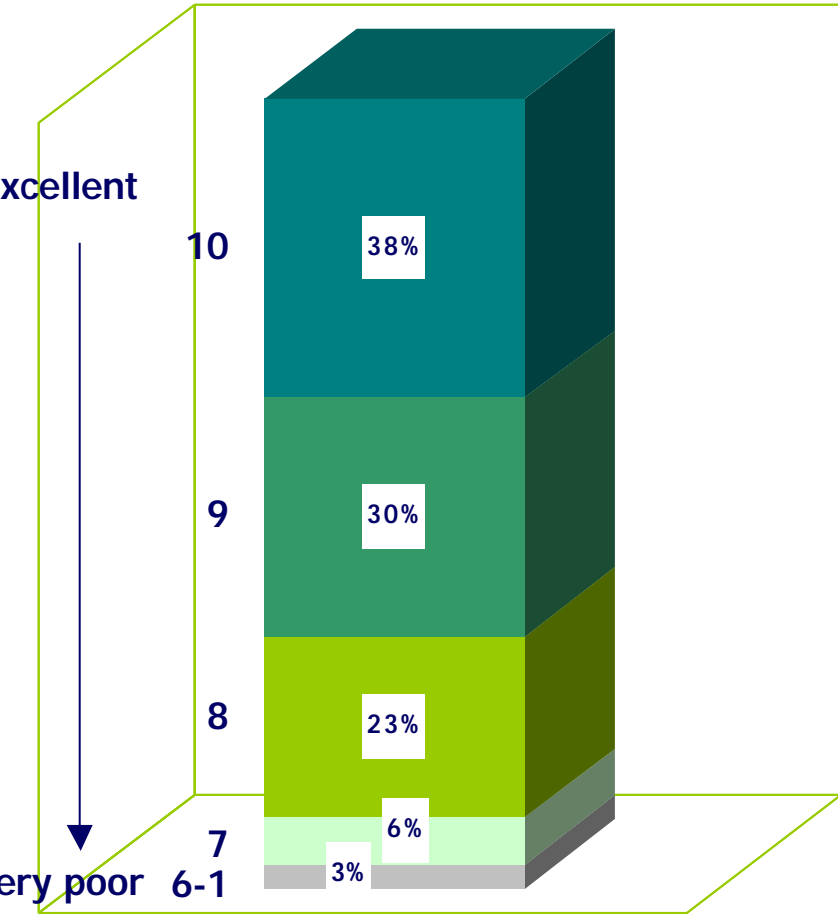
Young people's self rating  
(All 12-17s: 201)



Mean Score (10/1) 8.5

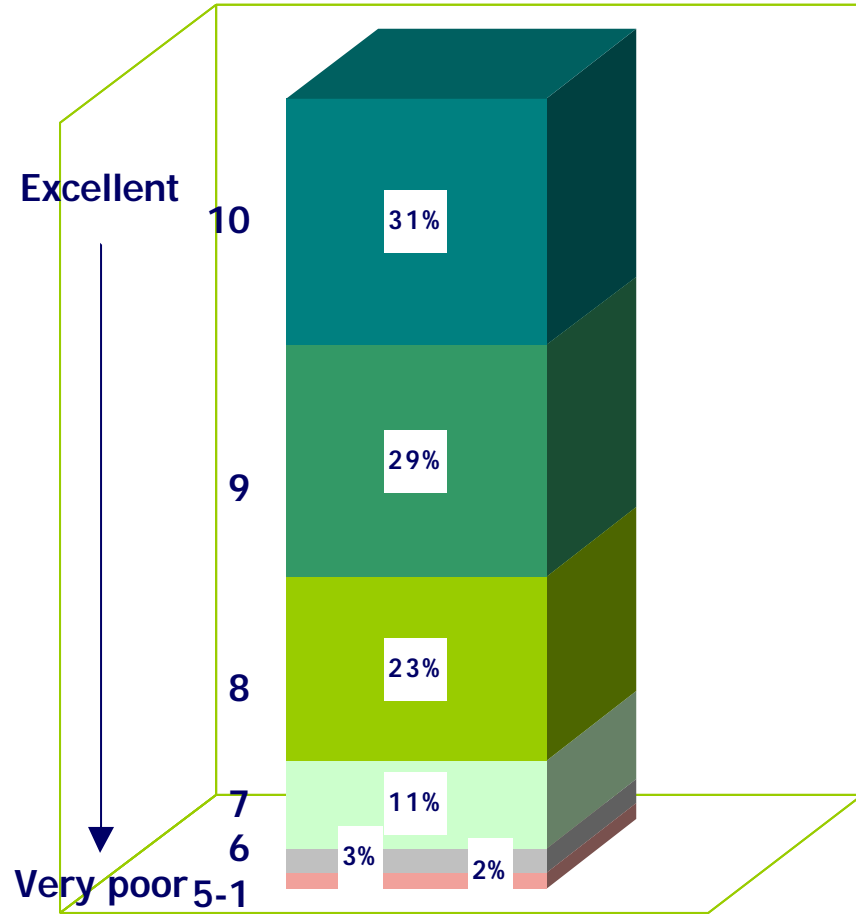
# RELATIONSHIP BETWEEN PARENTS AND CHILDREN

Parent's View  
(All parents: 402)



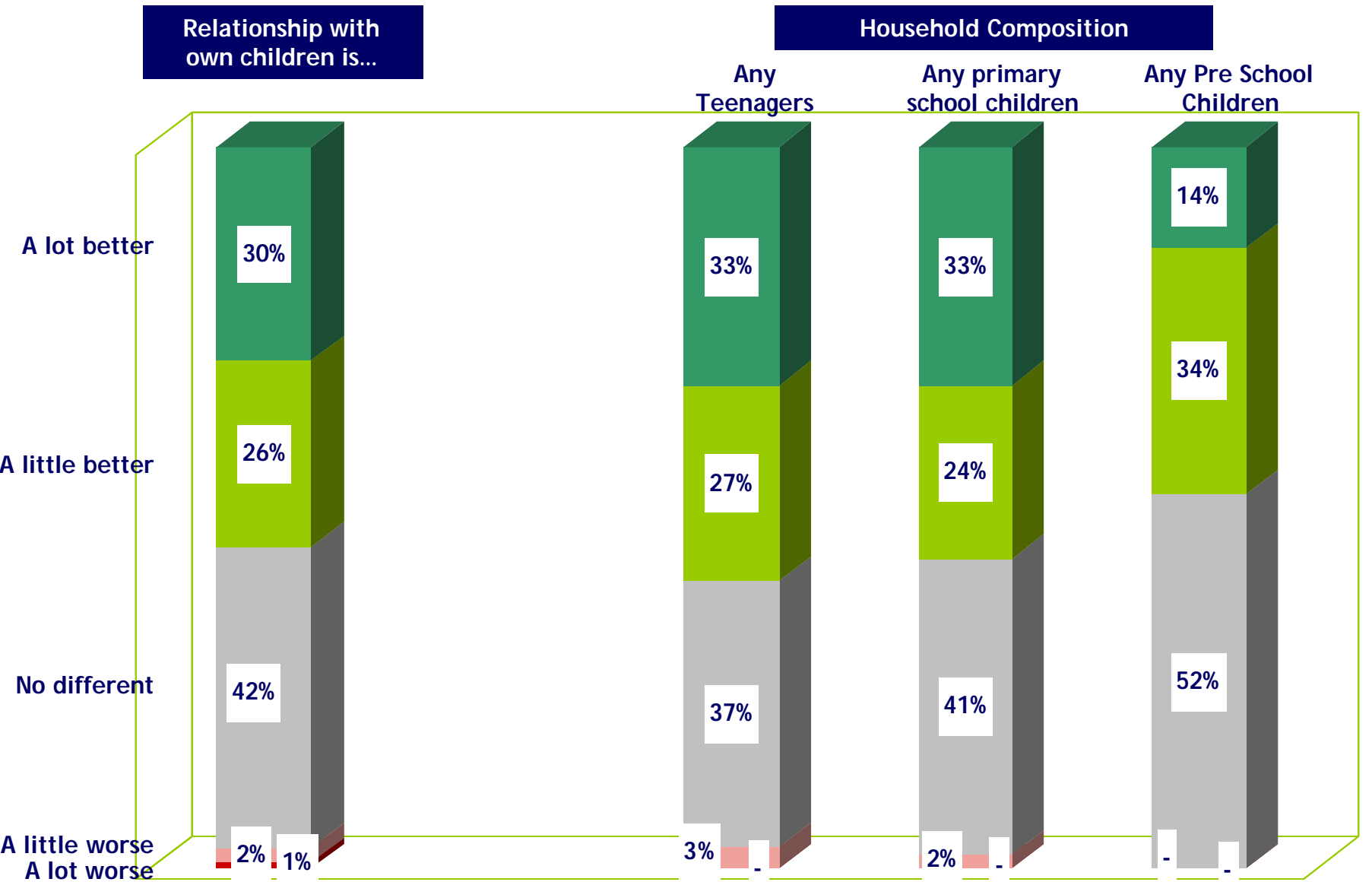
Mean Score (10/1) 8.9

Young Peoples View  
(All 12-17s: 201)



Mean Score (10/1) 8.6

# RELATIONSHIP WITH CHILDREN COMPARED TO RELATIONSHIP WITH OWN PARENTS AS CHILDREN (All Parents: 402)





### **3. FACTORS CONTRIBUTING TO A GOOD CHILDHOOD**



# FACTORS CONTRIBUTING TO A GOOD CHILDHOOD

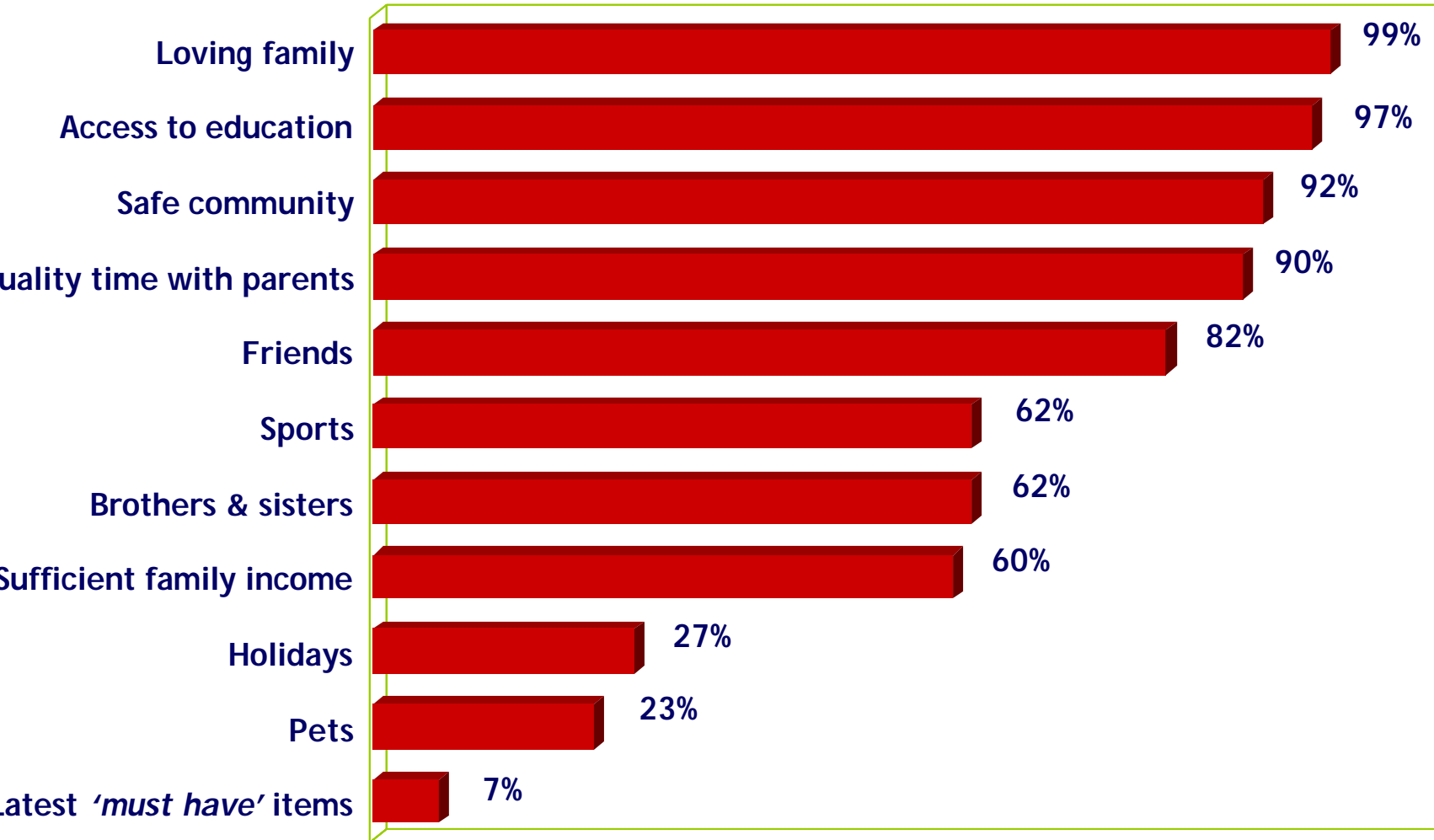
All Parents: 402

All Children: 201

	<u>Ranking</u>	<u>Ranking</u>
Loving family	1 <sup>st</sup>	1 <sup>st</sup>
Access to education	2 <sup>nd</sup>	4 <sup>th</sup>
Safe community	3 <sup>rd</sup>	3 <sup>rd</sup>
Quality time with parents	4 <sup>th</sup>	6 <sup>th</sup>
Friends	5 <sup>th</sup>	2 <sup>nd</sup>
Sports	6 <sup>th</sup>	8 <sup>th</sup>
Sufficient family income	7 <sup>th</sup>	5 <sup>th</sup>
Brothers and sisters	8 <sup>th</sup>	7 <sup>th</sup>
Holidays	9 <sup>th</sup>	9 <sup>th</sup>
Pets	10 <sup>th</sup>	10 <sup>th</sup>
Latest 'must have' items	11 <sup>th</sup>	11 <sup>th</sup>

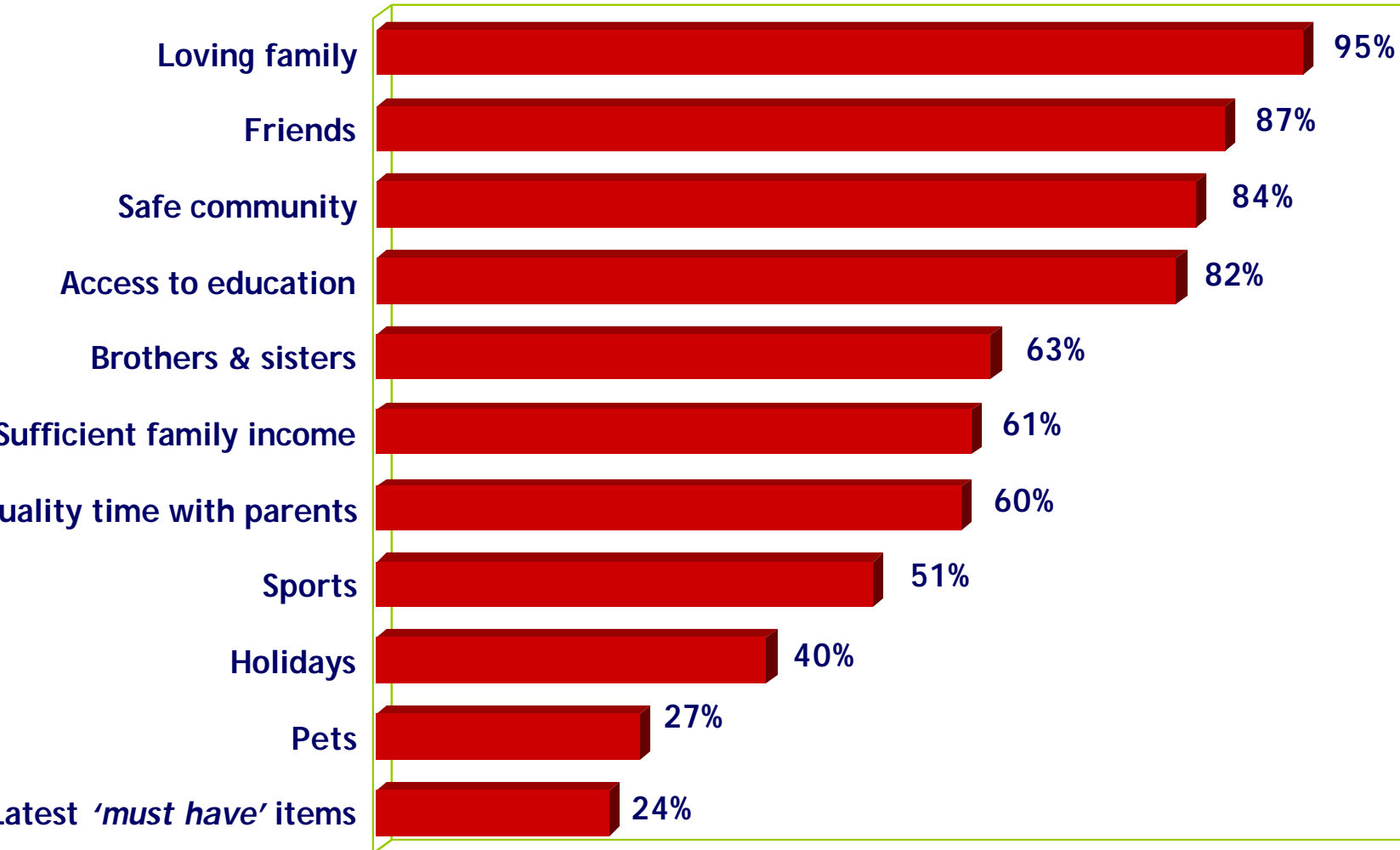
# IMPORTANCE OF FACTORS CONTRIBUTING TO A GOOD CHILDHOOD - ALL VERY IMPORTANT

(Base: All parents: 402)

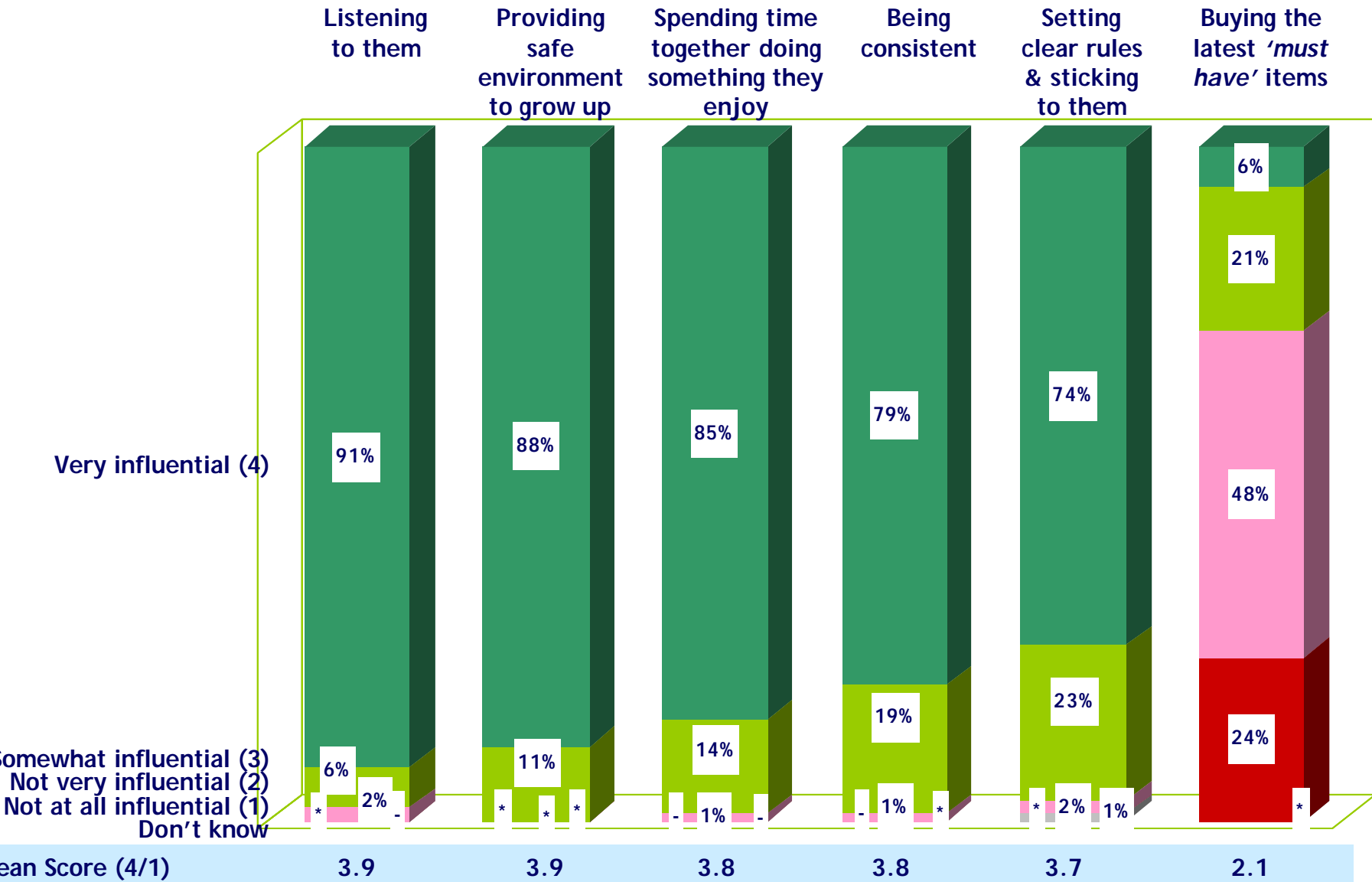


# IMPORTANCE OF FACTORS CONTRIBUTING TO A GOOD CHILDHOOD - ALL VERY IMPORTANT

(Base: All 12-17s -201)



# FACTORS INFLUENCING POSITIVE RELATIONSHIP WITH CHILDREN (All parents: 402)





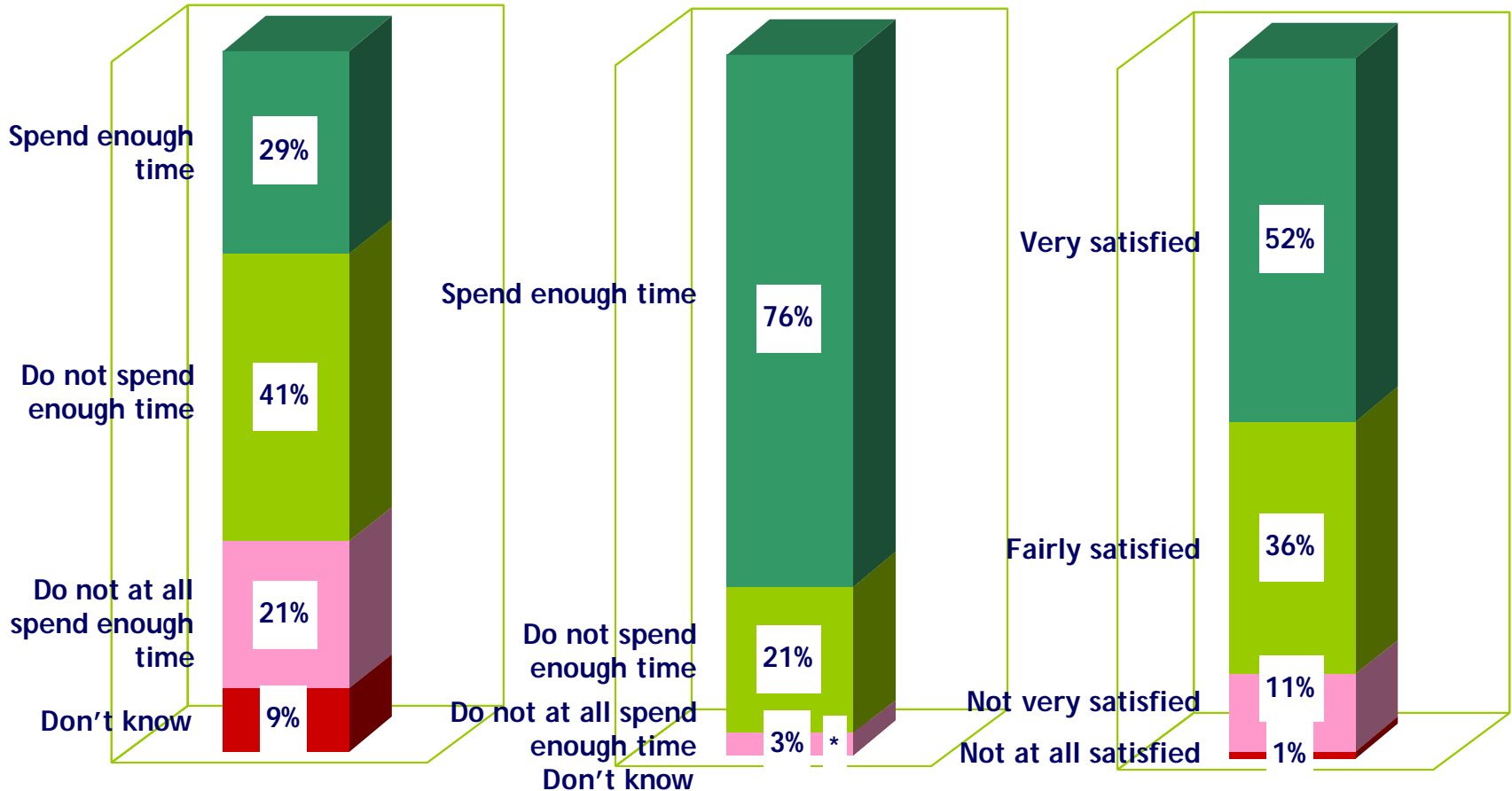
## 4. IMPACT OF MODERN LIFE ON CHILDHOOD

# SPENDING ENOUGH TIME WITH THEIR CHILDREN (All parents: 402)

Irish parents generally...

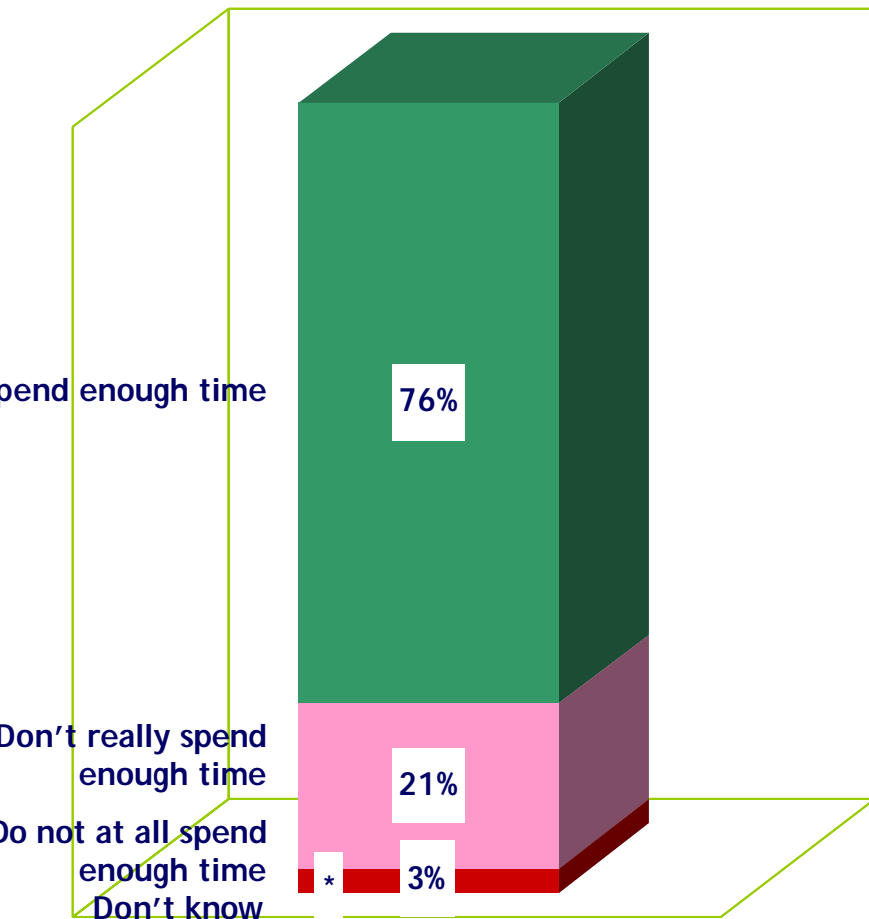
Personally...

