

## **Freedom of Information: Right to know request**

Your request for information about phone ownership data for 7-12 year olds, which you sent via my colleague, has been passed to me in the Information Requests team to handle as a request under the Freedom of Information Act 2000.

You can find information in Ofcom's most recent children's media literacy report, here:

<https://www.ofcom.org.uk/research-and-data/media-literacy-research/childrens/children-parents-nov16>

In regard to your particular questions:

*(1) Do you have more granular versions of ownership numbers, that would give us some idea about e.g. seasonal spikes in children getting their first phones?*

*(2) How accurate is the methodology at identifying kids? It is unclear to me how a phone is known to be a kid's phone.*

We don't hold anything that could identify seasonal spikes, as the fieldwork takes place at one point during the year and we don't ask when individuals got their phone.

On your second point, we ask both whether the child *uses* a mobile phone, which could include a parent's or other person's phone, and whether the child *has their own* mobile phone. This is asked of parents, so the ownership figures are the number of parents of 3-15s who say their child has their own mobile phone. We then also ask parents whether this is a smartphone.

Timing

If you wish to exercise your right to an internal review you should contact us within two months of the date of this letter. There is no statutory deadline for undertaking internal reviews and it will depend upon the complexity of the case. However, we aim to conclude all such reviews within 20 working days, and up to 40 working days in exceptional cases. We will keep you informed of the progress of any such review. If you wish to request an internal review, you should contact:

Steve Gettings  
The Secretary to the Corporation  
Ofcom  
Riverside House  
2a Southwark Bridge Road  
London SE1 9HA

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted at:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF