

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

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QP70. (SHOWCARD) Many games can now be played online, either through games consoles, other games players or through other devices such as desktop computers, laptops, tablets, mobile phones and smart TVs. Examples of popular games that can be played online include FIFA football games, Minecraft, Club Penguin, Animal Jam, Stardoll and Moshi Monsters. Does your child ever play online games? IF YES: When your child plays online games, which of these describe how they are playing? (MULTI CODE)	166
Base : Parents whose child ever plays games	
QP71. Are there any controls set on either the handheld games player or the games console connected to a TV? This might include things like time-limiting software that only allows them to play for a set amount of time or controls to stop your child playing games above a certain age rating or to restrict or prevent them going online.	168
Base : Parents whose child ever plays games on a handheld games console or a games console connected to a TV	
QP72A. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS ON FIXED OR PORTABLE GAMES CONSOLE - I am confident that the controls we have are effective (SINGLE CODE).....	169
Base : Parents whose child has controls set on either the handheld games console or on the games console connected to a TV	
QP72B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS ON FIXED OR PORTABLE GAMES CONSOLE - I think my child might be able to get around or disable the controls (SINGLE CODE).....	170
Base : Parents whose child has controls set on either the handheld games console or on the games console connected to a TV	
QP73. And can you tell me why there are no parental controls set on the handheld games player or the games console connected to a TV? (MULTI CODE).....	171
Base : Parents whose child does not have controls set on either the handheld games console or on the games console connected to a TV	
QP74A. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - The content of the games they are playing (SINGLE CODE)	173
Base : Parents whose child ever plays games	
QP74B. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - How much time they spend playing games (SINGLE CODE).....	174
Base : Parents whose child ever plays games	
QP74C. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - Who they are playing online games with (SINGLE CODE).....	175
Base : Parents whose child ever plays games online	
QP74D. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - The pressure to make in-game purchases for things like access to additional points/ tokens/ levels or for game upgrades or add-ons (SINGLE CODE).....	176
Base : Parents whose child ever plays games	
QP74E. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - The possibility of them being bullied by other players (SINGLE CODE)	177
Base : Parents whose child ever plays games	
QP74F. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - The amount of advertising in games (SINGLE CODE)	178
Base : Parents whose child ever plays games	
QP75A. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SCREEN TIME - I find it hard to control my child's screen time (SINGLE CODE)	179
Base : All parents	
QP75B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SCREEN TIME - I think my child has a good balance between screen time and doing other things (SINGLE CODE)	180
Base : All parents	
QP75C. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SCREEN TIME - My child's screen time gets in the way of family time (SINGLE CODE)	181
Base : All parents	
QP76. (SHOWCARD) Which of these groups best describes your child? (SINGLE CODE)	182
Base : All parents	

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QP76A. Does your child have any long-standing illness, disability or infirmity? By long-standing I mean anything that has troubled them over a period of time or that is likely to affect them over a period of time? QP77 Does this illness, disability or infirmity limit their activities in any way? (SINGLE CODE)	185
Base : All parents	
QP78. Is there a landline phone in your home that can be used to make and receive calls? IF NECESSARY: Not a mobile phone or internet voice service. IF YES: Can this phone be used to make and receive calls? (SINGLE CODE).....	186
Base : All parents	
QP79. Can I please ask your age? (SINGLE CODE).....	187
Base : All parents	
QP80. And at what age did you finish your education? IF STILL IN EDUCATION - At which age do you expect to finish your education? (SINGLE CODE).....	188
Base : All parents	
QP81. (SHOWCARD) And which of these options applies to your home? (SINGLE CODE)	189
Base : All parents	
QP82 How many people are there in your household in total (including yourself)? (SINGLE CODE)	190
Base : All parents	
QP83 How many of your children aged under 16 live at home with you? That is, children for whom you are their parent or guardian.(SINGLE CODE)	191
Base : All parents	
QP84. What are the ages of the other children aged under 16 living at home with you? (MULTI CODE).....	192
Base : All parents	
QP85. (SHOWCARD) Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you? (MULTI CODE).....	195
Base : All parents	
QP87. (SHOWCARD) Which option applies to your household for the total annual household income from all sources before tax and deductions? (SINGLE CODE).....	197
Base : All parents	
QP89. GENDER OF PARENT INTERVIEWED.....	198
Base : All parents	

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Table 1

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

REGION/ NATION

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
London	38 15%	19 15%	19 15%	24 20% d	14 10%
South East	35 14%	19 15%	16 13%	18 15%	17 13%
South West	20 8%	12 10%	8 7%	11 9%	9 7%
Eastern	24 10%	12 10%	12 10%	13 11%	10 8%
East Midlands	19 8%	8 7%	11 9%	8 7%	11 9%
West Midlands	25 10%	13 10%	12 10%	10 9%	15 11%
Wales	10 4%	5 4%	5 4%	4 3%	6 5%
Yorkshire & Humber	18 7%	8 6%	10 8%	6 5%	12 9% c
North East	10 4%	5 4%	4 4%	3 2%	7 5%
North West	23 9%	11 9%	12 10%	10 8%	13 10%
Scotland	23 9%	11 9%	12 9%	10 8%	13 10%
Northern Ireland	5 2%	2 2%	3 2%	2 2%	3 2%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 2

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

LOCATION

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Urban	217 87%	110 88%	108 86%	102 85%	115 88%
Rural	32 13%	15 12%	17 14%	17 15%	15 12%

Columns Tested: a,b - c,d

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Table 3

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

NATION

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
England	212	107	105	104	108
	85%	86%	84%	87%	83%
Scotland	23	11	12	10	13
	9%	9%	9%	8%	10%
Wales	10	5	5	4	6
	4%	4%	4%	3%	5%
Northern Ireland	5	2	3	2	3
	2%	2%	2%	2%	2%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 4

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP1. AGE OF CHILD

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Age 3	125	60	65	62	63
	50%	48%	52%	52%	48%
Age 4	125	65	60	57	68
	50%	52%	48%	48%	52%
AGED 3-4	250	125	125	120	130
	100%	100%	100%	100%	100%

Columns Tested: a,b - c,d

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Table 5

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP2. GENDER OF CHILD

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Male	125	125	-	61	64
	50%	100%	-%	51%	49%
		b			
Female	125	-	125	59	66
	50%	-%	100%	49%	51%
			a		

Columns Tested: a,b - c,d

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Table 6

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

CHILD'S AGE AND GENDER

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
MALE 3-4	125	125	-	61	64
	50%	100%	-%	51%	49%
		b			
FEMALE 3-4	125	-	125	59	66
	50%	-%	100%	49%	51%
			a		

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 7

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP2A. What is the occupation of the main wage earner in your household? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
A	2 1%	1 1%	1 1%	2 2% d	- -%
B	47 19%	24 19%	23 19%	47 39% d	- -%
C1	71 28%	36 29%	35 28%	71 59% d	- -%
C2	50 20%	23 19%	26 21%	- -%	50 38% c
D	35 14%	19 15%	16 13%	- -%	35 27% c
E	45 18%	22 18%	23 18%	- -%	45 35% c
AB	49 20%	24 20%	24 19%	49 41% d	- -%
DE	80 32%	41 33%	39 32%	- -%	80 62% c
ABC1	120 48%	61 48%	59 47%	120 100% d	- -%

Columns Tested: a,b - c,d

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Table 7

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP2A. What is the occupation of the main wage earner in your household? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
C2DE	130	64	66	-	130
	52%	52%	53%	-%	100%
					c

Columns Tested: a,b - c,d

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Table 8

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP3A. (SHOWCARD) EQUIPMENT IN THE HOME - Smart TV set (a TV that connects directly to the internet, and doesn't need a computer, set-top box or games console to go online) (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Child has own one - in their bedroom	10 4%	5 4%	6 5%	5 4%	6 4%
Child has own one - elsewhere	1 1%	1 1%	- -%	- -%	1 1%
Household has & child makes use of	95 38%	48 38%	47 38%	56 46% d	39 30%
Household has but child does not use	18 7%	9 7%	9 7%	10 9%	7 6%
Do not have in the household	126 50%	63 50%	63 50%	49 41%	77 59% c

Columns Tested: a,b - c,d

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Table 9

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP3B. (SHOWCARD) EQUIPMENT IN THE HOME - Standard TV set (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Child has own one - in their bedroom	43 17%	22 18%	21 17%	13 11%	30 23% c
Child has own one - elsewhere	1 *%	1 1%	1 *%	- -%	1 1%
Household has & child makes use of	147 59%	70 56%	77 61%	74 62%	73 56%
Household has but child does not use	20 8%	12 10%	8 6%	10 9%	10 8%
Do not have in the household	38 15%	19 15%	19 15%	22 18% d	16 12%
Don't know	1 *%	1 1%	- -%	1 1%	- -%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 10

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP3C. (SHOWCARD) EQUIPMENT IN THE HOME - Digital Video Recorder/ DVR (such as Sky+, Virgin TiVo, YouView or Freeview+) that allows you to record and store TV programmes and pause/ rewind live TV programmes. May be referred to as a PVR (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Child has own one - in their bedroom	8 3%	5 4%	3 2%	4 3%	4 3%
Child has own one - elsewhere	1 1%	1 1%	* *%	* *%	1 1%
Household has & child makes use of	112 45%	55 44%	57 46%	56 47%	57 43%
Household has but child does not use	44 17%	24 19%	20 16%	28 23%	16 12%
Do not have in the household	84 34%	39 31%	45 36%	32 26%	52 40%
Don't know	1 *%	1 1%	- -%	* *%	* *%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 11

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP3D. (SHOWCARD) EQUIPMENT IN THE HOME - Desktop computer laptop/ netbook - with internet access (Access to websites) (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Child has own one - in their bedroom	3 1%	2 2%	1 1%	1 1%	2 2%
Child has own one - elsewhere	1 *%	* *%	* *%	* *%	* *%
Household has & child makes use of	57 23%	30 24%	27 22%	33 28% d	24 18%
Household has but child does not use	123 49%	61 49%	62 50%	67 56% d	56 43%
Do not have in the household	66 26%	31 25%	35 28%	18 15%	48 36% c
Don't know	* *%	* *%	- -%	- -%	* *%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 12

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP3E. (SHOWCARD) EQUIPMENT IN THE HOME - Tablet computer - like an iPad, Kindle Fire, Samsung Galaxy Tab, Google Nexus (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Child has own one - in their bedroom	23 9%	11 9%	12 10%	11 9%	12 9%
Child has own one - elsewhere	16 6%	9 7%	7 6%	7 6%	9 7%
Household has & child makes use of	98 39%	50 40%	48 39%	55 46% d	43 33%
Household has but child does not use	66 26%	33 26%	34 27%	36 30% d	30 23%
Do not have in the household	47 19%	23 18%	24 19%	11 9%	36 28% c
Don't know	* *%	- -%	* *%	- -%	* *%

Columns Tested: a,b - c,d

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Table 13

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP3F. (SHOWCARD) EQUIPMENT IN THE HOME - Any type of mobile phone, including Smartphone - (iPhone/ Samsung Galaxy/ BlackBerry etc.) (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Child has own one - in their bedroom	2 1%	1 1%	1 1%	1 1%	1 1%
Household has & child makes use of	55 22%	29 23%	26 21%	26 22%	29 22%
Household has but child does not use	183 73%	88 71%	95 76%	89 74%	94 72%
Do not have in the household	10 4%	6 5%	4 3%	4 3%	6 4%
Don't know	* *%	* *%	- -%	* *%	- -%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 14

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP3G. (SHOWCARD) EQUIPMENT IN THE HOME - Portable media player - like an iPod Touch - that can be used to go online (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Child has own one - in their bedroom	2 1%	- -%	2 1% a	1 1%	1 1%
Child has own one - elsewhere	1 *%	1 1%	- -%	- -%	1 1%
Household has & child makes use of	11 4%	6 4%	5 4%	6 5%	5 3%
Household has but child does not use	41 16%	22 18%	19 15%	24 20% d	16 13%
Do not have in the household	195 78%	96 77%	99 79%	88 73%	108 83% c
Don't know	1 *%	* *%	1 1%	1 1%	* *%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 15

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP3H. (SHOWCARD) EQUIPMENT IN THE HOME - Games console or games player - like a PlayStation, Xbox, Wii, Nintendo DS or Sony PS Vita (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Child has own one - in their bedroom	11 4%	6 5%	4 3%	4 3%	7 5%
Child has own one - elsewhere	4 1%	3 2%	1 1%	* *%	3 2%
					c
Household has & child makes use of	48 19%	30 24%	19 15%	25 21%	24 18%
		b			
Household has but child does not use	63 25%	24 19%	39 31%	30 25%	33 25%
			a		
Do not have in the household	125 50%	62 50%	62 50%	61 51%	64 49%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 16

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP31. (SHOWCARD) EQUIPMENT IN THE HOME - Radio (whether FM/ AM or digital DAB) (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Child has own one - in their bedroom	5 2%	2 1%	3 2%	3 3%	1 1%
Child has own one - elsewhere	1 1%	* *%	1 1%	1 1%	* *%
Household has & child makes use of	37 15%	17 14%	20 16%	17 14%	20 16%
Household has but child does not use	95 38%	47 38%	48 39%	50 42%	45 35%
Do not have in the household	111 44%	59 47%	52 42%	48 40%	63 48%
Don't know	* *%	* *%	- -%	* *%	- -%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 17

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP3J. (SHOWCARD) EQUIPMENT IN THE HOME - DVD/ Blu Ray player (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Child has own one - in their bedroom	18 7%	10 8%	8 6%	6 5%	11 9%
Child has own one - elsewhere	* *%	* *%	- -%	* *%	- -%
Household has & child makes use of	91 36%	43 34%	48 38%	45 38%	45 35%
Household has but child does not use	51 21%	26 21%	25 20%	27 23%	24 18%
Do not have in the household	89 36%	46 37%	43 35%	40 33%	50 38%
Don't know	1 *%	* *%	* *%	1 1%	- -%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 18

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP3K. (SHOWCARD) EQUIPMENT IN THE HOME - E-Book reader - like a standard Kindle, Kobo eReader or Nook eReader (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Child has own one - in their bedroom	3 1%	1 1%	2 1%	2 2%	1 1%
Child has own one - elsewhere	2 1%	1 1%	1 *%	* *%	1 1%
Household has & child makes use of	9 4%	5 4%	4 3%	6 5%	3 2%
Household has but child does not use	40 16%	19 15%	21 17%	25 21% d	14 11%
Do not have in the household	196 78%	98 78%	98 79%	85 71%	110 85% c
Don't know	1 *%	1 1%	- -%	* *%	1 1%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 19

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP3A-M - SUMMARY TO SHOW MEDIA DEVICES CHILD HAS IN THEIR BEDROOM

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Standard TV set	43 17%	22 18%	21 17%	13 11%	30 23% c
Tablet computer	23 9%	11 9%	12 10%	11 9%	12 9%
DVD player/ DVD recorder/ Blu-ray recorder	18 7%	10 8%	8 6%	6 5%	11 9%
Games console or games player	11 4%	6 5%	4 3%	4 3%	7 5%
Smart TV set	10 4%	5 4%	6 5%	5 4%	6 4%
Digital Video Recorder/ DVR	8 3%	5 4%	3 2%	4 3%	4 3%
Radio	5 2%	2 1%	3 2%	3 3%	1 1%
Desktop computer/ laptop/ netbook - with internet access	3 1%	2 2%	1 1%	1 1%	2 2%
E-Book reader	3 1%	1 1%	2 1%	2 2%	1 1%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 19

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP3A-M - SUMMARY TO SHOW MEDIA DEVICES CHILD HAS IN THEIR BEDROOM

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Any type of mobile phone, including Smartphone	2 1%	1 1%	1 1%	1 1%	1 1%
Portable media player	2 1%	- -%	2 1%	1 1%	1 1%
ANY STANDARD/ SMART TV	49 20%	24 20%	25 20%	17 14%	32 25%
None of these	181 73%	91 73%	90 72%	93 78%	88 68%
Mean number of types of equipment (out of 11)	.5	.5	.5	.4	.6
Standard deviation	1.02	1.04	1.01	1.03	1.02
Standard error	.04	.06	.05	.06	.05
Columns Tested: a,b - c,d					

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 20

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP3A-M - SUMMARY TO SHOW MEDIA DEVICES CHILD HAS OF THEIR OWN (BEDROOM OR ELSEWHERE IN THE HOUSEHOLD)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Standard TV set	44 18%	23 18%	22 17%	13 11%	31 24% c
Tablet computer	39 16%	20 16%	19 15%	18 15%	21 16%
DVD player/ DVD recorder/ Blu-ray recorder	18 7%	10 8%	8 6%	7 6%	11 9%
Games console or games player	14 6%	9 7%	5 4%	4 4%	10 7% c
Smart TV set	12 5%	6 5%	6 5%	5 4%	7 5%
Digital Video Recorder/ DVR	9 4%	6 5%	3 3%	4 4%	5 4%
Radio	6 2%	2 2%	4 3%	4 4%	2 1% d
E-Book reader	5 2%	2 2%	2 2%	3 2%	2 1%
Desktop computer/ laptop/ netbook - with internet access	4 2%	3 2%	1 1%	2 1%	2 2%

Columns Tested: a,b - c,d

OFCEM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 20

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP3A-M - SUMMARY TO SHOW MEDIA DEVICES CHILD HAS OF THEIR OWN (BEDROOM OR ELSEWHERE IN THE HOUSEHOLD)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Portable media player	3 1%	1 1%	2 1%	1 1%	1 1%
Any type of mobile phone, including Smartphone	2 1%	1 1%	1 1%	1 1%	1 1%
ANY STANDARD/ SMART TV	50 20%	25 20%	25 20%	17 14%	33 26% c
None of these	165 66%	82 65%	83 67%	85 71% d	80 62%
Mean number of types of equipment (out of 11)	.6	.7	.6	.5	.7 c
Standard deviation	1.08	1.12	1.05	1.04	1.11
Standard error	.04	.06	.06	.06	.06
Columns Tested: a,b - c,d					

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 21

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

MEAN NUMBER OF DEVICES OWNED BY THE CHILD - OUT OF 11

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
NONE	165 66%	82 65%	83 67%	85 71% d	80 62%
1-2	64 26%	31 25%	33 26%	27 23%	37 28%
3-4	18 7%	11 9%	7 6%	6 5%	13 10% c
5-11	2 1%	1 1%	1 1%	2 1%	1 1%
Mean number of types of equipment (out of 11)	.6	.7	.6	.5	.7 c
Standard deviation	1.08	1.12	1.05	1.04	1.11
Standard error	.04	.06	.06	.06	.06
Columns Tested: a,b - c,d					

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 22

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP3A-M - SUMMARY TO SHOW MEDIA DEVICES CHILD USES IN THE HOUSEHOLD

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Standard TV set	191 76%	93 74%	98 79%	87 73%	104 80% c
Tablet computer	137 55%	69 56%	67 54%	73 61% d	64 49%
Digital Video Recorder/ DVR	122 49%	61 49%	61 48%	60 50%	62 47%
DVD player/ DVD recorder/ Blu-ray recorder	109 44%	53 42%	56 45%	52 43%	57 44%
Smart TV set	106 43%	54 43%	53 42%	60 50% d	46 35%
Games console or games player	63 25%	39 31% b	24 19%	29 24%	33 26%
Desktop computer/ laptop/ netbook - with internet access	61 24%	33 26%	28 23%	35 29% d	26 20%
Any type of mobile phone, including Smartphone	57 23%	30 24%	26 21%	27 22%	30 23%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 22