Satisfaction with amount of time spent with children

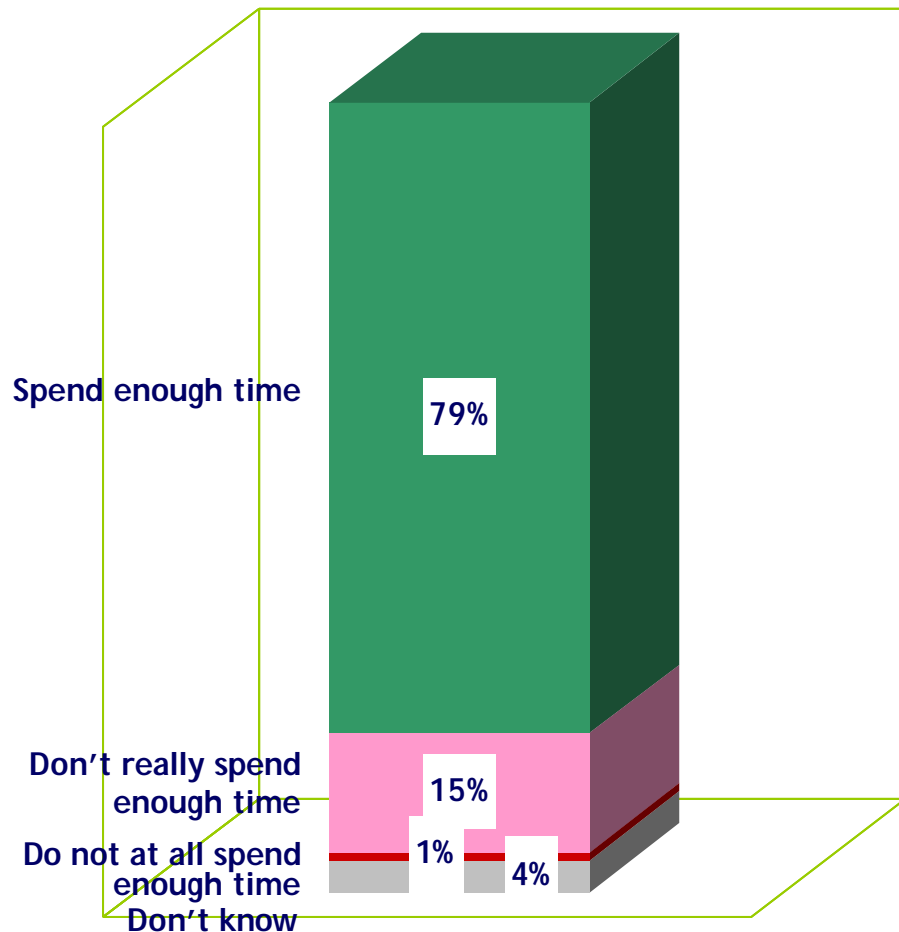


# PARENTS AND CHILDREN SPENDING ENOUGH TIME TOGETHER

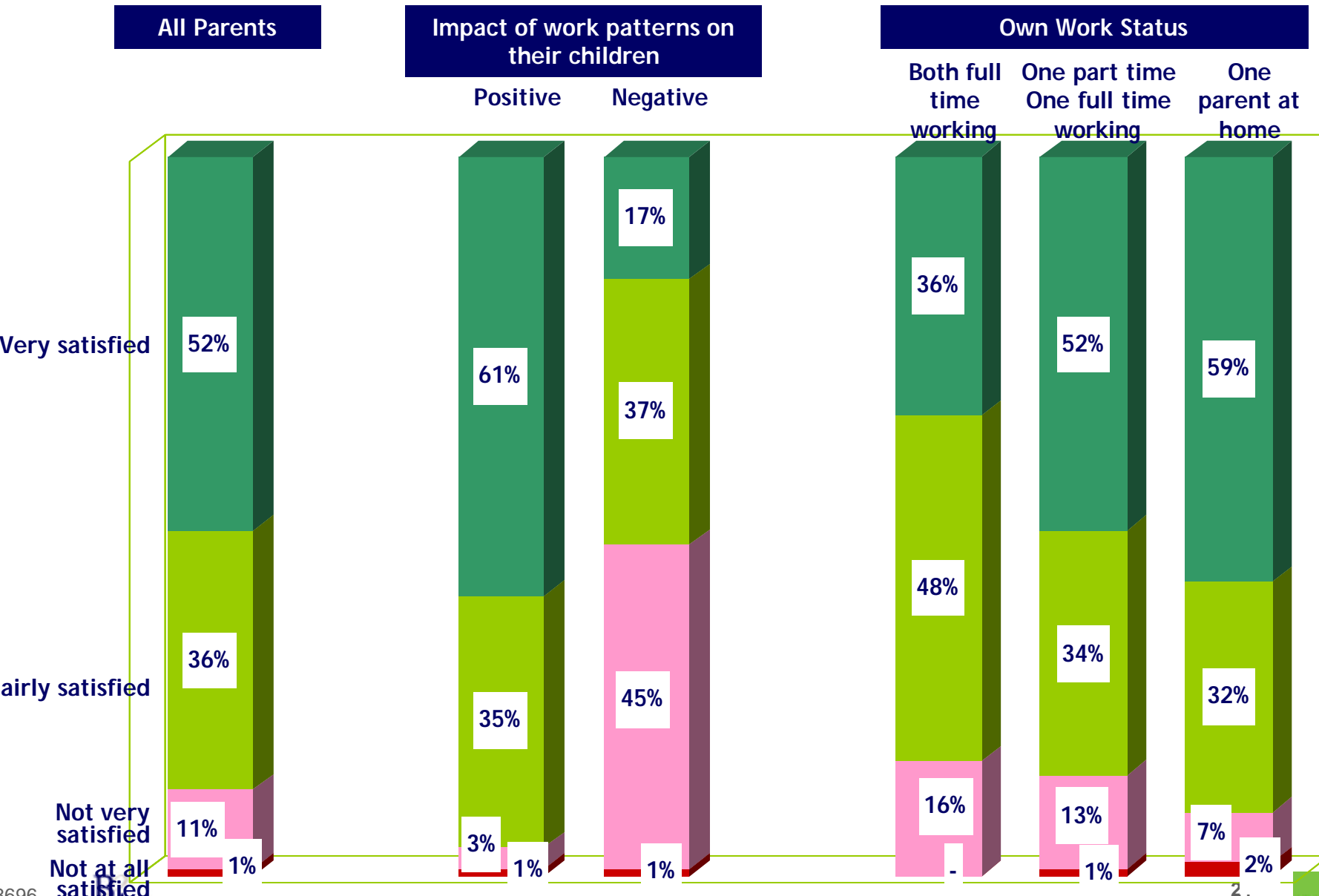
Parent's view  
(All parents: 402)



Young peoples view  
(All 12-17s: 201)



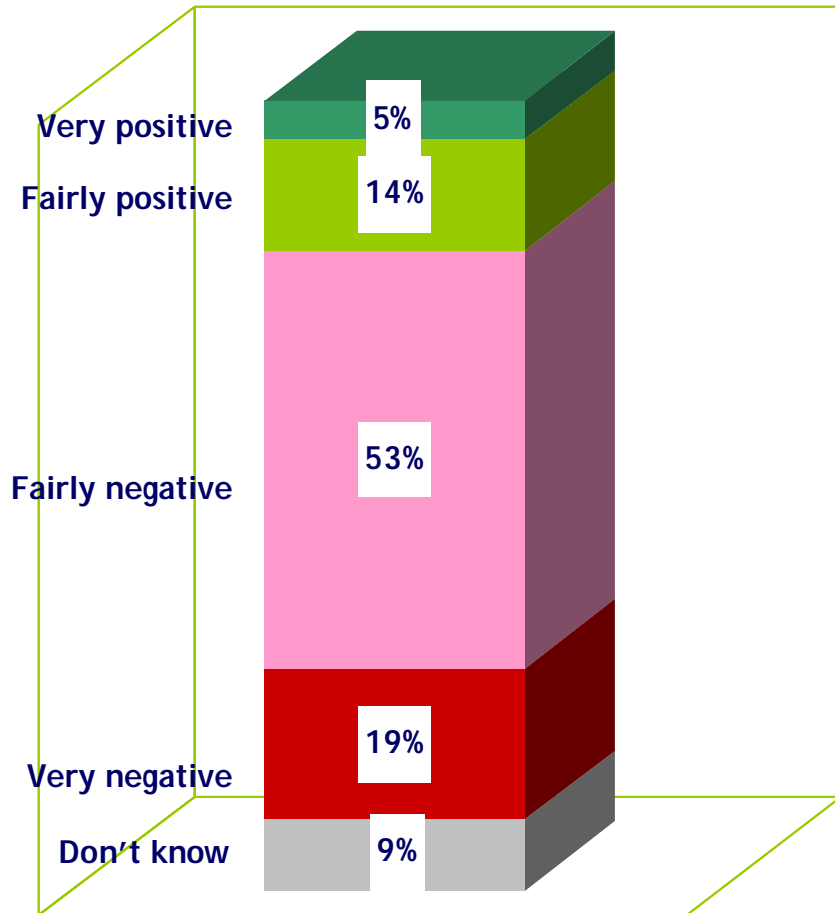
# SATISFACTION WITH AMOUNT TIME SPEND WITH CHILDREN (All Parents: 402)



