

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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| Base : Parents whose child goes online at home or elsewhere | |
| 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) | 291 |
| Base : Parents whose child goes online at home or elsewhere | |
| 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) | 293 |
| Base : Parents whose child goes online at home or elsewhere | |
| 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) | 297 |
| Base : Parents whose child goes online at home or elsewhere | |
| QP53. (SHOWCARD) In the past year do you think your child has seen anything hateful on the internet that has been directed at a particular group of people, based on for instance their gender, religion, disability, sexuality or gender identity? Examples of these sorts of things might be nasty or hateful comments or images that have been posted on social media, comments in response to something they've read online, or videos posted on sites like YouTube. Which option best describes whether they have seen things like this online in the past year? (SINGLE CODE) | 301 |
| Base : Parents of children aged 5-7 whose child goes online at home or elsewhere | |
| 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 (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE) | 303 |
| Base : Parents whose child goes online at home or elsewhere | |
| QP55B. Does your child ever use BBC websites or apps for their schoolwork or homework, so sites or apps like BBC Bitesize? | 309 |
| Base : Parents of children aged 5-7 whose child goes online at home or elsewhere | |
| QP56B. (SHOWCARD) To what extent do you agree with the following statement about their use of BBC sites or apps like BBC Bitesize? When my child uses these BBC sites or apps for their schoolwork or homework they find them helpful? (SINGLE CODE) .. | 311 |
| Base : Parents of children aged 5-7 whose child ever uses the BBC websites or apps (like BBC Bitesize) for their schoolwork or homework | |
| QP57A. Please think about how your child uses their mobile phone on a typical school day. How many hours would you say they spend using their mobile phone at home or elsewhere on a typical school day? IF NECESSARY - This could be for calls, texts, for going online, checking social media, using other messaging apps, playing games, watching videos etc. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)..... | 313 |
| Base : Parents of children with a mobile phone | |
| QP57B. And how many hours would you say they spend using their mobile phone at home or elsewhere on a weekend day? IF NECESSARY - This could be for calls, texts, for going online, checking social media, using other messaging apps, playing games, watching videos etc (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)..... | 317 |
| Base : Parents of children with a mobile phone | |
| QP57A-B HOURS SPENT USING A MOBILE PHONE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE) | 321 |
| Base : Parents of children with a mobile phone | |
| QP59. (SHOWCARD) Do you have any of these rules about the use that your child makes of their mobile phone? (MULTI CODE) | 324 |
| Base : Parents of children with a mobile phone | |
| QP60A. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - How much time they spend using the phone (SINGLE CODE)..... | 327 |
| Base : Parents of children with a mobile phone | |
| QP60B. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Who they are in contact with using their mobile phone (SINGLE CODE) | 329 |
| Base : Parents of children with a mobile phone | |

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| QP60D. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S MOBILE PHONE USE - Being bullied via calls/ texts/ emails/ messages to their mobile phone (SINGLE CODE) | 331 |
| Base : Parents of children with a mobile phone | |
| QP61. The UK mobile phone networks - so O2, Vodafone, EE and so on 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 the user's phone. Did you know about this bar on adult content before today?..... | 333 |
| Base : Parents of children with a mobile phone | |
| QP62. Do you know whether this bar on accessing adult content is set up on your child's mobile phone? (SINGLE CODE) | 335 |
| Base : Parents whose child has a mobile phone aware of the bar on adult content that can be set on the child's phone | |
| QP62. Do you know whether this bar on accessing adult content is set up on your child's mobile phone? (SINGLE CODE) | 337 |
| Base : Parents of children with a mobile phone | |
| QP65. (SHOWCARD) Does your child ever play games at home or elsewhere in any of these ways? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)..... | 339 |
| Base : All parents | |
| 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? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE) | 343 |
| Base : Parents whose child ever plays games | |
| QP66B. And how many hours would you say they spend playing these games at home or elsewhere on a weekend day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE) | 345 |
| Base : Parents whose child ever plays games | |
| QP66A-B HOURS SPENT PLAYING GAMES IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE) | 348 |
| Base : Parents whose child ever plays games | |
| QP67. (SHOWCARD) Do you have any of these rules 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) | 351 |
| Base : Parents whose child ever plays games | |
| 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? | 355 |
| Base : All parents | |
| 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) | 357 |
| 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? IF NECESSARY - 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..... | 361 |
| Base : Parents whose child ever plays games on a handheld games console or a 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) | 363 |
| 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)..... | 365 |
| 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)..... | 367 |
| 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)..... | 369 |
| 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) | 371 |
| 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) | 373 |
| Base : Parents whose child ever plays games | |

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| QP75A. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SCREEN TIME - I find it hard to control my child's screen time (SINGLE CODE) | 375 |
| 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) | 377 |
| Base : All parents | |
| QC0. WAS THE CHILD TO BE INTERVIEWED PRESENT DURING THIS INTERVIEW WITH THEIR PARENT | 379 |
| Base : All parents of children aged 5-15 | |
| QC4A. (SHOWCARD) ATTITUDES TOWARDS TV PROGRAMMES - There are enough programmes for children my age..... | 381 |
| Base : Children aged 8-15 who watch TV at home or elsewhere | |
| QC4B. (SHOWCARD) ATTITUDES TOWARDS TV PROGRAMMES - There are enough programmes that show children that look like me | 383 |
| Base : Children aged 8-15 who watch TV at home or elsewhere | |
| QC4C. (SHOWCARD) ATTITUDES TOWARDS TV PROGRAMMES - There are enough programmes that show children that live in the same part of the country as me | 385 |
| Base : Children aged 8-15 who watch TV at home or elsewhere | |
| QC4D. (SHOWCARD) ATTITUDES TOWARDS TV PROGRAMMES - There are enough programmes that show children doing the sorts of things that me and my friends do | 387 |
| Base : Children aged 8-15 who watch TV at home or elsewhere | |
| (SHOWCARD) SUMMARY OF ATTITUDES TOWARDS TV PROGRAMMES..... | 389 |
| Base : Children aged 8-15 who watch TV at home or elsewhere | |
| QC5. (SHOWCARD) Where do you think the BBC mainly gets its money from? (SINGLE CODE) | 393 |
| Base : Children aged 12-15 who watch TV at home or elsewhere | |
| QC5A. (SHOWCARD) Which one of these answers best describes how often you see adverts when you watch TV? IF NECESSARY: This could be watching TV on any type of device as it is broadcast, anything recorded from the TV to view later or any use of catch up services or other On-demand content (SINGLE CODE) | 395 |
| Base : Children aged 8-15 who watch TV at home or elsewhere | |
| QC5B. (SHOWCARD) Which one of these answers best describes how you feel about these TV adverts? I think the TV adverts.... (SINGLE CODE) | 397 |
| Base : Children aged 8-15 who say they ever see adverts on TV | |
| QC7C. Do you prefer to watch YouTube videos, TV programmes on a TV set, or do you like both the same? (SINGLE CODE)..... | 399 |
| Base : Children aged 8-15 who ever use YouTube | |
| QC9. (SHOWCARD) Where do you think YouTube mainly gets its money from? (SINGLE CODE) | 401 |
| Base : Children aged 12-15 who ever use YouTube | |
| QC14. When you go online do you ever do things like sign petitions, share news stories on sites like Facebook or Twitter or write comments or talk online about the news? | 403 |
| Base : Children aged 8-15 who go online at home or elsewhere | |
| QC15A. (SHOWCARD) When you go online do you visit social media sites or apps like Facebook, Instagram, SnapChat, Twitter, or You Tube? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE) | 405 |
| Base : Children aged 8-15 who go online at home or elsewhere | |
| QC15B. (SHOWCARD) When you go online do you visit sites or apps for school work or homework, for instance BBC Bitesize or sites suggested by your teachers? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)..... | 407 |
| Base : Children aged 8-15 who go online at home or elsewhere | |
| QC15C. (SHOWCARD) When you go online do you visit sites or apps about news and what is going on in the world, for instance BBC news, CBBC Newsround, newspaper websites like the Daily Mail or the Guardian, or news apps or sites like Buzzfeed? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE) | 409 |
| Base : Children aged 8-15 who go online at home or elsewhere | |

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| QC15A. (SHOWCARD) When you go online do you visit social media sites or apps like Facebook, Instagram, SnapChat, Twitter, or You Tube? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE) | 411 |
| Base : Children aged 8-15 who go online who say they do this | |
| QC15B. (SHOWCARD) When you go online do you visit sites or apps for school work or homework, for instance BBC Bitesize or sites suggested by your teachers? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE) | 413 |
| Base : Children aged 8-15 who go online who say they do this | |
| QC15C. (SHOWCARD) When you go online do you visit sites or apps about news and what is going on in the world, for instance BBC news, CBBC Newsround, newspaper websites like the Daily Mail or the Guardian, or news apps or sites like Buzzfeed? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE) | 415 |
| Base : Children aged 8-15 who go online who say they do this | |
| QC17. (SHOWCARD) Thinking about all the things you use to go online, in a normal week, would you say that you (SINGLE CODE) | 417 |
| Base : Children aged 8-15 who go online at home or elsewhere | |
| QC18. (SHOWCARD) If you were using a website or app you hadn't visited before to look for information online and you weren't sure whether you could trust the website or app, which of these things, if any might you check? (MULTI CODE) | 419 |
| Base : Children aged 12-15 who go online who use websites they've not used before | |
| QC22A. (SHOWCARD) ATTITUDES TOWARDS SOCIAL MEDIA - There is pressure to look popular on social media (SINGLE CODE) | 421 |
| Base : Children aged 8-15 with a social media account | |
| QC22B. (SHOWCARD) ATTITUDES TOWARDS SOCIAL MEDIA - People are mean to each other on social media (SINGLE CODE) | 423 |
| Base : Children aged 8-15 with a social media account | |
| QC23. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT SOCIAL MEDIA - Getting likes or followers is more important to me than keeping my posts, comments or photos private (SINGLE CODE) | 425 |
| Base : Children aged 12-15 with a social media account | |
| QC24A. I'd now like to ask you a question about live streaming. This allows you to 'go live' by sharing live videos with others using services like Facebook Live, YouTube Live or Instagram Live. Before today, had you heard about live streaming? | 427 |
| Base : Children aged 12-15 who go online | |
| QC24B. (SHOWCARD). Which one of these best describes your experience of live streaming services? (SINGLE CODE) | 429 |
| Base : Children aged 12-15 who are aware of live streaming | |
| QC24B. (SHOWCARD). Which one of these best describes your experience of live streaming services? (SINGLE CODE) | 431 |
| Base : Children aged 12-15 who go online | |
| QC25. Do you ever use Google, or similar sites like Bing or Yahoo to look for or find out things online? | 433 |
| Base : Children aged 8-15 who go online at home or elsewhere | |
| QC26. (SHOWCARD) When you use Google to look for something online, you are given a list of websites in the Google results page. Which one of these sentences about these results do you agree with most? (SINGLE CODE) | 435 |
| Base : Children aged 8-15 who go online and use search engine websites or apps | |
| QC27. (SHOWCARD) Where do you think Google mainly gets its money from? (SINGLE CODE) | 437 |
| Base : Children aged 12-15 who go online and use search engine websites or apps | |
| QC28. (SHOWCARD OF IMAGE) This is a picture from a Google search for 'children's trainers' (SHOWCARD) Do you know why the first two results shown under the pictures have been listed first? (MULTI CODE) | 439 |
| Base : Children aged 8-15 who go online and use search engine websites or apps | |
| QC29A. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PERSONAL INFORMATION ONLINE - I will give details about myself to a website or app to be able to get something that I want (SINGLE CODE) | 441 |
| Base : Children aged 12-15 who go online | |
| QC29B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PERSONAL INFORMATION ONLINE - I can easily delete information that I have posted about myself online if I don't want people to see it (SINGLE CODE) | 443 |
| Base : Children aged 12-15 who go online | |
| QC30. When you go online to do things like visit websites or apps, play games online, watch TV programmes or video clips or visit social media sites, if you saw something online that you found worrying or nasty in some way that you didn't like would you tell someone about it? IF YES - Who would you tell? (MULTI CODE) | 445 |
| Base : Children aged 8-15 who go online at home or elsewhere | |