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP3A-M - SUMMARY TO SHOW MEDIA DEVICES CHILD USES IN THE HOUSEHOLD

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Radio	43 17%	19 15%	24 19%	21 18%	22 17%
E-Book reader	14 5%	8 6%	6 5%	9 7%	5 4%
Portable media player	13 5%	6 5%	7 6%	7 6%	6 5%
ANY STANDARD/ SMART TV	231 92%	115 92%	116 93%	110 92%	121 93%
None of these	9 4%	4 3%	5 4%	4 3%	5 4%
Mean number of types of equipment (out of 11)	3.7	3.7	3.6	3.8	3.5
Standard deviation	2.11	2.11	2.11	2.18	2.03
Standard error	.08	.11	.11	.12	.11
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 23

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP3A-M - SUMMARY TO SHOW MEDIA DEVICES IN THE HOUSEHOLD

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Any type of mobile phone, including Smartphone	240	119	121	115	124
	96%	95%	97%	96%	96%
Standard TV set	211	105	106	97	114
	85%	84%	85%	81%	88%
					c
Tablet computer	203	102	101	109	94
	81%	82%	81%	91%	72%
					d
Desktop computer/ laptop/ netbook - with internet access	184	94	90	102	82
	74%	75%	72%	85%	63%
					d
Digital Video Recorder/ DVR	165	85	80	88	78
	66%	68%	64%	73%	60%
					d
DVD player/ DVD recorder/ Blu-ray recorder	160	79	81	79	81
	64%	63%	65%	66%	62%
Radio	139	66	73	71	67
	55%	53%	58%	60%	52%
					d
Games console or games player	125	63	63	59	66
	50%	50%	50%	49%	51%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 23

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP3A-M - SUMMARY TO SHOW MEDIA DEVICES IN THE HOUSEHOLD

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Smart TV set	124 50%	62 50%	62 50%	71 59% d	54 41%
Portable media player	54 22%	28 23%	26 21%	32 26% d	22 17%
E-Book reader	53 21%	26 21%	27 21%	34 28% d	19 15%
ANY STANDARD/ SMART TV	246 98%	123 99%	123 98%	118 98%	128 99%
Mean number of types of equipment (out of 11)	6.6	6.6	6.6	7.2 d	6.2
Standard deviation	2.17	2.18	2.17	2.06	2.17
Standard error	.08	.12	.12	.12	.11
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 24

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP4. You mentioned that your child has their own mobile phone. Is this a Smartphone? IF NECESSARY: A smartphone is a phone on which you can easily access emails, download apps/ applications and other files, as well as view websites and generally surf thinternet/ go online. Popular brands of smartpone include iPhone, BlackBerry and Android phones such as the Samsung Galaxy.

Base : Parents of children with a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	5	3	2	2	3
Effective Weighted Sample	5	3	2	2	3
Total	2	1	1	1	1
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 25

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF CHILD'S MOBILE PHONE OWNERSHIP

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
SMARTPHONE	*	*	-	-	*
	*%	*%	-%	-%	*%
NOT SMARTPHONE	2	1	1	1	1
	1%	1%	1%	1%	1%
NO MOBILE PHONE	248	124	124	119	129
	99%	99%	99%	99%	99%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 26

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP4A. (SHOWCARD) Which if any of these ways of going online are available to your child at home?

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Using a fixed broadband connection (perhaps using WiFi)	185 74%	92 74%	93 74%	97 81% d	88 68%
Using a mobile network signal (likely to be 3G or 4G)	93 37%	47 37%	47 37%	49 41% d	44 34%
EITHER OF THESE	203 81%	102 82%	101 81%	101 84%	102 79%
BOTH OF THESE	75 30%	37 29%	39 31%	46 38% d	30 23%
FIXED BROADBAND ONLY AVAILABLE	110 44%	56 45%	54 43%	51 43%	58 45%
MOBILE NETWORK SIGNAL ONLY AVAILABLE	18 7%	10 8%	8 7%	4 3%	14 11% c
Neither of these	46 18%	22 18%	24 19%	19 16%	27 21%
Don't know	1 *%	1 1%	- -%	* *%	* *%

Columns Tested: a,b - c,d

OFCEM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 27

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP4B. And does your child go online at home through...

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
A fixed broadband connection (perhaps using WiFi)	84 33%	41 33%	42 34%	43 36%	41 31%
A mobile network signal (likely to be 3G or 4G)	21 8%	11 8%	10 8%	12 10%	9 7%
No - child does not go online at home	115 46%	57 45%	58 46%	56 47%	59 45%
EITHER OF THESE	88 35%	45 36%	43 34%	44 37%	44 34%
BOTH OF THESE	16 7%	7 5%	10 8%	10 8%	6 5%
FIXED BROADBAND ONLY	67 27%	34 28%	33 26%	33 27%	34 26%
MOBILE NETWORK SIGNAL ONLY	4 2%	4 3%	1 1%	1 1%	3 2%
DOES NOT HAVE ACCESS AT HOME	46 18%	22 18%	24 19%	19 16%	27 21%
Don't know	1 *%	1 1%	- -%	1 1%	* *%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 28

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP5. (SHOWCARD) Does your child use any of these devices to watch television programmes or films at home or elsewhere? This could be watching television programmes or films as they are broadcast, anything recorded from the TV to view later or any use of catch up services or other On-demand content. IF NECESSARY - Not DVDs or video clips. (MULTICODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
A television set	239	119	120	114	125
	96%	95%	96%	95%	96%
A tablet (like an iPad, Kindle Fire, Google Nexus)	68	32	35	39	28
	27%	26%	28%	33%	22%
				d	
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	29	15	14	13	16
	12%	12%	11%	11%	12%
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	14	8	6	8	6
	5%	6%	5%	7%	4%
A desktop computer/ laptop/ netbook	12	7	5	6	6
	5%	5%	4%	5%	4%
A portable or handheld games player (like a Nintendo DS/ Sony PS Vita)	2	1	1	-	2
	1%	1%	1%	-%	1%
					c
Other type of device	2	1	1	1	1
	1%	1%	1%	1%	1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 28

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP5. (SHOWCARD) Does your child use any of these devices to watch television programmes or films at home or elsewhere? This could be watching television programmes or films as they are broadcast, anything recorded from the TV to view later or any use of catch up services or other On-demand content. IF NECESSARY - Not DVDs or video clips. (MULTICODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Does not watch TV programmes	4 2%	3 2%	2 1%	1 1%	3 2%
EVER WATCHES TV PROGRAMMES	246 98%	122 98%	123 99%	118 99%	127 98%
ONLY THROUGH A TV SET	161 64%	80 64%	80 64%	72 60%	89 68% c
ANY DEVICE OTHER THAN A TV SET	85 34%	42 34%	43 34%	46 38% d	39 30%
ONLY THROUGH A DEVICE OTHER THAN A TV SET	7 3%	3 3%	3 3%	4 4%	2 2%
THROUGH A COMPUTER/ LAPTOP/ TABLET	74 29%	35 28%	38 31%	43 36% d	31 24%
THROUGH A GAMES CONSOLE/ PLAYER	14 6%	8 7%	6 5%	8 7%	6 5%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 29

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP6. (SHOWCARD) And when your child watches television programmes or films, which device do they mostly use. IF NECESSARY - At home or elsewhere. IF NECESSARY - Not DVDs or video clips. (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
A television set	225 90%	113 90%	112 90%	107 89%	118 91%
A tablet (like an iPad, Kindle Fire, Google Nexus)	15 6%	7 6%	8 7%	9 7%	7 5%
A desktop computer/ laptop/ netbook	2 1%	1 1%	1 1%	1 1%	1 1%
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	2 1%	1 1%	1 1%	1 1%	1 1%
Other type of device	1 *%	1 *%	* *%	- -%	1 1%
Does not watch TV programmes	4 2%	3 2%	2 1%	1 1%	3 2%
Don't know	* *%	- -%	* *%	* *%	- -%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 30

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP7. (SHOWCARD) Which, if any, of these types of television does your household receive at the moment? Please think about all the TV sets in your household (MULTI CODE)

Base : Parents of children with a TV set in the household

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	672	337	335	305	367
Effective Weighted Sample	648	325	323	295	354
Total	246	123	123	118	128
Sky satellite TV	117 47%	58 47%	59 48%	68 57% d	49 38%
Freeview (set-top box or built-in) with ONLY free channels	67 27%	32 26%	35 28%	24 20%	43 34% c
Virgin Media (Cable TV)	36 14%	21 17%	14 12%	17 14%	19 15%
Freesat satellite TV	13 5%	6 5%	7 5%	5 4%	8 6%
Freeview (set-top box or built-in) with free channels PLUS payment for extra services such as Now TV or Netflix	11 4%	5 4%	6 5%	6 5%	4 3%
Other satellite TV	6 2%	2 2%	4 3%	3 2%	3 3%
BT Vision/ BT TV	6 2%	3 2%	3 2%	3 3%	3 2%
TalkTalk TV	3 1%	1 1%	2 2%	1 1%	2 2%
EE TV	1 *%	* *%	* *%	- -%	1 1%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 30

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP7. (SHOWCARD) Which, if any, of these types of television does your household receive at the moment? Please think about all the TV sets in your household (MULTI CODE)

Base : Parents of children with a TV set in the household

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	672	337	335	305	367
Effective Weighted Sample	648	325	323	295	354
Total	246	123	123	118	128
Don't know	2	1	1	1	1
	1%	1%	1%	1%	1%
ANY SATELLITE	134	65	69	74	60
	54%	53%	56%	63%	47%
				d	
ANY FREEVIEW	76	36	40	29	47
	31%	29%	33%	25%	37%
				c	

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 31

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP8. (SHOWCARD) Can you or anyone in your household watch TV programmes or films 'on-demand' through a TV set, or any other type of device in any of these ways? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Free video on demand content available as part of your subscription through your TV service provider (e.g. Sky on Demand or Virgin on Demand)	56 22%	28 23%	28 22%	30 25%	26 20%
Online subscription services such as Netflix or Amazon Prime (LoveFilm)	51 20%	23 19%	28 22%	28 23%	23 18%
Pay per view services from your TV service provider (e.g. on Sky Box Office or Virgin Movies)	51 20%	27 22%	23 19%	29 25% d	21 16%
Broadcaster catch up services (e.g. BBC iPlayer, ITV Hub, All 4, My5)	47 19%	24 19%	23 19%	26 22%	21 16%
Online pay per view or download to own services such as Google Play, iTunes store etc	14 6%	8 6%	6 5%	9 7%	5 4%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 31

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP8. (SHOWCARD) Can you or anyone in your household watch TV programmes or films 'on-demand' through a TV set, or any other type of device in any of these ways? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
TOTAL - YES	125	63	62	68	57
	50%	51%	50%	57%	44%
				d	
No	123	60	63	50	73
	49%	48%	50%	42%	56%
				c	
Don't know	2	2	-	1	*
	1%	1%	-%	1%	*%
		b			

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 32

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP9. (SHOWCARD) Does your child watch TV programmes or films 'on-demand' in any of these ways? (MULTI CODE)

Base : Parents whose child has access to on-demand content at home

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	345	175	170	181	164
Effective Weighted Sample	332	168	164	175	158
Total	125	63	62	68	57
Online subscription services such as Netflix or Amazon Prime (LoveFilm)	30 24%	13 21%	17 27%	17 25%	13 23%
Free video on demand content available as part of your subscription through your TV service provider (e.g. Sky on Demand or Virgin on Demand)	29 23%	12 20%	17 27%	15 23%	14 25%
Broadcaster catch up services (e.g. BBC iPlayer, ITV Hub, All 4, My5)	21 16%	11 18%	9 15%	12 18%	8 14%
Pay per view services from your TV service provider (e.g. on Sky Box Office or Virgin Movies)	17 13%	8 13%	8 14%	8 12%	8 14%
Online pay per view or download to own services such as Google Play, iTunes store etc	3 2%	2 3%	1 2%	2 3%	1 1%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 32

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP9. (SHOWCARD) Does your child watch TV programmes or films 'on-demand' in any of these ways? (MULTI CODE)

Base : Parents whose child has access to on-demand content at home

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	345	175	170	181	164
Effective Weighted Sample	332	168	164	175	158
Total	125	63	62	68	57
TOTAL - YES	74	35	39	42	31
	59%	55%	63%	62%	55%
No	51	28	23	26	25
	41%	44%	37%	38%	44%
Don't know	1	1	-	*	*
	1%	1%	-%	*%	1%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 33

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ACCESS TO AND USE OF ON-DEMAND TV SERVICES

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%		a	b	c	d
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
CHILD WATCHES ON-DEMAND TV SERVICES	74 29%	35 28%	39 31%	42 35% d	31 24%
CHILD DOES NOT WATCH ON-DEMAND TV SERVICES	51 20%	28 22%	23 18%	26 22%	25 19%
UNSURE WHETHER CHILD WATCHES ON-DEMAND TV SERVICES	1 *%	1 1%	- -%	* *%	* *%
HOUSEHOLD DOES NOT HAVE ACCESS TO ON-DEMAND TV SERVICES	123 49%	60 48%	63 50%	50 42%	73 56% c
UNSURE WHETHER HOUSEHOLD HAS ACCESS TO ON-DEMAND TV SERVICES	2 1%	2 1% b	- -%	1 1%	* *%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 34

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP10. (SHOWCARD) Which of these devices does your child ever use to watch television programmes or films at home or elsewhere, on-demand. IF NECESSARY: By on-demand we mean catch up services (such as BBC iPlayer), free on-demand services from Virgin or Sky, paid on-demand services available on a pay per view basis, subscription services such as Netflix or Amazon Prime, pay per view or download to own services such as Google Play or iTunes Store. IF NECESSARY - Not DVDs or video clips IF NECESSARY - Not TV as it is broadcast. (MULTI CODE)

Base : Parents whose child watches any on-demand content at home

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE b	ABC1 c	C2DE ~d
Significance Level: 95%					
Unweighted total	196	91	105	108	88
Effective Weighted Sample	189	88	101	105	85
Total	74	35	39	42	31
A television set	66	**	35	38	**
	89%	**	89%	89%	**
A tablet (like an iPad, Kindle Fire, Google Nexus)	23	**	13	15	**
	32%	**	32%	36%	**
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	8	**	4	5	**
	11%	**	11%	11%	**
A desktop computer/ laptop/ netbook	4	**	2	3	**
	6%	**	4%	6%	**
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	4	**	2	2	**
	5%	**	4%	4%	**
Other device	*	**	*	-	**
	1%	**	1%	-%	**
Don't know	1	**	*	*	**
	1%	**	1%	1%	**
ONLY THROUGH A TV SET	44	**	23	24	**
	60%	**	60%	57%	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 34

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP10. (SHOWCARD) Which of these devices does your child ever use to watch television programmes or films at home or elsewhere, on-demand. IF NECESSARY: By on-demand we mean catch up services (such as BBC iPlayer), free on-demand services from Virgin or Sky, paid on-demand services available on a pay per view basis, subscription services such as Netflix or Amazon Prime, pay per view or download to own services such as Google Play or iTunes Store. IF NECESSARY - Not DVDs or video clips IF NECESSARY - Not TV as it is broadcast. (MULTI CODE)

Base : Parents whose child watches any on-demand content at home

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE b	ABC1 c	C2DE ~d
Significance Level: 95%					
Unweighted total	196	91	105	108	88
Effective Weighted Sample	189	88	101	105	85
Total	74	35	39	42	31
ANY DEVICE OTHER THAN A TV SET	29	**	15	18	**
	39%	**	39%	42%	**
ONLY THROUGH A DEVICE OTHER THAN A TV SET	7	**	4	4	**
	10%	**	10%	10%	**
THROUGH A COMPUTER/ LAPTOP/ TABLET	25	**	14	16	**
	34%	**	35%	38%	**
THROUGH A GAMES CONSOLE/ PLAYER	4	**	2	2	**
	5%	**	4%	4%	**

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 35

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP11. (SHOWCARD) And when your child watches television programmes or films on-demand which device do they mostly use? IF NECESSARY - At home or elsewhere IF NECESSARY - Not DVDs or video clips. IF NECESSARY - Not TV as it is broadcast (SINGLE CODE)

Base : Parents whose child watches any on-demand content at home

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	b	c	~d
Unweighted total	196	91	105	108	88
Effective Weighted Sample	189	88	101	105	85
Total	74	35	39	42	31
A television set	59	**	30	32	**
	80%	**	77%	77%	**
A tablet (like an iPad, Kindle Fire, Google Nexus)	11	**	7	8	**
	16%	**	18%	18%	**
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	2	**	1	1	**
	3%	**	3%	3%	**
Other device	*	**	*	*	**
	1%	**	1%	1%	**
Don't know	1	**	*	*	**
	1%	**	1%	1%	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 36

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP12. (SHOWCARD) How frequently does your child watch any On-Demand content through any type of device? IF NECESSARY: By on-demand we mean catch up services (such as BBC iPlayer), free on-demand services from Virgin or Sky, paid on-demand services available on a pay per view basis, subscription services such as Netflix or Amazon Prime, pay per view or download to own services such as Google Play or iTunes Store. IF NECESSARY - Not DVDs or video clips. IF NECESSARY - Not TV as it is broadcast (SINGLE CODE)

Base : Parents whose child watches any on-demand content at home

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE b	ABC1 c	C2DE ~d
Significance Level: 95%					
Unweighted total	196	91	105	108	88
Effective Weighted Sample	189	88	101	105	85
Total	74	35	39	42	31
Every day	24 32%	** **	12 31%	16 37%	** **
4-6 days per week	6 8%	** **	2 6%	3 8%	** **
2-3 days per week	21 29%	** **	12 31%	12 29%	** **
Once a week	11 15%	** **	5 13%	4 11%	** **
AT LEAST WEEKLY	62 84%	** **	32 81%	36 85%	** **
NOT DAILY BUT AT LEAST WEEKLY	38 52%	** **	20 50%	20 48%	** **
Less frequently than once a week	11 15%	** **	7 19%	6 14%	** **
Don't know	* *%	** **	- -%	* 1%	** **

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 37

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP12A. (SHOWCARD) Thinking specifically about the catch-up services of UK broadcasters (e.g BBC iPlayer, ITV Hub etc), these services offer information about the age suitability of programmes. This information can be in the form of ratings (e.g. G for guidance, 12, 15, 18) or labels (such as 'violence', 'sex', 'drug use', or 'strong language'). They may appear as a pop-up screen asking for age confirmation before accessing the content. Did you know that, before today?

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Yes, knew this	194	101	93	95	99
	78%	81%	74%	80%	76%
		b			
No, did not know this	56	24	32	24	31
	22%	19%	26%	20%	24%
			a		

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 38

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP12B. Have you set up a PIN code or password on any of these catch-up services to prevent your child watching or downloading unsuitable programmes or films?