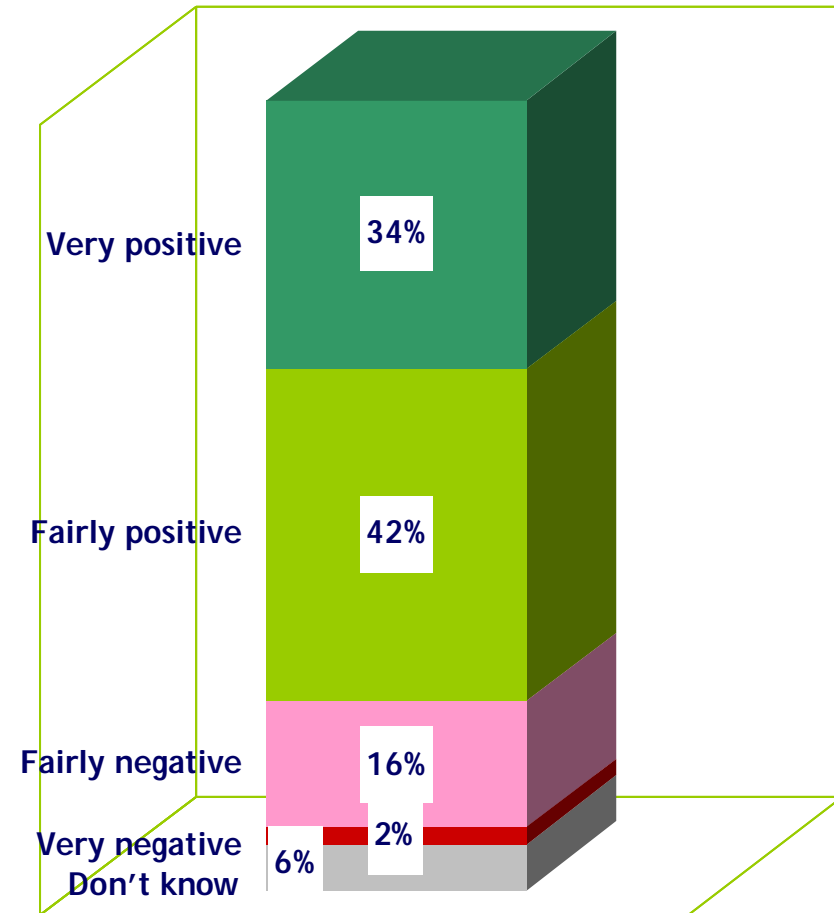


# IMPACT OF WORK PATTERNS ON CHILDREN (All parents: 402)

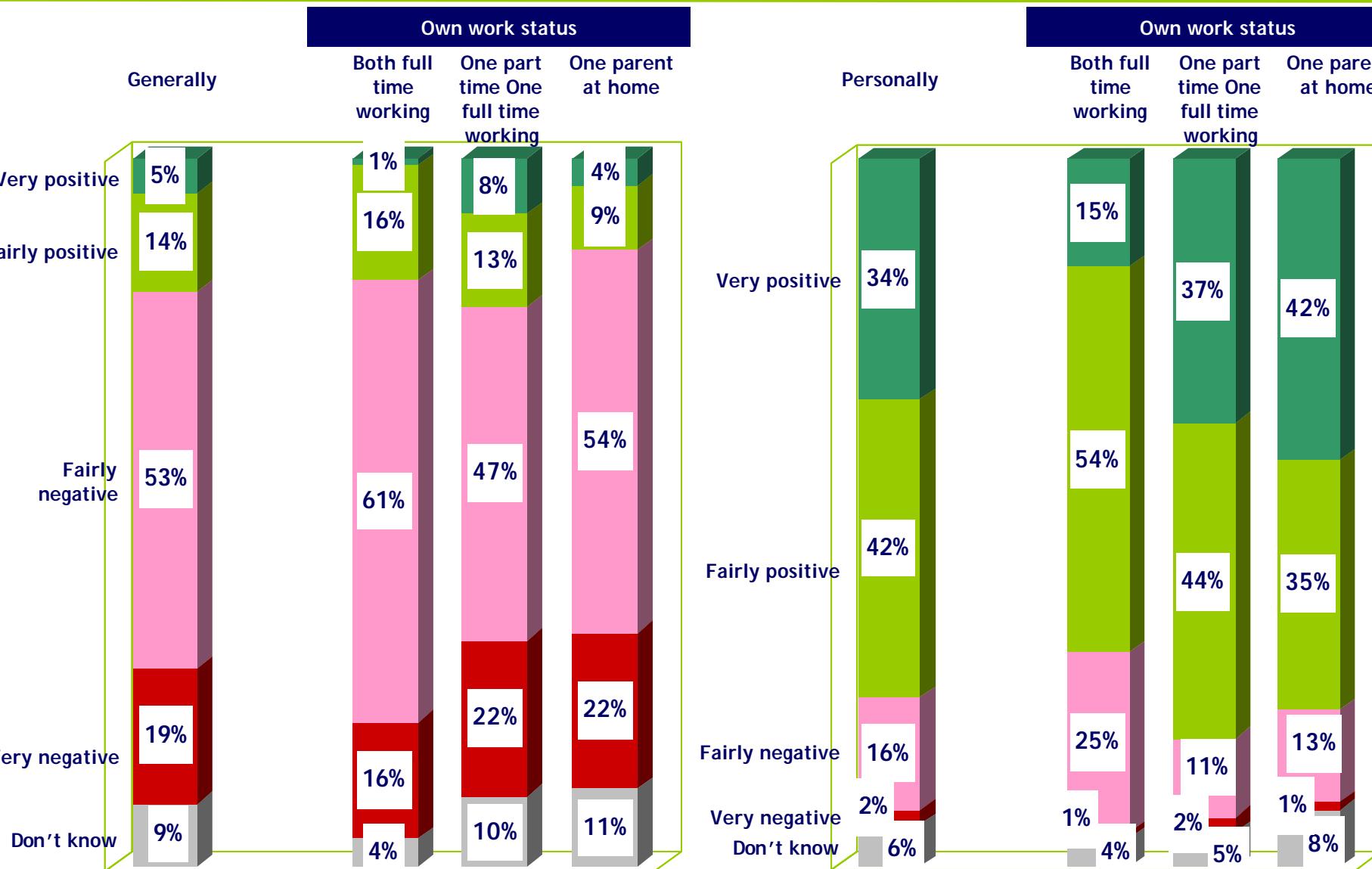
## Generally



## Personally



# IMPACT OF TODAY'S WORK PATTERNS OF CHILDREN (All parents: 402)



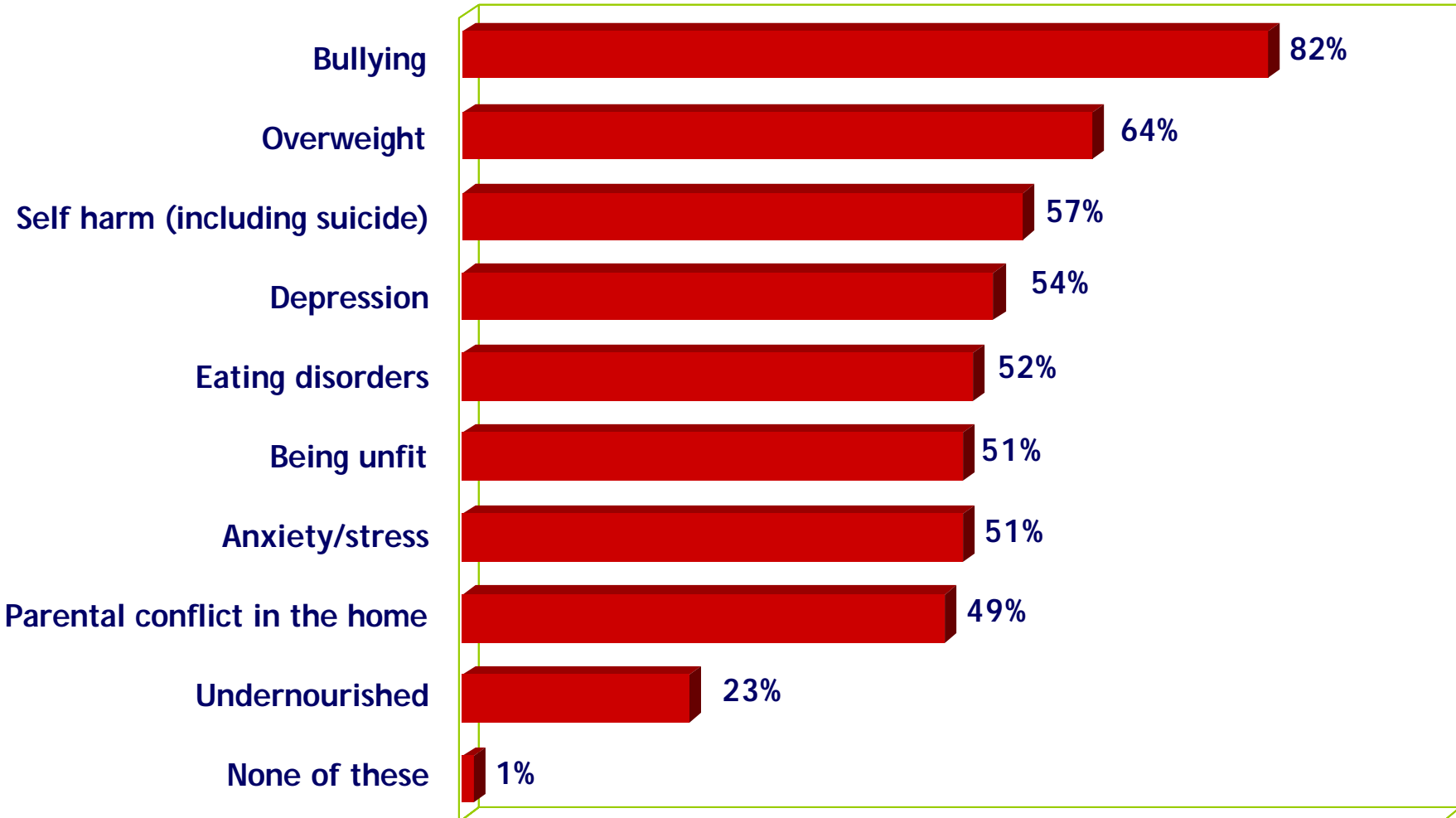


## 5. PHYSICAL & MENTAL HEALTH

# AREAS OF CONCERN REGARDING CHILDREN GENERALLY

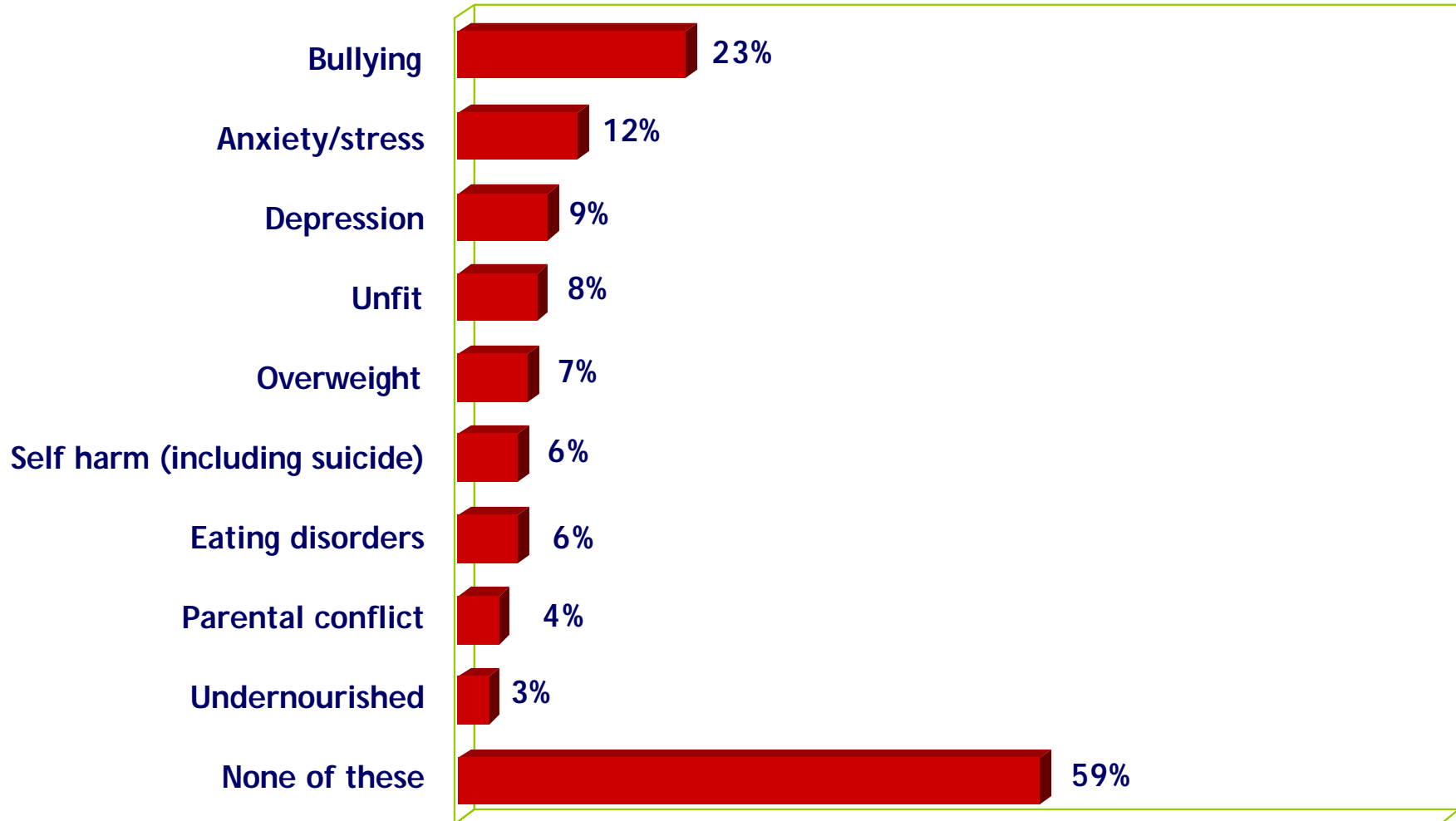
	All Parents: 402	All 12-17s: 201
	Ranking	Ranking
Bullying	1 <sup>st</sup>	1 <sup>st</sup>
Overweight	2 <sup>nd</sup>	2 <sup>nd</sup>
Self harm (including suicide)	3 <sup>rd</sup>	8 <sup>th</sup>
Depression	4 <sup>th</sup>	7 <sup>th</sup>
Eating disorders	5 <sup>th</sup>	4 <sup>th</sup>
Being unfit	6 <sup>th</sup>	3 <sup>rd</sup>
Anxiety/stress	7 <sup>th</sup>	6 <sup>th</sup>
Parental conflict in the home	8 <sup>th</sup>	5 <sup>th</sup>
Under nourished	9 <sup>th</sup>	9 <sup>th</sup>

# AREAS OF CONCERN REGARDING CHILDREN GENERALLY (All parents: 402)



# AREAS OF CONCERN IN RELATION TO OWN CHILDREN

(All parents: 402)



# AREAS OF CONCERN IN RELATION TO OWN CHILDREN

(All parents: 402)

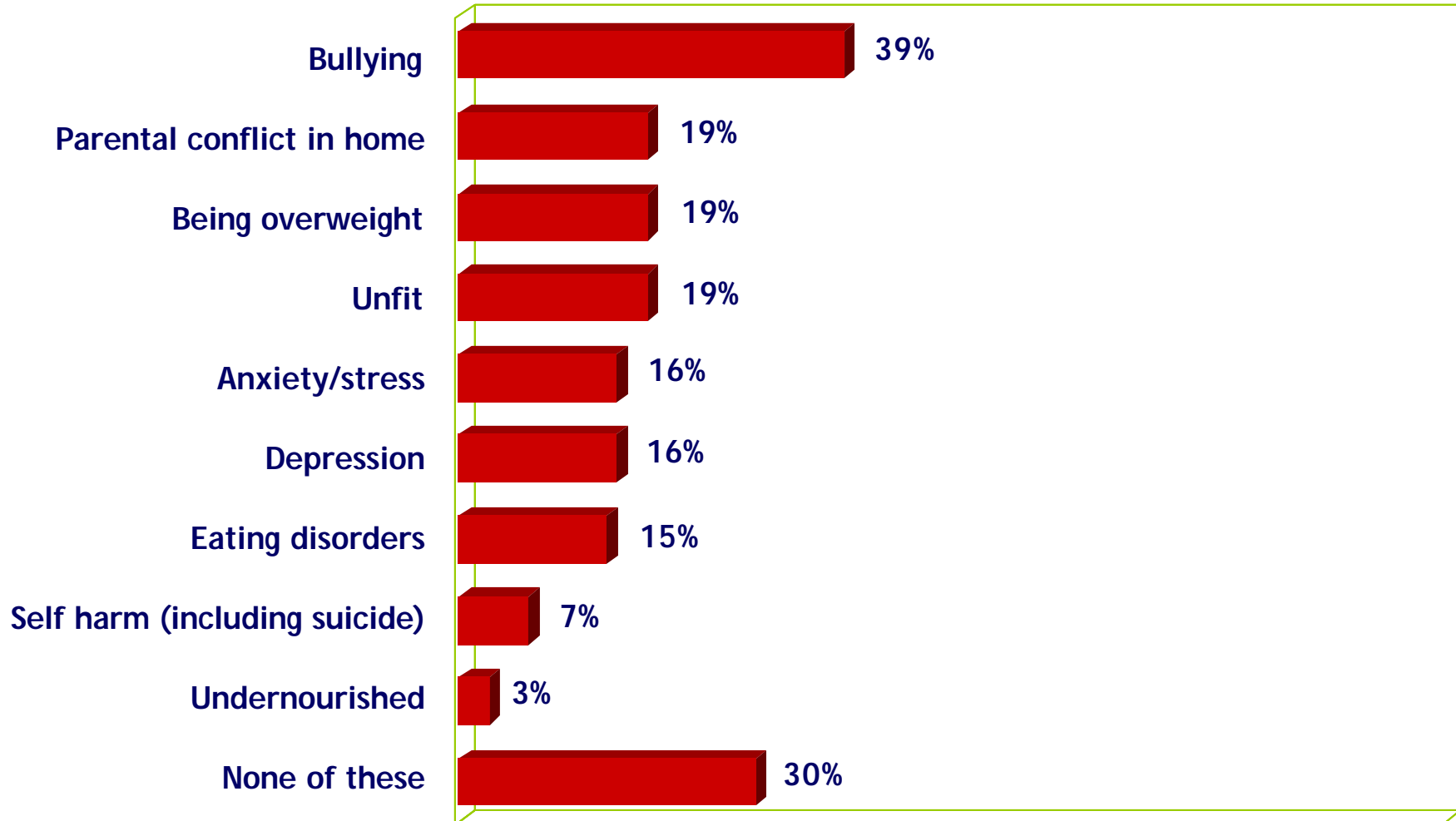
	Generally	Own Children
	Ranking	Ranking
Bullying	1 <sup>st</sup>	1 <sup>st</sup>
Overweight	2 <sup>nd</sup>	5 <sup>th</sup>
Self harm (including suicide)	3 <sup>rd</sup>	6 <sup>th</sup>
Depression	4 <sup>th</sup>	3 <sup>rd</sup>
Eating disorders	5 <sup>th</sup>	7 <sup>th</sup>
Being unfit	6 <sup>th</sup>	4 <sup>th</sup>
Anxiety/stress	7 <sup>th</sup>	2 <sup>nd</sup>
Parental conflict in the home	8 <sup>th</sup>	8 <sup>th</sup>
Under nourished	9 <sup>th</sup>	9 <sup>th</sup>

# AREAS OF CONCERN IN RELATION TO OWN CHILDREN X GENDER (All parents: 402)

	Total	Gender	
		Male	Female
	%	%	%
<b>Bullying</b>	<b>71</b>	<b>70</b>	<b>72</b>
<b>Overweight</b>	<b>62</b>	<b>53</b>	<b>70</b>
<b>Unfit</b>	<b>56</b>	<b>58</b>	<b>54</b>
<b>Eating disorders</b>	<b>47</b>	<b>32</b>	<b>62</b>
<b>Parental conflict in home</b>	<b>41</b>	<b>36</b>	<b>47</b>
<b>Anxiety/stress</b>	<b>41</b>	<b>34</b>	<b>49</b>
<b>Depression</b>	<b>40</b>	<b>34</b>	<b>47</b>
<b>Self harm (including suicide)</b>	<b>35</b>	<b>33</b>	<b>37</b>
<b>Undernourished</b>	<b>16</b>	<b>12</b>	<b>20</b>
<b>None of these</b>	<b>3</b>	<b>4</b>	<b>3</b>



# ISSUES AFFECTING CLOSE FRIENDS (All 12-17s: 201)



# ISSUES AFFECTING CLOSE FRIENDS X AGE (All 12-17s: 201)

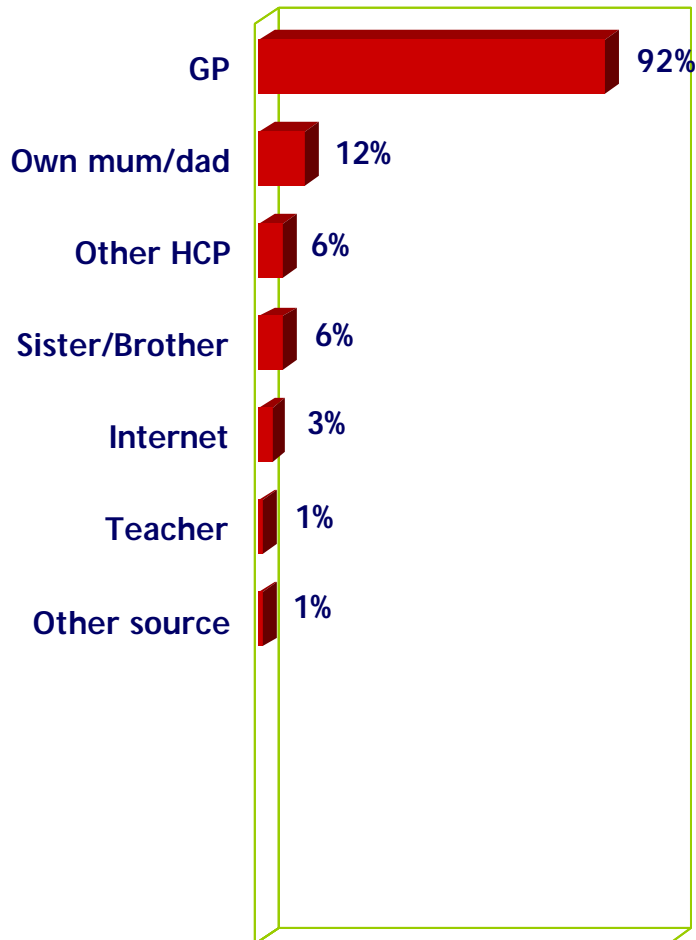
	All	Age		
	12-17s	12-13	14-15	16-17
	%	%	%	%
<b>Bullying</b>	<b>39</b>	<b>43</b>	<b>47</b>	<b>29</b>
Parental conflict in the home	19	10	13	24
Overweight	19	22	19	17
Being unfit	19	18	22	19
Anxiety/stress	16	9	22	19
Depression	16	7	17	23
Eating disorders	15	9	13	24
Self harm (including suicide)	7	3	6	11
Undernourished	3	4	-	4
None of these	30	31	33	27