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| QC31. And, have you ever seen anything online that you found worrying or nasty in some way that you didn't like? Base : Children aged 8-15 who go online at home or elsewhere | 451 |
| QC32. Did you know that many websites, apps and online games have a report function so that you can let them know if you see something worrying or nasty? IF NECESSARY: The report function could be a button, a link, an email address or online form through which you can point out the worrying or nasty content Base : Children aged 12-15 who go online | 453 |
| QC33. Have you ever used this report function to report what you saw online that you found worrying or nasty? Base : Children aged 12-15 who saw something online they found worrying or nasty that are aware of the online reporting function | 455 |
| SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR WORRYING OR NASTY CONTENT Base : Children aged 12-15 who go online | 457 |
| QC34. Has anyone ever told you about how to use the internet safely? IF YES: Who was it that told you about this? (MULTI CODE) Base : Children aged 8-15 who go online at home or elsewhere | 459 |
| QC35A. (SHOWCARD) When you go to websites or use apps which one of these answers best describes how often you see any online adverts? (SINGLE CODE) Base : Children aged 8-15 who go online at home or elsewhere | 463 |
| QC35B. (SHOWCARD) Which one of these answers best describes how you feel about these online adverts? I think the online adverts.... (SINGLE CODE) Base : Children aged 8-15 who say they ever see online adverts | 465 |
| QC36. (SHOWCARD) If someone in the same country as you visits the same website or app at the same time as you, which one of these things applies to any advertising shown? (SINGLE CODE) Base : Children aged 12-15 who go online | 467 |
| QC37. (SHOWCARD) On sites like YouTube some vloggers with lots of followers like Zoella or Thatcher Joe, might say good things about a particular company or product or brand, such as Nike clothing, a new game or clothes from TopShop. Why do you think they might say good things about these products or brands? (MULTI CODE) Base : Children aged 12-15 who go online | 469 |
| QC38A. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - I think most people behave in a different way online to when they talk to people face to face (SINGLE CODE) Base : Children aged 12-15 who go online | 471 |
| QC38B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - I find it easier to be myself online than when I am with people face to face (SINGLE CODE) Base : Children aged 12-15 who go online | 473 |
| QC38C. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - I think it is important that people can say what they want online, even if it is hurtful to others (SINGLE CODE) Base : Children aged 12-15 who go online | 475 |
| QC38D. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - I think there should be rules about what people can say online so that people can't say hurtful things about others (SINGLE CODE) Base : Children aged 12-15 who go online | 477 |
| QC39A. Do you ever use BBC websites or apps for your schoolwork or homework, so sites or apps like BBC Bitesize? Base : Children aged 8-15 who go online at home or elsewhere | 479 |
| QC39B. (SHOWCARD) AGREEMENT WITH STATEMENT: When I use these BBC websites or apps for my schoolwork or homework I find them helpful (SINGLE CODE) Base : Children aged 8-15 who ever use BBC websites or apps (like BBC Bitesize) for their schoolwork or homework | 481 |
| QC42. (SHOWCARD) Many games can now be played online, either through games consoles, other games players or through other things like 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. Do you ever play online games? IF YES: When you play online games, which of these describe how you are playing? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE) Base : All children aged 5-15 who play games | 483 |
| SUMMARY OF ONLINE GAME PLAYING Base : All children aged 5-15 | 487 |
| QC43 When you play games online do you ever chat through the game to other people who are playing through instant messaging or using a headset / QC44 (SHOWCARD) And when you chat who do you chat to? (MULTI CODE) Base : All children aged 8-15 who ever play games online | 489 |

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| QC45. (SHOWCARD) ATTITUDES TOWARDS PLAYING GAMES ONLINE: People are mean to each other when playing games online (SINGLE CODE) | 491 |
| Base : All children aged 8-15 who ever play games online | |
| QC46. When you play games do you ever see adverts or screens appearing within the game that give you the chance to spend money to allow you to get further ahead in the game? IF NECESSARY -Through spending money it might make it easier to win the game, to clear a level, to progress to the next level or to buy more powers or abilities or to prolong your life in the game IF YES: Would you say you see these sorts of ads on all games, most games, or just some games that you play? (SINGLE CODE)..... | 493 |
| Base : All children aged 12-15 who play games | |
| QC50. (SHOWCARD) Which of the following do you use almost every day? (MULTI CODE) | 495 |
| Base : All children aged 5-15 | |
| QC51. (SHOWCARD) Which one of the things you use almost every day would you miss the most if it got taken away? (SINGLE CODE) | 499 |
| Base : All children aged 5-15 | |
| QC51B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SCREEN TIME - I find it hard to control my screen time (SINGLE CODE) | 503 |
| Base : All children aged 12-15 | |
| QC51C. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SCREEN TIME - I think I have a good balance between screen time and doing other things (SINGLE CODE) | 505 |
| Base : All children aged 12-15 | |
| QC52A. (SHOWCARD) WHERE WOULD TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - Serious things that are going on in the world? (SINGLE CODE)..... | 507 |
| Base : Children aged 12-15 who go online | |
| QC52B. (SHOWCARD) WHERE WOULD TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - Fun things, like hobbies and interests? (SINGLE CODE)..... | 509 |
| Base : Children aged 12-15 who go online | |
| QC52C. (SHOWCARD) WHERE WOULD TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - How to build, make or create things? (SINGLE CODE)..... | 511 |
| Base : Children aged 12-15 who go online | |
| QCTAB. The next few questions are about some of the things that can be more difficult about mobile phones and going online in general. We would like you to answer them on the tablet. Are you happy to do this on your own or would you like me to help you with this? (SINGLE CODE) | 513 |
| Base : All children aged 8-15 | |
| QC53. (SHOWN ON TABLET SCREEN) People can be nasty or hurtful. It could be behind someone's back, to their face, through calls or texts. It could be by being nasty through social media, games or other websites. It could be by calling people names, leaving them out, or through sharing photos or videos that upset them. It could be threatening to hurt or actually hurting them. It could be done on purpose or as a joke that goes too far. Has this ever happened to anyone you know? | 515 |
| Base : All children aged 8-15 opting to answer | |
| QC54. (SHOWN ON TABLET SCREEN) And has this ever happened to you? | 517 |
| Base : All children aged 8-15 opting to answer | |
| QC55. (SHOWN ON TABLET SCREEN) When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)..... | 519 |
| Base : All children aged 8-15 opting to answer who said they have ever been bullied | |
| QC55. (SHOWN ON TABLET SCREEN) When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)..... | 522 |
| Base : All children aged 8-15 opting to answer | |
| QC56. (SHOWN ON TABLET SCREEN) Please take a look at the list of things below and think about whether they have happened to you, either online or on a mobile phone. (MULTI CODE)..... | 526 |
| Base : All children aged 12-15 opting to answer | |
| QC57. Do you know how to do any of these things online? (MULTI CODE) | 530 |
| Base : All children aged 12-15 who go online opting to answer | |
| QC58. This list shows the things that you just said you know how to do online. If you have ever done any of them please choose them again (MULTI CODE)..... | 534 |
| Base : All children aged 12-15 who go online opting to answer | |