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Yes	109 44%	52 42%	56 45%	57 47%	52 40%
No	138 55%	71 57%	68 54%	62 51%	77 59%
Don't know	3 1%	2 2%	1 1%	2 1%	1 1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 39

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP13A. Please think about the time your child spends watching television on a TV set on a typical school day. How many hours would you say they spend watching TV programmes on a TV set at home or elsewhere on a typical school day? IF NECESSARY - This could be watching TV programmes as they are broadcast or on-demand content which can be accessed at a time that is convenient IF NECESSARY - Not watching DVDs. (SINGLE CODE)

Base : Parents whose child watches television on a TV set

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	653	325	328	295	358
Effective Weighted Sample	630	313	316	285	346
Total	239	119	120	114	125
None	6 3%	3 3%	3 3%	2 2%	4 3%
Up to 1 hour	97 41%	46 38%	52 43%	54 47% d	43 35%
Up to 2 hours	80 33%	36 30%	44 36%	36 31%	44 35%
Up to 3 hours	32 13%	18 15%	14 12%	13 11%	20 16%
Up to 4 hours	15 6%	11 9% b	4 3%	5 5%	10 8%
Up to 5 hours	6 2%	3 3%	2 2%	3 3%	3 2%
Up to 6 hours	1 1%	* *%	1 1%	* *%	1 1%
Up to 7 hours	* *%	* *%	- -%	- -%	* *%
Over 8 hours	* *%	* *%	- -%	- -%	* *%
Mean number of hours	1.9	2.0 b	1.7	1.7	2.0 c
Standard deviation	1.20	1.31	1.07	1.11	1.28
Standard error	.05	.07	.06	.06	.07
Columns Tested:	a,b - c,d				

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 40

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP13B. And how many hours would you say they watch TV programmes on a TV set on a weekend day? (SINGLE CODE)

Base : Parents whose child watches television on a TV set

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	653	325	328	295	358
Effective Weighted Sample	630	313	316	285	346
Total	239	119	120	114	125
None	5 2%	3 2%	3 2%	1 1%	4 3%
Up to 1 hour	64 27%	29 24%	36 30%	34 30%	30 24%
Up to 2 hours	73 30%	34 29%	38 32%	35 30%	38 30%
Up to 3 hours	42 18%	19 16%	23 19%	20 18%	22 18%
Up to 4 hours	31 13%	20 17%	11 9%	15 13%	17 13%
Up to 5 hours	12 5%	8 6%	5 4%	5 4%	8 6%
Up to 6 hours	6 3%	4 3%	3 2%	3 2%	4 3%
Up to 7 hours	2 1%	1 1%	1 1%	1 1%	1 1%
Up to 8 hours	2 1%	1 1%	1 1%	* *%	2 1%
Over 8 hours	* *%	* *%	- -%	- -%	* *%
Mean number of hours	2.4	2.6 b	2.3	2.3	2.6 c
Standard deviation	1.56	1.66	1.44	1.44	1.66
Standard error	.06	.09	.08	.08	.09
Columns Tested: a,b - c,d					

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 41

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP13A-B HOURS WATCH TELEVISION ON A TV SET IN A TYPICAL SCHOOL WEEK AND WEEKEND (SINGLE CODE)

Base : Parents whose child watches television on a TV set

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	653	325	328	295	358
Effective Weighted Sample	630	313	316	285	346
Total	239	119	120	114	125
None	2 1%	1 1%	1 1%	1 1%	1 1%
Up to 5 hours	16 7%	8 7%	8 7%	9 8%	7 6%
Up to 10 hours	72 30%	32 27%	40 33%	38 33%	35 28%
Up to 15 hours	65 27%	30 25%	34 29%	31 28%	33 26%
Up to 20 hours	32 14%	16 13%	16 14%	15 13%	17 14%
Up to 25 hours	28 12%	16 14%	12 10%	10 9%	18 14% c
Up to 30 hours	12 5%	8 7%	4 3%	4 4%	8 6%
Up to 35 hours	6 3%	4 4%	2 2%	4 3%	3 2%
Up to 40 hours	2 1%	1 1%	1 1%	1 1%	1 1%
Over 40 hours	3 1%	2 1%	1 1%	* *%	2 2%
Mean number of hours	14.2	15.2 b	13.2	13.2	15.1 c
Standard deviation	8.48	9.19	7.62	7.71	9.08
Standard error	.33	.51	.42	.45	.48
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 42

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP14. (SHOWCARD) Do you have any of these rules or restrictions about the TV, videos and DVDs that your child watches? (MULTI CODE)

Base : Parents whose child watches television on any device

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	670	334	336	306	364
Effective Weighted Sample	646	322	324	296	352
Total	246	122	123	118	127
Only children's TV programmes/ children's channels	152 62%	74 60%	78 63%	71 60%	81 64%
No TV after a certain time	151 61%	73 60%	78 63%	77 65% d	74 58%
No programmes with swearing/ bad language	123 50%	61 50%	63 51%	62 53%	61 48%
No programmes with violence	122 50%	59 48%	63 51%	63 53%	59 46%
No programmes with nudity/ sexual content	121 49%	60 49%	61 50%	62 53%	59 46%
Only DVDs/ videos with appropriate age rating	110 45%	51 42%	59 48%	55 46%	55 43%
Regularly check on what they're watching	109 44%	53 43%	56 45%	57 48%	52 41%
Can only watch when supervised/ not on their own	72 29%	33 27%	39 32%	35 29%	37 29%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 42

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP14. (SHOWCARD) Do you have any of these rules or restrictions about the TV, videos and DVDs that your child watches? (MULTI CODE)

Base : Parents whose child watches television on any device

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	670	334	336	306	364
Effective Weighted Sample	646	322	324	296	352
Total	246	122	123	118	127
Need a PIN or password to watch certain channels/ certain movie ratings	67 27%	31 25%	36 29%	38 32%	29 22%
Only a DVD/ video that an adult or parent has watched first	47 19%	24 20%	23 19%	28 24%	19 15%
Other	* *%	* *%	- -%	* *%	- -%
ANY RULES OR RESTRICTIONS	222 90%	110 90%	112 91%	106 89%	116 91%
No, do not have ANY rules or restrictions	23 10%	13 10%	11 9%	12 10%	11 9%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 43

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP15. Does your television service have any parental controls set, to stop certain programmes, films or channels being viewed on your TV, until a PIN or password is entered?

Base : Parents of children with a TV set in the household

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	672	337	335	305	367
Effective Weighted Sample	648	325	323	295	354
Total	246	123	123	118	128
Yes	115 47%	56 45%	59 48%	60 51%	55 43%
No	122 50%	63 51%	59 48%	55 46%	67 52%
Don't know	9 4%	4 4%	5 4%	4 3%	6 5%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 44

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP16. And can you tell me why that is? (MULTI CODE)

Base : Parents of children with a TV set in the household with no parental controls set

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	339	177	162	144	195
Effective Weighted Sample	326	170	156	139	188
Total	122	63	59	55	67
Child is too young for this to be a problem	81 66%	40 63%	41 70%	42 77%	39 58%
Child is always supervised/ always an adult present	49 40%	27 42%	22 38%	22 40%	27 40%
Don't know how to do this	6 5%	4 7%	2 4%	1 2%	5 8%
Didn't know this was possible	6 5%	4 6%	2 4%	2 4%	4 6%
It's not possible to set controls on my TV service	4 4%	2 4%	2 3%	1 1%	4 5%
Trust my child to be sensible/ responsible	4 3%	1 1%	3 6%	2 3%	2 3%
Too complicated/ time consuming to install/ administer	2 2%	* *%	2 3%	* 1%	2 2%
Child too old for setting these controls	1 1%	1 1%	1 1%	1 1%	1 1%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 44

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP16. And can you tell me why that is? (MULTI CODE)

Base : Parents of children with a TV set in the household with no parental controls set

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	339	177	162	144	195
Effective Weighted Sample	326	170	156	139	188
Total	122	63	59	55	67
Would interfere with viewing of siblings/ other family members	1 1%	1 1%	* 1%	* 1%	1 1%
Other	2 2%	1 2%	1 1%	1 2%	1 2%
TOTAL DIDN'T KNOW WAS POSSIBLE/ DON'T KNOW HOW TO DO THIS	12 10%	8 12%	5 8%	3 6%	9 14% c

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 45

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP17. (SHOWCARD) Do you use these parental controls in any of these ways? (MULTI CODE)

Base : Parents of children with a TV set in the household with parental controls set

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	307	148	159	152	155
Effective Weighted Sample	297	143	154	147	150
Total	115	56	59	60	55
Require a PIN to view a programme or film originally broadcast after 9pm	82 71%	38 67%	44 74%	41 68%	41 74%
'Adult' channels removed from the on-screen menu of channels	56 49%	27 48%	29 49%	30 51%	26 46%
Blocked specific channels from being viewed at any time of the day	46 40%	22 40%	24 41%	24 40%	22 40%
Block films depending on their age rating	45 40%	23 41%	23 38%	24 40%	22 39%
Blocked specific channels from being viewed after a specific time (for example after 8pm)	35 31%	15 28%	20 34%	17 29%	18 32%
Other	2 1%	2 3% b	- -%	1 2%	* 1%
Don't know	9 7%	5 9%	4 6%	5 9%	3 6%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 46

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP17. (SHOWCARD) Do you use these parental controls in any of these ways? (MULTI CODE)

Base : Parents of children with a TV set and DVR in the household that the child watches with parental controls set

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	255	124	131	137	118
Effective Weighted Sample	247	120	127	133	114
Total	96	47	49	53	42
Require a PIN to view a programme or film originally broadcast after 9pm	69 72%	33 69%	37 75%	37 69%	32 76%
'Adult' channels removed from the on-screen menu of channels	49 51%	23 50%	25 52%	29 54%	20 47%
Block films depending on their age rating	39 41%	20 43%	19 39%	21 40%	18 43%
Blocked specific channels from being viewed at any time of the day	39 40%	19 40%	20 41%	22 41%	17 40%
Blocked specific channels from being viewed after a specific time (for example after 8pm)	31 32%	14 30%	17 35%	16 30%	15 35%
Other	1 1%	1 3%	- -%	1 2%	- -%
Don't know	6 7%	4 8%	2 5%	4 7%	2 6%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 47

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP18A. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TV SET PARENTAL CONTROLS - The controls we have are effective (SINGLE CODE)

Base : Parents of children with a TV set in the household with parental controls set

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	307	148	159	152	155
Effective Weighted Sample	297	143	154	147	150
Total	115	56	59	60	55
Strongly disagree	2 2%	2 4%	- -%	1 2%	1 1%
Slightly disagree	1 1%	1 1%	- -%	1 1%	- -%
TOTAL DISAGREE	3 2%	3 5%	- -%	2 3%	1 1%
Neither/ nor	5 4%	3 5%	2 3%	1 2%	4 6%
Slightly agree	19 17%	9 16%	10 18%	11 18%	9 16%
Strongly agree	86 75%	40 72%	46 78%	45 76%	41 74%
TOTAL AGREE	106 92%	49 88%	57 96%	56 94%	50 90%
Don't know	2 2%	2 3%	* 1%	* 1%	1 3%
TOTAL NEITHER/ DON'T KNOW	7 6%	4 7%	2 4%	2 3%	5 9%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 48

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP18B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT TV SET PARENTAL CONTROLS - I feel that my child is safer as a result of the controls we have (SINGLE CODE)

Base : Parents of children with a TV set in the household with parental controls set

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	307	148	159	152	155
Effective Weighted Sample	297	143	154	147	150
Total	115	56	59	60	55
Strongly disagree	2 2%	2 3%	* 1%	1 2%	1 1%
Slightly disagree	2 2%	2 3%	- -%	1 2%	* 1%
TOTAL DISAGREE	4 3%	3 6% b	* 1%	3 4%	1 2%
Neither/ nor	8 7%	5 9%	3 5%	4 7%	4 7%
Slightly agree	20 18%	8 15%	12 20%	11 18%	10 17%
Strongly agree	82 71%	38 69%	43 74%	41 69%	40 73%
TOTAL AGREE	102 89%	47 84%	55 94% a	52 88%	50 90%
Don't know	1 1%	1 2%	* 1%	1 2%	* 1%
TOTAL NEITHER/ DON'T KNOW	9 8%	6 10%	3 6%	5 8%	4 8%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 49

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP19A. (SHOWCARD) EXTENT OF CONCERN ABOUT ABOUT CHILD'S TV VIEWING - The content of the TV programmes that they watch (SINGLE CODE)

Base : Parents whose child watches television on any device

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	670	334	336	306	364
Effective Weighted Sample	646	322	324	296	352
Total	246	122	123	118	127
Very concerned	12 5%	6 5%	5 4%	6 5%	6 5%
Fairly concerned	23 9%	13 10%	10 8%	14 12%	9 7%
TOTAL CONCERNED	35 14%	19 16%	16 13%	20 17%	15 12%
Neither/ nor	21 8%	11 9%	10 8%	12 10%	9 7%
Not very concerned	67 27%	34 28%	33 26%	31 26%	36 28%
Not at all concerned	123 50%	57 47%	65 53%	55 47%	67 53%
TOTAL NOT CONCERNED	190 77%	92 75%	98 80%	87 73%	103 81%
Don't know	* *%	* *%	- -%	- -%	* *%
TOTAL NEITHER/ DON'T KNOW	21 9%	11 9%	10 8%	12 10%	9 7%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 50

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP19B. (SHOWCARD) EXTENT OF CONCERN ABOUT ABOUT CHILD'S TV VIEWING - How much time they spend watching television (SINGLE CODE)

Base : Parents whose child watches television on any device

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	670	334	336	306	364
Effective Weighted Sample	646	322	324	296	352
Total	246	122	123	118	127
Very concerned	10 4%	5 4%	4 4%	5 4%	5 4%
Fairly concerned	25 10%	14 12%	11 9%	14 12%	11 9%
TOTAL CONCERNED	35 14%	20 16%	15 12%	19 16%	16 12%
Neither/ nor	20 8%	9 7%	11 9%	12 11%	8 6%
Not very concerned	76 31%	38 31%	38 31%	37 31%	39 31%
Not at all concerned	115 47%	56 45%	60 48%	50 42%	65 51%
TOTAL NOT CONCERNED	191 78%	93 76%	97 79%	87 73%	104 82%
Don't know	* *%	* *%	- -%	* *%	- -%
TOTAL NEITHER/ DON'T KNOW	20 8%	9 8%	11 9%	13 11%	8 6%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 51

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP19C. (SHOWCARD) EXTENT OF CONCERN ABOUT ABOUT CHILD'S TV VIEWING - The amount of TV advertising they see (SINGLE CODE)

Base : Parents whose child watches television on any device

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	670	334	336	306	364
Effective Weighted Sample	646	322	324	296	352
Total	246	122	123	118	127
Very concerned	13 5%	7 6%	6 5%	5 5%	8 6%
Fairly concerned	40 16%	18 14%	23 18%	23 20%	17 13%
TOTAL CONCERNED	53 22%	25 20%	28 23%	29 24%	24 19%
Neither/ nor	31 12%	17 14%	14 11%	18 16%	12 10%
Not very concerned	73 30%	35 29%	38 31%	34 29%	39 31%
Not at all concerned	88 36%	45 37%	43 35%	37 31%	52 40%
TOTAL NOT CONCERNED	161 66%	80 66%	81 66%	71 60%	91 71%
Don't know	1 *%	* *%	* *%	1 1%	- -%
TOTAL NEITHER/ DON'T KNOW	31 13%	17 14%	14 11%	19 16%	12 10%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 52

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP19D. (SHOWCARD) EXTENT OF CONCERN ABOUT ABOUT CHILD'S TV VIEWING - The content of the TV advertising they see (SINGLE CODE)

Base : Parents whose child watches television on any device

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	670	334	336	306	364
Effective Weighted Sample	646	322	324	296	352
Total	246	122	123	118	127
Very concerned	11 5%	6 5%	5 4%	7 6%	4 3%
Fairly concerned	48 19%	23 19%	25 20%	24 20%	24 19%
TOTAL CONCERNED	59 24%	30 24%	30 24%	30 26%	29 22%
Neither/ nor	27 11%	12 10%	15 12%	15 12%	12 9%
Not very concerned	67 27%	33 27%	35 28%	35 30%	32 25%
Not at all concerned	91 37%	48 39%	43 35%	38 32%	54 42%
TOTAL NOT CONCERNED	159 65%	81 66%	78 63%	73 61%	86 67%
Don't know	1 *%	* *%	1 1%	* *%	1 1%
TOTAL NEITHER/ DON'T KNOW	28 11%	12 10%	16 13%	15 13%	13 10%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 53

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP20. (SHOWCARD) I'd like to ask you a bit more about your views on the types of programmes your child watches, and would like you to think specifically about TV programmes that are on during the day and evening up until 9pm. So, thinking about your child's television viewing, how concerned are you, if at all, by the types of things your child has seen on TV in the last 12 months? (SINGLE CODE)

Base : Parents whose child watches television on any device

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	670	334	336	306	364
Effective Weighted Sample	646	322	324	296	352
Total	246	122	123	118	127
Very concerned	7 3%	5 4%	3 2%	3 3%	4 3%
Fairly concerned	23 9%	12 10%	10 9%	11 9%	12 9%
TOTAL CONCERNED	30 12%	17 14%	13 11%	14 12%	16 12%
Not very concerned	81 33%	40 32%	41 33%	43 36%	37 29%
Not at all concerned	134 55%	66 54%	68 55%	61 51%	73 57%
TOTAL NOT CONCERNED	215 87%	105 86%	109 89%	104 88%	111 87%
Don't know	1 1%	* *%	1 1%	* *%	1 1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 54

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP21. Still thinking specifically about what your child watches during the day and up until 9pm in the evening, what kind of things concern you about what your child has seen on TV in the last 12 months? (MULTI CODE)

Base : Parents who are concerned about the types of things their child has seen on TV (up until 9pm) in the last 12 months

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	81	45	36	36	45
Effective Weighted Sample	78	44	35	35	44
Total	30	17	13	14	16
Unsuitable content for younger people/ children	**	**	**	**	**
	**	**	**	**	**
Bad language	**	**	**	**	**
	**	**	**	**	**
Violence (in general)	**	**	**	**	**
	**	**	**	**	**
Sex/ sexually explicit content	**	**	**	**	**
	**	**	**	**	**
Sexually provocative/ sexualised performances (ie could be through acting or dancing in music videos etc)	**	**	**	**	**
	**	**	**	**	**
Unsuitable content aired too early/ pre-watershed/ before 9pm	**	**	**	**	**
	**	**	**	**	**
Nakedness/ naked bodies/ naked body parts	**	**	**	**	**
	**	**	**	**	**
Glamorisation of certain lifestyles	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 54

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP21. Still thinking specifically about what your child watches during the day and up until 9pm in the evening, what kind of things concern you about what your child has seen on TV in the last 12 months? (MULTI CODE)

Base : Parents who are concerned about the types of things their child has seen on TV (up until 9pm) in the last 12 months

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	81	45	36	36	45
Effective Weighted Sample	78	44	35	35	44
Total	30	17	13	14	16
Makes me feel embarrassed/ don't feel comfortable watching with others/ adults	**	**	**	**	**
	**	**	**	**	**
Lack of respect towards adults	**	**	**	**	**
	**	**	**	**	**
Makes me feel embarrassed/ don't feel comfortable watching with my child/ children	**	**	**	**	**
	**	**	**	**	**
Portrayal of anti-social behaviour	**	**	**	**	**
	**	**	**	**	**
Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.)	**	**	**	**	**
	**	**	**	**	**
Negative portrayal of women/ objectification of women	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 54

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP21. Still thinking specifically about what your child watches during the day and up until 9pm in the evening, what kind of things concern you about what your child has seen on TV in the last 12 months? (MULTI CODE)

Base : Parents who are concerned about the types of things their child has seen on TV (up until 9pm) in the last 12 months

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	81	45	36	36	45
Effective Weighted Sample	78	44	35	35	44
Total	30	17	13	14	16
Invasion of privacy/ not respecting people's privacy	**	**	**	**	**
	**	**	**	**	**
Other	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 55

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP22. (SHOWCARD) In the past 12 months, has your child asked you to buy something because they've seen it advertised on TV? IF YES - Which of these best describes how frequently in the past 12 months your child has asked you to do this? (SINGLE CODE)

Base : Parents whose child watches television on any device

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	670	334	336	306	364
Effective Weighted Sample	646	322	324	296	352
Total	246	122	123	118	127
Never	91 37%	48 39%	43 35%	48 40%	43 34%
Every day	38 16%	20 16%	19 15%	15 13%	23 18% c
Every week	39 16%	19 15%	20 17%	20 17%	19 15%
Every month	19 8%	11 9%	8 6%	8 6%	12 9%
Every couple of months	17 7%	6 5%	11 9% a	6 5%	11 9%
Less frequently	38 15%	17 14%	21 17%	20 17%	18 14%
WEEKLY	78 32%	38 31%	39 32%	35 30%	42 33%
MONTHLY	97 39%	50 41%	47 38%	43 36%	54 42%
EVER	152 62%	73 59%	79 64%	69 59%	83 65%
LESS FREQUENTLY THAN MONTHLY	55 22%	23 19%	32 26% a	26 22%	29 23%
Don't know	2 1%	2 1%	1 1%	1 1%	1 1%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 56

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP22A. Does your child ever use the YouTube website or app?

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Yes, uses the YouTube website or app	93 37%	47 37%	46 37%	46 38%	47 36%
No, does not use the YouTube website or app	157 63%	78 62%	79 63%	74 62%	83 64%
Don't know	* *%	* *%	- -%	* *%	- -%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 58

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP22C. (SHOWCARD) Here is a list of the sorts of things that your child may have watched on YouTube. Which if any of these types of things do they watch on YouTube? (MULTI CODE)

Base : Parents whose child uses the YouTube website or app

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	246	122	124	115	131
Effective Weighted Sample	238	118	119	112	127
Total	93	47	46	46	47
Whole programmes, films, cartoons, mini-movies, animations, songs	69 75%	35 75%	34 74%	35 76%	35 74%
Funny videos/ jokes/ pranks/ challenges	39 42%	18 39%	21 45%	18 40%	20 43%
'Unboxing' videos - e.g where toys are unwrapped or assembled	26 28%	14 31%	12 26%	12 25%	15 31%
Music videos	26 28%	11 24%	14 31%	12 25%	14 30%
'How-to' videos or tutorials about hobbies/ sports/ things they are interested in	15 16%	8 17%	7 16%	8 18%	7 14%
Film trailers, clips of programmes, 'best-bits' or programme highlights	11 12%	7 14%	5 11%	6 14%	5 11%
Game tutorials/ walk-throughs/ watching other people play games	11 12%	8 18%	3 6%	3 8%	8 17%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 58

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP22C. (SHOWCARD) Here is a list of the sorts of things that your child may have watched on YouTube. Which if any of these types of things do they watch on YouTube? (MULTI CODE)

Base : Parents whose child uses the YouTube website or app

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	246	122	124	115	131
Effective Weighted Sample	238	118	119	112	127
Total	93	47	46	46	47
Vloggers or YouTube personalities (such as Zoella or PewDiePie)	7 7%	6 13%	1 1%	4 9%	3 6%
Other	3 4%	2 3%	2 4%	2 3%	2 4%
Don't know	* *%	- -%	* 1%	- -%	* 1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 59

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP22D. (SHOWCARD) And which one of these things is their favourite thing to watch on YouTube? (SINGLE CODE)

Base : Parents whose child uses the YouTube website or app

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	246	122	124	115	131
Effective Weighted Sample	238	118	119	112	127
Total	93	47	46	46	47
Whole programmes, films, cartoons, mini-movies, animations, songs	46 50%	23 49%	23 50%	24 53%	22 46%
Funny videos/ jokes/ pranks/ challenges	14 15%	5 10%	9 20% a	7 15%	7 15%
'Unboxing' videos - e.g where toys are unwrapped or assembled	13 14%	6 14%	6 14%	5 10%	8 17%
'How-to'videos or tutorials about hobbies/ sports/ things they are interested in	6 6%	4 8%	2 5%	3 7%	3 6%
Game tutorials/ walk-throughs/ watching other people play games	5 5%	4 9% b	1 2%	2 4%	3 7%
Music videos	4 4%	2 4%	2 5%	2 5%	2 4%
Vloggers or YouTube personalities (such as Zoella or PewDiePie)	1 1%	1 2%	- -%	1 2%	- -%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 59

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP22D. (SHOWCARD) And which one of these things is their favourite thing to watch on YouTube? (SINGLE CODE)

Base : Parents whose child uses the YouTube website or app

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	246	122	124	115	131
Effective Weighted Sample	238	118	119	112	127
Total	93	47	46	46	47
Other	3	2	2	2	2
	4%	3%	4%	3%	4%
Don't know	1	*	*	*	*
	1%	1%	1%	1%	1%

Columns Tested: a,b - c,d

OFCEM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 60

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP22E. (SHOWCARD) Here is a list of devices that your child may use to access the YouTube website or app. Which device does your child mostly use to watch YouTube? (SINGLE CODE)

Base : Parents whose child uses the YouTube website or app

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	246	122	124	115	131
Effective Weighted Sample	238	118	119	112	127
Total	93	47	46	46	47
A tablet (like an iPad, Kindle Fire, Google Nexus)	56 61%	29 62%	27 60%	29 63%	28 59%
A mobile phone / Smartphone (like an iPhone/ Samsung Galaxy/Blackberry)	19 21%	9 20%	10 21%	8 19%	11 23%
A TV set	9 10%	4 9%	5 11%	4 10%	4 10%
A desktop computer/ laptop/ netbook	5 6%	3 6%	3 6%	3 6%	2 5%
A games console or player (like a PlayStation, Xbox, Wii or Nintendo DS, Sony PS Vita)	2 3%	2 3%	1 2%	1 3%	1 2%
Other type of device	* *%	- -%	* 1%	- -%	* 1%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 61

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP23. (SHOWCARD) Including any ways you may have already mentioned, does your child ever use any of the following devices to go online at home or elsewhere? Please think about any reason your child may have for going online - maybe to look at a website or use an app, watch a TV programme or video clip, play games online, check emails or visit a social media site or app. (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
A tablet (like an iPad, Kindle Fire or Google Nexus)	76 30%	41 33%	35 28%	39 33%	37 28%
A laptop/ netbook	43 17%	25 20%	18 14%	23 19%	20 15%
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	36 15%	17 14%	19 16%	18 15%	18 14%
A Smart TV (a TV set that connects directly to the internet and doesn't need a computer, set-top box or games console to go online)	8 3%	4 3%	5 4%	3 3%	5 4%
A desktop computer (PC or Mac)	8 3%	4 3%	5 4%	5 4%	3 3%
A Games console or games player (like a PlayStation, Xbox, Wii or Nintendo DS, Sony PS Vita)	7 3%	4 3%	3 2%	5 4%	2 2%

Columns Tested: a,b - c,d

OFCEM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 61

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP23. (SHOWCARD) Including any ways you may have already mentioned, does your child ever use any of the following devices to go online at home or elsewhere? Please think about any reason your child may have for going online - maybe to look at a website or use an app, watch a TV programme or video clip, play games online, check emails or visit a social media site or app. (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%		a	b	c	d
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Other type of device	2 1%	2 1%	* *0%	2 1%	* *0%
Does not go online	148 59%	72 57%	76 61%	70 58%	78 60%
USE THE INTERNET AT HOME OR ELSEWHERE THROUGH ANY DEVICE	102 41%	53 43%	49 39%	50 42%	52 40%
ANY USE OF DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME OR ELSEWHERE	49 20%	27 22%	22 18%	26 22%	23 18%
ANY USE OF ALTERNATIVE TO PC/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME OR ELSEWHERE	90 36%	47 37%	43 34%	45 37%	45 35%
ONLY USE ALTERNATIVE AND NOT PC/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME OR ELSEWHERE	53 21%	26 21%	26 21%	24 20%	29 22%
USES A MOBILE PHONE ONLY AND NOTHING ELSE	7 3%	3 3%	3 3%	2 1%	5 4%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 61

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP23. (SHOWCARD) Including any ways you may have already mentioned, does your child ever use any of the following devices to go online at home or elsewhere? Please think about any reason your child may have for going online - maybe to look at a website or use an app, watch a TV programme or video clip, play games online, check emails or visit a social media site or app. (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
USES A TABLET ONLY AND NOTHING ELSE	28	15	13	13	15
	11%	12%	11%	11%	12%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 62

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP24. (SHOWCARD) And when your child goes online at home or elsewhere, which device do they mostly use.... (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
A tablet (like an iPad, Kindle Fire or Google Nexus)	63 25%	33 27%	30 24%	32 27%	31 24%
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	17 7%	8 6%	9 7%	6 5%	11 8%
A laptop/ netbook	11 4%	7 6%	4 3%	6 5%	5 4%
A desktop computer (PC or Mac)	5 2%	2 1%	4 3%	3 2%	3 2%
A Smart TV (a TV set that connects directly to the internet and doesn't need a computer, set-top box or games console to go online)	3 1%	2 1%	1 1%	1 1%	2 1%
Games console or games player (like a PlayStation, Xbox, Wii or Nintendo DS, Sony PS Vita)	3 1%	1 1%	1 1%	1 1%	1 1%
Other device	1 *%	* *%	* *%	1 1%	- -%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 62

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP24. (SHOWCARD) And when your child goes online at home or elsewhere, which device do they mostly use.... (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Does not go online	148	72	76	70	78
	59%	57%	61%	58%	60%
USE THE INTERNET AT HOME OR ELSEWHERE THROUGH ANY DEVICE	102	53	49	50	52
	41%	43%	39%	42%	40%
MOSTLY USE DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME OR ELSEWHERE	16	9	7	8	8
	6%	7%	6%	7%	6%
MOSTLY USE ALTERNATIVE TO PC/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME OR ELSEWHERE	86	45	41	41	45
	34%	36%	33%	35%	34%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 63

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP24. (SHOWCARD) And when your child goes online at home or elsewhere, which device do they mostly use.... (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
A tablet (like an iPad, Kindle Fire or Google Nexus)	63 62%	33 63%	30 61%	32 64%	31 60%
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	17 16%	8 14%	9 18%	6 12%	11 20%
A laptop/ netbook	11 11%	7 13%	4 7%	6 11%	5 10%
A desktop computer (PC or Mac)	5 5%	2 3%	4 8%	3 5%	3 5%
A Smart TV (a TV set that connects directly to the internet and doesn't need a computer, set-top box or games console to go online)	3 3%	2 3%	1 3%	1 3%	2 3%
Games console or games player (like a PlayStation, Xbox, Wii or Nintendo DS, Sony PS Vita)	3 3%	1 3%	1 2%	1 3%	1 2%
Other device	1 1%	* 1%	* 1%	1 2%	- -%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 63

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP24. (SHOWCARD) And when your child goes online at home or elsewhere, which device do they mostly use.... (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
USE THE INTERNET AT HOME OR ELSEWHERE THROUGH ANY DEVICE	102	53	49	50	52
	100%	100%	100%	100%	100%
MOSTLY USE DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME OR ELSEWHERE	16	9	7	8	8
	16%	16%	15%	17%	15%
MOSTLY USE ALTERNATIVE TO PC/ LAPTOP/ NETBOOK TO GO ONLINE AT HOME OR ELSEWHERE	86	45	41	41	45
	84%	84%	85%	83%	85%

Columns Tested: a,b - c,d

OFCEM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 64

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP25A. Please think about the time your child spends going online at home or elsewhere on a typical school day. We're interested in the time spent on all the things they may use to go online. IF NECESSARY: Such as using any type of computer (so a laptop, netbook, desktop) or tablet, mobile phone, a games console or a media player like an iPod Touch. How many hours would you say they spend going online at home or elsewhere on a typical school day? (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
None	9	5	4	5	4
	9%	9%	8%	11%	7%
Up to 1 hour	68	35	33	34	34
	67%	66%	68%	69%	65%
Up to 2 hours	18	10	8	8	10
	17%	19%	16%	16%	19%
Up to 3 hours	6	2	3	1	4
	5%	4%	7%	3%	8%
Up to 4 hours	1	*	*	*	*
	1%	1%	1%	1%	1%
Up to 6 hours	1	*	*	*	*
	1%	1%	1%	1%	1%
Mean number of hours	1.1	1.1	1.1	1.0	1.2
Standard deviation	.88	.88	.89	.84	.92
Standard error	.05	.07	.08	.08	.08

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 65

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP25B. And how many hours would you say they go online at home or elsewhere on a weekend day? (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
None	8 8%	5 9%	3 6%	3 6%	5 9%
Up to 1 hour	58 57%	29 54%	29 59%	28 57%	29 56%
Up to 2 hours	21 20%	11 21%	10 20%	12 24%	9 17%
Up to 3 hours	8 8%	4 7%	4 8%	3 6%	5 9%
Up to 4 hours	4 4%	3 5%	1 3%	1 1%	3 7%
Up to 5 hours	2 2%	* 1%	2 3%	1 3%	1 2%
Up to 6 hours	2 2%	1 3%	* 1%	1 3%	* 1%
Mean number of hours	1.4	1.5	1.4	1.5	1.4
Standard deviation	1.24	1.28	1.21	1.27	1.23
Standard error	.08	.11	.11	.11	.10
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 66

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP25A-B HOURS SPENT GOING ONLINE IN A TYPICAL SCHOOL WEEK AND WEEKEND (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
None	3 3%	2 3%	1 3%	1 2%	2 4%
Up to 5 hours	35 34%	18 34%	17 35%	19 39%	16 30%
Up to 10 hours	37 36%	19 36%	18 37%	18 37%	19 36%
Up to 15 hours	16 15%	8 15%	7 15%	7 14%	8 16%
Up to 20 hours	6 6%	3 7%	3 5%	2 5%	4 7%
Up to 25 hours	3 3%	2 3%	2 3%	1 2%	3 5%
Up to 30 hours	* *%	- -%	* 1%	- -%	* 1%
Up to 35 hours	* *%	* 1%	- -%	* 1%	- -%
Over 40 hours	1 1%	* 1%	* 1%	* 1%	* 1%
Mean number of hours	8.3	8.4	8.2	7.9	8.7
Standard deviation	6.34	6.52	6.21	6.12	6.58
Standard error	.38	.55	.54	.55	.54

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 67

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP26. (SHOWCARD) And now looking particularly at these rules about your child's online activities on any of the devices they use to go online. Which, if any, of the following rules do you have in place? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
Only use websites approved by parents	65 64%	36 67%	29 60%	31 62%	34 65%
Rules about when and where they can go online (e.g. time of day and amount of time online, and device they use to go online)	21 21%	10 19%	11 23%	11 22%	10 19%
Rules about contact with people online (e.g. no contact with strangers, no sharing of personal information, etc.)	17 17%	9 16%	9 18%	8 16%	9 17%
Rules about online purchasing	17 17%	10 19%	7 14%	8 15%	9 18%
Rules about use of social media/ social networking sites	14 13%	8 15%	6 12%	7 15%	6 12%
Rules about downloading/ sharing content	14 13%	8 16%	5 11%	7 14%	7 13%
Columns Tested: a,b - c,d					

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 67

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP26. (SHOWCARD) And now looking particularly at these rules about your child's online activities on any of the devices they use to go online. Which, if any, of the following rules do you have in place? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
Rules about use of Instant Messaging	12 12%	7 12%	5 11%	6 12%	6 11%
Rules about how to behave online	12 12%	6 12%	5 11%	6 13%	5 10%
Rules about keeping passwords safe/ not sharing passwords	11 11%	6 11%	5 10%	5 11%	6 11%
Rules about trying to get around filters/ online controls/ using proxy servers	10 9%	5 10%	4 8%	5 10%	4 9%
Rules about only accessing the internet when out and about in locations that display the 'Friendly WiFi' symbol	7 7%	3 6%	4 9%	4 8%	3 6%
Other types of rules	2 2%	1 2%	1 3%	1 1%	2 3%
ANY RULES OR RESTRICTIONS ABOUT CHILD'S ONLINE ACTIVITIES	74 73%	40 76%	34 70%	35 70%	40 76%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 67

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP26. (SHOWCARD) And now looking particularly at these rules about your child's online activities on any of the devices they use to go online. Which, if any, of the following rules do you have in place? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
No, don't have these types of rules	27	13	14	15	13
	27%	24%	30%	30%	24%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 68

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP27. (SHOWCARD) When your child goes online, on any devices, would you usually supervise them in any of these ways? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
Sitting beside them and watching or helping them while they are online	70 69%	36 67%	34 70%	35 70%	35 67%
Being nearby and regularly checking what they do	64 63%	35 66%	29 59%	31 62%	33 64%
Asking about what they are doing or have been doing online	19 19%	10 19%	9 19%	10 21%	9 17%
Check the browser/ device history after they have been online	12 12%	7 12%	6 12%	6 12%	6 12%
ANY TYPES OF SUPERVISION	100 98%	52 98%	47 97%	48 97%	51 99%
No, don't supervise their online access and use	2 2%	1 2%	1 3%	2 3%	1 1%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 69

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP28. (SHOWCARD) Have you ever talked to your child about any of the following things that could happen online? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
Content on sites or apps that might be unsuitable for their age	16 16%	8 15%	8 17%	8 16%	8 16%
Believing everything they see or hear online	10 10%	5 10%	5 10%	6 12%	4 8%
Talking to or meeting people they only know online	8 8%	5 9%	4 8%	4 9%	4 8%
Sharing too much information online	7 7%	4 7%	3 7%	4 8%	3 6%
Being bullied online/ cyberbullying	6 6%	3 5%	3 6%	3 5%	3 6%
Downloading or getting viruses or downloading other harmful software as a result of what they do online	5 5%	2 4%	3 6%	3 6%	2 4%
The pressure to spend money online	4 4%	2 4%	2 5%	2 4%	3 5%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 69