# ISSUES AFFECTING CLOSE FRIENDS X GENDER & CLASS (All 12-17s: 201)

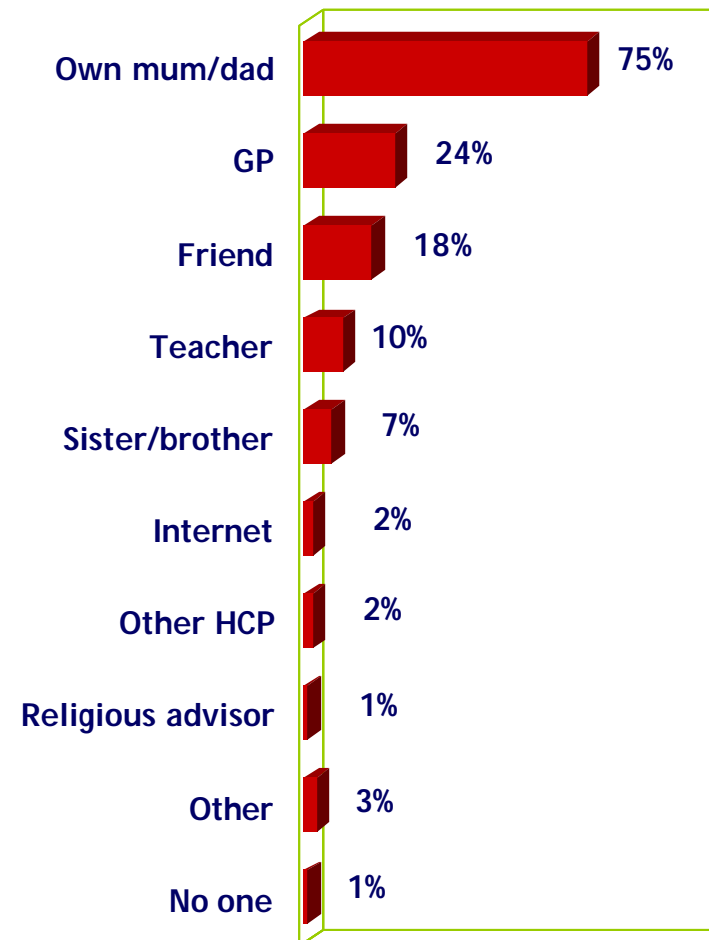
	All 12-17s	Gender		Class	
		Boy	Girl	ABC1	C2DE
	%	%	%	%	%
<b>Bullying</b>	<b>39</b>	<b>42</b>	<b>37</b>	<b>41</b>	<b>38</b>
Parental conflict in the home	19	21	18	23	17
Overweight	19	17	22	20	19
Being unfit	19	24	15	16	22
Anxiety/stress	16	11	22	17	16
Depression	16	17	15	15	17
Eating disorders	15	7	24	22	10
Self harm (including suicide)	7	7	7	9	6
Undernourished	3	3	3	3	3
None of these	30	30	31	26	34

# SOURCES OF ADVICE FOR PHYSICAL HEALTH ISSUES

All parents: 402

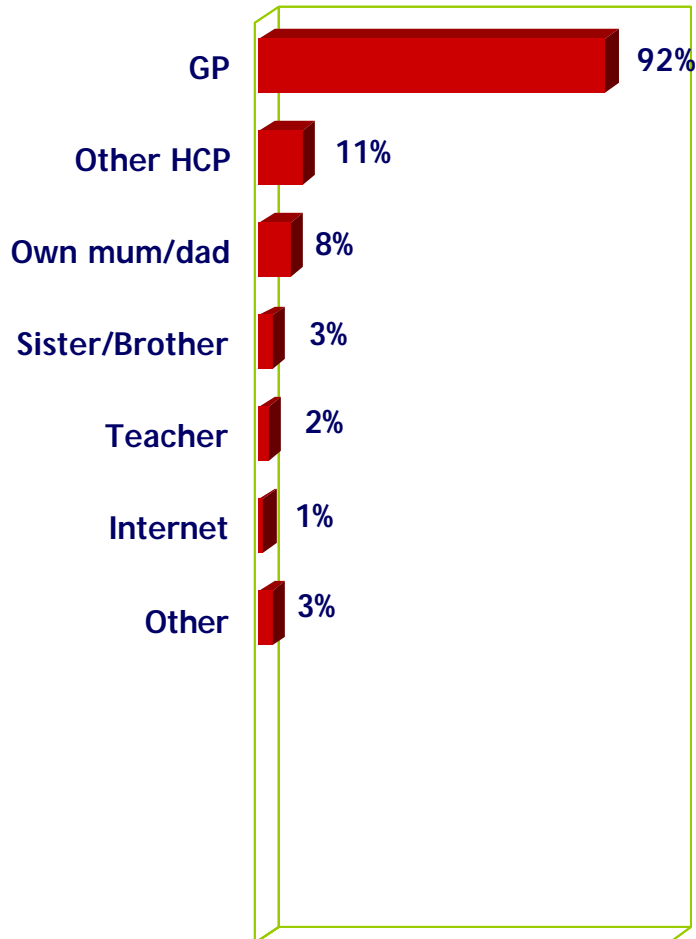


All 12-17s: 201

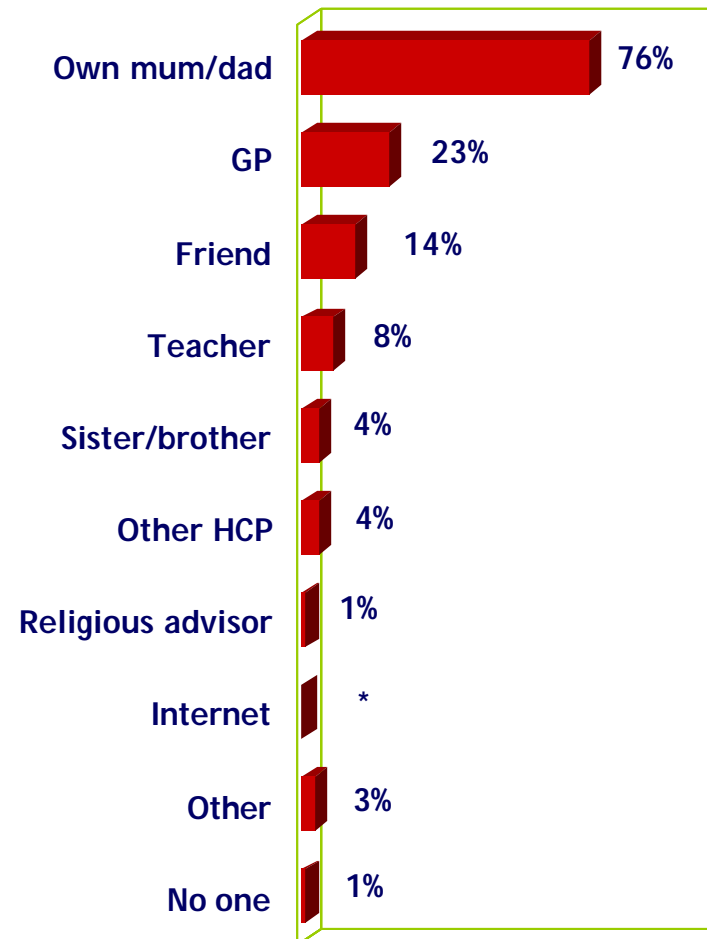


# SOURCES OF ADVICE ON MENTAL HEALTH

All parents: 402



All 12-17s: 201





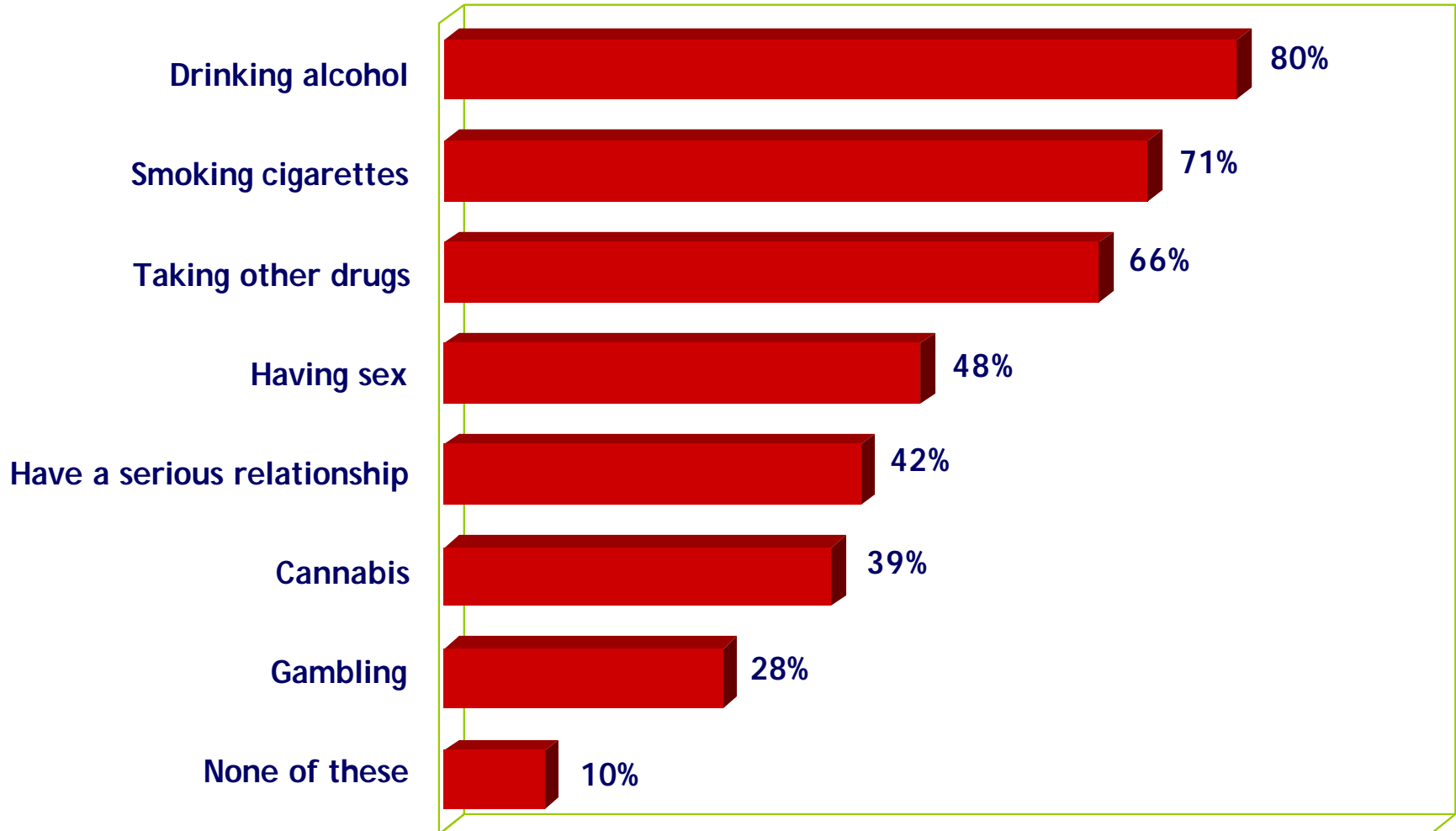
## 6. BEHAVIOUR WHICH GENERATES CONCERN

# ACTIVITIES AWARE OWN CHILDREN ARE INVOLVED IN AT ALL

(All parents: 402)

	All parents	All with any teenagers	All with no teenagers
	%	%	%
Drinking alcohol	18	34	3
Smoking cigarettes	10	18	3
Having sex	4	7	1
Gambling	2	2	1
Smoking cannabis	1	1	1
Taking other drugs	1	-	1
None of these	75	56	94
Don't know	4	5	2

# TOPICS EVER DISCUSSED WITH PARENTS (All 12-17s: 201)

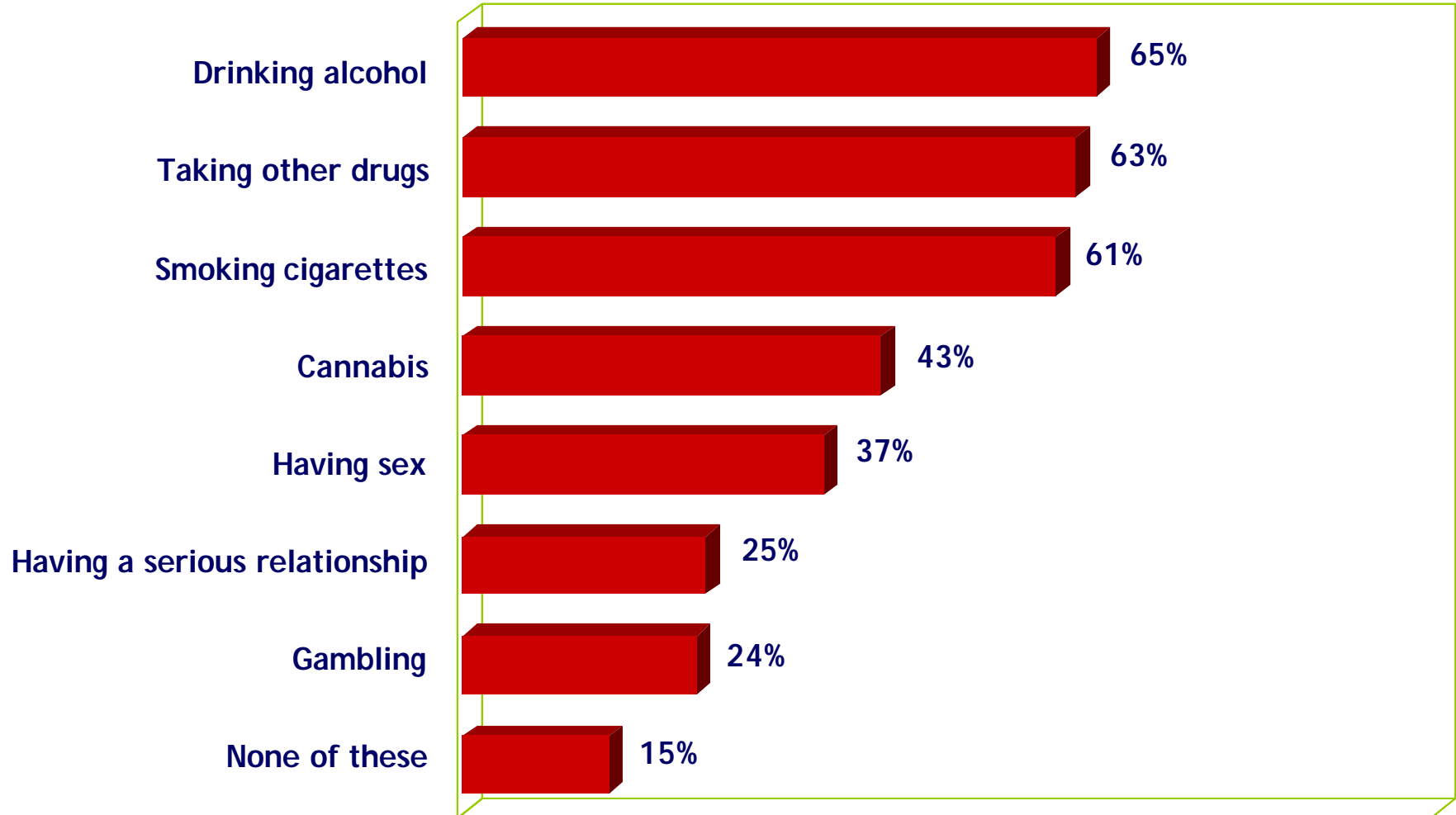




# ACTIVITIES EVER DISCUSSED WITH PARENTS X DEMOGRAPHICS (All 12-17s: 201)

	As 12-17s	Gender		Age			Class	
		Male	Female	12-13	14-15	16-17	ABC1	C2DEF
	%	%	%	%	%	%	%	%
Drinking alcohol	80	77	82	61	86	91	82	78
Smoking cigarettes	71	67	74	64	70	77	71	71
Taking other drugs	66	65	66	55	69	73	65	66
Having sex	48	42	54	34	50	59	50	46
Have a serious relationship	42	36	49	36	41	50	46	59
Cannabis	39	38	41	34	34	49	38	40
Gambling	28	30	27	22	30	33	22	34
None of these	10	14	7	21	6	4	12	9