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| QC59. (SHOWCARD) In the past year have you seen anything hateful on the internet that has been directed at a particular group of people, based on for instance their gender, religion, disability, sexuality or gender identity? Examples of these sorts of things might be nasty or hateful comments or images that have been posted on social media, comments in response to an article that you read online, or videos posted on sites like YouTube. Which of these options best describes whether you have seen things like this online in the past year? (SINGLE CODE) | 538 |
| Base : Children aged 12-15 who go online | |
| QC60. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE) | 540 |
| Base : All children aged 12-15 who have ever seen hate speech online | |
| QC60. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE) | 542 |
| Base : Children aged 12-15 who go online | |
| QP76.(SHOWCARD) Which of these groups best describes your child? (SINGLE CODE) | 546 |
| Base : All parents | |
| 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) | 552 |
| 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) | 554 |
| Base : All parents | |
| QP79. Can I please ask your age? (SINGLE CODE) | 556 |
| 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) | 558 |
| Base : All parents | |
| QP81. (SHOWCARD) And which of these options applies to your home? (SINGLE CODE) | 560 |
| Base : All parents | |
| QP82 How many people are there in your household in total (including yourself)? (SINGLE CODE) | 562 |
| 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) | 564 |
| Base : All parents | |
| QP84. What are the ages of the other children aged under 16 living at home with you? (MULTI CODE) | 566 |
| 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) | 572 |
| Base : All parents | |
| QP87. (SHOWCARD) Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE) | 576 |
| Base : All parents | |
| QP89. GENDER OF PARENT INTERVIEWED | 578 |
| Base : All parents | |
| QP90. WAS THE CHILD'S PARENT PRESENT DURING THE CHILD'S INTERVIEW? (SINGLE CODE) | 580 |
| Base : All parents of children aged 5-15 | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| London | 185 | 49 | 62 | 74 | 185 | 91 | 95 | 25 | 25 | 27 | 35 | 40 | 35 |
| | 13% | 13% | 12% | 15% | 13% | 13% | 14% | 13% | 13% | 11% | 14% | 16% | 14% |
| South East | 190 | 51 | 72 | 67 | 190 | 95 | 94 | 24 | 28 | 38 | 34 | 34 | 33 |
| | 14% | 14% | 14% | 13% | 14% | 14% | 14% | 13% | 15% | 15% | 14% | 14% | 13% |
| South West | 105 | 30 | 41 | 35 | 105 | 54 | 51 | 15 | 15 | 21 | 20 | 18 | 16 |
| | 8% | 8% | 8% | 7% | 8% | 8% | 7% | 8% | 8% | 8% | 8% | 7% | 7% |
| Eastern | 123 | 38 | 45 | 40 | 123 | 64 | 60 | 19 | 19 | 23 | 22 | 21 | 19 |
| | 9% | 10% | 9% | 8% | 9% | 9% | 9% | 10% | 10% | 9% | 9% | 8% | 7% |
| East Midlands | 104 | 29 | 38 | 38 | 104 | 58 | 46 | 16 | 13 | 21 | 16 | 20 | 17 |
| | 8% | 8% | 8% | 8% | 8% | 8% | 7% | 9% | 7% | 9% | 7% | 8% | 7% |
| West Midlands | 142 | 37 | 45 | 60 | 142 | 68 | 74 | 18 | 20 | 26 | 20 | 24 | 35 |
| | 10% | 10% | 9% | 12% | 10% | 10% | 11% | 9% | 10% | 10% | 8% | 10% | 14% |
| | | | | | | | | | | | | | j |
| Wales | 55 | 17 | 22 | 17 | 55 | 24 | 31 | 7 | 10 | 11 | 11 | 6 | 10 |
| | 4% | 4% | 4% | 3% | 4% | 3% | 5% | 4% | 5% | 4% | 4% | 2% | 4% |
| Yorkshire & Humber | 122 | 33 | 41 | 48 | 122 | 61 | 61 | 18 | 15 | 17 | 24 | 26 | 22 |
| | 9% | 9% | 8% | 10% | 9% | 9% | 9% | 9% | 8% | 7% | 10% | 10% | 9% |
| North East | 55 | 13 | 24 | 19 | 55 | 29 | 27 | 7 | 5 | 10 | 13 | 11 | 8 |
| | 4% | 3% | 5% | 4% | 4% | 4% | 4% | 4% | 3% | 4% | 5% | 4% | 3% |
| North West | 141 | 39 | 52 | 50 | 141 | 71 | 70 | 21 | 18 | 26 | 26 | 25 | 25 |
| | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 11% | 10% | 10% | 11% | 10% | 10% |
| Scotland | 124 | 33 | 46 | 45 | 124 | 60 | 63 | 15 | 18 | 25 | 21 | 21 | 24 |
| | 9% | 9% | 9% | 9% | 9% | 9% | 9% | 8% | 9% | 10% | 9% | 8% | 10% |
| Northern Ireland | 28 | 7 | 12 | 9 | 28 | 13 | 14 | 4 | 3 | 5 | 7 | 4 | 5 |
| | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 3% | 2% | 2% |
| Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l | | | | | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----------|-----------|-----------|-----------|-----------|----------|----------|----------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| London | 185 | 46 | 61 | 38 | 40 | 107 | 78 | 185 | 185 | - |
| | 13% | 16% df | 14% | 13% | 10% | 15% d | 12% | 13% | 15% i | -% |
| South East | 190 | 52 | 64 | 40 | 34 | 116 | 74 | 190 | 158 | 32 |
| | 14% | 18% dfg | 15% df | 14% | 9% | 17% df | 11% | 14% d | 13% | 18% |
| South West | 105 | 15 | 33 | 23 | 35 | 48 | 58 | 105 | 76 | 30 |
| | 8% | 5% | 8% | 8% | 9% | 7% | 9% | 8% | 6% | 17% h |
| Eastern | 123 | 30 | 41 | 25 | 28 | 71 | 53 | 123 | 101 | 22 |
| | 9% | 11% | 10% | 9% | 7% | 10% | 8% | 9% | 8% | 12% |
| East Midlands | 104 | 22 | 25 | 19 | 39 | 46 | 58 | 104 | 92 | 12 |
| | 8% | 8% | 6% | 7% | 10% b | 7% | 9% | 8% | 8% | 7% |
| West Midlands | 142 | 19 | 38 | 38 | 48 | 57 | 85 | 142 | 126 | 17 |
| | 10% | 7% | 9% | 13% ae | 12% ae | 8% | 13% ae | 10% | 10% | 9% |
| Wales | 55 | 14 | 14 | 8 | 19 | 28 | 27 | 55 | 35 | 20 |
| | 4% | 5% | 3% | 3% | 5% | 4% | 4% | 4% | 3% | 11% h |
| Yorkshire & Humber | 122 | 33 | 29 | 23 | 37 | 62 | 60 | 122 | 122 | - |
| | 9% | 12% b | 7% | 8% | 10% | 9% | 9% | 9% | 10% i | -% |
| North East | 55 | 13 | 15 | 10 | 17 | 28 | 27 | 55 | 47 | 8 |
| | 4% | 5% | 4% | 4% | 4% | 4% | 4% | 4% | 4% | 5% |
| North West | 141 | 13 | 49 | 34 | 45 | 62 | 79 | 141 | 133 | 8 |
| | 10% | 5% | 12% a | 12% a | 12% a | 9% a | 12% a | 10% a | 11% i | 5% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Scotland | 124 | 20 | 45 | 25 | 34 | 65 | 59 | 124 | 107 | 16 |
| | 9% | 7% | 11% | 9% | 9% | 9% | 9% | 9% | 9% | 9% |
| Northern Ireland | 28 | 3 | 9 | 5 | 11 | 12 | 15 | 28 | 14 | 14 |
| | 2% | 1% | 2% | 2% | 3% | 2% | 2% | 2% | 1% | 8% |
| | | | | | | | | | | h |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Urban | 1196 | 320 | 440 | 436 | 1196 | 594 | 602 | 153 | 168 | 219 | 221 | 223 | 213 |
| | 87% | 85% | 88% | 87% | 87% | 86% | 88% | 82% | 89% | 87% | 89% | 89% | 85% |
| | | | | | | | | | g | | g | g | |
| Rural | 179 | 55 | 60 | 64 | 179 | 93 | 86 | 35 | 20 | 32 | 29 | 27 | 37 |
| | 13% | 15% | 12% | 13% | 13% | 14% | 12% | 18% | 11% | 13% | 11% | 11% | 15% |
| | | | | | | | | hjk | | | | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Urban | 1196 | 237 | 369 | 241 | 349 | 606 | 590 | 1196 | 1196 | - |
| | 87% | 84% | 88% | 84% | 91% | 86% | 88% | 87% | 100% | -% |
| | | | | | ace | | | | i | |
| Rural | 179 | 43 | 52 | 48 | 35 | 96 | 83 | 179 | - | 179 |
| | 13% | 16% | 12% | 16% | 9% | 14% | 12% | 13% | -% | 100% |
| | | d | | d | | d | | | | h |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| England | 1169 | 319 | 420 | 430 | 1169 | 590 | 579 | 162 | 157 | 209 | 211 | 219 | 211 |
| | 85% | 85% | 84% | 86% | 85% | 86% | 84% | 86% | 84% | 84% | 85% | 88% | 84% |
| Scotland | 124 | 33 | 46 | 45 | 124 | 60 | 63 | 15 | 18 | 25 | 21 | 21 | 24 |
| | 9% | 9% | 9% | 9% | 9% | 9% | 9% | 8% | 9% | 10% | 9% | 8% | 10% |
| Wales | 55 | 17 | 22 | 17 | 55 | 24 | 31 | 7 | 10 | 11 | 11 | 6 | 10 |
| | 4% | 4% | 4% | 3% | 4% | 3% | 5% | 4% | 5% | 4% | 4% | 2% | 4% |
| Northern Ireland | 28 | 7 | 12 | 9 | 28 | 13 | 14 | 4 | 3 | 5 | 7 | 4 | 5 |
| | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 3% | 2% | 2% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|----------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| England | 1169 | 244 | 354 | 251 | 321 | 597 | 571 | 1169 | 1040 | 129 |
| | 85% | 87% | 84% | 87% | 83% | 85% | 85% | 85% | 87% i | 72% |
| Scotland | 124 | 20 | 45 | 25 | 34 | 65 | 59 | 124 | 107 | 16 |
| | 9% | 7% | 11% | 9% | 9% | 9% | 9% | 9% | 9% | 9% |
| Wales | 55 | 14 | 14 | 8 | 19 | 28 | 27 | 55 | 35 | 20 |
| | 4% | 5% | 3% | 3% | 5% | 4% | 4% | 4% | 3% | 11% h |
| Northern Ireland | 28 | 3 | 9 | 5 | 11 | 12 | 15 | 28 | 14 | 14 |
| | 2% | 1% | 2% | 2% | 3% | 2% | 2% | 2% | 1% | 8% h |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Age 5 | 125 | 125 | - | - | 125 | 68 | 57 | 68 | 57 | - | - | - | - |
| | 9% | 33% | -% | -% | 9% | 10% | 8% | 36% | 31% | -% | -% | -% | -% |
| | | bcd | | | bc | | | ijkl | ijkl | | | | |
| Age 6 | 125 | 125 | - | - | 125 | 58 | 67 | 58 | 67 | - | - | - | - |
| | 9% | 33% | -% | -% | 9% | 8% | 10% | 31% | 36% | -% | -% | -% | -% |
| | | bcd | | | bc | | | ijkl | ijkl | | | | |
| Age 7 | 125 | 125 | - | - | 125 | 62 | 63 | 62 | 63 | - | - | - | - |
| | 9% | 33% | -% | -% | 9% | 9% | 9% | 33% | 34% | -% | -% | -% | -% |
| | | bcd | | | bc | | | ijkl | ijkl | | | | |
| Age 8 | 125 | - | 125 | - | 125 | 54 | 71 | - | - | 54 | 71 | - | - |
| | 9% | -% | 25% | -% | 9% | 8% | 10% | -% | -% | 22% | 28% | -% | -% |
| | | | acd | | ac | | | | | ghkl | ghkl | | |
| Age 9 | 125 | - | 125 | - | 125 | 63 | 62 | - | - | 63 | 62 | - | - |
| | 9% | -% | 25% | -% | 9% | 9% | 9% | -% | -% | 25% | 25% | -% | -% |
| | | | acd | | ac | | | | | ghkl | ghkl | | |
| Age 10 | 125 | - | 125 | - | 125 | 57 | 68 | - | - | 57 | 68 | - | - |
| | 9% | -% | 25% | -% | 9% | 8% | 10% | -% | -% | 23% | 27% | -% | -% |
| | | | acd | | ac | | | | | ghkl | ghkl | | |
| Age 11 | 125 | - | 125 | - | 125 | 76 | 49 | - | - | 76 | 49 | - | - |
| | 9% | -% | 25% | -% | 9% | 11% | 7% | -% | -% | 30% | 20% | -% | -% |
| | | | acd | | ac | f | | | | ghjkl | ghkl | | |
| Age 12 | 125 | - | - | 125 | 125 | 61 | 64 | - | - | - | - | 61 | 64 |
| | 9% | -% | -% | 25% | 9% | 9% | 9% | -% | -% | -% | -% | 25% | 25% |
| | | | | abd | ab | | | | | | | ghij | ghij |
| Age 13 | 125 | - | - | 125 | 125 | 55 | 70 | - | - | - | - | 55 | 70 |
| | 9% | -% | -% | 25% | 9% | 8% | 10% | -% | -% | -% | -% | 22% | 28% |
| | | | | abd | ab | | | | | | | ghij | ghij |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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

| | | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|------|-------------|------|------|-------|----------------|------|------------------------|----------|------------|-----------|-------------|------------|
| | | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Age 14 | 125 | - | - | 125 | 125 | 58 | 67 | - | - | - | - | 58 | 67 |
| | 9% | -% | -% | 25% | 9% | 8% | 10% | -% | -% | -% | -% | 23% | 27% |
| | | | | abd | ab | | | | | | | ghij | ghij |
| Age 15 | 125 | - | - | 125 | 125 | 75 | 50 | - | - | - | - | 75 | 50 |
| | 9% | -% | -% | 25% | 9% | 11% | 7% | -% | -% | -% | -% | 30% | 20% |
| | | | | abd | ab | f | | | | | | ghijl | ghij |
| SUMMARY | | | | | | | | | | | | | |
| AGED 5-7 | 375 | 375 | - | - | 375 | 187 | 188 | 187 | 188 | - | - | - | - |
| | 27% | 100% | -% | -% | 27% | 27% | 27% | 100% | 100% | -% | -% | -% | -% |
| | | bcd | | | bc | | | ijkl | ijkl | | | | |
| AGED 8-11 | 500 | - | 500 | - | 500 | 250 | 250 | - | - | 250 | 250 | - | - |
| | 36% | -% | 100% | -% | 36% | 36% | 36% | -% | -% | 100% | 100% | -% | -% |
| | | | acd | | ac | | | | | ghkl | ghkl | | |
| AGED 12-15 | 500 | - | - | 500 | 500 | 250 | 250 | - | - | - | - | 250 | 250 |
| | 36% | -% | -% | 100% | 36% | 36% | 36% | -% | -% | -% | -% | 100% | 100% |
| | | | | abd | ab | | | | | | | ghij | ghij |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----------|-----|----------|-----------|----------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Age 5 | 125 | 25 | 31 | 25 | 44 | 56 | 69 | 125 | 108 | 17 |
| | 9% | 9% | 7% | 9% | 12% b | 8% | 10% | 9% | 9% | 9% |
| Age 6 | 125 | 23 | 41 | 29 | 32 | 64 | 61 | 125 | 107 | 18 |
| | 9% | 8% | 10% | 10% | 8% | 9% | 9% | 9% | 9% | 10% |
| Age 7 | 125 | 23 | 40 | 26 | 36 | 63 | 62 | 125 | 105 | 20 |
| | 9% | 8% | 9% | 9% | 9% | 9% | 9% | 9% | 9% | 11% |
| Age 8 | 125 | 21 | 43 | 26 | 35 | 64 | 61 | 125 | 109 | 16 |
| | 9% | 7% | 10% | 9% | 9% | 9% | 9% | 9% | 9% | 9% |
| Age 9 | 125 | 20 | 38 | 27 | 40 | 58 | 67 | 125 | 109 | 16 |
| | 9% | 7% | 9% | 9% | 10% | 8% | 10% | 9% | 9% | 9% |
| Age 10 | 125 | 28 | 50 | 25 | 23 | 78 | 47 | 125 | 112 | 13 |
| | 9% | 10% | 12% df | 9% | 6% | 11% df | 7% | 9% | 9% | 7% |
| Age 11 | 125 | 27 | 37 | 27 | 34 | 64 | 61 | 125 | 110 | 15 |
| | 9% | 10% | 9% | 9% | 9% | 9% | 9% | 9% | 9% | 8% |
| Age 12 | 125 | 28 | 36 | 28 | 33 | 64 | 61 | 125 | 113 | 12 |
| | 9% | 10% | 9% | 10% | 9% | 9% | 9% | 9% | 9% | 7% |
| Age 13 | 125 | 32 | 39 | 23 | 31 | 71 | 54 | 125 | 108 | 17 |
| | 9% | 11% | 9% | 8% | 8% | 10% | 8% | 9% | 9% | 9% |
| Age 14 | 125 | 27 | 27 | 29 | 41 | 54 | 71 | 125 | 106 | 19 |
| | 9% | 10% | 6% | 10% | 11% b | 8% | 11% b | 9% | 9% | 11% |
| Age 15 | 125 | 27 | 40 | 24 | 34 | 67 | 58 | 125 | 110 | 15 |
| | 9% | 10% | 10% | 8% | 9% | 10% | 9% | 9% | 9% | 9% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| SUMMARY | | | | | | | | | | |
| AGED 5-7 | 375 | 71 | 111 | 80 | 113 | 182 | 193 | 375 | 320 | 55 |
| | 27% | 25% | 26% | 28% | 29% | 26% | 29% | 27% | 27% | 31% |
| AGED 8-11 | 500 | 96 | 168 | 105 | 132 | 264 | 236 | 500 | 440 | 60 |
| | 36% | 34% | 40% | 36% | 34% | 38% | 35% | 36% | 37% | 34% |
| AGED 12-15 | 500 | 113 | 143 | 104 | 140 | 256 | 244 | 500 | 436 | 64 |
| | 36% | 40% | 34% | 36% | 36% | 36% | 36% | 36% | 36% | 36% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Male | 688 | 187 | 250 | 250 | 688 | 688 | - | 187 | - | 250 | - | 250 | - |
| | 50% | 50% | 50% | 50% | 50% | 100% | -% | 100% | -% | 100% | -% | 100% | -% |
| | | | | | | f | | hjl | | hjl | | hjl | |
| Female | 687 | 188 | 250 | 250 | 687 | - | 687 | - | 188 | - | 250 | - | 250 |
| | 50% | 50% | 50% | 50% | 50% | -% | 100% | -% | 100% | -% | 100% | -% | 100% |
| | | | | | | e | | gik | | gik | | gik | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|----------|----------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Male | 688 | 132 | 219 | 131 | 206 | 351 | 336 | 688 | 594 | 93 |
| | 50% | 47% | 52% | 45% | 54% c | 50% | 50% | 50% | 50% | 52% |
| Female | 687 | 148 | 203 | 158 | 179 | 351 | 337 | 687 | 602 | 86 |
| | 50% | 53% | 48% | 55% d | 46% | 50% | 50% | 50% | 50% | 48% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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

| | | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| MALE 5-7 | 187 | 187 | - | - | 187 | 187 | - | 187 | - | - | - | - | - |
| | 14% | 50% | -% | -% | 14% | 27% | -% | 100% | -% | -% | -% | -% | -% |
| | | bcd | | | bc | f | | hijkl | | | | | |
| FEMALE 5-7 | 188 | 188 | - | - | 188 | - | 188 | - | 188 | - | - | - | - |
| | 14% | 50% | -% | -% | 14% | -% | 27% | -% | 100% | -% | -% | -% | -% |
| | | bcd | | | bc | e | | | gijkl | | | | |
| MALE 8-11 | 250 | - | 250 | - | 250 | 250 | - | - | - | 250 | - | - | - |
| | 18% | -% | 50% | -% | 18% | 36% | -% | -% | -% | 100% | -% | -% | -% |
| | | | acd | | ac | f | | | | ghijkl | | | |
| FEMALE 8-11 | 250 | - | 250 | - | 250 | - | 250 | - | - | - | 250 | - | - |
| | 18% | -% | 50% | -% | 18% | -% | 36% | -% | -% | -% | 100% | -% | -% |
| | | | acd | | ac | e | | | | | ghijkl | | |
| MALE 12-15 | 250 | - | - | 250 | 250 | 250 | - | - | - | - | - | 250 | - |
| | 18% | -% | -% | 50% | 18% | 36% | -% | -% | -% | -% | -% | 100% | -% |
| | | | | abd | ab | f | | | | | | ghijl | |
| FEMALE 12-15 | 250 | - | - | 250 | 250 | - | 250 | - | - | - | - | - | 250 |
| | 18% | -% | -% | 50% | 18% | -% | 36% | -% | -% | -% | -% | -% | 100% |
| | | | | abd | ab | e | | | | | | | ghijk |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|----------|-----|-----|------|------|------|----------|----------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| MALE 5-7 | 187 | 35 | 57 | 37 | 59 | 91 | 96 | 187 | 153 | 35 |
| | 14% | 12% | 13% | 13% | 15% | 13% | 14% | 14% | 13% | 19% h |
| FEMALE 5-7 | 188 | 36 | 55 | 43 | 54 | 91 | 97 | 188 | 168 | 20 |
| | 14% | 13% | 13% | 15% | 14% | 13% | 14% | 14% | 14% | 11% |
| MALE 8-11 | 250 | 38 | 90 | 48 | 74 | 128 | 122 | 250 | 219 | 32 |
| | 18% | 13% | 21% a | 17% | 19% | 18% | 18% | 18% | 18% | 18% |
| FEMALE 8-11 | 250 | 58 | 77 | 56 | 58 | 136 | 114 | 250 | 221 | 29 |
| | 18% | 21% | 18% | 19% | 15% | 19% | 17% | 18% | 18% | 16% |
| MALE 12-15 | 250 | 59 | 72 | 45 | 73 | 132 | 118 | 250 | 223 | 27 |
| | 18% | 21% | 17% | 16% | 19% | 19% | 18% | 18% | 19% | 15% |
| FEMALE 12-15 | 250 | 54 | 71 | 59 | 67 | 124 | 126 | 250 | 213 | 37 |
| | 18% | 19% | 17% | 20% | 17% | 18% | 19% | 18% | 18% | 21% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| A | 18 | 4 | 9 | 5 | 18 | 9 | 9 | 2 | 2 | 3 | 6 | 4 | 1 |
| | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 2% | 1% |
| B | 262 | 67 | 87 | 108 | 262 | 123 | 139 | 33 | 34 | 34 | 53 | 55 | 53 |
| | 19% | 18% | 17% | 22% | 19% | 18% | 20% | 18% | 18% | 14% | 21% | 22% | 21% |
| | | | | | | | | | | | i | i | i |
| C1 | 422 | 111 | 168 | 143 | 422 | 219 | 203 | 57 | 55 | 90 | 77 | 72 | 71 |
| | 31% | 30% | 34% | 29% | 31% | 32% | 29% | 30% | 29% | 36% | 31% | 29% | 28% |
| C2 | 289 | 80 | 105 | 104 | 289 | 131 | 158 | 37 | 43 | 48 | 56 | 45 | 59 |
| | 21% | 21% | 21% | 21% | 21% | 19% | 23% | 20% | 23% | 19% | 23% | 18% | 23% |
| D | 210 | 55 | 80 | 75 | 210 | 120 | 90 | 34 | 21 | 44 | 36 | 42 | 32 |
| | 15% | 15% | 16% | 15% | 15% | 17% | 13% | 18% | 11% | 18% | 14% | 17% | 13% |
| | | | | | | f | | | | | | | |
| E | 175 | 58 | 52 | 65 | 175 | 85 | 89 | 25 | 32 | 30 | 22 | 30 | 35 |
| | 13% | 15% | 10% | 13% | 13% | 12% | 13% | 14% | 17% | 12% | 9% | 12% | 14% |
| | | b | | | | | | | j | | | | |
| SUMMARY | | | | | | | | | | | | | |
| AB | 280 | 71 | 96 | 113 | 280 | 132 | 148 | 35 | 36 | 38 | 58 | 59 | 54 |
| | 20% | 19% | 19% | 23% | 20% | 19% | 22% | 19% | 19% | 15% | 23% | 24% | 21% |
| | | | | | | | | | | | i | i | |
| DE | 384 | 113 | 132 | 140 | 384 | 206 | 179 | 59 | 54 | 74 | 58 | 73 | 67 |
| | 28% | 30% | 26% | 28% | 28% | 30% | 26% | 31% | 29% | 30% | 23% | 29% | 27% |
| ABC1 | 702 | 182 | 264 | 256 | 702 | 351 | 351 | 91 | 91 | 128 | 136 | 132 | 124 |
| | 51% | 49% | 53% | 51% | 51% | 51% | 51% | 49% | 48% | 51% | 54% | 53% | 50% |
| C2DE | 673 | 193 | 236 | 244 | 673 | 336 | 337 | 96 | 97 | 122 | 114 | 118 | 126 |
| | 49% | 51% | 47% | 49% | 49% | 49% | 49% | 51% | 52% | 49% | 46% | 47% | 50% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|--------|--------|--------|--------|-------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| A | 18 | 18 | - | - | - | 18 | - | 18 | 14 | 5 |
| | 1% | 7% | -% | -% | -% | 3% | -% | 1% | 1% | 3% |
| | | bcdefg | | | | bcdefg | | bdf | | |
| B | 262 | 262 | - | - | - | 262 | - | 262 | 223 | 39 |
| | 19% | 93% | -% | -% | -% | 37% | -% | 19% | 19% | 22% |
| | | bcdefg | | | | bcdefg | | bcdf | | |
| C1 | 422 | - | 422 | - | - | 422 | - | 422 | 369 | 52 |
| | 31% | -% | 100% | -% | -% | 60% | -% | 31% | 31% | 29% |
| | | | acdefg | | | acdfg | | acdf | | |
| C2 | 289 | - | - | 289 | - | - | 289 | 289 | 241 | 48 |
| | 21% | -% | -% | 100% | -% | -% | 43% | 21% | 20% | 27% |
| | | | | abdefg | | | abdeg | abde | | |
| D | 210 | - | - | - | 210 | - | 210 | 210 | 193 | 17 |
| | 15% | -% | -% | -% | 55% | -% | 31% | 15% | 16% | 9% |
| | | | | | abcefg | | abceg | abce | i | |
| E | 175 | - | - | - | 175 | - | 175 | 175 | 156 | 19 |
| | 13% | -% | -% | -% | 45% | -% | 26% | 13% | 13% | 10% |
| | | | | | abcefg | | abceg | abce | | |
| SUMMARY | | | | | | | | | | |
| AB | 280 | 280 | - | - | - | 280 | - | 280 | 237 | 43 |
| | 20% | 100% | -% | -% | -% | 40% | -% | 20% | 20% | 24% |
| | | bcdefg | | | | bcdfg | | bcdf | | |
| DE | 384 | - | - | - | 384 | - | 384 | 384 | 349 | 35 |
| | 28% | -% | -% | -% | 100% | -% | 57% | 28% | 29% | 20% |
| | | | | | abcefg | | abceg | abce | i | |
| ABC1 | 702 | 280 | 422 | - | - | 702 | - | 702 | 606 | 96 |
| | 51% | 100% | 100% | -% | -% | 100% | -% | 51% | 51% | 54% |
| | | cdfg | cdfg | | | cdfg | | cdf | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|------|------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| C2DE | 673 | - | - | 289 | 384 | - | 673 | 673 | 590 | 83 |
| | 49% | -% | -% | 100% | 100% | -% | 100% | 49% | 49% | 46% |
| | | | | abeg | abeg | | abeg | abe | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--------------------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Child has their own one | 110 | 16 | 30 | 64 | 110 | 54 | 55 | 4 | 11 | 15 | 15 | 35 | 29 |
| | 8% | 4% | 6% | 13% | 8% | 8% | 8% | 2% | 6% | 6% | 6% | 14% | 12% |
| | | | | abd | a | | | | | | | ghij | ghij |
| Household has & child makes use of | 591 | 161 | 223 | 207 | 591 | 292 | 299 | 85 | 76 | 115 | 107 | 91 | 116 |
| | 43% | 43% | 45% | 41% | 43% | 42% | 43% | 45% | 40% | 46% | 43% | 37% | 46% |
| | | | | | | | | | | k | | | k |
| Household has but child does not use | 74 | 26 | 27 | 21 | 74 | 34 | 40 | 13 | 13 | 6 | 21 | 14 | 7 |
| | 5% | 7% | 5% | 4% | 5% | 5% | 6% | 7% | 7% | 2% | 8% | 6% | 3% |
| | | | | | | | | il | il | | il | | |
| Do not have in the household | 596 | 172 | 218 | 207 | 596 | 304 | 292 | 84 | 88 | 111 | 107 | 109 | 98 |
| | 43% | 46% | 44% | 41% | 43% | 44% | 43% | 45% | 47% | 44% | 43% | 44% | 39% |
| Don't know | 5 | 1 | 3 | 1 | 5 | 3 | 1 | 1 | - | 3 | - | - | 1 |
| | *% | *% | 1% | *% | *% | *% | *% | *% | -% | 1% | -% | -% | *% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--------------------------------------|-------|--------------|------------|------------|--------------|-------------|-------------|-----------|----------|----------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Child has their own one | 110 | 23 | 31 | 33 | 22 | 54 | 55 | 110 | 85 | 25 |
| | 8% | 8% | 7% | 11% d | 6% | 8% | 8% | 8% | 7% | 14% h |
| Household has & child makes use of | 591 | 162 | 196 | 107 | 125 | 358 | 232 | 591 | 515 | 76 |
| | 43% | 58% bcdfg | 47% cdf | 37% | 33% | 51% cdfg | 35% | 43% df | 43% | 42% |
| Household has but child does not use | 74 | 12 | 30 | 13 | 18 | 43 | 31 | 74 | 68 | 6 |
| | 5% | 4% | 7% | 5% | 5% | 6% | 5% | 5% | 6% | 3% |
| Do not have in the household | 596 | 83 | 162 | 134 | 218 | 244 | 352 | 596 | 524 | 73 |
| | 43% | 30% a | 38% a | 47% abe | 57% abceg | 35% | 52% abeg | 43% ae | 44% | 41% |
| Don't know | 5 | - | 2 | 1 | 1 | 2 | 2 | 5 | 5 | - |
| | *% | -% | 1% | *% | *% | *% | *% | *% | *% | -% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--------------------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Child has their own one | 539 | 111 | 199 | 229 | 539 | 281 | 258 | 55 | 56 | 104 | 95 | 122 | 107 |
| | 39% | 30% | 40% | 46% | 39% | 41% | 38% | 30% | 30% | 41% | 38% | 49% | 43% |
| | | | a | ad | a | | | | | gh | | ghj | gh |
| Household has & child makes use of | 532 | 175 | 200 | 157 | 532 | 267 | 265 | 87 | 88 | 100 | 100 | 81 | 76 |
| | 39% | 47% | 40% | 31% | 39% | 39% | 39% | 46% | 47% | 40% | 40% | 32% | 30% |
| | | bcd | c | | c | | | kl | kl | l | l | | |
| Household has but child does not use | 53 | 19 | 18 | 16 | 53 | 25 | 28 | 9 | 9 | 7 | 11 | 9 | 7 |
| | 4% | 5% | 4% | 3% | 4% | 4% | 4% | 5% | 5% | 3% | 4% | 3% | 3% |
| Do not have in the household | 250 | 69 | 83 | 98 | 250 | 114 | 136 | 36 | 33 | 39 | 43 | 38 | 59 |
| | 18% | 18% | 17% | 20% | 18% | 17% | 20% | 19% | 18% | 16% | 17% | 15% | 24% |
| | | | | | | | | | | | | | ik |
| Don't know | 1 | 1 | - | - | 1 | - | 1 | - | 1 | - | - | - | - |
| | *% | *% | -% | -% | *% | -% | *% | -% | *% | -% | -% | -% | -% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--------------------------------------|-------|--------------|-----|-----|------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Child has their own one | 539 | 75 | 161 | 118 | 185 | 236 | 303 | 539 | 474 | 65 |
| | 39% | 27% | 38% | 41% | 48% | 34% | 45% | 39% | 40% | 36% |
| | | | a | ae | abeg | a | abeg | ae | | |
| Household has & child makes use of | 532 | 119 | 153 | 118 | 143 | 271 | 261 | 532 | 468 | 64 |
| | 39% | 42% | 36% | 41% | 37% | 39% | 39% | 39% | 39% | 36% |
| Household has but child does not use | 53 | 8 | 23 | 11 | 10 | 32 | 22 | 53 | 40 | 13 |
| | 4% | 3% | 5% | 4% | 3% | 4% | 3% | 4% | 3% | 7% |
| | | | | | | | | | | h |
| Do not have in the household | 250 | 78 | 84 | 41 | 46 | 162 | 87 | 250 | 213 | 36 |
| | 18% | 28% | 20% | 14% | 12% | 23% | 13% | 18% | 18% | 20% |
| | | bcdg | df | | | cdg | | df | | |
| Don't know | 1 | - | 1 | - | - | 1 | - | 1 | - | 1 |
| | *% | -% | *% | -% | -% | *% | -% | *% | -% | *% |
| | | | | | | | | | | h |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 (SINGLE CODE)