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP28. (SHOWCARD) Have you ever talked to your child about any of the following things that could happen online? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
How their online use now could impact them in the future	3 3%	3 5%	1 1%	2 3%	2 3%
Sending inappropriate personal pictures to someone they know	3 3%	2 3%	1 2%	1 3%	1 3%
Illegal online sharing or accessing of copyrighted material	2 2%	2 4%	* 1%	2 3%	1 1%
Trying to access inappropriate content / bypass filters	2 2%	2 3%	1 2%	1 2%	2 3%
The possibility of them bullying others online or making negative comments about other people online	2 2%	1 3%	1 2%	1 1%	2 3%
Any other aspects of managing online risks	1 1%	* 1%	1 2%	* 1%	1 2%
TOTAL HAVE TALKED TO CHILD ABOUT ANY OF THESE RISKS	28 27%	14 25%	14 29%	15 31%	12 24%

Columns Tested: a,b - c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP28. (SHOWCARD) Have you ever talked to your child about any of the following things that could happen online? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
No, have not talked to my child about managing online risks	74	40	35	34	40
	73%	75%	71%	69%	76%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 70

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP29. (SHOWCARD) Which of these best describes how often you talk to your child about these things? (SINGLE CODE)

Base : Parents who have ever talked to their child about managing online risks

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	69	34	35	36	33
Effective Weighted Sample	67	33	34	35	32
Total	28	14	14	15	12
At least every few weeks	**	**	**	**	**
	**	**	**	**	**
At least every few months	**	**	**	**	**
	**	**	**	**	**
EVERY FEW WEEKS OR EVERY FEW MONTHS	**	**	**	**	**
	**	**	**	**	**
Less often than every few months, but more than once	**	**	**	**	**
	**	**	**	**	**
Have talked to them once, and not since then	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCEM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 71

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP29. (SHOWCARD) Which of these best describes how often you talk to your child about these things? (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
At least every few weeks	14 14%	7 13%	7 14%	8 15%	6 12%
At least every few months	5 5%	2 4%	3 7%	2 4%	3 7%
EVERY FEW WEEKS OR EVERY FEW MONTHS	19 19%	9 18%	10 21%	10 20%	10 19%
Less often than every few months, but more than once	3 3%	2 3%	2 3%	2 4%	1 2%
Have talked to them once, and not since then	3 3%	2 4%	1 3%	2 4%	1 2%
Don't know	2 2%	* 1%	1 2%	1 2%	* 1%
HAVE NEVER TALKED TO CHILD ABOUT MANAGING ONLINE RISKS	74 73%	40 75%	35 71%	34 69%	40 76%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 72

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP30. And can you tell me why you have not talked with your child about these things? (MULTI CODE)

Base : Parents who have not talked to their child about managing online risks

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE ~b	ABC1 ~c	C2DE d
Significance Level: 95%		a	~b	~c	d
Unweighted total	203	108	95	89	114
Effective Weighted Sample	196	104	92	86	110
Total	74	40	35	34	40
Child too young for this kind of conversation	69	36	**	**	38
	92%	91%	**	**	95%
Child is always supervised when online	10	6	**	**	4
	13%	14%	**	**	10%
Other reasons	1	1	**	**	*
	2%	2%	**	**	1%
Don't know	1	1	**	**	-
	1%	2%	**	**	-%

Columns Tested: a,b - c,d

OFCEM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 73

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP31A/ QP32A/ QP33A SUMMARY OF AWARENESS AND USE - Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	248	126	122	120	128
Effective Weighted Sample	239	122	118	116	124
Total	94	48	46	48	46
AWARE AND USE	31	16	15	19	12
	33%	34%	32%	39%	26%
				d	
AWARE AND STOPPED USING	3	1	2	-	3
	3%	3%	4%	-%	7%
					c
AWARE BUT NEVER USED	27	13	14	12	14
	28%	27%	30%	25%	31%
TOTAL AWARE	61	31	30	31	30
	65%	64%	65%	65%	64%
TOTAL NOT AWARE	33	17	16	17	16
	35%	36%	35%	35%	36%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 74

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP31B/ QP32B/ QP33B SUMMARY OF AWARENESS AND USE - Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	248	126	122	120	128
Effective Weighted Sample	239	122	118	116	124
Total	94	48	46	48	46
AWARE AND USE	23	9	13	13	9
	24%	20%	29%	28%	21%
AWARE AND STOPPED USING	3	2	2	2	1
	4%	4%	4%	5%	3%
AWARE BUT NEVER USED	31	15	16	17	15
	33%	31%	35%	35%	32%
TOTAL AWARE	57	26	31	32	25
	61%	55%	68%	67%	55%
			a		
TOTAL NOT AWARE	36	21	15	16	21
	39%	45%	32%	33%	45%
		b			

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 75

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP31-QP32. SUMMARY OF AWARENESS AND USE OF CONTENT FILTERS (EITHER ISP NETWORK LEVEL HOME FILTERING OR PARENTAL CONTROL SOFTWARE)

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	248	126	122	120	128
Effective Weighted Sample	239	122	118	116	124
Total	94	48	46	48	46
AWARE OF EITHER	71	34	38	37	34
	76%	71%	81%	78%	74%
AWARE AND USE EITHER	39	19	20	23	16
	42%	40%	43%	48%	35%
				d	

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 76

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP31C/ QP32C SUMMARY OF AWARENESS AND USE - Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	248	126	122	120	128
Effective Weighted Sample	239	122	118	116	124
Total	94	48	46	48	46
AWARE AND USE	16	7	9	11	5
	17%	15%	18%	23%	10%
				d	
AWARE BUT DO NOT USE	30	15	15	16	14
	32%	32%	32%	33%	31%
TOTAL AWARE	45	22	23	27	19
	49%	47%	50%	56%	41%
				d	
TOTAL NOT AWARE	48	25	23	21	27
	51%	53%	50%	44%	59%
				c	

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 77

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP31D/ QP32D SUMMARY OF AWARENESS AND USE - PIN/ Password required to enter websites unless already approved

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	248	126	122	120	128
Effective Weighted Sample	239	122	118	116	124
Total	94	48	46	48	46
AWARE AND USE	32	19	13	16	16
	34%	39%	29%	33%	35%
AWARE BUT DO NOT USE	29	13	16	15	14
	31%	28%	34%	31%	31%
TOTAL AWARE	61	32	29	31	30
	65%	67%	63%	65%	65%
TOTAL NOT AWARE	33	16	17	17	16
	35%	33%	37%	35%	35%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 78

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP31E/ QP32E SUMMARY OF AWARENESS AND USE - Safe search enabled on search engine websites - e.g. Google

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	248	126	122	120	128
Effective Weighted Sample	239	122	118	116	124
Total	94	48	46	48	46
AWARE AND USE	19	10	9	11	8
	20%	20%	20%	23%	17%
AWARE BUT DO NOT USE	25	12	14	13	12
	27%	24%	30%	28%	26%
TOTAL AWARE	44	21	23	24	20
	47%	44%	50%	51%	43%
TOTAL NOT AWARE	50	26	23	24	26
	53%	56%	50%	49%	57%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 79

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP31F/ QP32F SUMMARY OF AWARENESS AND USE - YouTube safety mode enabled to filter inappropriate content

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	248	126	122	120	128
Effective Weighted Sample	239	122	118	116	124
Total	94	48	46	48	46
AWARE AND USE	17	9	9	11	6
	19%	18%	19%	24%	13%
				d	
AWARE BUT DO NOT USE	20	9	11	10	10
	21%	20%	23%	20%	22%
TOTAL AWARE	37	18	19	21	16
	40%	38%	42%	44%	35%
TOTAL NOT AWARE	56	29	27	27	30
	60%	62%	58%	56%	65%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 80

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP31G/ QP32G SUMMARY OF AWARENESS AND USE - Software that can limit the amount of time spent online

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	248	126	122	120	128
Effective Weighted Sample	239	122	118	116	124
Total	94	48	46	48	46
AWARE AND USE	5 6%	3 7%	2 4%	3 6%	2 5%
AWARE BUT DO NOT USE	23 25%	11 23%	12 27%	12 26%	11 24%
TOTAL AWARE	29 30%	14 30%	14 31%	15 32%	13 29%
TOTAL NOT AWARE	65 70%	34 70%	32 69%	32 68%	33 71%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 81

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP31H/ QP32H SUMMARY OF AWARENESS AND USE - Software to protect against junk email/ spam or computer viruses

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	248	126	122	120	128
Effective Weighted Sample	239	122	118	116	124
Total	94	48	46	48	46
AWARE AND USE	15 16%	7 15%	8 18%	9 19%	6 13%
AWARE BUT DO NOT USE	23 25%	12 25%	11 24%	13 26%	11 23%
TOTAL AWARE	39 41%	19 41%	19 42%	22 46%	17 36%
TOTAL NOT AWARE	55 59%	28 59%	27 58%	26 54%	29 64%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 82

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP31I/ QP32I SUMMARY OF AWARENESS AND USE - Change the settings on your child's phone or tablet to stop any apps being downloaded

Base : Parents whose child uses a smartphone or tablet computer

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	366	186	180	186	180
Effective Weighted Sample	352	179	173	180	173
Total	137	69	67	73	64
AWARE AND USE	18 13%	10 14%	8 12%	11 15%	7 11%
AWARE BUT DO NOT USE	37 27%	18 27%	19 28%	20 27%	17 27%
TOTAL AWARE	55 40%	28 40%	27 40%	31 42%	24 38%
TOTAL NOT AWARE	82 60%	41 60%	40 60%	42 58%	40 62%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 83

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP31J/ QP32J SUMMARY OF AWARENESS AND USE - Change the settings on your child's phone or tablet to stop any in-app purchases

Base : Parents whose child uses a smartphone or tablet computer

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	366	186	180	186	180
Effective Weighted Sample	352	179	173	180	173
Total	137	69	67	73	64
AWARE AND USE	20 14%	11 16%	8 12%	12 16%	8 12%
AWARE BUT DO NOT USE	36 26%	18 26%	18 27%	21 28%	15 24%
TOTAL AWARE	55 41%	29 42%	26 39%	33 45%	23 36%
TOTAL NOT AWARE	81 59%	40 58%	41 61%	40 55%	41 64%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 84

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP31K/ QP32K SUMMARY OF AWARENESS AND USE - Parental control software to restrict app installation/ use

Base : Parents whose child uses a smartphone or tablet computer

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	366	186	180	186	180
Effective Weighted Sample	352	179	173	180	173
Total	137	69	67	73	64
AWARE AND USE	16 12%	9 13%	7 11%	10 14%	6 9%
AWARE BUT DO NOT USE	39 28%	17 24%	22 32%	24 33%	14 23%
TOTAL AWARE	55 40%	26 37%	29 43%	34 47%	20 32%
TOTAL NOT AWARE	82 60%	44 63%	38 57%	39 53%	43 68%

Columns Tested: a,b - c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP31-QP32. SUMMARY OF AWARENESS AND USE OF ANY TOOLS TO MANAGE APP INSTALLATION OR USE

Base : Parents whose child uses a smartphone or tablet computer

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	366	186	180	186	180
Effective Weighted Sample	352	179	173	180	173
Total	137	69	67	73	64
AWARE OF ANY	72	37	35	42	29
	53%	53%	52%	58%	46%
				d	
AWARE AND USE ANY	26	14	12	15	11
	19%	20%	18%	21%	17%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 86

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP34A/ QP35A/ QP36A FEEDBACK FROM USERS OF - Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering) (SINGLE CODE)

Base : Parents with broadband at home whose child goes online that use the tool 'Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to ALL of the computers or other devices using your home broadband service (also known as home network filtering)'

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	80	42	38	47	33
Effective Weighted Sample	78	41	37	46	32
Total	31	16	15	19	12
DO YOU FIND THIS TOOL USEFUL?					
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?					
Too much	**	**	**	**	**
	**	**	**	**	**
Too little	**	**	**	**	**
	**	**	**	**	**
The right amount	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**
CAN YOUR CHILD GET AROUND THIS TOOL?					
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 87

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP34B/ QP35B/ QP36B FEEDBACK FROM USERS OF - Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider (SINGLE CODE)

Base : Parents with broadband at home whose child goes online that use the tool 'Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider'

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	59	25	34	33	26
Effective Weighted Sample	57	24	33	32	25
Total	23	9	13	13	9
DO YOU FIND THIS TOOL USEFUL?					
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?					
Too much	**	**	**	**	**
	**	**	**	**	**
Too little	**	**	**	**	**
	**	**	**	**	**
The right amount	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**
CAN YOUR CHILD GET AROUND THIS TOOL?					
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 87

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP34B/ QP35B/ QP36B FEEDBACK FROM USERS OF - Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider (SINGLE CODE)

Base : Parents with broadband at home whose child goes online that use the tool 'Parental control software set up on a particular computer or device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield). This software may be from a shop, from the manufacturer or from your internet service provider'

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	59	25	34	33	26
Effective Weighted Sample	57	24	33	32	25
Total	23	9	13	13	9
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 88

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP42A. (SHOWCARD) You said earlier you were aware of but don't use (AT LEAST ONE OF) content filters provided by your broadband internet service provider (home network filtering) or parental control software set up on a particular computer or device used to go online. Here are some reasons that other people have given for not using this/ these particular technical tool(s) or control(s), do any of these apply? (MULTI CODE)

Base : Parents with broadband at home whose child goes online that are aware of but do not use either or both of the content filters at QP31a/QP31b

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%		a	b	c	d
Unweighted total	257	129	128	126	131
Effective Weighted Sample	247	124	123	122	126
Total	95	48	47	49	46
PROMPTED RESPONSES					
Child is always supervised/ always an adult present	52 55%	26 55%	26 55%	31 62% d	21 47%
I prefer to talk to my child and use supervision and rules	23 25%	10 22%	13 27%	12 25%	11 24%
Trust my child to be sensible/ responsible	4 5%	2 5%	2 5%	3 6%	1 3%
Too complicated/ time consuming to install/ administer	4 4%	2 5%	1 3%	1 3%	3 6%
Don't know how to do this/ didn't know this was possible	3 3%	2 4%	1 3%	1 2%	2 4%
Child learns how to be safe on the internet at school	2 2%	1 2%	1 2%	2 3%	* 1%
They block too much/ get in the way	2 2%	1 3%	* 1%	1 2%	1 2%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 88

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP42A. (SHOWCARD) You said earlier you were aware of but don't use (AT LEAST ONE OF) content filters provided by your broadband internet service provider (home network filtering) or parental control software set up on a particular computer or device used to go online. Here are some reasons that other people have given for not using this/ these particular technical tool(s) or control(s), do any of these apply? (MULTI CODE)

Base : Parents with broadband at home whose child goes online that are aware of but do not use either or both of the content filters at QP31a/QP31b

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	257	129	128	126	131
Effective Weighted Sample	247	124	123	122	126
Total	95	48	47	49	46
They don't block enough	1	1	-	*	*
	1%	2%	-%	1%	1%
SPONTANEOUS RESPONSES					
Child is not old enough/ is too young	15	11	5	10	6
	16%	23%	10%	19%	13%
		b			
Child does not go online (at home)	9	3	6	4	5
	10%	7%	12%	8%	11%
We have / use other means/ tool/ controls	1	1	*	1	1
	2%	2%	1%	2%	1%
Other reasons	3	1	2	1	3
	4%	2%	5%	2%	6%
Don't know	4	1	2	2	2
	4%	3%	5%	3%	4%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 89

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP42B. (SHOWCARD) You said earlier you were aware of but don't use parental control software to restrict app installation or use. Here are some reasons that other people have given for not using this control, do any of these apply? (MULTI CODE)

Base : Parents whose child uses a smartphone or tablet computer who are aware of but do not use the tool 'Parental control software to restrict app installation/ use'

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	101	43	58	61	40
Effective Weighted Sample	98	42	56	59	39
Total	39	17	22	24	14
PROMPTED RESPONSES					
Child is always supervised/ always an adult present	25 65%	**	**	**	**
I prefer to talk to my child and use supervision and rules	14 35%	**	**	**	**
Trust my child to be sensible/ responsible	2 5%	**	**	**	**
Don't know how to do this/ didn't know this was possible	1 3%	**	**	**	**
Too complicated/ time consuming to install/ administer	1 3%	**	**	**	**
SPONTANEOUS RESPONSES					
Child is not old enough/ is too young	4 9%	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 89

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP42B. (SHOWCARD) You said earlier you were aware of but don't use parental control software to restrict app installation or use. Here are some reasons that other people have given for not using this control, do any of these apply? (MULTI CODE)

Base : Parents whose child uses a smartphone or tablet computer who are aware of but do not use the tool 'Parental control software to restrict app installation/ use'

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	101	43	58	61	40
Effective Weighted Sample	98	42	56	59	39
Total	39	17	22	24	14
Child does not go online (at home)/ does not use devices that use apps	1 2%	**	**	**	**
Other reasons	3 7%	**	**	**	**
Don't know	1 2%	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 90

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
SUPERVISE & TALK TO CHILD & TOOLS & RULES	16 15%	6 12%	9 19%	9 18%	7 13%
SUPERVISE & TALK TO CHILD & TOOLS & NOT RULES	* *%	* 1%	- -%	- -%	* 1%
SUPERVISE & TALK TO CHILD & RULES & NOT TOOLS	2 2%	2 3%	* 1%	- -%	2 4% c
SUPERVISE & TOOLS & RULES & NOT TALK	37 36%	21 39%	16 33%	18 35%	19 37%
SUPERVISE & TALK TO CHILD ONLY	1 1%	1 1%	- -%	* 1%	* *%
SUPERVISE & TOOLS ONLY	10 10%	4 8%	5 11%	6 12%	4 7%
SUPERVISE & RULES ONLY	20 19%	11 21%	8 17%	8 17%	11 22%
TECHNICAL MEDIATION/ TOOLS ONLY	1 1%	* 1%	* 1%	1 2%	- -%
TALK TO CHILD EVERY FEW MONTHS ONLY	* *%	- -%	* 1%	* 1%	- -%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 90

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
PARENTAL SUPERVISION WHEN ONLINE ONLY	14 14%	7 12%	8 16%	7 14%	8 14%
NONE OF THESE	1 1%	* 1%	1 1%	* 1%	1 1%
ANY PARENTAL SUPERVISION WHEN ONLINE	100 98%	52 98%	47 97%	48 97%	51 99%
ANY OF THE RULES ABOUT ONLINE USE	74 73%	40 76%	34 70%	35 70%	40 76%
ANY OF THE EIGHT TECHNICAL MEDIATION TOOLS	64 63%	33 61%	31 64%	34 68%	30 58%
ANY TALK TO CHILD ABOUT MANAGING ONLINE RISKS AT LEAST EVERY FEW MONTHS	19 19%	9 18%	10 21%	10 20%	10 19%
ANY THREE	39 39%	23 43%	16 34%	18 35%	22 42%
ANY TWO	30 30%	16 31%	14 28%	15 30%	15 29%
ANY ONE	16 15%	7 13%	8 17%	8 16%	8 14%

Columns Tested: a,b - c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
AT LEAST THREE OUT OF FOUR	55	29	26	27	29
	54%	55%	53%	53%	55%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 91

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP43. I'd now like to ask you about your child's use of social media - so websites or apps like Facebook, Twitter, Instagram, Tumblr, Snapchat, What's App and some activities on YouTube. Does your child have a social media profile or account on any sites or apps?