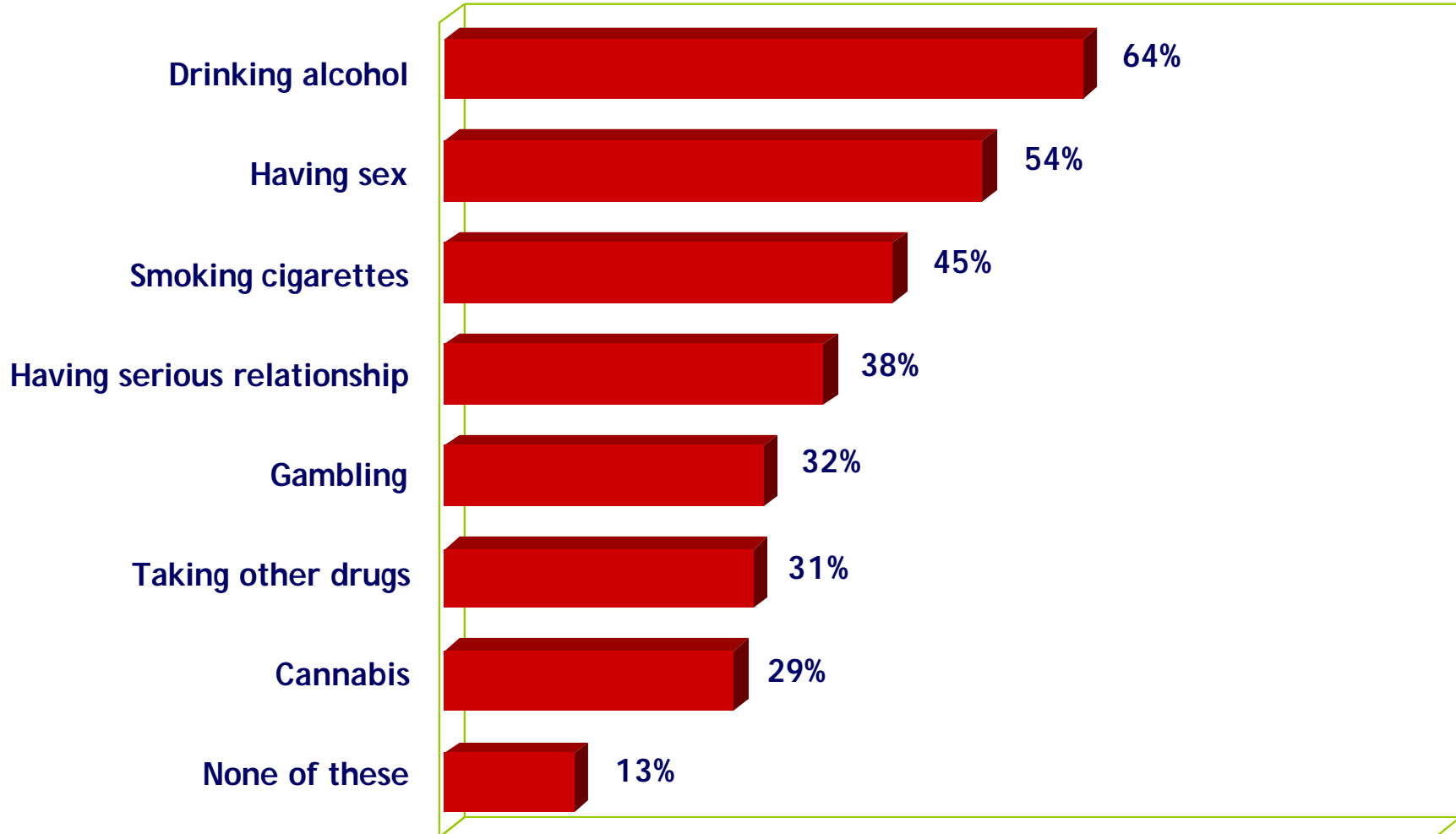
# ACTIVITIES PARENTS HAVE SET RULES ON (All 12-17s: 201)



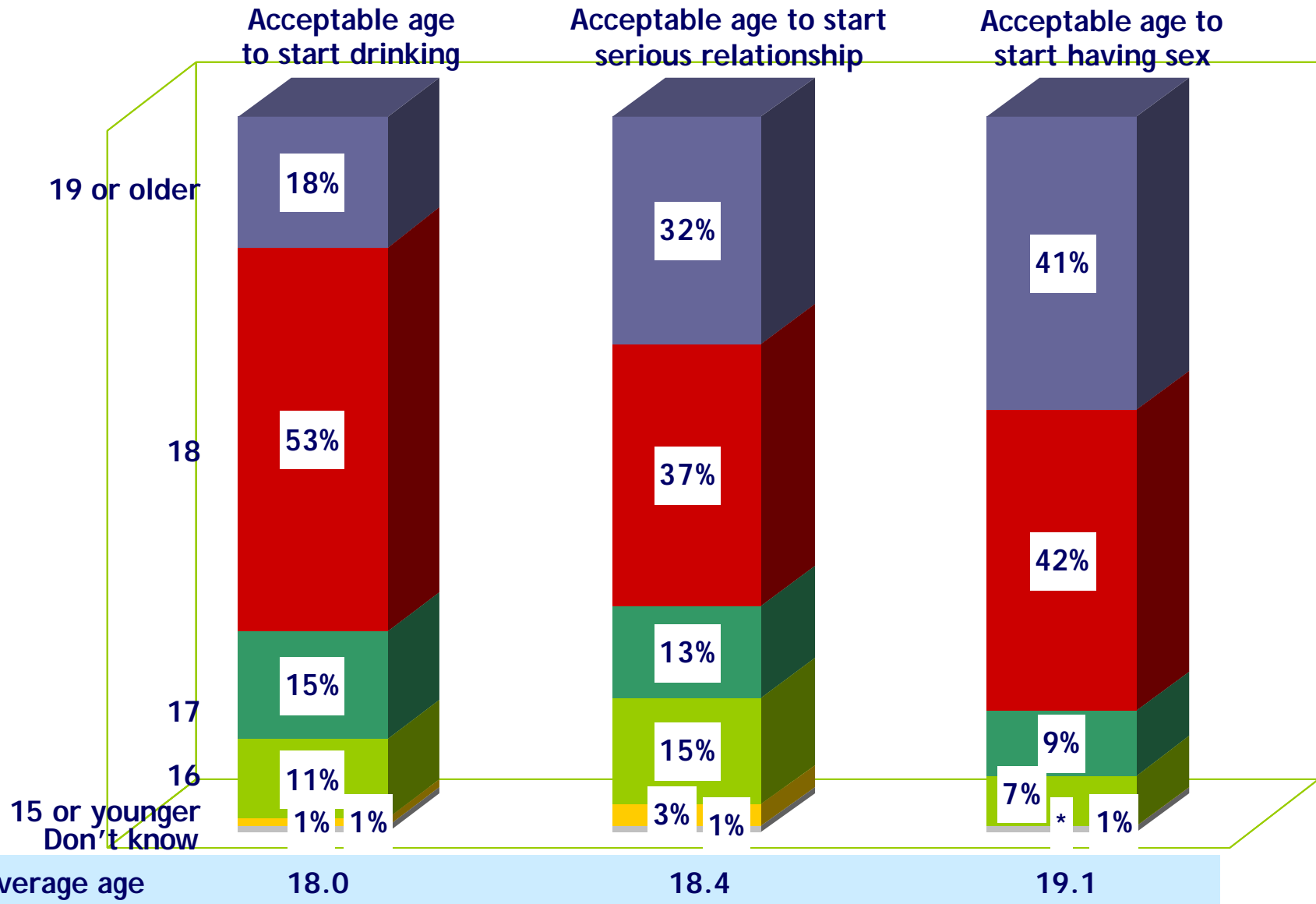
# ACTIVITIES PARENTS HAVE SET RULES ON X DEMOGRAPHICS (All 12-17s: 201)

	All 12-17s	Gender		Age			Class	
		Male	Female	12-13	14-15	16-17	ABC1	C2DEF
	%	%	%	%	%	%	%	%
Drinking alcohol	65	68	61	63	64	67	68	61
Taking other drugs	63	71	55	58	64	67	62	64
Smoking cigarettes	61	68	53	66	63	54	60	61
Cannabis	43	49	37	37	44	47	40	45
Having sex	37	31	43	27	38	46	38	36
Having a serious relationship	25	20	31	27	22	27	24	27
Gambling	24	30	19	27	23	23	21	28
None of these	15	13	17	16	16	13	15	15

# ACTIVITIES FEEL UNDER 18s SHOULD NOT TAKE PART IN (All 12-17s: 201)

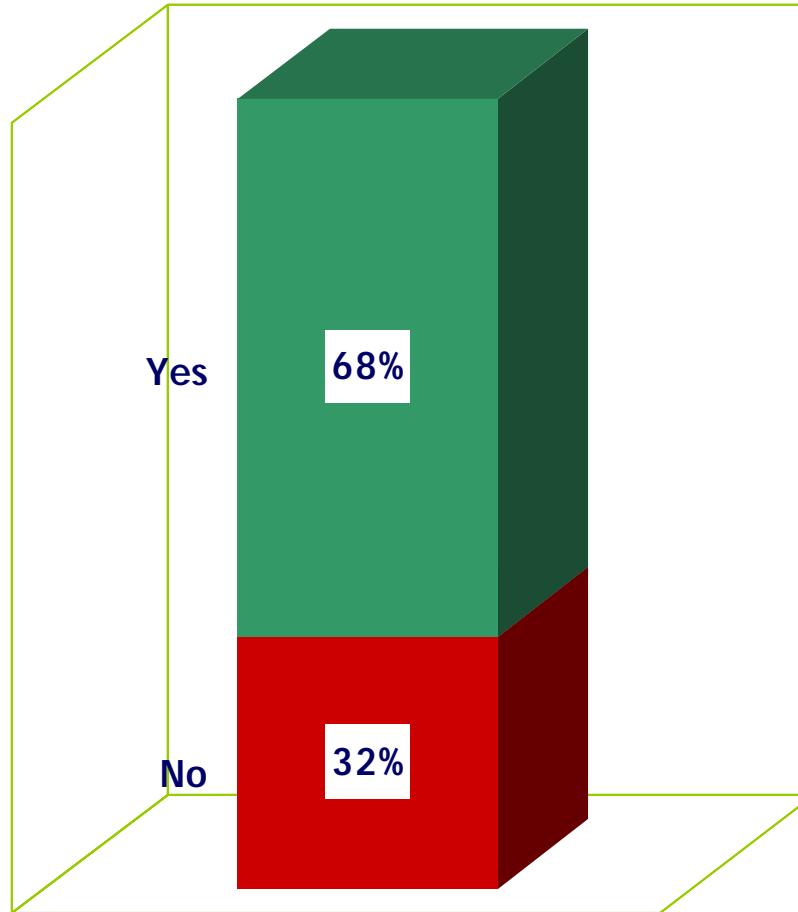


# AGE RESTRICTIONS (All parents: 402)



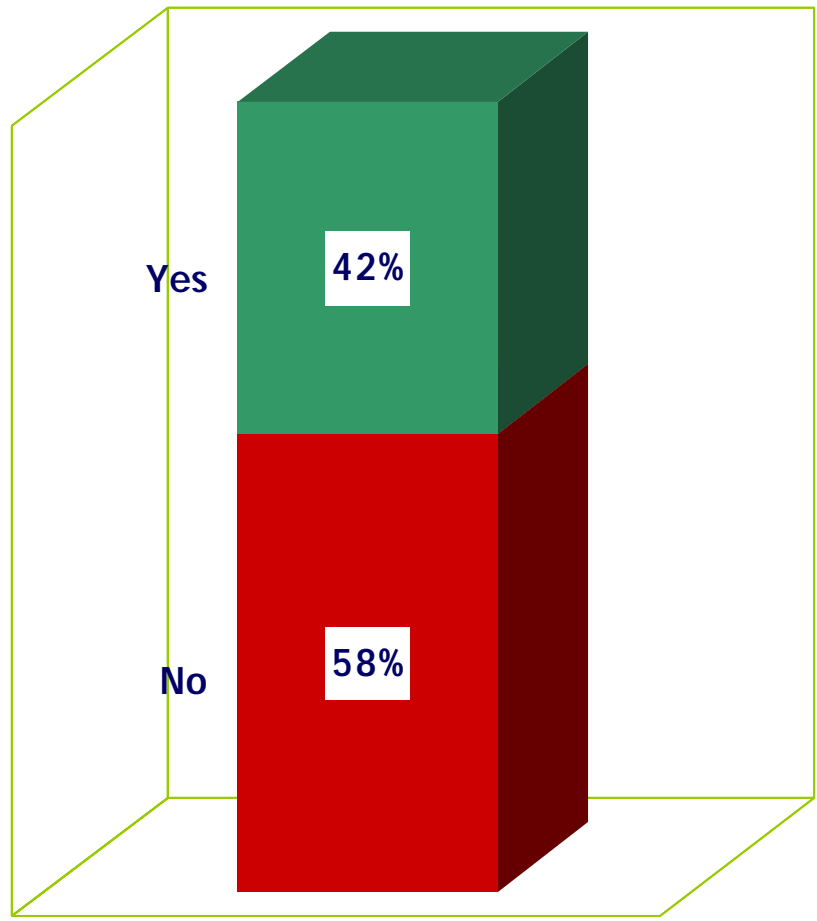
# SHOULD ALCOHOL ADVERTISING BE BANNED BEFORE 9PM?

(All parents: 402)



# SHOULD THE DRINKS INDUSTRY PAY THE COST OF ALCOHOL TREATMENT?

(All parents: 402)