Base : All parents

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--------------------------------------|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Child has their own one | 101 | 12 | 45 | 44 | 101 | 47 | 54 | 9 | 3 | 16 | 29 | 22 | 22 |
| | 7% | 3% | 9% | 9% | 7% | 7% | 8% | 5% | 2% | 6% | 12% | 9% | 9% |
| | | | a | a | a | | | | | h | gh | h | h |
| Household has & child makes use of | 769 | 196 | 284 | 289 | 769 | 393 | 376 | 91 | 105 | 154 | 130 | 148 | 141 |
| | 56% | 52% | 57% | 58% | 56% | 57% | 55% | 48% | 56% | 61% | 52% | 59% | 56% |
| | | | | | | | | | | gj | | g | |
| Household has but child does not use | 103 | 41 | 30 | 32 | 103 | 55 | 48 | 23 | 17 | 13 | 17 | 19 | 13 |
| | 7% | 11% | 6% | 6% | 7% | 8% | 7% | 12% | 9% | 5% | 7% | 8% | 5% |
| | | bcd | | | | | | il | | | | | |
| Do not have in the household | 399 | 124 | 141 | 134 | 399 | 190 | 209 | 62 | 62 | 68 | 73 | 60 | 74 |
| | 29% | 33% | 28% | 27% | 29% | 28% | 30% | 33% | 33% | 27% | 29% | 24% | 30% |
| | | c | | | | | | k | k | | | | |
| Don't know | 3 | 2 | 1 | - | 3 | 2 | 1 | 2 | - | - | 1 | - | - |
| | *% | 1% | *% | -% | *% | *% | *% | 1% | -% | -% | *% | -% | -% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 (SINGLE CODE)

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--------------------------------------|-------|--------------|------|-----|-------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Child has their own one | 101 | 19 | 23 | 27 | 33 | 41 | 60 | 101 | 84 | 18 |
| | 7% | 7% | 5% | 9% | 8% | 6% | 9% | 7% | 7% | 10% |
| | | | | be | | | be | | | |
| Household has & child makes use of | 769 | 181 | 265 | 159 | 164 | 446 | 323 | 769 | 672 | 96 |
| | 56% | 64% | 63% | 55% | 43% | 64% | 48% | 56% | 56% | 54% |
| | | cdfg | cdfg | d | | cdfg | | df | | |
| Household has but child does not use | 103 | 23 | 33 | 14 | 32 | 57 | 46 | 103 | 95 | 8 |
| | 7% | 8% | 8% | 5% | 8% | 8% | 7% | 7% | 8% | 4% |
| Do not have in the household | 399 | 57 | 99 | 89 | 154 | 157 | 242 | 399 | 343 | 56 |
| | 29% | 20% | 24% | 31% | 40% | 22% | 36% | 29% | 29% | 31% |
| | | | | abe | abceg | | abeg | abe | | |
| Don't know | 3 | - | 1 | - | 2 | 1 | 2 | 3 | 2 | 1 |
| | *% | -% | *% | -% | *% | *% | *% | *% | *% | 1% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--------------------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Child has their own one | 340 | 27 | 111 | 203 | 340 | 160 | 180 | 14 | 13 | 55 | 56 | 92 | 111 |
| | 25% | 7% | 22% | 41% | 25% | 23% | 26% | 7% | 7% | 22% | 22% | 37% | 44% |
| | | | a | abd | a | | | | | gh | gh | ghij | ghij |
| Household has & child makes use of | 612 | 149 | 258 | 206 | 612 | 308 | 304 | 73 | 76 | 130 | 128 | 105 | 100 |
| | 45% | 40% | 52% | 41% | 45% | 45% | 44% | 39% | 40% | 52% | 51% | 42% | 40% |
| | | | acd | | | | | | | ghkl | ghl | | |
| Household has but child does not use | 193 | 107 | 53 | 33 | 193 | 98 | 95 | 53 | 54 | 25 | 28 | 19 | 14 |
| | 14% | 29% | 11% | 7% | 14% | 14% | 14% | 29% | 29% | 10% | 11% | 8% | 6% |
| | | bcd | c | | c | | | ijkl | ijkl | | l | | |
| Do not have in the household | 230 | 92 | 79 | 59 | 230 | 122 | 108 | 47 | 45 | 41 | 38 | 34 | 25 |
| | 17% | 25% | 16% | 12% | 17% | 18% | 16% | 25% | 24% | 16% | 15% | 13% | 10% |
| | | bcd | | | c | | | ijkl | ijkl | l | | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--------------------------------------|-------|--------------|-----|-----|-------|------|-------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Child has their own one | 340 | 95 | 91 | 73 | 82 | 186 | 154 | 340 | 298 | 42 |
| | 25% | 34% | 22% | 25% | 21% | 27% | 23% | 25% | 25% | 23% |
| | | bcd | efg | | | | | | | |
| Household has & child makes use of | 612 | 128 | 211 | 130 | 143 | 339 | 273 | 612 | 530 | 82 |
| | 45% | 46% | 50% | 45% | 37% | 48% | 41% | 45% | 44% | 46% |
| | | d | df | | | df | | d | | |
| Household has but child does not use | 193 | 38 | 63 | 41 | 50 | 102 | 91 | 193 | 168 | 25 |
| | 14% | 14% | 15% | 14% | 13% | 14% | 14% | 14% | 14% | 14% |
| Do not have in the household | 230 | 18 | 57 | 45 | 109 | 75 | 154 | 230 | 200 | 30 |
| | 17% | 6% | 14% | 16% | 28% | 11% | 23% | 17% | 17% | 17% |
| | | | a | ae | abceg | a | abceg | ae | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 (SINGLE CODE)

Base : All parents

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--------------------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Child has their own one | 667 | 130 | 261 | 276 | 667 | 323 | 344 | 61 | 70 | 125 | 136 | 138 | 138 |
| | 49% | 35% | 52% | 55% | 49% | 47% | 50% | 32% | 37% | 50% | 54% | 55% | 55% |
| | | | a | ad | a | | | | | gh | gh | gh | gh |
| Household has & child makes use of | 404 | 150 | 140 | 114 | 404 | 205 | 200 | 77 | 73 | 68 | 72 | 60 | 55 |
| | 29% | 40% | 28% | 23% | 29% | 30% | 29% | 41% | 39% | 27% | 29% | 24% | 22% |
| | | bcd | | | c | | | ijkl | ijkl | | | | |
| Household has but child does not use | 108 | 41 | 31 | 36 | 108 | 59 | 49 | 23 | 18 | 19 | 12 | 18 | 18 |
| | 8% | 11% | 6% | 7% | 8% | 9% | 7% | 12% | 10% | 7% | 5% | 7% | 7% |
| | | b | | | | | | j | | | | | |
| Do not have in the household | 196 | 54 | 69 | 73 | 196 | 100 | 95 | 27 | 26 | 39 | 30 | 34 | 39 |
| | 14% | 14% | 14% | 15% | 14% | 15% | 14% | 15% | 14% | 15% | 12% | 14% | 16% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 (SINGLE CODE)