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
No	102	53	49	50	52
	100%	100%	100%	100%	100%

Columns Tested: a,b - c,d

OFCEM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 92

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP48A. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - The benefits of the internet for my child outweigh any risks (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
Strongly disagree	7 7%	4 7%	3 7%	3 6%	4 8%
Slightly disagree	10 10%	6 11%	5 10%	5 11%	5 10%
TOTAL DISAGREE	18 17%	10 18%	8 16%	8 17%	9 18%
Neither/ nor	26 26%	14 26%	12 26%	14 27%	13 24%
Slightly agree	29 29%	16 30%	14 28%	13 27%	16 31%
Strongly agree	26 26%	13 23%	14 28%	14 29%	12 22%
TOTAL AGREE	56 55%	28 53%	27 56%	28 56%	28 53%
Don't know	3 3%	2 3%	1 2%	- -%	3 5%
					c
TOTAL NEITHER/ DON'T KNOW	29 28%	15 29%	14 28%	14 27%	15 29%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 93

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP48B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - I trust my child to use the internet safely (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
Strongly disagree	14 14%	7 13%	7 14%	7 14%	7 14%
Slightly disagree	7 7%	4 8%	3 7%	4 7%	4 7%
TOTAL DISAGREE	21 21%	11 21%	10 21%	10 21%	11 21%
Neither/ nor	28 28%	16 29%	13 26%	12 25%	16 30%
Slightly agree	19 19%	8 15%	11 23%	11 21%	9 16%
Strongly agree	29 29%	17 31%	13 26%	15 29%	15 29%
TOTAL AGREE	49 48%	25 46%	24 49%	25 50%	23 45%
Don't know	4 4%	2 3%	2 4%	2 4%	2 4%
TOTAL NEITHER/ DON'T KNOW	32 31%	17 33%	15 30%	14 29%	18 34%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 94

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP48C. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - My child knows more about the internet than I do (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
Strongly disagree	78 76%	40 75%	38 78%	39 78%	39 75%
Slightly disagree	8 8%	6 11%	3 6%	4 8%	4 9%
TOTAL DISAGREE	86 85%	46 86%	41 84%	43 86%	43 83%
Neither/ nor	5 5%	3 6%	2 4%	2 4%	3 6%
Slightly agree	4 3%	1 2%	2 5%	2 4%	2 3%
Strongly agree	6 6%	3 6%	3 6%	2 5%	4 8%
TOTAL AGREE	10 10%	5 9%	5 11%	4 9%	6 11%
Don't know	* *%	- -%	* 1%	* 1%	- -%
TOTAL NEITHER/ DON'T KNOW	6 6%	3 6%	3 5%	3 5%	3 6%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 95

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP48D. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - My child shows me new things online and I learn from them (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
Strongly disagree	67 65%	35 65%	32 66%	32 65%	34 65%
Slightly disagree	11 10%	6 11%	5 10%	5 10%	6 11%
TOTAL DISAGREE	77 76%	41 76%	37 75%	38 76%	40 76%
Neither/ nor	7 7%	4 7%	3 6%	4 8%	3 5%
Slightly agree	10 9%	4 8%	5 11%	4 8%	6 11%
Strongly agree	8 8%	4 8%	4 7%	4 8%	4 8%
TOTAL AGREE	17 17%	8 16%	9 19%	8 15%	10 19%
Don't know	* *%	* 1%	- -%	* 1%	- -%
TOTAL NEITHER/ DON'T KNOW	7 7%	4 8%	3 6%	4 9%	3 5%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 96

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP48E. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - I feel I know enough to help my child to manage online risks (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
Strongly disagree	7 6%	4 7%	3 5%	3 7%	3 6%
Slightly disagree	5 5%	3 6%	2 3%	2 4%	3 5%
TOTAL DISAGREE	11 11%	7 13%	4 9%	5 11%	6 12%
Neither/ nor	7 7%	2 5%	4 9%	3 5%	4 8%
Slightly agree	21 21%	10 20%	11 22%	12 23%	10 19%
Strongly agree	62 61%	33 61%	29 60%	30 60%	32 61%
TOTAL AGREE	83 81%	43 81%	40 82%	41 83%	41 80%
Don't know	1 1%	1 1%	- -%	* 1%	* 1%
TOTAL NEITHER/ DON'T KNOW	8 8%	3 6%	4 9%	3 6%	5 9%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 97

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP51A. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - The content on the websites or apps that they visit (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
Very concerned	6 6%	3 5%	3 6%	2 4%	4 7%
Fairly concerned	9 9%	4 8%	5 10%	7 13%	2 4%
TOTAL CONCERNED	15 14%	7 12%	8 16%	9 18%	6 11%
Neither/ nor	6 6%	3 5%	4 7%	3 5%	4 7%
Not very concerned	18 18%	8 15%	10 21%	11 22%	7 14%
Not at all concerned	61 60%	35 67%	26 53%	26 53%	35 67%
TOTAL NOT CONCERNED	80 78%	44 82%	36 74%	37 75%	43 81%
Don't know	1 1%	* 1%	1 2%	1 2%	* 1%
TOTAL NEITHER/ DON'T KNOW	8 7%	3 6%	5 9%	4 7%	4 8%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 98

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP51B. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - How much time they spend online (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
Very concerned	5 5%	3 6%	2 3%	2 4%	3 5%
Fairly concerned	10 10%	4 8%	6 12%	5 11%	5 9%
TOTAL CONCERNED	15 14%	7 14%	7 15%	7 14%	7 14%
Neither/ nor	7 7%	4 7%	3 6%	3 6%	4 7%
Not very concerned	20 20%	9 17%	11 22%	9 19%	10 20%
Not at all concerned	61 60%	33 62%	28 57%	30 60%	31 59%
TOTAL NOT CONCERNED	81 79%	42 79%	38 79%	39 79%	41 79%
TOTAL NEITHER/ DON'T KNOW	7 7%	4 7%	3 6%	3 6%	4 7%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 99

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP51C. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Downloading or getting viruses or other harmful software or harmful apps as a result of what they do online (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
Very concerned	8 8%	4 7%	4 9%	4 8%	4 7%
Fairly concerned	11 10%	6 11%	5 9%	5 10%	6 11%
TOTAL CONCERNED	18 18%	10 18%	9 18%	9 18%	10 18%
Neither/ nor	8 8%	4 7%	4 8%	3 7%	4 8%
Not very concerned	14 14%	6 12%	8 16%	8 15%	7 13%
Not at all concerned	60 59%	33 62%	27 56%	29 59%	31 59%
TOTAL NOT CONCERNED	74 73%	39 74%	35 72%	37 74%	37 72%
Don't know	2 2%	1 1%	1 2%	1 2%	1 2%
TOTAL NEITHER/ DON'T KNOW	9 9%	4 8%	5 10%	4 8%	5 10%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 100

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP51D. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Them giving out their personal details to inappropriate people (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
Very concerned	6 6%	3 6%	3 6%	4 8%	2 4%
Fairly concerned	4 4%	2 5%	2 4%	2 4%	2 5%
TOTAL CONCERNED	11 10%	6 11%	5 10%	6 12%	5 9%
Neither/ nor	7 7%	3 6%	3 7%	4 9%	3 5%
Not very concerned	9 9%	4 7%	5 11%	4 7%	5 10%
Not at all concerned	75 73%	40 76%	34 71%	35 71%	40 76%
TOTAL NOT CONCERNED	84 82%	44 82%	40 82%	39 78%	45 86%
Don't know	1 1%	* 1%	* 1%	* 1%	* 1%
TOTAL NEITHER/ DON'T KNOW	8 8%	4 7%	4 8%	5 10%	3 6%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 101

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP51E. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Them being bullied online/ cyberbullying (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
Very concerned	5 5%	2 4%	2 5%	3 6%	2 3%
Fairly concerned	5 5%	3 5%	2 5%	2 4%	3 6%
TOTAL CONCERNED	10 10%	5 10%	5 10%	5 11%	5 9%
Neither/ nor	6 6%	3 5%	4 8%	4 7%	3 5%
Not very concerned	10 10%	4 8%	6 12%	5 11%	5 9%
Not at all concerned	75 73%	41 78%	33 69%	36 71%	39 75%
TOTAL NOT CONCERNED	85 83%	46 86%	39 81%	41 82%	44 84%
Don't know	1 1%	- -%	1 2%	- -%	1 2%
TOTAL NEITHER/ DON'T KNOW	7 7%	3 5%	5 9%	4 7%	4 7%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 102

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP51F. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Damaging their reputation either now or in the future (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
Very concerned	4 4%	3 5%	2 3%	3 7% d	1 1%
Fairly concerned	10 9%	4 7%	6 12%	5 9%	5 9%
TOTAL CONCERNED	14 13%	7 12%	7 15%	8 16%	6 11%
Neither/ nor	8 8%	4 8%	4 7%	5 11%	3 5%
Not very concerned	9 9%	3 5%	6 13% a	3 7%	5 11%
Not at all concerned	71 70%	40 75%	31 64%	33 66%	38 74%
TOTAL NOT CONCERNED	80 78%	42 80%	37 77%	36 72%	44 84% c
Don't know	* *%	- -%	* 1%	* 1%	- -%
TOTAL NEITHER/ DON'T KNOW	8 8%	4 8%	4 8%	6 11%	3 5%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 103

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP51G. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Seeing content which encourages them to hurt or harm themselves (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
Very concerned	7 6%	3 6%	4 7%	4 9%	2 4%
Fairly concerned	9 9%	5 10%	4 8%	6 12%	3 6%
TOTAL CONCERNED	16 15%	8 16%	7 15%	11 21% d	5 10%
Neither/ nor	5 5%	4 7%	2 4%	3 5%	3 5%
Not very concerned	9 9%	3 6%	6 11%	5 10%	4 7%
Not at all concerned	71 70%	38 71%	33 68%	31 63%	40 76% c
TOTAL NOT CONCERNED	80 78%	41 77%	39 80%	37 73%	43 83%
Don't know	1 1%	* 1%	1 2%	- -%	1 2%
TOTAL NEITHER/ DON'T KNOW	7 6%	4 7%	3 5%	3 5%	4 7%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 104

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP51H. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - The pressure on them to spend money online (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
Very concerned	5 5%	2 4%	3 6%	4 8% d	1 2%
Fairly concerned	8 8%	4 8%	4 7%	4 7%	4 8%
TOTAL CONCERNED	13 13%	7 12%	6 13%	7 15%	5 10%
Neither/ nor	6 6%	4 7%	2 5%	5 9% d	1 3%
Not very concerned	14 14%	5 10%	9 19% a	8 15%	7 13%
Not at all concerned	68 66%	37 70%	30 62%	30 61%	37 72%
TOTAL NOT CONCERNED	82 80%	43 80%	39 81%	38 76%	44 85%
Don't know	1 1%	* 1%	1 1%	- -%	1 2%
TOTAL NEITHER/ DON'T KNOW	7 7%	4 8%	3 6%	5 9%	3 5%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 105

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP51I. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Companies collecting information about what they are doing online (e.g. what they have been looking at online/ sites they have visited etc.) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
Very concerned	9 9%	5 9%	4 9%	6 12%	3 6%
Fairly concerned	10 10%	5 9%	6 12%	6 12%	5 9%
TOTAL CONCERNED	19 19%	9 17%	10 21%	12 23%	8 15%
Neither/ nor	9 9%	3 7%	5 11%	5 10%	4 7%
Not very concerned	12 12%	6 11%	6 12%	7 13%	5 10%
Not at all concerned	61 60%	35 65%	27 55%	26 53%	35 67% c
TOTAL NOT CONCERNED	73 72%	41 76%	32 67%	33 66%	40 77%
Don't know	1 1%	- -%	1 1%	- -%	1 1%
TOTAL NEITHER/ DON'T KNOW	10 9%	3 7%	6 12%	5 10%	4 8%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 106

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP51J. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - The possibility of my child being radicalised, e.g. influenced by extreme views online whether political, social or religious (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
Very concerned	3 3%	1 3%	1 3%	2 4%	1 2%
Fairly concerned	5 5%	4 7%	2 3%	4 8%	1 3%
TOTAL CONCERNED	8 8%	5 10%	3 6%	6 11% d	2 5%
Neither/ nor	6 6%	2 4%	4 8%	3 7%	3 5%
Not very concerned	9 9%	3 6%	6 12%	5 10%	4 9%
Not at all concerned	76 75%	41 78%	35 72%	35 70%	42 80%
TOTAL NOT CONCERNED	85 84%	45 84%	41 84%	39 79%	46 88%
Don't know	2 2%	1 2%	1 2%	1 3%	1 2%
TOTAL NEITHER/ DON'T KNOW	8 8%	3 6%	5 10%	5 9%	4 7%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 107

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP51K. (SHOWCARD) In the past 12 months, has your child asked you to buy them something because they've seen it advertised online? IF YES - Which of these best describes how frequently in the past 12 months your child has asked you to do this? (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
Never	51 50%	25 47%	25 52%	25 49%	26 50%
Every day	11 11%	7 12%	5 10%	5 11%	6 11%
Every week	13 13%	7 13%	6 12%	7 14%	6 11%
Every month	9 9%	5 10%	4 7%	4 8%	5 10%
Every couple of months	5 5%	2 3%	3 6%	2 5%	2 4%
Less frequently	12 12%	7 12%	6 11%	5 11%	7 13%
WEEKLY	24 24%	14 25%	10 22%	12 25%	12 22%
MONTHLY	33 33%	19 36%	14 29%	16 33%	17 32%
EVER	50 49%	27 51%	23 46%	24 48%	26 49%
LESS FREQUENTLY THAN MONTHLY	17 16%	8 16%	8 17%	8 16%	9 17%
Don't know	1 1%	1 1%	1 1%	1 2%	* 1%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 108

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP52. (SHOWCARD) Have you looked for or received information or advice about how to help your child manage online risks, from any of these sources or in any other way? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
Your child's school	22 21%	11 22%	10 21%	11 22%	11 20%
Family or friends	20 20%	9 18%	11 22%	10 19%	10 20%
Internet service providers/ ISPs	12 12%	5 10%	7 14%	7 15%	5 9%
TV, radio, newspapers or magazines	8 8%	5 9%	4 7%	4 9%	4 8%
Other websites with information about how to stay safe online	8 8%	4 7%	4 9%	6 11%	2 5%
BBC	5 5%	3 5%	3 5%	3 6%	2 4%
Government or local authority	4 4%	2 4%	2 4%	2 4%	2 5%
Manufacturers or retailers selling the product	4 4%	2 5%	1 3%	2 5%	1 3%
From your child themselves	2 2%	1 2%	1 2%	1 3%	1 1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 108

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP52. (SHOWCARD) Have you looked for or received information or advice about how to help your child manage online risks, from any of these sources or in any other way? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
Other sources	1 1%	1 1%	* 1%	* 1%	1 1%
TOTAL LOOKED FOR OR RECEIVED INFORMATION OR ADVICE	45 45%	22 41%	24 49%	23 47%	22 42%
No, have not looked for or received any information or advice	53 52%	29 54%	24 50%	25 51%	28 54%
Don't know	3 3%	3 5%	* 1%	1 2%	2 4%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 109

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP53. In the last year, do you think your child has seen anything online that is worrying, nasty or offensive or personally embarrassing in some way? IF YES: Do you think they have seen something once or twice in the last year or more frequently than that? (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%		a	b	c	d
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
Yes seen - just once or twice	9 8%	4 8%	4 9%	4 9%	4 8%
Yes seen - more frequently	1 1%	* 1%	1 1%	* 1%	1 2%
Yes seen - but couldn't say how many times	1 1%	* 1%	1 1%	- -%	1 2%
TOTAL - YES	11 10%	5 9%	6 12%	5 9%	6 12%
Not seen in last year	86 84%	46 86%	40 83%	43 87%	43 82%
Don't know whether seen any of these things	5 5%	3 5%	3 5%	2 4%	3 6%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 110

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP54. (SHOWCARD) Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, have they ever used these devices to do any of the following? IF NECESSARY: This could include any time spent learning about this when they are at school (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%		a	b	c	d
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
Make a drawing or picture	33 32%	14 27%	18 38%	17 35%	15 30%
Make a video	9 9%	3 6%	6 12%	6 12%	3 5%
Change or edit a photo	8 8%	4 7%	5 10%	7 14%	1 3%
Make a character (avatar) that lives and plays in games or sites like Moshi Monsters, Minecraft etc	3 3%	2 3%	2 3%	3 6%	* 1%
Modify or change a game	2 2%	2 4%	- -%	2 5%	- -%
Make their own music	2 2%	1 2%	1 2%	1 3%	1 1%
Make or design a robot	2 2%	2 3%	- -%	2 3%	- -%

Columns Tested: a,b - c,d

OFCEM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 110

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP54. (SHOWCARD) Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, have they ever used these devices to do any of the following? IF NECESSARY: This could include any time spent learning about this when they are at school (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%		a	b	c	d
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
Make an animation/ moving picture or image	1 1%	1 2%	* 1%	* 1%	1 2%
Make a website	1 1%	1 2%	- -%	1 2%	- -%
Make a meme or gif (an image, video or piece of text that is funny that gets spread around online)	1 1%	* 1%	* 1%	1 2%	- -%
Make an app or game	1 1%	* 1%	* 1%	* 1%	* 1%
Write a blog	* *%	* 1%	- -%	* 1%	- -%
Make a vlog (video blog)	* *%	* 1%	- -%	* 1%	- -%
Change or edit somebody else's music (such as cutting, editing or mixing tracks)	* *%	* 1%	- -%	* 1%	- -%
ANY OF THESE	38 37%	17 32%	21 42%	20 41%	17 33%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 110

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP54. (SHOWCARD) Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, have they ever used these devices to do any of the following? IF NECESSARY: This could include any time spent learning about this when they are at school (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	272	142	130	125	147
Effective Weighted Sample	262	137	125	121	142
Total	102	53	49	50	52
None of these	64	36	28	30	35
	63%	68%	58%	59%	67%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 111

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57A. Please think about how your child uses their mobile phone on a typical school day. How many calls would you say they make on their mobile phone - both before and after school? Please think about calls made by dialling using the phone as well as using apps such as Viber, Skype or FaceTime. (SINGLE CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	5	3	2	2	3
Effective Weighted Sample	5	3	2	2	3
Total	2	1	1	1	1
None	**	**	**	**	**
	**	**	**	**	**
Up to 2	**	**	**	**	**
	**	**	**	**	**
Mean number of calls	**	**	**	**	**
Standard deviation	**	**	**	**	**
Standard error	**	**	**	**	**
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 112

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57B. And how many calls would you say they make using their mobile phone on a weekend day? (SINGLE CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	5	3	2	2	3
Effective Weighted Sample	5	3	2	2	3
Total	2	1	1	1	1
None	**	**	**	**	**
	**	**	**	**	**
Up to 2	**	**	**	**	**
	**	**	**	**	**
Mean number of calls	**	**	**	**	**
Standard deviation	**	**	**	**	**
Standard error	**	**	**	**	**
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 113