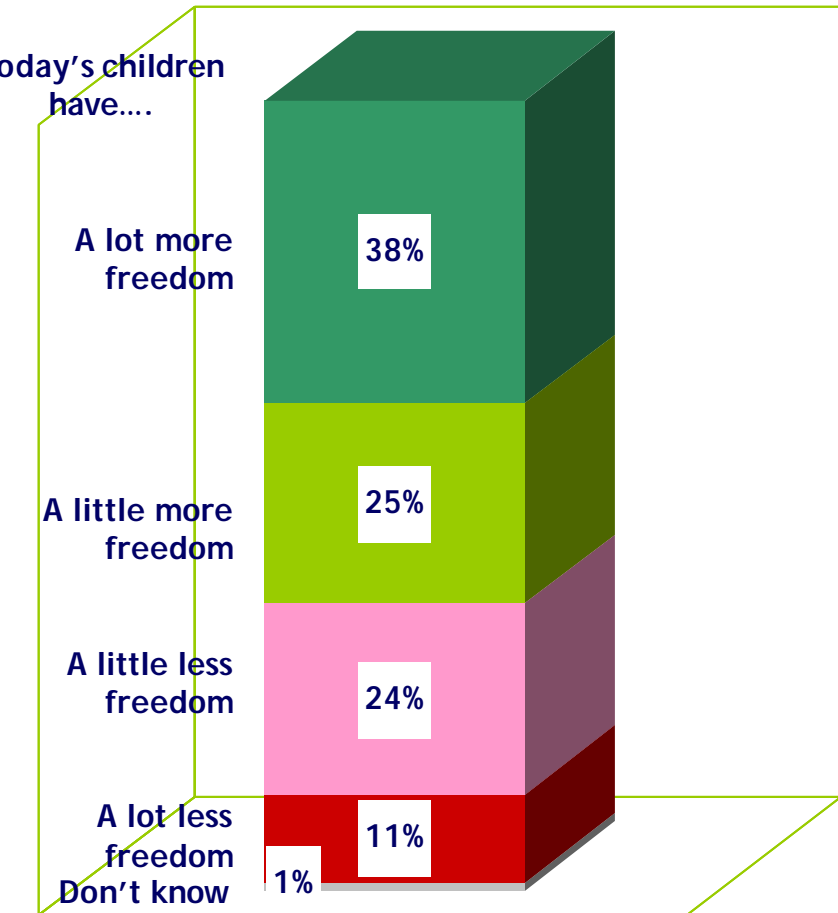


## 7. Freedom and Protection

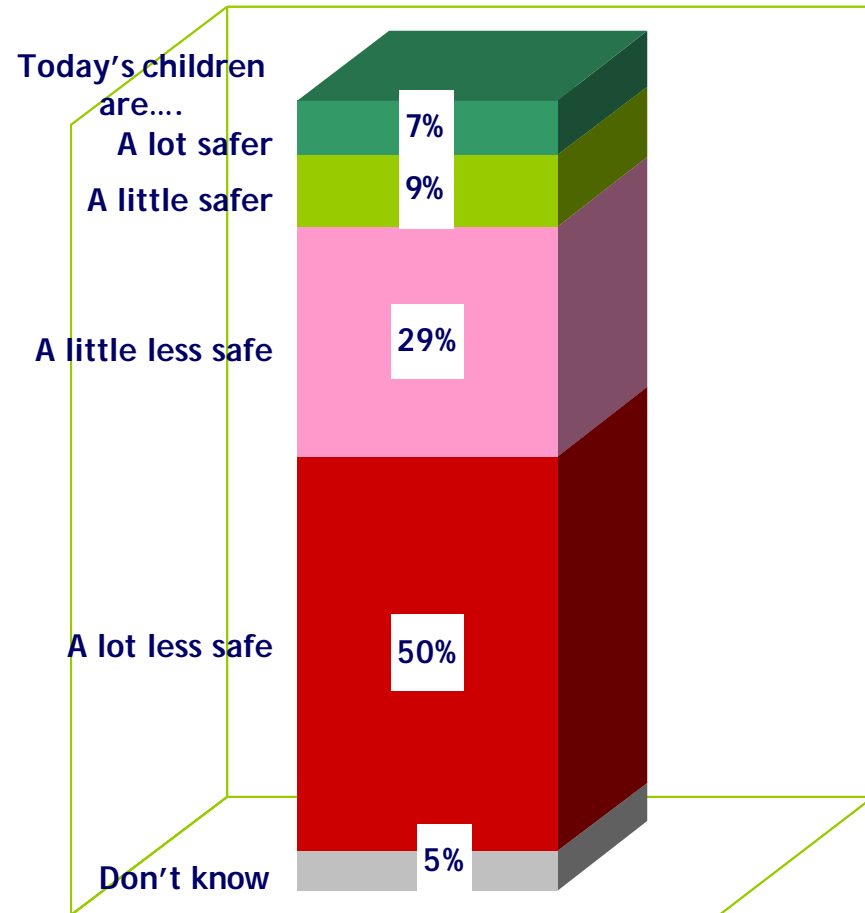


# PARENT'S ATTITUDES TO FREEDOM & SAFETY (All parents: 402)

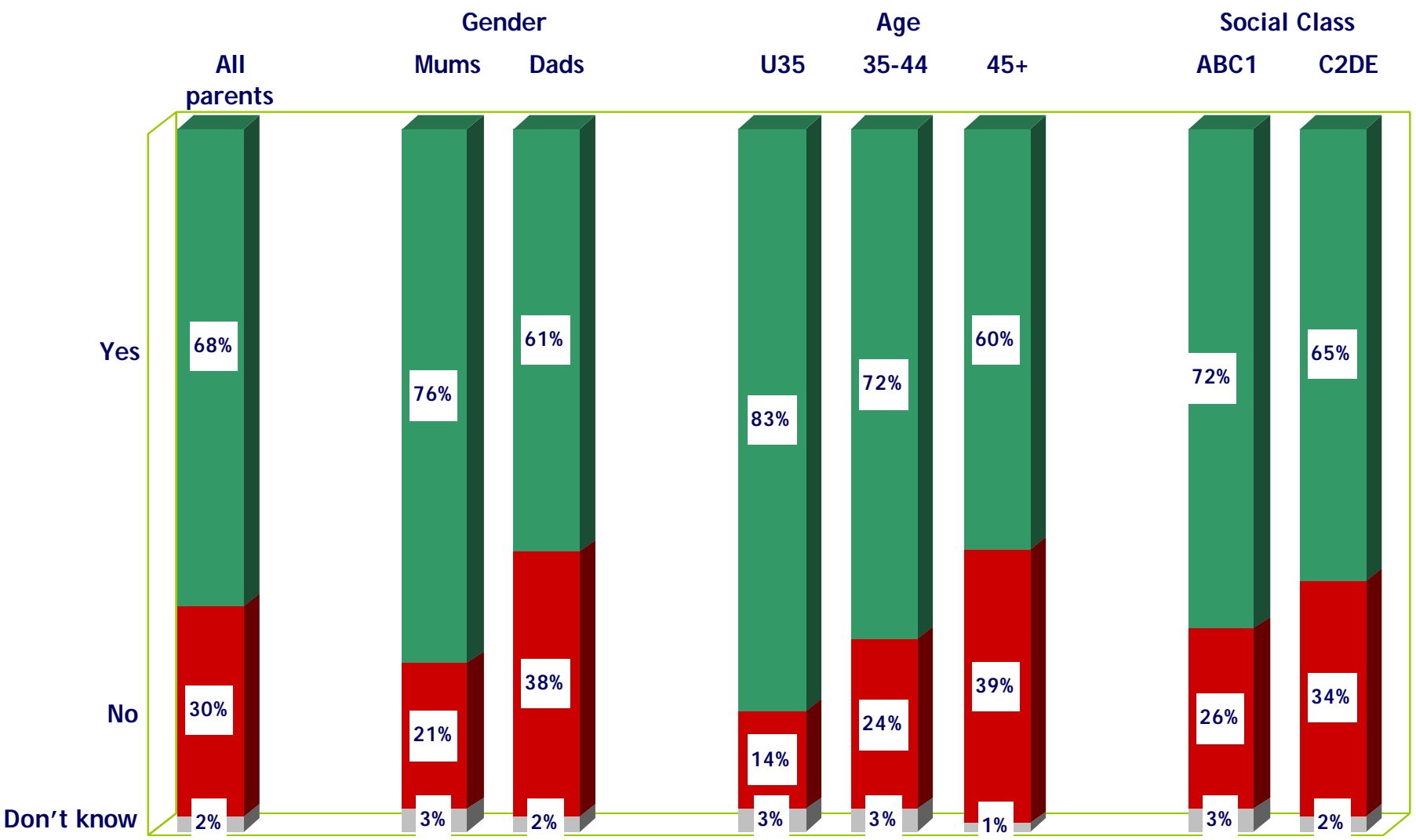
How much freedom do children today have in comparison to parent's childhood?



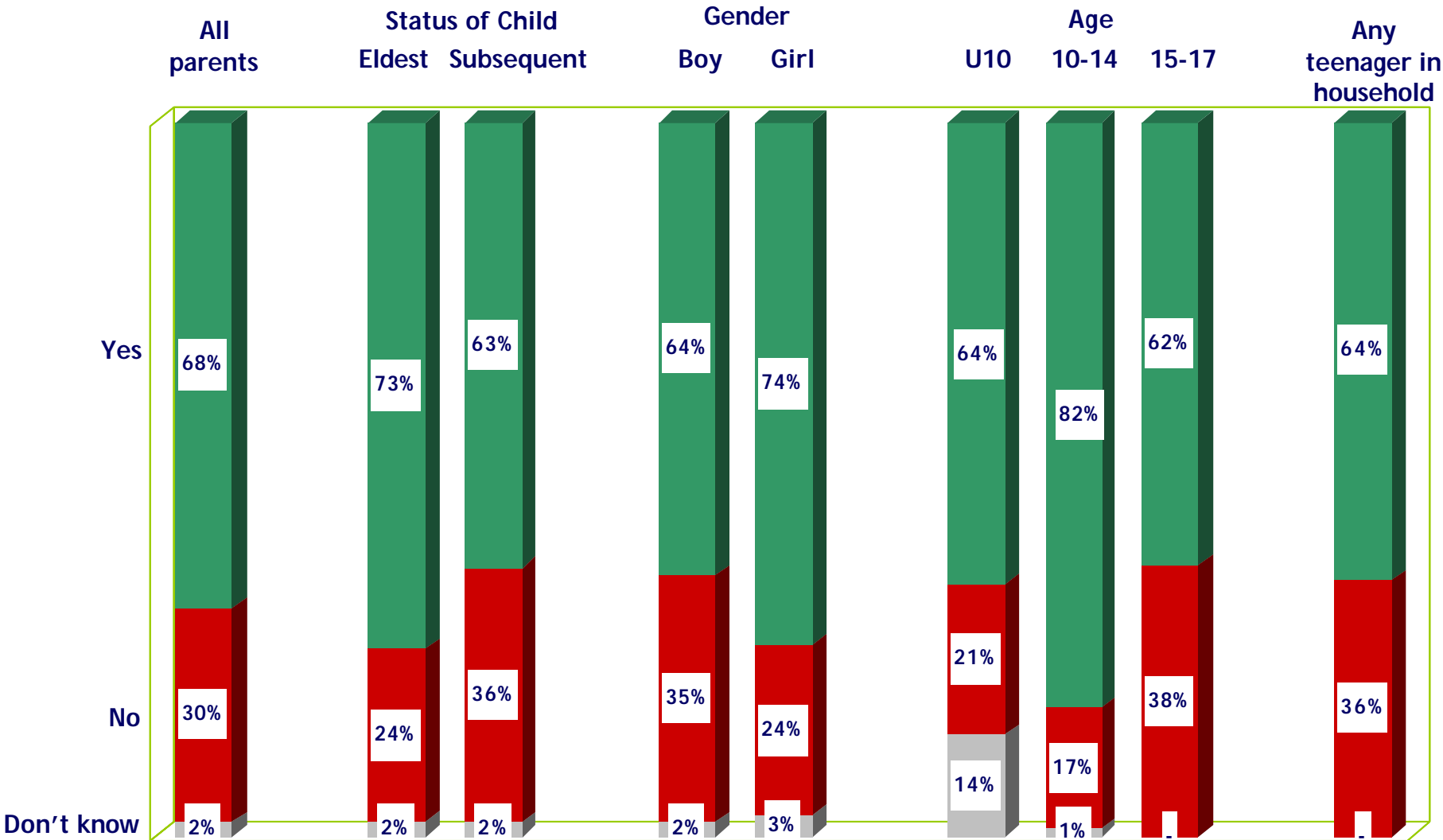
How safe are children today in comparison to parent's childhood?