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--------------------------------------|-------|--------------|-----|-----|------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Child has their own one | 667 | 137 | 212 | 132 | 186 | 349 | 318 | 667 | 568 | 100 |
| | 49% | 49% | 50% | 46% | 48% | 50% | 47% | 49% | 47% | 56% |
| Household has & child makes use of | 404 | 92 | 134 | 91 | 87 | 226 | 179 | 404 | 353 | 51 |
| | 29% | 33% | 32% | 32% | 23% | 32% | 27% | 29% | 30% | 29% |
| | | d | d | d | | df | | d | | |
| Household has but child does not use | 108 | 25 | 29 | 19 | 36 | 53 | 54 | 108 | 98 | 10 |
| | 8% | 9% | 7% | 6% | 9% | 8% | 8% | 8% | 8% | 5% |
| Do not have in the household | 196 | 26 | 48 | 47 | 75 | 74 | 122 | 196 | 177 | 18 |
| | 14% | 9% | 11% | 16% | 20% | 11% | 18% | 14% | 15% | 10% |
| | | | | ae | abeg | | abeg | ae | | |
| Columns Tested: a,b,c,d,e,f,g - h,i | | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--------------------------------------|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Child has their own one | 679 | 29 | 220 | 431 | 679 | 346 | 333 | 16 | 13 | 118 | 102 | 213 | 217 |
| | 49% | 8% | 44% | 86% | 49% | 50% | 48% | 8% | 7% | 47% | 41% | 85% | 87% |
| | | | a | abd | ab | | | | | gh | gh | ghij | ghij |
| Household has & child makes use of | 256 | 131 | 90 | 34 | 256 | 124 | 132 | 63 | 68 | 46 | 44 | 15 | 19 |
| | 19% | 35% | 18% | 7% | 19% | 18% | 19% | 34% | 36% | 18% | 18% | 6% | 8% |
| | | bcd | c | | c | | | ijkl | ijkl | kl | kl | | |
| Household has but child does not use | 415 | 202 | 180 | 33 | 415 | 204 | 210 | 102 | 100 | 83 | 97 | 19 | 13 |
| | 30% | 54% | 36% | 7% | 30% | 30% | 31% | 54% | 53% | 33% | 39% | 8% | 5% |
| | | bcd | cd | | c | | | ijkl | ijkl | kl | kl | | |
| Do not have in the household | 24 | 12 | 9 | 2 | 24 | 12 | 12 | 6 | 6 | 4 | 5 | 2 | 1 |
| | 2% | 3% | 2% | *% | 2% | 2% | 2% | 3% | 3% | 2% | 2% | 1% | *% |
| | | c | | | | | | l | kl | | | | |
| Don't know | 2 | 1 | 1 | - | 2 | 1 | 1 | 1 | - | - | 1 | - | - |
| | *% | *% | *% | -% | *% | *% | *% | 1% | -% | -% | 1% | -% | -% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--------------------------------------|-------|--------------|-----|-----|-----------|------|-----------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Child has their own one | 679 | 146 | 211 | 144 | 178 | 357 | 322 | 679 | 586 | 93 |
| | 49% | 52% | 50% | 50% | 46% | 51% | 48% | 49% | 49% | 52% |
| Household has & child makes use of | 256 | 60 | 84 | 49 | 62 | 144 | 111 | 256 | 229 | 26 |
| | 19% | 21% | 20% | 17% | 16% | 21% | 17% | 19% | 19% | 15% |
| Household has but child does not use | 415 | 72 | 120 | 90 | 134 | 191 | 223 | 415 | 359 | 55 |
| | 30% | 26% | 28% | 31% | 35% ae | 27% | 33% ae | 30% | 30% | 31% |
| Do not have in the household | 24 | 2 | 6 | 5 | 10 | 8 | 16 | 24 | 21 | 3 |
| | 2% | 1% | 1% | 2% | 3% a | 1% | 2% | 2% | 2% | 2% |
| Don't know | 2 | 1 | 1 | 1 | - | 2 | 1 | 2 | 2 | 1 |
| | % | % | % | % | -% | % | % | % | % | % |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 - Games console or games player - like a PlayStation, Xbox, Wii, Nintendo DS or Sony PS Vita (SINGLE CODE)

Base : All parents

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--------------------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Child has their own one | 520 | 78 | 204 | 238 | 520 | 371 | 149 | 49 | 28 | 145 | 59 | 176 | 62 |
| | 38% | 21% | 41% | 48% | 38% | 54% | 22% | 26% | 15% | 58% | 23% | 70% | 25% |
| | | | a | abd | a | f | | h | | ghjl | h | ghijl | h |
| Household has & child makes use of | 311 | 85 | 126 | 99 | 311 | 156 | 155 | 54 | 32 | 58 | 69 | 45 | 55 |
| | 23% | 23% | 25% | 20% | 23% | 23% | 23% | 29% | 17% | 23% | 28% | 18% | 22% |
| | | | | | | | | hk | | | hk | | |
| Household has but child does not use | 156 | 59 | 51 | 46 | 156 | 39 | 118 | 25 | 34 | 9 | 42 | 5 | 41 |
| | 11% | 16% | 10% | 9% | 11% | 6% | 17% | 13% | 18% | 3% | 17% | 2% | 17% |
| | | bcd | | | | | e | ik | ik | 3% | ik | | ik |
| Do not have in the household | 387 | 153 | 118 | 116 | 387 | 122 | 265 | 59 | 93 | 39 | 79 | 24 | 92 |
| | 28% | 41% | 24% | 23% | 28% | 18% | 38% | 32% | 50% | 16% | 32% | 10% | 37% |
| | | bcd | | | c | | e | ik | gijkl | | ik | | ik |
| Don't know | 1 | - | 1 | - | 1 | - | 1 | - | - | - | 1 | - | - |
| | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 - Games console or games player - like a PlayStation, Xbox, Wii, Nintendo DS or Sony PS Vita (SINGLE CODE)

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--------------------------------------|-------|--------------|-----|-----|------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Child has their own one | 520 | 93 | 157 | 102 | 168 | 250 | 270 | 520 | 461 | 59 |
| | 38% | 33% | 37% | 35% | 44% | 36% | 40% | 38% | 39% | 33% |
| | | | | | aceg | | a | | | |
| Household has & child makes use of | 311 | 69 | 93 | 70 | 79 | 162 | 149 | 311 | 253 | 58 |
| | 23% | 24% | 22% | 24% | 21% | 23% | 22% | 23% | 21% | 33% |
| | | | | | | | | | | h |
| Household has but child does not use | 156 | 28 | 53 | 37 | 38 | 81 | 75 | 156 | 131 | 25 |
| | 11% | 10% | 13% | 13% | 10% | 12% | 11% | 11% | 11% | 14% |
| Do not have in the household | 387 | 90 | 118 | 79 | 100 | 208 | 179 | 387 | 351 | 36 |
| | 28% | 32% | 28% | 27% | 26% | 30% | 27% | 28% | 29% | 20% |
| | | | | | | | | | i | |
| Don't know | 1 | 1 | - | - | - | 1 | - | 1 | 1 | - |
| | *% | *% | -% | -% | -% | *% | -% | *% | *% | -% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 - Radio (whether FM/ AM or digital DAB) (SINGLE CODE)

Base : All parents

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--------------------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Child has their own one | 126 | 24 | 50 | 53 | 126 | 60 | 66 | 11 | 13 | 20 | 30 | 29 | 23 |
| | 9% | 6% | 10% | 11% | 9% | 9% | 10% | 6% | 7% | 8% | 12% | 12% | 9% |
| | | | | a | | | | | | | g | g | |
| Household has & child makes use of | 279 | 68 | 91 | 120 | 279 | 124 | 156 | 35 | 34 | 44 | 47 | 45 | 75 |
| | 20% | 18% | 18% | 24% | 20% | 18% | 23% | 18% | 18% | 18% | 19% | 18% | 30% |
| | | | | ab | | | e | | | | | | ghijk |
| Household has but child does not use | 392 | 117 | 149 | 126 | 392 | 217 | 175 | 66 | 51 | 83 | 66 | 68 | 58 |
| | 29% | 31% | 30% | 25% | 29% | 32% | 25% | 35% | 27% | 33% | 26% | 27% | 23% |
| | | | | | | f | | l | | l | | | |
| Do not have in the household | 575 | 166 | 209 | 200 | 575 | 285 | 290 | 76 | 90 | 101 | 107 | 107 | 92 |
| | 42% | 44% | 42% | 40% | 42% | 41% | 42% | 41% | 48% | 40% | 43% | 43% | 37% |
| | | | | | | | | | l | | | | |
| Don't know | 2 | - | 1 | 1 | 2 | 1 | 1 | - | - | 1 | - | - | 1 |
| | *% | -% | *% | *% | *% | *% | *% | -% | -% | *% | -% | -% | *% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 - Radio (whether FM/ AM or digital DAB) (SINGLE CODE)

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--------------------------------------|-------|--------------|-----|-----|------------|------|-------------|-----------|----------|----------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Child has their own one | 126 | 27 | 45 | 26 | 28 | 73 | 54 | 126 | 102 | 24 |
| | 9% | 10% | 11% | 9% | 7% | 10% | 8% | 9% | 9% | 13% h |
| Household has & child makes use of | 279 | 67 | 89 | 55 | 68 | 156 | 123 | 279 | 240 | 39 |
| | 20% | 24% f | 21% | 19% | 18% | 22% | 18% | 20% | 20% | 22% |
| Household has but child does not use | 392 | 87 | 123 | 75 | 108 | 209 | 183 | 392 | 340 | 52 |
| | 29% | 31% | 29% | 26% | 28% | 30% | 27% | 29% | 28% | 29% |
| Do not have in the household | 575 | 98 | 164 | 133 | 181 | 261 | 313 | 575 | 511 | 64 |
| | 42% | 35% | 39% | ae | 47% abe | 37% | 47% abeg | 42% ae | 43% | 36% |
| Don't know | 2 | 1 | 1 | - | - | 2 | - | 2 | 2 | - |
| | *% | *% | *% | -% | -% | *% | -% | *% | *% | -% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 - DVD/ Blu Ray player (SINGLE CODE)

Base : All parents

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--------------------------------------|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Child has their own one | 203 | 42 | 76 | 85 | 203 | 98 | 104 | 20 | 22 | 41 | 35 | 37 | 47 |
| | 15% | 11% | 15% | 17% | 15% | 14% | 15% | 11% | 12% | 16% | 14% | 15% | 19% |
| | | | | a | | | | | | | | | gh |
| Household has & child makes use of | 502 | 138 | 189 | 175 | 502 | 252 | 250 | 65 | 73 | 92 | 97 | 95 | 80 |
| | 36% | 37% | 38% | 35% | 36% | 37% | 36% | 34% | 39% | 37% | 39% | 38% | 32% |
| Household has but child does not use | 175 | 53 | 57 | 65 | 175 | 95 | 80 | 34 | 19 | 29 | 28 | 32 | 33 |
| | 13% | 14% | 11% | 13% | 13% | 14% | 12% | 18% | 10% | 12% | 11% | 13% | 13% |
| | | | | | | | | hj | | | | | |
| Do not have in the household | 490 | 141 | 174 | 175 | 490 | 240 | 250 | 69 | 72 | 87 | 87 | 84 | 91 |
| | 36% | 38% | 35% | 35% | 36% | 35% | 36% | 37% | 39% | 35% | 35% | 34% | 36% |
| Don't know | 5 | 1 | 3 | 1 | 5 | 2 | 3 | - | 1 | 1 | 2 | 1 | - |
| | *% | *% | 1% | *% | *% | *% | *% | -% | 1% | *% | 1% | *% | -% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 - DVD/ Blu Ray player (SINGLE CODE)

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--------------------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Child has their own one | 203 | 33 | 65 | 45 | 60 | 97 | 105 | 203 | 179 | 24 |
| | 15% | 12% | 15% | 16% | 16% | 14% | 16% | 15% | 15% | 13% |
| Household has & child makes use of | 502 | 124 | 169 | 96 | 112 | 293 | 208 | 502 | 423 | 79 |
| | 36% | 44% | 40% | 33% | 29% | 42% | 31% | 36% | 35% | 44% |
| | | cdfg | df | | | cdfg | | df | | h |
| Household has but child does not use | 175 | 32 | 48 | 35 | 60 | 81 | 95 | 175 | 155 | 20 |
| | 13% | 12% | 11% | 12% | 16% | 11% | 14% | 13% | 13% | 11% |
| Do not have in the household | 490 | 90 | 138 | 112 | 151 | 228 | 262 | 490 | 433 | 57 |
| | 36% | 32% | 33% | 39% | 39% | 32% | 39% | 36% | 36% | 32% |
| | | | | e | | | abe | | | |
| Don't know | 5 | 1 | 2 | 1 | 2 | 3 | 3 | 5 | 5 | - |
| | *% | *% | 1% | *% | *% | *% | *% | *% | *% | -% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP3A-I - SUMMARY TO SHOW MEDIA DEVICES CHILD HAS OF THEIR OWN