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP57A-B MOBILE PHONE CALLS MAKE IN A TYPICAL SCHOOL WEEK AND WEEKEND

Base : Parents of children with a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	5	3	2	2	3
Effective Weighted Sample	5	3	2	2	3
Total	2	1	1	1	1
None	**	**	**	**	**
	**	**	**	**	**
Up to 5	**	**	**	**	**
	**	**	**	**	**
Up to 10	**	**	**	**	**
	**	**	**	**	**
Mean number of calls	**	**	**	**	**
Standard deviation	**	**	**	**	**
Standard error	**	**	**	**	**
Columns Tested: a,b - c,d					

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 114

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP58A. How many text-based messages would you say they send from the phone on a typical school day - before school, during school and after school? Please think about messages over the mobile network as well as any text-based messages they may send through instant messaging apps such as BBMs, Apple iMessage or apps such as WhatsApp, Kik, SnapChat, Yahoo Messenger, Viber or Skype. (SINGLE CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	5	3	2	2	3
Effective Weighted Sample	5	3	2	2	3
Total	2	1	1	1	1
None	**	**	**	**	**
	**	**	**	**	**
Mean number of text-based messages	**	**	**	**	**
Standard deviation	**	**	**	**	**
Standard error	**	**	**	**	**
Columns Tested: a,b - c,d					

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP58B. And how many text-based messages would you say they send from the phone on a weekend day? (SINGLE CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	5	3	2	2	3
Effective Weighted Sample	5	3	2	2	3
Total	2	1	1	1	1
None	**	**	**	**	**
	**	**	**	**	**
Mean number of text-based messages	**	**	**	**	**
Standard deviation	**	**	**	**	**
Standard error	**	**	**	**	**
Columns Tested: a,b - c,d					

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP58A-B MOBILE PHONE TEXT-BASED MESSAGES SEND IN A TYPICAL SCHOOL WEEK AND WEEKEND

Base : Parents of children with a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	5	3	2	2	3
Effective Weighted Sample	5	3	2	2	3
Total	2	1	1	1	1
None	**	**	**	**	**
	**	**	**	**	**
Mean number of text-based messages	**	**	**	**	**
Standard deviation	**	**	**	**	**
Standard error	**	**	**	**	**
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 117

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP59. (SHOWCARD) Do you have any of these rules or restrictions about the use that your child makes of their mobile phone? (MULTI CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	5	3	2	2	3
Effective Weighted Sample	5	3	2	2	3
Total	2	1	1	1	1
Regularly check what they're doing with the phone	**	**	**	**	**
	**	**	**	**	**
No going online/ using apps to go online	**	**	**	**	**
	**	**	**	**	**
Rules about what they do online on their phone	**	**	**	**	**
	**	**	**	**	**
No calls to premium rate numbers	**	**	**	**	**
	**	**	**	**	**
No texts to premium rate numbers	**	**	**	**	**
	**	**	**	**	**
No downloading of apps/ applications onto the phone	**	**	**	**	**
	**	**	**	**	**
App store password is not known by the child	**	**	**	**	**
	**	**	**	**	**
No in app/ online purchasing	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP59. (SHOWCARD) Do you have any of these rules or restrictions about the use that your child makes of their mobile phone? (MULTI CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	5	3	2	2	3
Effective Weighted Sample	5	3	2	2	3
Total	2	1	1	1	1
Only send pictures/ videos to an agreed list of people	**	**	**	**	**
	**	**	**	**	**
Prevent certain apps from knowing child's location by disabling location	**	**	**	**	**
	**	**	**	**	**
ANY RULES OR RESTRICTIONS	**	**	**	**	**
	**	**	**	**	**
No, do not have ANY rules or restrictions	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 118

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP60A. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - How much time they spend using the phone (SINGLE CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	5	3	2	2	3
Effective Weighted Sample	5	3	2	2	3
Total	2	1	1	1	1
Neither/ nor	**	**	**	**	**
	**	**	**	**	**
Not at all concerned	**	**	**	**	**
	**	**	**	**	**
TOTAL NOT CONCERNED	**	**	**	**	**
	**	**	**	**	**
TOTAL NEITHER/ DON'T KNOW	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP60B. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Who they are in contact with using their mobile phone (SINGLE CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	5	3	2	2	3
Effective Weighted Sample	5	3	2	2	3
Total	2	1	1	1	1
Not very concerned	**	**	**	**	**
	**	**	**	**	**
Not at all concerned	**	**	**	**	**
	**	**	**	**	**
TOTAL NOT CONCERNED	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 120

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP60C. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Use of location based services that share your child's location with other people (e.g. other users of the service or their social media contacts) (SINGLE CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	5	3	2	2	3
Effective Weighted Sample	5	3	2	2	3
Total	2	1	1	1	1
Not very concerned	**	**	**	**	**
	**	**	**	**	**
Not at all concerned	**	**	**	**	**
	**	**	**	**	**
TOTAL NOT CONCERNED	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCEM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 121

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP60D. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Being bullied via calls/ texts/ emails/ messages to their mobile phone (SINGLE CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	5	3	2	2	3
Effective Weighted Sample	5	3	2	2	3
Total	2	1	1	1	1
Neither/ nor	**	**	**	**	**
	**	**	**	**	**
Not at all concerned	**	**	**	**	**
	**	**	**	**	**
TOTAL NOT CONCERNED	**	**	**	**	**
	**	**	**	**	**
TOTAL NEITHER/ DON'T KNOW	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP61. The UK mobile phone networks - so O2, Vodafone, EE and so on - each have a block on adult or 18+ content which requires users to go through an age verification process before this content can be unblocked and received on their mobile device. Did you know about this bar on adult content before today?

Base : Parents of children with a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	5	3	2	2	3
Effective Weighted Sample	5	3	2	2	3
Total	2	1	1	1	1
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP62. Could your child's mobile phone be used to go online?

Base : Parents of children with a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	5	3	2	2	3
Effective Weighted Sample	5	3	2	2	3
Total	2	1	1	1	1
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP63. Do you know whether the bar on accessing adult content is set up on your child's mobile phone, or has this been deactivated?

Base : Parents whose child has a mobile phone that can be used to go online

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	2	1	1	-	2
Effective Weighted Sample	2	1	1	-	2
Total	1	*	*	-	1
Yes - bar on adult content is set up and in place	**	**	**	**	**
	**	**	**	**	**
No - bar on adult content has been deactivated	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 125

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP65. (SHOWCARD) Does your child ever play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
On a tablet (like an iPad, Kindle Fire or Google Nexus)	67 27%	32 25%	35 28%	37 31% d	30 23%
On a mobile phone or Smartphone (like an iPhone, Samsung Galaxy/ BlackBerry)	37 15%	16 13%	21 17%	19 16%	18 14%
On a games console connected to a TV (like an Xbox/ PlayStation/ Wii)	36 14%	28 22% b	8 6%	19 16%	17 13%
On a hand held games console (like a Nintendo DS or 3DS or Sony PS Vita or Wii U)	18 7%	10 8%	8 6%	7 6%	11 8%
On a desktop computer/ laptop/ netbook	12 5%	8 7% b	4 3%	9 8% d	3 2%
On a Smart TV directly - not using a games console connected to the TV	3 1%	2 1%	1 1%	1 1%	1 1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 125

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP65. (SHOWCARD) Does your child ever play games at home or elsewhere in any of these ways? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
On a portable media player (like an iPod Touch)	1 *% -%	- -%	1 1%	- -%	1 1%
On an MP3 player (like an iPod)	* *% -%	* *%	- -%	* *%	- -%
USE ANY OF THESE DEVICES TO PLAY GAMES	112 45%	58 47%	54 43%	58 48%	55 42%
USE HANDHELD PLAYER OR CONSOLE TO PLAY GAMES	46 18%	32 26% b	14 11%	23 19%	23 18%
No, never/ Does not play games	138 55%	67 53%	71 57%	62 52%	76 58%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 126

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP66A. Please think about the time your child spends playing these types of games at home or elsewhere on a typical school day. How many hours would you say they spend playing these types of games at home or elsewhere on a typical school day? (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	296	151	145	145	151
Effective Weighted Sample	286	146	140	141	146
Total	112	58	54	58	55
None	19	11	8	10	8
	17%	19%	14%	18%	15%
Up to 1 hour	81	38	42	41	39
	72%	66%	78%	72%	72%
			a		
Up to 2 hours	10	7	3	5	6
	9%	12%	6%	8%	11%
Up to 3 hours	2	1	*	1	1
	1%	2%	1%	1%	2%
Up to 4 hours	*	-	*	*	-
	*%	-%	1%	1%	-%
Up to 5 hours	*	*	-	*	-
	*%	1%	-%	1%	-%
Up to 6 hours	*	*	-	-	*
	*%	1%	-%	-%	1%
Mean number of hours	.8	.9	.8	.8	.9
Standard deviation	.74	.87	.57	.74	.75
Standard error	.04	.07	.05	.06	.06
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 127

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP66B. And how many hours would you say they spend playing these games at home or elsewhere on a weekend day? (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	296	151	145	145	151
Effective Weighted Sample	286	146	140	141	146
Total	112	58	54	58	55
None	8 7%	3 5%	5 9%	3 5%	5 9%
Up to 1 hour	72 64%	34 58%	38 70% a	38 66%	33 61%
Up to 2 hours	21 18%	13 23% b	7 14%	10 18%	10 19%
Up to 3 hours	6 5%	4 7%	2 4%	4 6%	2 4%
Up to 4 hours	3 3%	2 3%	1 1%	1 1%	2 4%
Up to 5 hours	2 2%	1 2%	1 1%	1 2%	1 2%
Up to 6 hours	1 1%	1 2%	- -%	1 2%	* 1%
Over 8 hours	* *%	- -%	* 1%	* 1%	- -%
Mean number of hours	1.3	1.5 b	1.1	1.3	1.3
Standard deviation	1.23	1.27	1.17	1.32	1.15
Standard error	.07	.10	.10	.11	.09
Columns Tested:	a,b - c,d				

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 128

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP66A-B HOURS SPENT PLAYING GAMES IN A TYPICAL SCHOOL WEEK AND WEEKEND (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	296	151	145	145	151
Effective Weighted Sample	286	146	140	141	146
Total	112	58	54	58	55
None	4 4%	1 2%	3 5%	2 3%	2 4%
Up to 5 hours	48 43%	24 40%	24 45%	28 48%	20 37%
Up to 10 hours	43 39%	22 37%	22 40%	20 34%	24 44%
Up to 15 hours	10 9%	7 12%	3 6%	5 9%	5 9%
Up to 20 hours	3 3%	2 3%	1 2%	1 1%	2 4%
Up to 25 hours	2 2%	2 4%	* 1%	2 3%	1 2%
Up to 35 hours	* *%	* 1%	- -%	* 1%	- -%
Up to 40 hours	* *%	- -%	* 1%	* 1%	- -%
Over 40 hours	* *%	* 1%	- -%	- -%	* 1%
Mean number of hours	6.8	7.5	6.0	6.6	6.9
Standard deviation	5.66	b 6.31	4.79	5.78	5.57
Standard error	.33	.51	.40	.48	.45
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 129

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP67. (SHOWCARD) Do you have any of these rules or restrictions about the games your child plays at home or elsewhere - whether on a games console or player, a computer, or any other device? (MULTI CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	296	151	145	145	151
Effective Weighted Sample	286	146	140	141	146
Total	112	58	54	58	55
Only games with appropriate age rating	69 62%	35 60%	34 63%	34 58%	35 65%
No games after a certain time	61 54%	32 55%	29 53%	29 50%	31 57%
No games with violence	54 48%	31 53%	23 43%	26 45%	28 51%
No games with swearing/ bad language	52 46%	30 51%	22 41%	25 44%	27 49%
No games with nudity/ sexual content	50 45%	29 49%	22 40%	24 42%	26 48%
No games with drug use	49 43%	27 47%	21 40%	24 41%	25 45%
Regularly check on what they're playing	47 42%	27 47%	19 36%	24 41%	23 43%
Only allowed to play games for a set period of time	44 39%	24 40%	21 38%	23 39%	21 39%
No online game playing	36 32%	18 31%	18 33%	19 33%	17 31%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 129

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP67. (SHOWCARD) Do you have any of these rules or restrictions about the games your child plays at home or elsewhere - whether on a games console or player, a computer, or any other device? (MULTI CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	296	151	145	145	151
Effective Weighted Sample	286	146	140	141	146
Total	112	58	54	58	55
Can only play when supervised/ not on their own	35 31%	16 28%	18 34%	17 30%	17 32%
No online chat or messaging	29 25%	15 26%	13 25%	16 28%	12 23%
No online game playing with people they don't already know	27 24%	14 24%	13 24%	16 27%	11 20%
Only a game that an adult or parent has played/ tried first	26 23%	12 21%	14 26%	14 24%	12 22%
Only games that are free to play	25 22%	13 22%	12 23%	12 20%	13 25%
No games with in-app or in game purchasing	22 20%	13 22%	10 18%	14 24%	8 15%
No multi-player games	21 19%	10 18%	11 20%	12 20%	10 18%
No games with subscriptions that recur after a set period of time (ie monthly)	20 17%	12 21%	8 14%	10 18%	9 17%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 129

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP67. (SHOWCARD) Do you have any of these rules or restrictions about the games your child plays at home or elsewhere - whether on a games console or player, a computer, or any other device? (MULTI CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	296	151	145	145	151
Effective Weighted Sample	286	146	140	141	146
Total	112	58	54	58	55
Other	1	-	1	*	*
	1%	-%	1%	1%	1%
ANY RULES OR RESTRICTIONS	99	52	47	50	49
	88%	89%	88%	87%	90%
No, do not have ANY rules or restrictions	13	6	7	7	6
	12%	11%	12%	13%	10%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 130

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP68. Some games consoles and games players can be used to go online, watch and download TV and movies and to chat with others. Did you know this before today?

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Yes	164 66%	80 64%	84 67%	80 66%	84 65%
No	82 33%	42 34%	39 32%	39 32%	43 33%
Don't know	4 2%	3 2%	1 1%	2 1%	3 2%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 131

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP70. (SHOWCARD) Many games can now be played online, either through games consoles, other games players or through other devices such as desktop computers, laptops, tablets, mobile phones and smart TVs. Examples of popular games that can be played online include FIFA football games, Minecraft, Club Penguin, Animal Jam, Stardoll and Moshi Monsters. Does your child ever play online games? IF YES: When your child plays online games, which of these describe how they are playing? (MULTI CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	296	151	145	145	151
Effective Weighted Sample	286	146	140	141	146
Total	112	58	54	58	55
Playing on their own/ against the computer or games console/ player	23 20%	12 21%	11 20%	16 27% d	7 13%
Playing against or with someone else in the same room as them	8 7%	6 10% b	2 4%	6 10%	2 4%
Playing against or with someone else they have met in person who is playing somewhere else	2 2%	1 2%	* 1%	2 3% d	- -%
Playing against or with one or more other people they have not met in person who are playing somewhere else	2 2%	2 3%	* 1%	2 4% d	- -%
TOTAL - PLAYS GAMES ONLINE	27 24%	15 26%	12 22%	19 32% d	8 15%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 131

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP70. (SHOWCARD) Many games can now be played online, either through games consoles, other games players or through other devices such as desktop computers, laptops, tablets, mobile phones and smart TVs. Examples of popular games that can be played online include FIFA football games, Minecraft, Club Penguin, Animal Jam, Stardoll and Moshi Monsters. Does your child ever play online games? IF YES: When your child plays online games, which of these describe how they are playing? (MULTI CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	296	151	145	145	151
Effective Weighted Sample	286	146	140	141	146
Total	112	58	54	58	55
No - child does not play online games	85	43	42	39	47
	76%	74%	78%	67%	85%
					c
Don't know	*	*	-	*	-
	*%	1%	-%	1%	-%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 132

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP71. Are there any controls set on either the handheld games player or the games console connected to a TV? This might include things like time-limiting software that only allows them to play for a set amount of time or controls to stop your child playing games above a certain age rating or to restrict or prevent them going online.

Base : Parents whose child ever plays games on a handheld games console or a games console connected to a TV

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	115	80	35	54	61
Effective Weighted Sample	112	78	34	53	59
Total	46	32	14	23	23
Yes	19	**	**	**	**
	42%	**	**	**	**
No	24	**	**	**	**
	53%	**	**	**	**
Don't know	3	**	**	**	**
	6%	**	**	**	**

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 133

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP72A. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS ON FIXED OR PORTABLE GAMES CONSOLE - I am confident that the controls we have are effective (SINGLE CODE)

Base : Parents whose child has controls set on either the handheld games console or on the games console connected to a TV

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	47	37	10	23	24
Effective Weighted Sample	46	36	10	23	24
Total	19	15	4	10	9
Strongly disagree	**	**	**	**	**
	**	**	**	**	**
Slightly disagree	**	**	**	**	**
	**	**	**	**	**
TOTAL DISAGREE	**	**	**	**	**
	**	**	**	**	**
Neither/ nor	**	**	**	**	**
	**	**	**	**	**
Slightly agree	**	**	**	**	**
	**	**	**	**	**
Strongly agree	**	**	**	**	**
	**	**	**	**	**
TOTAL AGREE	**	**	**	**	**
	**	**	**	**	**
TOTAL NEITHER/ DON'T KNOW	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 134

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP72B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PARENTAL CONTROLS ON FIXED OR PORTABLE GAMES CONSOLE - I think my child might be able to get around or disable the controls (SINGLE CODE)

Base : Parents whose child has controls set on either the handheld games console or on the games console connected to a TV

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	47	37	10	23	24
Effective Weighted Sample	46	36	10	23	24
Total	19	15	4	10	9
Strongly disagree	**	**	**	**	**
	**	**	**	**	**
Slightly disagree	**	**	**	**	**
	**	**	**	**	**
TOTAL DISAGREE	**	**	**	**	**
	**	**	**	**	**
Neither/ nor	**	**	**	**	**
	**	**	**	**	**
Slightly agree	**	**	**	**	**
	**	**	**	**	**
Strongly agree	**	**	**	**	**
	**	**	**	**	**
TOTAL AGREE	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**
TOTAL NEITHER/ DON'T KNOW	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 135

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP73. And can you tell me why there are no parental controls set on the handheld games player or the games console connected to a TV? (MULTI CODE)

Base : Parents whose child does not have controls set on either the handheld games console or on the games console connected to a TV

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	61	38	23	29	32
Effective Weighted Sample	59	37	22	28	31
Total	24	15	9	12	12
Child is too young for this to be a problem	**	**	**	**	**
	**	**	**	**	**
Child is always supervised/ always an adult present	**	**	**	**	**
	**	**	**	**	**
Didn't know this was possible	**	**	**	**	**
	**	**	**	**	**
Cannot be used to go online	**	**	**	**	**
	**	**	**	**	**
Trust my child to be sensible/ responsible	**	**	**	**	**
	**	**	**	**	**
Don't know how to do this	**	**	**	**	**
	**	**	**	**	**
Child too old for setting these controls	**	**	**	**	**
	**	**	**	**	**
Too complicated/ time consuming to install/ administer	**	**	**	**	**
	**	**	**	**	**
Other	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 135