# INCIDENCE OF MONITORING CHILD'S INTERNET USE X PARENTS PROFILE (All Parents: 402)

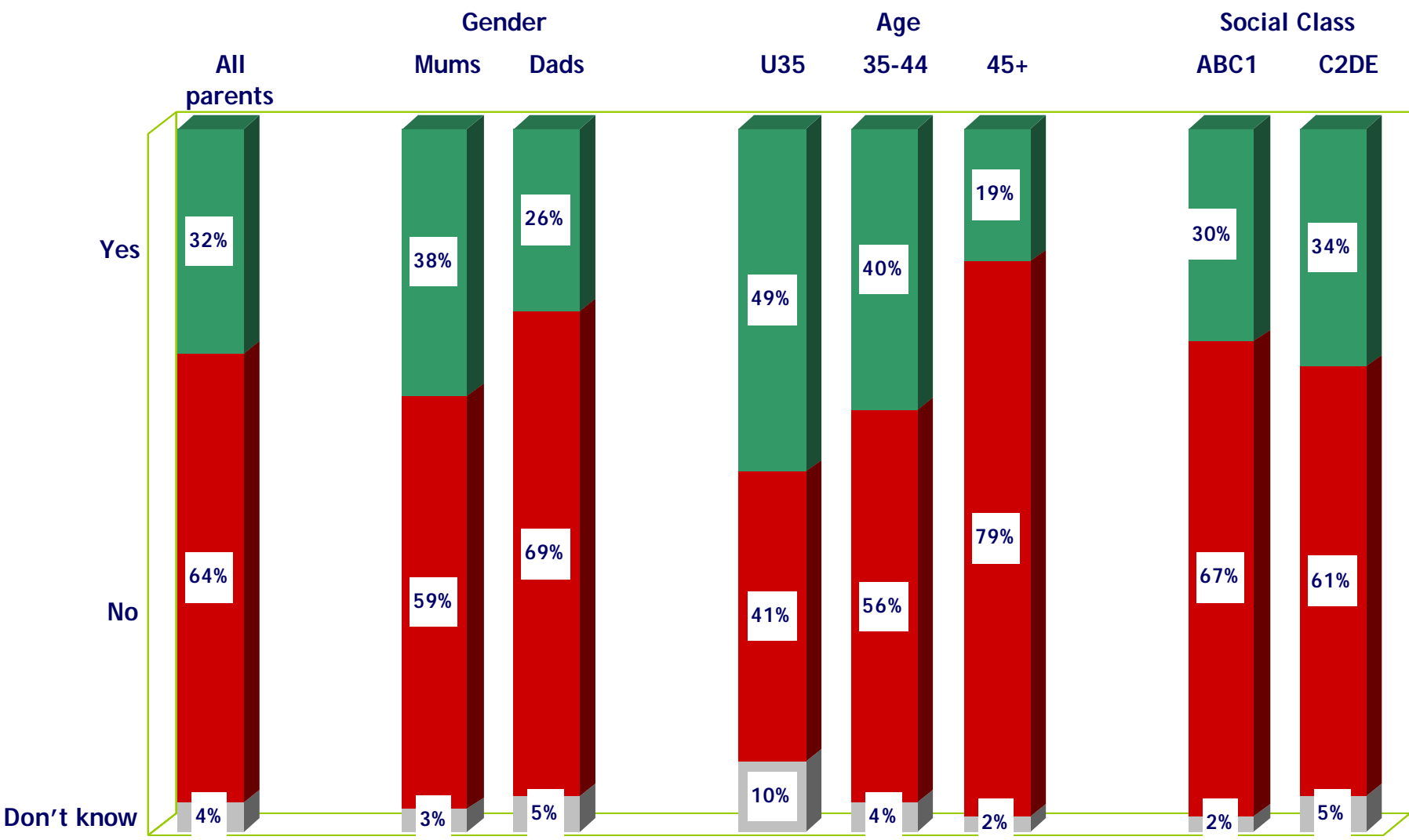


# INCIDENCE OF MONITORING CHILD'S INTERNET USE X CHILD'S PROFILE (All Parents: 402)

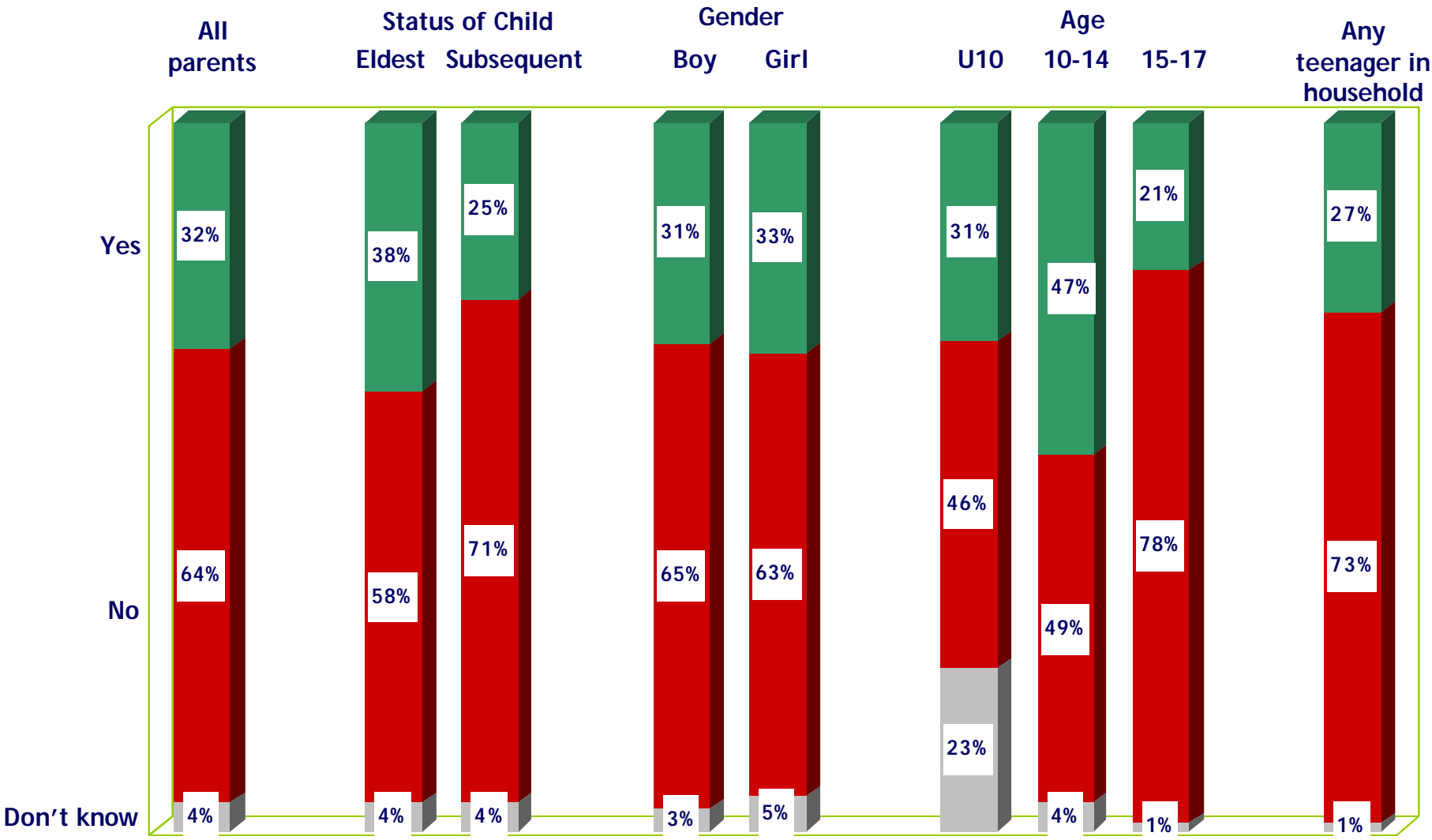


# INCIDENCE OF MONITORING CHILD'S TEXT OR PICTURE MESSAGES

## X PARENTS PROFILE (All Parents: 402)

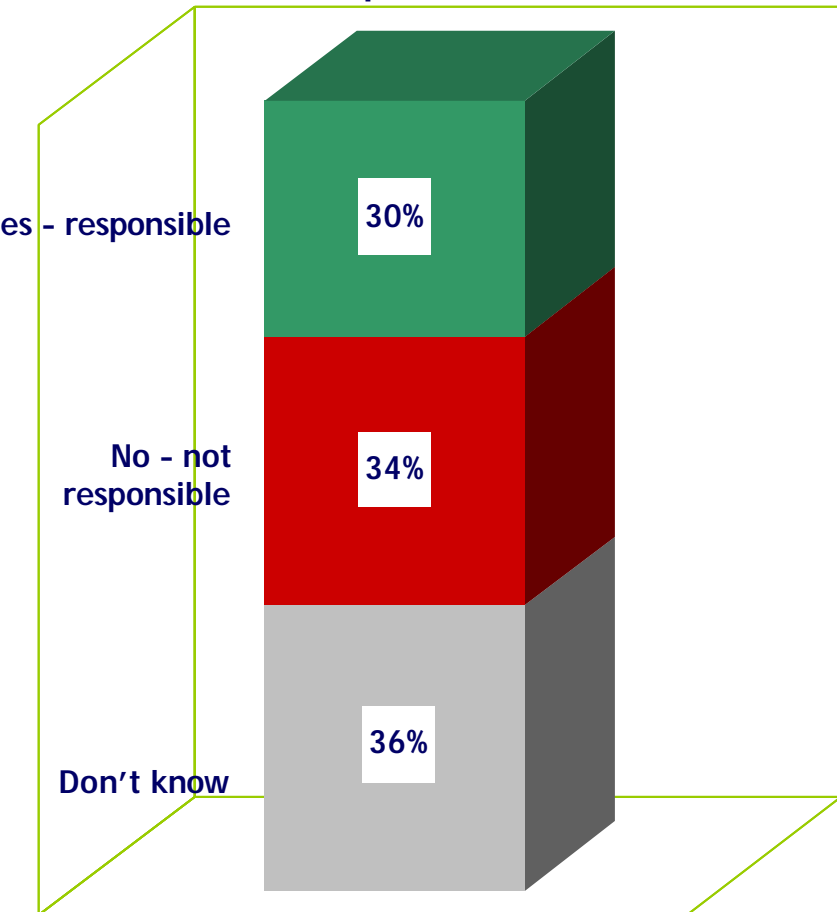


# INCIDENCE OF MONITORING CHILD'S TEXT OR PICTURE MESSAGES X CHILDS PROFILE (All Parents: 402)

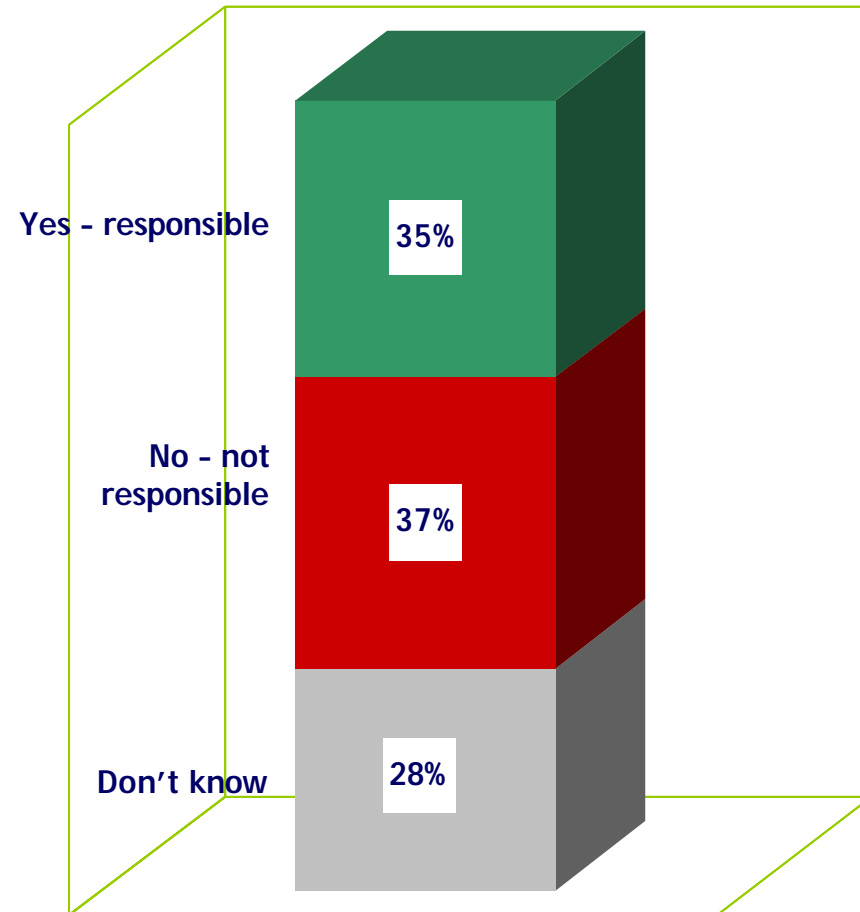


# ARE WEBSITES SUCH AS BEBO/MYSPACE RESPONSIBLE FOR THEIR CONTENT?

Parent's View  
(All parents: 402)

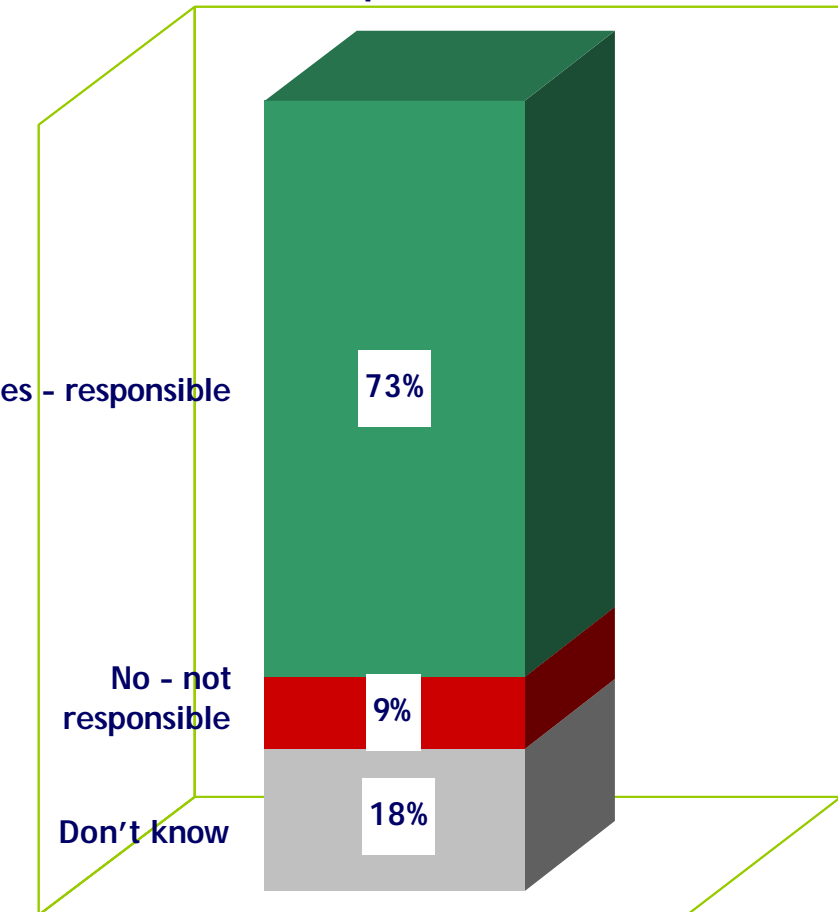


Young People's View  
(All 12-17s: 201)

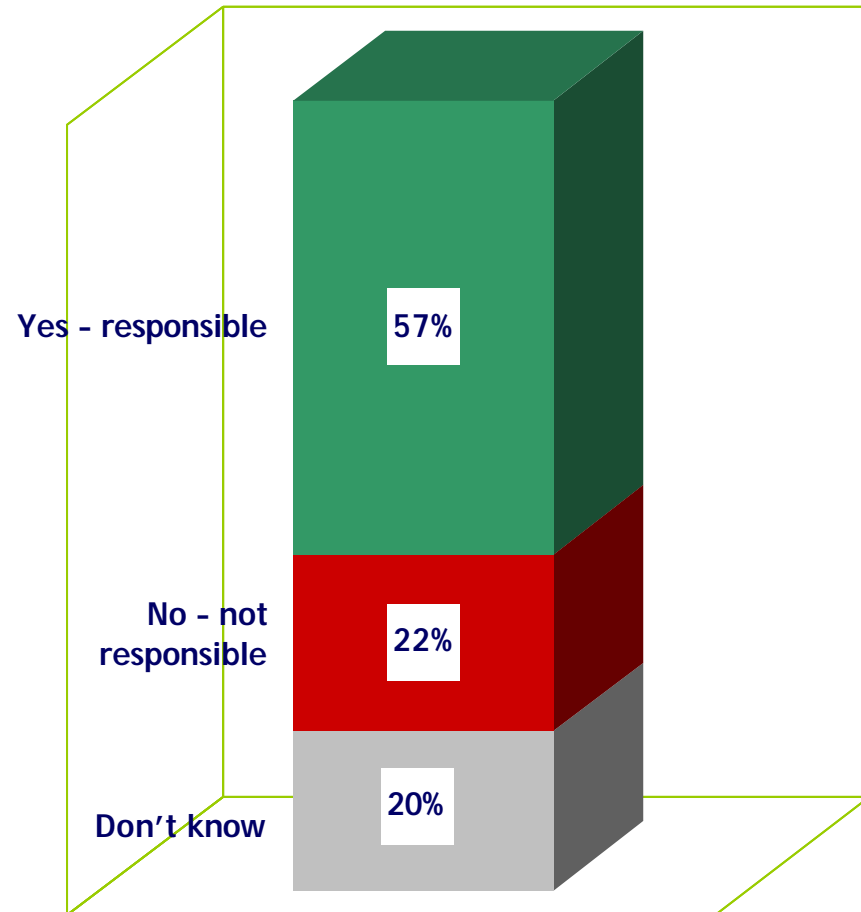


# SHOULD WEBSITES SUCH AS BEBO AND MYSPACE BE RESPONSIBLE FOR THEIR CONTENT?

Parent's View  
(All parents: 402)

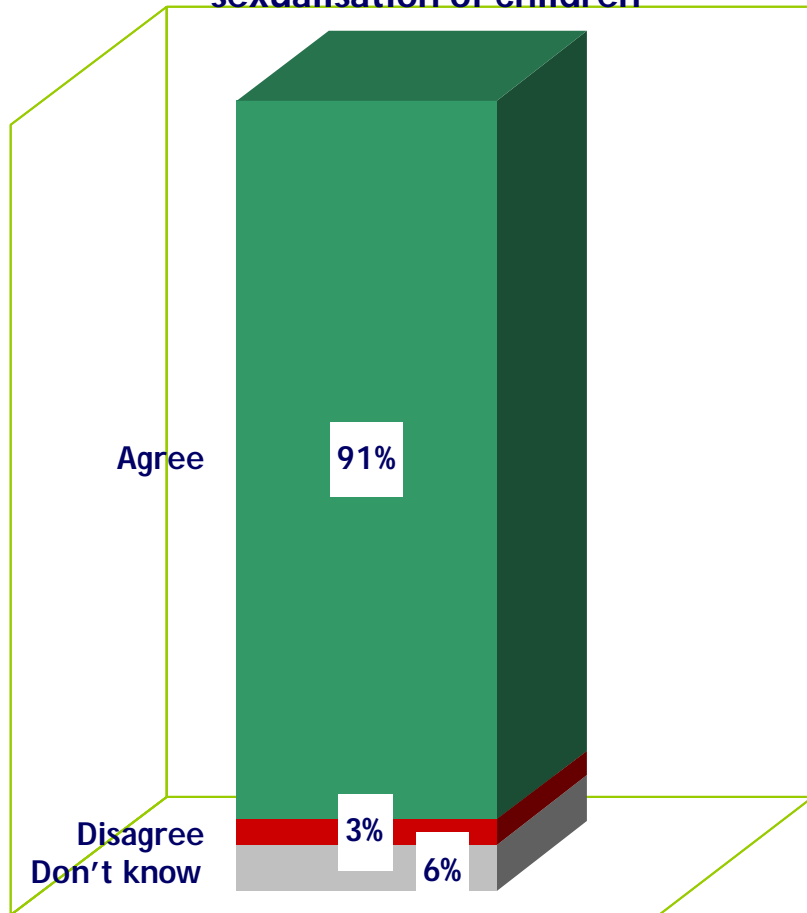


Young People's View  
(All 12-17s: 201)



# EARLY SEXUALISATION OF CHILDREN (All parents: 402)

Changes in society are contributing to early sexualisation of children



Level of comfort with this