Base : All parents

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Any type of mobile phone, including Smartphone | 679 | 29 | 220 | 431 | 679 | 346 | 333 | 16 | 13 | 118 | 102 | 213 | 217 |
| | 49% | 8% | 44% | 86% | 49% | 50% | 48% | 8% | 7% | 47% | 41% | 85% | 87% |
| | | | a | abd | ab | | | | | gh | gh | ghij | ghij |
| Tablet computer | 667 | 130 | 261 | 276 | 667 | 323 | 344 | 61 | 70 | 125 | 136 | 138 | 138 |
| | 49% | 35% | 52% | 55% | 49% | 47% | 50% | 32% | 37% | 50% | 54% | 55% | 55% |
| | | | a | ad | a | | | | | gh | gh | gh | gh |
| Standard TV set | 539 | 111 | 199 | 229 | 539 | 281 | 258 | 55 | 56 | 104 | 95 | 122 | 107 |
| | 39% | 30% | 40% | 46% | 39% | 41% | 38% | 30% | 30% | 41% | 38% | 49% | 43% |
| | | | a | ad | a | | | | | gh | | ghj | gh |
| Games console or games player | 520 | 78 | 204 | 238 | 520 | 371 | 149 | 49 | 28 | 145 | 59 | 176 | 62 |
| | 38% | 21% | 41% | 48% | 38% | 54% | 22% | 26% | 15% | 58% | 23% | 70% | 25% |
| | | | a | abd | a | f | | h | | ghjl | h | ghijl | h |
| Desktop computer/ laptop/ netbook - with internet access | 340 | 27 | 111 | 203 | 340 | 160 | 180 | 14 | 13 | 55 | 56 | 92 | 111 |
| | 25% | 7% | 22% | 41% | 25% | 23% | 26% | 7% | 7% | 22% | 22% | 37% | 44% |
| | | | a | abd | a | | | | | gh | gh | ghij | ghij |
| DVD/ Blu-ray player | 203 | 42 | 76 | 85 | 203 | 98 | 104 | 20 | 22 | 41 | 35 | 37 | 47 |
| | 15% | 11% | 15% | 17% | 15% | 14% | 15% | 11% | 12% | 16% | 14% | 15% | 19% |
| | | | | a | | | | | | | | | gh |
| Radio | 126 | 24 | 50 | 53 | 126 | 60 | 66 | 11 | 13 | 20 | 30 | 29 | 23 |
| | 9% | 6% | 10% | 11% | 9% | 9% | 10% | 6% | 7% | 8% | 12% | 12% | 9% |
| | | | | a | | | | | | | g | g | |
| Smart TV set | 110 | 16 | 30 | 64 | 110 | 54 | 55 | 4 | 11 | 15 | 15 | 35 | 29 |
| | 8% | 4% | 6% | 13% | 8% | 8% | 8% | 2% | 6% | 6% | 6% | 14% | 12% |
| | | | | abd | a | | | | | | | ghij | ghij |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP3A-I - SUMMARY TO SHOW MEDIA DEVICES CHILD HAS OF THEIR OWN

Base : All parents

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Digital Video Recorder/ DVR | 101 | 12 | 45 | 44 | 101 | 47 | 54 | 9 | 3 | 16 | 29 | 22 | 22 |
| | 7% | 3% | 9% | 9% | 7% | 7% | 8% | 5% | 2% | 6% | 12% | 9% | 9% |
| | | | a | a | a | | | | | h | gh | h | h |
| ANY STANDARD/ SMART TV | 628 | 124 | 222 | 282 | 628 | 326 | 302 | 59 | 65 | 116 | 106 | 151 | 132 |
| | 46% | 33% | 44% | 56% | 46% | 47% | 44% | 32% | 34% | 46% | 43% | 60% | 53% |
| | | | a | abd | a | | | | | gh | g | ghij | ghj |
| None of these | 298 | 170 | 97 | 31 | 298 | 145 | 153 | 86 | 84 | 43 | 53 | 16 | 15 |
| | 22% | 45% | 19% | 6% | 22% | 21% | 22% | 46% | 45% | 17% | 21% | 6% | 6% |
| | | bcd | c | | c | | | ijkl | ijkl | kl | kl | | |
| Mean number of types of equipment (out of 9) | 2.4 | 1.2 | 2.4 | 3.2 | 2.4 | 2.5 | 2.2 | 1.3 | 1.2 | 2.6 | 2.2 | 3.5 | 3.0 |
| | | | a | abd | a | f | | | | gh | gh | ghijl | ghij |
| Standard deviation | 1.91 | 1.49 | 1.85 | 1.81 | 1.91 | 1.94 | 1.87 | 1.50 | 1.48 | 1.83 | 1.86 | 1.82 | 1.77 |
| Standard error | .05 | .07 | .08 | .08 | .05 | .07 | .07 | .11 | .10 | .11 | .12 | .12 | .11 |
| Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l | | | | | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP3A-I - SUMMARY TO SHOW MEDIA DEVICES CHILD HAS OF THEIR OWN

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|-----|-----|------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Any type of mobile phone, including Smartphone | 679 | 146 | 211 | 144 | 178 | 357 | 322 | 679 | 586 | 93 |
| | 49% | 52% | 50% | 50% | 46% | 51% | 48% | 49% | 49% | 52% |
| Tablet computer | 667 | 137 | 212 | 132 | 186 | 349 | 318 | 667 | 568 | 100 |
| | 49% | 49% | 50% | 46% | 48% | 50% | 47% | 49% | 47% | 56% |
| Standard TV set | 539 | 75 | 161 | 118 | 185 | 236 | 303 | 539 | 474 | 65 |
| | 39% | 27% | 38% | 41% | 48% | 34% | 45% | 39% | 40% | 36% |
| | | | a | ae | abeg | a | abeg | ae | | |
| Games console or games player | 520 | 93 | 157 | 102 | 168 | 250 | 270 | 520 | 461 | 59 |
| | 38% | 33% | 37% | 35% | 44% | 36% | 40% | 38% | 39% | 33% |
| | | | | | aceg | | a | | | |
| Desktop computer/ laptop/ netbook - with internet access | 340 | 95 | 91 | 73 | 82 | 186 | 154 | 340 | 298 | 42 |
| | 25% | 34% | 22% | 25% | 21% | 27% | 23% | 25% | 25% | 23% |
| | | bcddefg | | | | | | | | |
| DVD/ Blu-ray player | 203 | 33 | 65 | 45 | 60 | 97 | 105 | 203 | 179 | 24 |
| | 15% | 12% | 15% | 16% | 16% | 14% | 16% | 15% | 15% | 13% |
| Radio | 126 | 27 | 45 | 26 | 28 | 73 | 54 | 126 | 102 | 24 |
| | 9% | 10% | 11% | 9% | 7% | 10% | 8% | 9% | 9% | 13% |
| | | | | | | | | | | h |
| Smart TV set | 110 | 23 | 31 | 33 | 22 | 54 | 55 | 110 | 85 | 25 |
| | 8% | 8% | 7% | 11% | 6% | 8% | 8% | 8% | 7% | 14% |
| | | | | d | | | | | | h |
| Digital Video Recorder/ DVR | 101 | 19 | 23 | 27 | 33 | 41 | 60 | 101 | 84 | 18 |
| | 7% | 7% | 5% | 9% | 8% | 6% | 9% | 7% | 7% | 10% |
| | | | | be | | | be | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP3A-I - SUMMARY TO SHOW MEDIA DEVICES CHILD HAS OF THEIR OWN

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|------|------|------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| ANY STANDARD/ SMART TV | 628 | 95 | 188 | 143 | 202 | 283 | 345 | 628 | 544 | 84 |
| | 46% | 34% | 45% | 49% | 53% | 40% | 51% | 46% | 45% | 47% |
| | | a | ae | abeg | | | abeg | ae | | |
| None of these | 298 | 62 | 92 | 72 | 71 | 155 | 143 | 298 | 265 | 32 |
| | 22% | 22% | 22% | 25% | 18% | 22% | 21% | 22% | 22% | 18% |
| Mean number of types of equipment (out of 9) | 2.4 | 2.3 | 2.4 | 2.4 | 2.4 | 2.3 | 2.4 | 2.4 | 2.4 | 2.5 |
| Standard deviation | 1.91 | 1.96 | 1.84 | 2.05 | 1.86 | 1.88 | 1.94 | 1.91 | 1.93 | 1.83 |
| Standard error | .05 | .11 | .09 | .12 | .10 | .07 | .08 | .05 | .06 | .14 |
| Columns Tested: a,b,c,d,e,f,g - h,i | | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
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.

MEAN NUMBER OF DEVICES OWNED BY THE CHILD - OUT OF 9

Base : All parents

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| NONE | 298 | 170 | 97 | 31 | 298 | 145 | 153 | 86 | 84 | 43 | 53 | 16 | 15 |
| | 22% | 45% | 19% | 6% | 22% | 21% | 22% | 46% | 45% | 17% | 21% | 6% | 6% |
| | | bcd | c | | c | | | ijkl | ijkl | kl | kl | | |
| 1-2 | 459 | 133 | 176 | 150 | 459 | 200 | 259 | 62 | 71 | 80 | 96 | 58 | 93 |
| | 33% | 35% | 35% | 30% | 33% | 29% | 38% | 33% | 38% | 32% | 38% | 23% | 37% |
| | | | | | | e | | k | k | k | k | | k |
| 3-4 | 401 | 58 | 150 | 193 | 401 | 225 | 176 | 34 | 25 | 85 | 65 | 107 | 87 |
| | 29% | 15% | 30% | 39% | 29% | 33% | 26% | 18% | 13% | 34% | 26% | 43% | 35% |
| | | | a | abd | a | f | | | | gh | h | ghj | ghj |
| 5-9 | 217 | 14 | 77 | 126 | 217 | 118 | 100 | 6 | 8 | 42 | 36 | 70 | 56 |
| | 16% | 4% | 15% | 25% | 16% | 17% | 15% | 3% | 4% | 17% | 14% | 28% | 22% |
| | | | a | abd | a | | | | | gh | gh | ghij | ghj |
| Mean number of types of equipment (out of 9) | 2.4 | 1.2 | 2.4 | 3.2 | 2.4 | 2.5 | 2.2 | 1.3 | 1.2 | 2.6 | 2.2 | 3.5 | 3.0 |
| | | | a | abd | a | f | | | | gh | gh | ghijl | ghij |
| Standard deviation | 1.91 | 1.49 | 1.85 | 1.81 | 1.91 | 1.94 | 1.87 | 1.50 | 1.48 | 1.83 | 1.86 | 1.82 | 1.77 |
| Standard error | .05 | .07 | .08 | .08 | .05 | .07 | .07 | .11 | .10 | .11 | .12 | .12 | .11 |
| Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l | | | | | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

MEAN NUMBER OF DEVICES OWNED BY THE CHILD - OUT OF 9

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|---------------------|--------------|------|------|------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| NONE | 298 | 62 | 92 | 72 | 71 | 155 | 143 | 298 | 265 | 32 |
| | 22% | 22% | 22% | 25% | 18% | 22% | 21% | 22% | 22% | 18% |
| 1-2 | 459 | 97 | 138 | 88 | 136 | 235 | 224 | 459 | 397 | 62 |
| | 33% | 35% | 33% | 31% | 35% | 33% | 33% | 33% | 33% | 35% |
| 3-4 | 401 | 77 | 135 | 74 | 115 | 212 | 190 | 401 | 346 | 56 |
| | 29% | 28% | 32% | 26% | 30% | 30% | 28% | 29% | 29% | 31% |
| 5-9 | 217 | 44 | 57 | 54 | 62 | 101 | 116 | 217 | 188 | 29 |
| | 16% | 16% | 14% | 19% | 16% | 14% | 17% | 16% | 16% | 16% |
| Mean number of types of equipment (out of 9) | 2.4 | 2.3 | 2.4 | 2.4 | 2.4 | 2.3 | 2.4 | 2.4 | 2.4 | 2.5 |
| Standard deviation | 1.91 | 1.96 | 1.84 | 2.05 | 1.86 | 1.88 | 1.94 | 1.91 | 1.93 | 1.83 |
| Standard error | .05 | .11 | .09 | .12 | .10 | .07 | .08 | .05 | .06 | .14 |
| Columns Tested: | a,b,c,d,e,f,g - h,i | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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-I - SUMMARY TO SHOW MEDIA DEVICES CHILD USES IN THE HOUSEHOLD