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP73. And can you tell me why there are no parental controls set on the handheld games player or the games console connected to a TV? (MULTI CODE)

Base : Parents whose child does not have controls set on either the handheld games console or on the games console connected to a TV

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	61	38	23	29	32
Effective Weighted Sample	59	37	22	28	31
Total	24	15	9	12	12
TOTAL DIDN'T KNOW WAS POSSIBLE/ DON'T KNOW HOW TO DO THIS	**	**	**	**	**
Don't know	**	**	**	**	**

Columns Tested: a,b - c,d

OFCEM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 136

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP74A. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - The content of the games they are playing (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	296	151	145	145	151
Effective Weighted Sample	286	146	140	141	146
Total	112	58	54	58	55
Very concerned	2 2%	1 2%	1 2%	1 2%	1 2%
Fairly concerned	6 6%	3 6%	3 6%	3 5%	4 6%
TOTAL CONCERNED	9 8%	5 8%	4 8%	4 7%	5 9%
Neither/ nor	9 8%	5 8%	4 7%	3 6%	5 9%
Not very concerned	21 19%	11 18%	10 19%	14 23%	7 14%
Not at all concerned	74 66%	38 66%	36 67%	37 64%	37 68%
TOTAL NOT CONCERNED	95 85%	49 84%	46 86%	51 87%	45 82%
TOTAL NEITHER/ DON'T KNOW	9 8%	5 8%	4 7%	3 6%	5 9%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 137

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP74B. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - How much time they spend playing games (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	296	151	145	145	151
Effective Weighted Sample	286	146	140	141	146
Total	112	58	54	58	55
Very concerned	3 3%	1 2%	2 3%	2 4%	1 1%
Fairly concerned	9 8%	6 10%	4 7%	4 7%	5 9%
TOTAL CONCERNED	12 11%	7 12%	5 10%	6 11%	6 10%
Neither/ nor	8 7%	4 7%	4 8%	4 8%	4 7%
Not very concerned	23 21%	12 20%	12 21%	13 22%	10 19%
Not at all concerned	69 61%	36 62%	33 61%	34 59%	35 64%
TOTAL NOT CONCERNED	92 82%	48 81%	44 82%	47 81%	45 83%
TOTAL NEITHER/ DON'T KNOW	8 7%	4 7%	4 8%	4 8%	4 7%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 138

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP74C. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - Who they are playing online games with (SINGLE CODE)

Base : Parents whose child ever plays games online

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	67	36	31	46	21
Effective Weighted Sample	65	35	30	45	21
Total	27	15	12	19	8
Very concerned	**	**	**	**	**
	**	**	**	**	**
Fairly concerned	**	**	**	**	**
	**	**	**	**	**
TOTAL CONCERNED	**	**	**	**	**
	**	**	**	**	**
Neither/ nor	**	**	**	**	**
	**	**	**	**	**
Not very concerned	**	**	**	**	**
	**	**	**	**	**
Not at all concerned	**	**	**	**	**
	**	**	**	**	**
TOTAL NOT CONCERNED	**	**	**	**	**
	**	**	**	**	**
TOTAL NEITHER/ DON'T KNOW	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 139

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP74D. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - The pressure to make in-game purchases for things like access to additional points/ tokens/ levels or for game upgrades or add-ons (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	296	151	145	145	151
Effective Weighted Sample	286	146	140	141	146
Total	112	58	54	58	55
Very concerned	7 6%	4 7%	3 6%	6 10% d	1 2%
Fairly concerned	7 7%	4 7%	3 6%	4 7%	3 6%
TOTAL CONCERNED	14 13%	8 14%	6 12%	10 17% d	5 9%
Neither/ nor	10 9%	5 9%	5 9%	5 8%	5 10%
Not very concerned	18 16%	10 17%	8 16%	11 19%	7 14%
Not at all concerned	67 60%	35 60%	32 60%	32 56%	35 64%
TOTAL NOT CONCERNED	85 76%	45 76%	41 76%	43 74%	42 78%
Don't know	2 2%	* 1%	2 4%	* 1%	2 4%
TOTAL NEITHER/ DON'T KNOW	13 11%	6 10%	7 13%	5 9%	7 13%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 140

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP74E. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - The possibility of them being bullied by other players (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	296	151	145	145	151
Effective Weighted Sample	286	146	140	141	146
Total	112	58	54	58	55
Very concerned	3 2%	2 3%	1 1%	1 2%	1 3%
Fairly concerned	4 4%	1 3%	3 5%	3 5%	1 2%
TOTAL CONCERNED	7 6%	4 6%	4 7%	4 8%	3 5%
Neither/ nor	7 7%	3 5%	4 8%	5 8%	3 5%
Not very concerned	16 15%	10 18%	6 11%	9 15%	7 14%
Not at all concerned	80 72%	41 71%	39 72%	40 68%	41 75%
TOTAL NOT CONCERNED	97 86%	52 88%	45 83%	48 84%	48 89%
Don't know	1 1%	* 1%	1 1%	* 1%	1 1%
TOTAL NEITHER/ DON'T KNOW	9 8%	3 6%	5 10%	5 9%	4 6%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 141

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP74F. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - The amount of advertising in games (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	296	151	145	145	151
Effective Weighted Sample	286	146	140	141	146
Total	112	58	54	58	55
Very concerned	5 5%	3 5%	2 4%	2 4%	3 5%
Fairly concerned	16 14%	9 16%	7 13%	10 17%	6 12%
TOTAL CONCERNED	21 19%	12 21%	9 17%	12 21%	9 17%
Neither/ nor	9 8%	4 7%	5 10%	4 7%	5 9%
Not very concerned	22 20%	11 19%	12 21%	12 21%	10 19%
Not at all concerned	59 52%	31 53%	27 51%	28 49%	30 55%
TOTAL NOT CONCERNED	81 72%	42 72%	39 72%	41 70%	40 74%
Don't know	1 1%	* 1%	* 1%	1 1%	- -%
TOTAL NEITHER/ DON'T KNOW	10 9%	4 7%	6 11%	5 9%	5 9%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 142

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP75A. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SCREEN TIME - I find it hard to control my child's screen time (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Disagree a lot	165 66%	82 66%	83 66%	76 63%	89 68%
Disagree a little	34 13%	17 14%	16 13%	18 15%	16 12%
TOTAL DISAGREE	198 79%	99 80%	99 79%	93 78%	105 81%
Neither/ nor	12 5%	6 5%	6 5%	9 8%	3 2%
Agree a little	31 12%	16 13%	15 12%	15 12%	16 13%
Agree a lot	8 3%	3 2%	5 4%	2 2%	6 4%
TOTAL AGREE	39 16%	18 15%	20 16%	17 14%	22 17%
Don't know	1 *%	1 1%	- -%	* *%	* *%
TOTAL NEITHER/ DON'T KNOW	13 5%	7 6%	6 5%	10 8%	3 2%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 143

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP75B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SCREEN TIME - I think my child has a good balance between screen time and doing other things (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Disagree a lot	9 4%	6 5%	3 3%	3 3%	6 4%
Disagree a little	7 3%	4 3%	3 2%	2 2%	4 3%
TOTAL DISAGREE	16 6%	10 8%	6 5%	6 5%	10 8%
Neither/ nor	17 7%	9 7%	8 7%	10 8%	7 6%
Agree a little	54 22%	28 23%	26 21%	27 23%	27 21%
Agree a lot	161 64%	78 62%	83 67%	76 63%	85 66%
TOTAL AGREE	215 86%	106 85%	109 87%	103 86%	112 86%
Don't know	2 1%	* *%	1 1%	1 1%	1 1%
TOTAL NEITHER/ DON'T KNOW	19 8%	9 7%	10 8%	11 9%	8 6%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 144

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP75C. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SCREEN TIME - My child's screen time gets in the way of family time (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Disagree a lot	167 67%	83 67%	84 67%	77 65%	90 69%
Disagree a little	39 16%	19 15%	20 16%	20 16%	19 15%
TOTAL DISAGREE	206 83%	102 82%	104 83%	97 81%	110 84%
Neither/ nor	14 6%	10 8%	4 3%	8 6%	7 5%
Agree a little	22 9%	9 7%	13 10%	13 11%	9 7%
Agree a lot	6 2%	3 2%	3 2%	2 1%	4 3%
TOTAL AGREE	28 11%	12 10%	16 13%	14 12%	14 10%
Don't know	1 1%	* *%	1 1%	1 1%	1 *%
TOTAL NEITHER/ DON'T KNOW	16 6%	11 9%	5 4%	8 7%	7 6%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 209

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP76. (SHOWCARD) Which of these groups best describes your child? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
WHITE - British	156 62%	77 62%	79 63%	77 64%	79 60%
WHITE - English	17 7%	9 7%	8 6%	7 6%	10 8%
WHITE - Scottish	17 7%	9 7%	8 7%	7 6%	10 8%
WHITE - Welsh	4 1%	2 1%	2 1%	1 1%	3 2%
WHITE - Irish	3 1%	2 1%	1 1%	1 1%	1 1%
WHITE - Any other white background	12 5%	6 4%	6 5%	7 6%	5 4%
MIXED - White and Black Caribbean	4 2%	2 2%	2 1%	1 1%	3 2%
MIXED - White and Black African	3 1%	1 1%	2 1%	2 2%	1 1%
MIXED - White and Asian	1 *%	* *%	* *%	1 1%	- -%
MIXED - Any other mixed background	1 *%	* *%	* *%	- -%	1 1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 209

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP76. (SHOWCARD) Which of these groups best describes your child? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
ASIAN AND BRITISH ASIAN - Indian	6 3%	3 2%	3 3%	5 4% d	1 1%
ASIAN AND BRITISH ASIAN - Pakistani	9 3%	4 3%	4 4%	3 3%	5 4%
ASIAN AND BRITISH ASIAN - Bangladeshi	2 1%	* *%	2 1%	* *%	2 1%
ASIAN AND BRITISH ASIAN - Any other Asian background	3 1%	2 2%	1 1%	1 1%	1 1%
BLACK AND BLACK BRITISH - Caribbean	3 1%	1 1%	1 1%	* *%	2 2%
BLACK AND BLACK BRITISH - African	7 3%	4 3%	3 2%	3 3%	3 3%
BLACK AND BLACK BRITISH - Any other black background	* *%	- -%	* *%	* *%	- -%
MIDDLE EAST AND ARABIC ORIGIN - Middle Eastern, including Arabic origin	1 *%	1 1%	* *%	1 1%	* *%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 209

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP76. (SHOWCARD) Which of these groups best describes your child? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
CHINESE OR OTHER ETHNIC GROUP - Chinese	*	*	-	-	*
	*%	*%	-%	-%	*%
Any other background	2	*	1	-	2
	1%	*%	1%	-%	1%
Refused	1	*	1	1	*
	*%	*%	*%	1%	*%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 210

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP76A. Does your child have any long-standing illness, disability or infirmity? By long-standing I mean anything that has troubled them over a period of time or that is likely to affect them over a period of time?
QP77 Does this illness, disability or infirmity limit their activities in any way? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Yes	9	6	3	5	4
	4%	5%	3%	5%	3%
Yes, but does not limit activities	4	3	1	*	3
	2%	2%	1%	*%	3%
					c
No	236	115	121	113	122
	94%	92%	97%	94%	94%
			a		
Don't know	2	2	-	1	1
	1%	1%	-%	1%	1%
		b			

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 211

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP78. Is there a landline phone in your home that can be used to make and receive calls? IF NECESSARY: Not a mobile phone or internet voice service. IF YES: Can this phone be used to make and receive calls? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Can use to make and receive calls	165 66%	80 64%	85 68%	94 78% d	71 55%
Can receive but not make calls/ incoming only	8 3%	4 3%	4 3%	4 3%	4 3%
Line not working properly/ needs to be repaired	2 1%	1 1%	1 1%	1 1%	2 1%
No, do not have landline phone	74 30%	39 31%	35 28%	21 17%	53 41% c
Don't know	* *%	* *%	- -%	* *%	- -%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 212

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP79. Can I please ask your age? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
16 - 24	22 9%	11 8%	11 9%	5 4%	17 13% c
25 - 34	139 56%	68 55%	71 57%	65 54%	74 57%
35 - 44	74 30%	39 31%	36 29%	45 37% d	29 23%
45 - 54	9 4%	5 4%	5 4%	3 2%	6 5%
55 - 64	2 1%	1 1%	1 1%	1 *%	1 1%
65 - 74	1 *%	* *%	* *%	* *%	* *%
Refused	3 1%	1 1%	1 1%	1 1%	1 1%

Columns Tested: a,b - c,d

OFCEM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 213

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP80. And at what age did you finish your education? IF STILL IN EDUCATION - At which age do you expect to finish your education? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Aged 16 or under	86 35%	42 34%	44 35%	22 19%	64 49% c
Aged 17-18	70 28%	35 28%	35 28%	34 28%	36 28%
Aged 19-20	27 11%	13 10%	14 11%	13 11%	13 10%
Aged 21 or over	64 26%	33 26%	31 25%	49 41% d	15 12%
Don't know	1 1%	1 1%	1 1%	* *%	1 1%
Refused	2 1%	2 1% b	- -%	1 1%	* *%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 214

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP81. (SHOWCARD) And which of these options applies to your home? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Being bought on mortgage	85 34%	42 33%	44 35%	61 51% d	24 19%
Owned outright by the household	8 3%	5 4%	3 2%	5 4%	3 3%
Rented from Local Authority/ Housing Association/ Trust	102 41%	50 40%	51 41%	28 24%	73 56% c
Rented from Private Landlord	52 21%	27 21%	26 21%	25 21%	28 21%
Don't know	3 1%	1 1%	1 1%	1 1%	1 1%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 215

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP82 How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
2	22 9%	11 9%	11 9%	3 3%	19 15% c
3	89 35%	43 35%	46 36%	49 41% d	40 31%
4	87 35%	44 35%	43 34%	49 41% d	38 29%
5-6	46 18%	25 20%	22 17%	18 15%	28 22% c
7-9	6 2%	2 2%	4 3%	1 1%	5 4% c

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 216

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP83 How many of your children aged under 16 live at home with you? That is, children for whom you are their parent or guardian.(SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
1	103 41%	52 42%	51 41%	48 40%	55 42%
2	92 37%	43 35%	48 39%	53 44%	39 30%
3	42 17%	25 20%	17 14%	17 14%	25 19%
4	8 3%	3 2%	5 4%	1 1%	7 5%
5 or more	5 2%	2 1%	3 2%	* *%	4 3%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 217

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP84. What are the ages of the other children aged under 16 living at home with you? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Under 1	29	16	14	15	15
	12%	13%	11%	12%	11%
Aged 1	21	9	12	8	13
	8%	7%	10%	6%	10%
Aged 2	21	12	10	10	11
	9%	9%	8%	9%	8%
Aged 3	41	23	18	21	20
	16%	18%	14%	18%	15%
Aged 4	51	27	24	22	28
	20%	21%	19%	19%	22%
Aged 5	17	9	8	7	10
	7%	7%	6%	6%	7%
Aged 6	19	9	9	9	9
	7%	7%	7%	8%	7%
Aged 7	24	11	13	8	16
	10%	9%	10%	6%	13%
					c
Aged 8	20	9	11	7	13
	8%	7%	9%	6%	10%
Aged 9	13	7	6	6	7
	5%	6%	5%	5%	5%
Aged 10	10	3	7	4	5
	4%	2%	6%	4%	4%
			a		
Aged 11	11	6	5	5	7
	5%	5%	4%	4%	5%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 217

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP84. What are the ages of the other children aged under 16 living at home with you? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Aged 12	9 4%	5 4%	3 3%	5 4%	4 3%
Aged 13	5 2%	2 2%	3 2%	1 1%	4 3% c
Aged 14	3 1%	1 1%	2 1%	1 1%	2 2%
Aged 15	6 2%	2 2%	4 3%	2 2%	4 3%
Aged 16	2 1%	2 2%	* *%	1 1%	1 1%
Refused	1 *%	- -%	1 1%	- -%	1 1%
ANY YOUNGER SIBLINGS AT HOME	71 28%	36 29%	35 28%	34 29%	37 28%
NO YOUNGER SIBLINGS AT HOME	179 72%	89 71%	90 72%	86 71%	94 72%
ANY OLDER SIBLINGS AT HOME	99 39%	48 38%	51 41%	45 37%	54 41%
NO OLDER SIBLINGS AT HOME	151 61%	77 62%	74 59%	75 63%	77 59%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 217

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP84. What are the ages of the other children aged under 16 living at home with you? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
ONLY CHILD WITH NO SIBLINGS AT HOME	103	52	51	48	55
	41%	42%	41%	40%	42%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 218

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP85. (SHOWCARD) Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Your husband/ wife/ partner- CHILD'S PARENT	189 76%	94 75%	95 76%	103 86% d	85 66%
Your husband/ wife/ partner- NOT CHILD'S PARENT	6 2%	4 3%	3 2%	2 2%	4 3%
Your Mother/ Father/ Stepmother/ Stepfather/ Partner of Father/ Partner of Mother	7 3%	4 3%	3 2%	3 3%	3 3%
Your Brothers/ Sisters/ Stepbrothers/ Stepsisters	2 1%	1 1%	1 1%	1 1%	1 1%
Your Child/ children aged 16 and over	10 4%	5 4%	5 4%	3 3%	6 5%
Other relative of yours	2 1%	2 2%	* *%	* *%	2 1%
Friend/ other person not related to you	* *%	* *%	- -%	- -%	* *%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 218

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP85. (SHOWCARD) Which of these adults aged 16 and over live in your household with you, in terms of their relationship to you? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
None - I am the only adult in the household	46 18%	23 18%	23 18%	11 9%	35 27% c
Refused	1 1%	1 1%	* *%	1 1%	1 *%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 219

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP87. (SHOWCARD) Which option applies to your household for the total annual household income from all sources before tax and deductions? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Base for %	163	78	85	78	85
Under £11,500	39	18	21	4	34
	24%	23%	24%	6%	41%
					c
£11,500 - £17,499	27	13	14	8	19
	16%	17%	16%	11%	22%
					c
£17,500 - £29,999	41	23	18	22	19
	25%	30%	22%	28%	23%
		b			
£30,000 - £49,999	39	16	23	28	11
	24%	21%	27%	36%	13%
				d	
£50,000 or over	17	8	9	15	2
	10%	10%	11%	19%	2%
				d	
Don't know	27	14	13	11	16
Refused	60	33	27	31	30

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2016 - PARENTS OF CHILDREN AGED 3-4 - 25th April to 13th June 2016.

Table 220

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP89. GENDER OF PARENT INTERVIEWED

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	684	342	342	311	373
Effective Weighted Sample	659	330	330	301	360
Total	250	125	125	120	130
Male	58 23%	35 28%	23 18%	32 27%	26 20%
Female	192 77%	90 72%	102 82%	87 73%	105 80%
			a	c	c

Columns Tested: a,b - c,d