Base : All parents

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Tablet computer | 1072 | 281 | 400 | 391 | 1072 | 528 | 544 | 137 | 143 | 193 | 207 | 198 | 193 |
| | 78% | 75% | 80% | 78% | 78% | 77% | 79% | 73% | 76% | 77% | 83% | 79% | 77% |
| Standard TV set | 1072 | 287 | 399 | 386 | 1072 | 549 | 523 | 142 | 144 | 204 | 195 | 203 | 183 |
| | 78% | 76% | 80% | 77% | 78% | 80% | 76% | 76% | 77% | 81% | 78% | 81% | 73% |
| Desktop computer/ laptop/ netbook - with internet access | 952 | 176 | 369 | 408 | 952 | 468 | 484 | 87 | 89 | 184 | 184 | 197 | 211 |
| | 69% | 47% | 74% | 82% | 69% | 68% | 70% | 46% | 47% | 74% | 74% | 79% | 84% |
| | | | a | abd | a | | | | | gh | gh | gh | ghij |
| Any type of mobile phone, including Smartphone | 935 | 160 | 310 | 465 | 935 | 470 | 464 | 78 | 82 | 163 | 146 | 229 | 236 |
| | 68% | 43% | 62% | 93% | 68% | 68% | 68% | 42% | 43% | 65% | 59% | 92% | 94% |
| | | | a | abd | ab | | | | | gh | gh | ghij | ghij |
| Digital Video Recorder/ DVR | 870 | 208 | 329 | 334 | 870 | 440 | 430 | 100 | 108 | 170 | 159 | 171 | 163 |
| | 63% | 55% | 66% | 67% | 63% | 64% | 63% | 53% | 58% | 68% | 64% | 68% | 65% |
| | | | a | a | a | | | | | gh | g | gh | g |
| Games console or games player | 831 | 163 | 330 | 338 | 831 | 527 | 305 | 103 | 60 | 203 | 127 | 221 | 117 |
| | 60% | 43% | 66% | 68% | 60% | 77% | 44% | 55% | 32% | 81% | 51% | 88% | 47% |
| | | | ad | ad | a | f | | h | | ghjl | h | ghijl | h |
| DVD/ Blu-ray player | 704 | 179 | 265 | 259 | 704 | 350 | 354 | 84 | 95 | 133 | 133 | 133 | 127 |
| | 51% | 48% | 53% | 52% | 51% | 51% | 52% | 45% | 51% | 53% | 53% | 53% | 51% |
| Smart TV set | 700 | 177 | 253 | 271 | 700 | 346 | 354 | 89 | 87 | 131 | 122 | 126 | 145 |
| | 51% | 47% | 51% | 54% | 51% | 50% | 51% | 48% | 46% | 52% | 49% | 50% | 58% |
| | | | | a | | | | | | | | | gh |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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-I - SUMMARY TO SHOW MEDIA DEVICES CHILD USES IN THE HOUSEHOLD

Base : All parents

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Radio | 406 | 92 | 141 | 173 | 406 | 184 | 221 | 45 | 46 | 65 | 77 | 74 | 98 |
| | 29% | 24% | 28% | 35% | 29% | 27% | 32% | 24% | 25% | 26% | 31% | 30% | 39% |
| | | | | abd | | | e | | | | | | ghik |
| ANY STANDARD/ SMART TV | 1327 | 357 | 482 | 488 | 1327 | 667 | 660 | 179 | 178 | 243 | 239 | 245 | 243 |
| | 96% | 95% | 96% | 98% | 96% | 97% | 96% | 96% | 95% | 97% | 96% | 98% | 97% |
| None of these | 3 | 2 | - | 1 | 3 | 1 | 2 | - | 2 | - | - | 1 | - |
| | *% | 1% | -% | *% | *% | *% | *% | -% | 1% | -% | -% | *% | -% |
| Mean number of types of equipment (out of 9) | 5.5 | 4.6 | 5.6 | 6.0 | 5.5 | 5.6 | 5.4 | 4.6 | 4.6 | 5.8 | 5.4 | 6.2 | 5.9 |
| | | | a | abd | a | f | | | | ghj | gh | ghijl | ghj |
| Standard deviation | 1.88 | 1.86 | 1.84 | 1.67 | 1.88 | 1.86 | 1.89 | 1.76 | 1.96 | 1.84 | 1.83 | 1.66 | 1.67 |
| Standard error | .05 | .09 | .08 | .08 | .05 | .07 | .07 | .12 | .14 | .12 | .12 | .11 | .11 |
| Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l | | | | | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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-I - SUMMARY TO SHOW MEDIA DEVICES CHILD USES IN THE HOUSEHOLD

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|-----|-----|------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Tablet computer | 1072 | 229 | 345 | 223 | 274 | 575 | 497 | 1072 | 921 | 151 |
| | 78% | 82% | 82% | 77% | 71% | 82% | 74% | 78% | 77% | 84% |
| | | df | df | | | dfg | | df | | h |
| Standard TV set | 1072 | 193 | 314 | 236 | 328 | 507 | 564 | 1072 | 943 | 129 |
| | 78% | 69% | 74% | 82% | 85% | 72% | 84% | 78% | 79% | 72% |
| | | | | abe | abeg | | abeg | ae | | |
| Desktop computer/ laptop/ netbook - with internet access | 952 | 224 | 301 | 203 | 225 | 525 | 427 | 952 | 828 | 124 |
| | 69% | 80% | 71% | 70% | 58% | 75% | 64% | 69% | 69% | 69% |
| | | bcdfg | df | d | | dfg | | df | | |
| Any type of mobile phone, including Smartphone | 935 | 206 | 295 | 193 | 240 | 501 | 434 | 935 | 815 | 120 |
| | 68% | 74% | 70% | 67% | 63% | 71% | 64% | 68% | 68% | 67% |
| | | df | d | | | df | | | | |
| Digital Video Recorder/ DVR | 870 | 200 | 288 | 186 | 197 | 487 | 383 | 870 | 756 | 114 |
| | 63% | 71% | 68% | 64% | 51% | 69% | 57% | 63% | 63% | 64% |
| | | dfg | df | df | | dfg | | df | | |
| Games console or games player | 831 | 161 | 251 | 173 | 247 | 412 | 419 | 831 | 714 | 117 |
| | 60% | 58% | 59% | 60% | 64% | 59% | 62% | 60% | 60% | 66% |
| DVD/ Blu-ray player | 704 | 157 | 234 | 141 | 172 | 391 | 313 | 704 | 602 | 102 |
| | 51% | 56% | 55% | 49% | 45% | 56% | 47% | 51% | 50% | 57% |
| | | df | df | | | df | | d | | |
| Smart TV set | 700 | 185 | 228 | 140 | 148 | 412 | 288 | 700 | 600 | 100 |
| | 51% | 66% | 54% | 49% | 38% | 59% | 43% | 51% | 50% | 56% |
| | | bcdg | df | d | | cdg | | df | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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-I - SUMMARY TO SHOW MEDIA DEVICES CHILD USES IN THE HOUSEHOLD

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|------|------|------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Radio | 406 | 95 | 134 | 81 | 95 | 229 | 177 | 406 | 343 | 63 |
| | 29% | 34% | 32% | 28% | 25% | 33% | 26% | 29% | 29% | 35% |
| | | df | d | | | df | | | | |
| ANY STANDARD/ SMART TV | 1327 | 273 | 403 | 283 | 368 | 675 | 651 | 1327 | 1160 | 166 |
| | 96% | 97% | 95% | 98% | 96% | 96% | 97% | 96% | 97% | 93% |
| | | | | | | | | | i | |
| None of these | 3 | - | 1 | - | 2 | 1 | 2 | 3 | 3 | - |
| | *% | -% | *% | -% | 1% | *% | *% | *% | *% | -% |
| Mean number of types of equipment (out of 9) | 5.5 | 5.9 | 5.7 | 5.5 | 5.0 | 5.8 | 5.2 | 5.5 | 5.5 | 5.7 |
| | | cdfg | df | d | | cdfg | | df | | |
| Standard deviation | 1.88 | 1.91 | 1.83 | 1.86 | 1.83 | 1.86 | 1.86 | 1.88 | 1.91 | 1.65 |
| Standard error | .05 | .11 | .09 | .11 | .10 | .07 | .07 | .05 | .05 | .13 |
| Columns Tested: a,b,c,d,e,f,g - h,i | | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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-I - SUMMARY TO SHOW MEDIA DEVICES IN THE HOUSEHOLD

Base : All parents

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|----------|-------------|----------|----------------|--------|------------------------|------------|-------------|-------------|-------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Any type of mobile phone, including Smartphone | 1349 | 362 | 490 | 498 | 1349 | 675 | 675 | 180 | 181 | 246 | 244 | 248 | 249 |
| | 98% | 96% | 98% | 100% abd | 98% a | 98% | 98% | 96% | 97% | 98% | 98% | 99% gh | 100% gh |
| Tablet computer | 1179 | 321 | 431 | 427 | 1179 | 587 | 592 | 160 | 161 | 212 | 220 | 216 | 211 |
| | 86% | 86% | 86% | 85% | 86% | 85% | 86% | 85% | 86% | 85% | 88% | 86% | 84% |
| Desktop computer/ laptop/ netbook - with internet access | 1145 | 283 | 421 | 441 | 1145 | 566 | 580 | 140 | 142 | 210 | 212 | 216 | 225 |
| | 83% | 75% | 84% a | 88% ad | 83% a | 82% | 84% | 75% | 76% | 84% gh | 85% gh | 87% gh | 90% ghi |
| Standard TV set | 1125 | 305 | 417 | 402 | 1125 | 574 | 551 | 152 | 154 | 211 | 206 | 211 | 191 |
| | 82% | 81% | 83% | 80% | 82% | 83% | 80% | 81% | 82% | 84% l | 83% | 85% l | 76% |
| Games console or games player | 987 | 222 | 381 | 384 | 987 | 565 | 422 | 128 | 94 | 212 | 170 | 226 | 158 |
| | 72% | 59% | 76% a | 77% ad | 72% a | 82% f | 61% | 68% h | 50% | 84% ghjl | 68% h | 90% ghjl | 63% h |
| Digital Video Recorder/ DVR | 973 | 248 | 358 | 366 | 973 | 495 | 477 | 123 | 126 | 183 | 176 | 190 | 176 |
| | 71% | 66% | 72% | 73% a | 71% | 72% | 69% | 66% | 67% | 73% | 70% | 76% gh | 70% |
| DVD/ Blu-ray player | 879 | 233 | 322 | 324 | 879 | 445 | 434 | 118 | 114 | 162 | 160 | 164 | 160 |
| | 64% | 62% | 64% | 65% | 64% | 65% | 63% | 63% | 61% | 65% | 64% | 66% | 64% |
| Radio | 798 | 209 | 290 | 299 | 798 | 401 | 397 | 111 | 98 | 148 | 142 | 142 | 157 |
| | 58% | 56% | 58% | 60% | 58% | 58% | 58% | 59% | 52% | 59% | 57% | 57% | 63% h |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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-I - SUMMARY TO SHOW MEDIA DEVICES IN THE HOUSEHOLD

Base : All parents

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Smart TV set | 774 | 203 | 279 | 292 | 774 | 380 | 394 | 103 | 100 | 137 | 143 | 140 | 152 |
| | 56% | 54% | 56% | 58% | 56% | 55% | 57% | 55% | 53% | 55% | 57% | 56% | 61% |
| ANY STANDARD/ SMART TV | 1356 | 368 | 492 | 496 | 1356 | 676 | 679 | 182 | 186 | 245 | 247 | 250 | 246 |
| | 99% | 98% | 98% | 99% | 99% | 98% | 99% | 97% | 99% | 98% | 99% | 100% | 98% |
| | | | | | | | | | | | gi | | |
| Mean number of types of equipment (out of 9) | 6.7 | 6.4 | 6.8 | 6.9 | 6.7 | 6.8 | 6.6 | 6.5 | 6.2 | 6.9 | 6.7 | 7.0 | 6.7 |
| | | | a | ad | a | f | | | | gh | h | ghjl | h |
| Standard deviation | 1.59 | 1.62 | 1.57 | 1.55 | 1.59 | 1.56 | 1.61 | 1.58 | 1.65 | 1.56 | 1.57 | 1.52 | 1.57 |
| Standard error | .04 | .08 | .07 | .07 | .04 | .06 | .06 | .11 | .11 | .10 | .10 | .10 | .10 |
| Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l | | | | | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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-I - SUMMARY TO SHOW MEDIA DEVICES IN THE HOUSEHOLD

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|------|-----|------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Any type of mobile phone, including Smartphone | 1349 | 278 | 415 | 283 | 374 | 692 | 657 | 1349 | 1174 | 175 |
| | 98% | 99% | 98% | 98% | 97% | 99% | 98% | 98% | 98% | 98% |
| Tablet computer | 1179 | 254 | 374 | 242 | 309 | 628 | 551 | 1179 | 1019 | 160 |
| | 86% | 91% | 89% | 84% | 80% | 89% | 82% | 86% | 85% | 90% |
| | | cdfg | df | | | cdfg | | df | | |
| Desktop computer/ laptop/ netbook - with internet access | 1145 | 262 | 365 | 244 | 275 | 627 | 519 | 1145 | 996 | 149 |
| | 83% | 94% | 86% | 84% | 72% | 89% | 77% | 83% | 83% | 83% |
| | | bcdefg | df | df | | cdfg | | df | | |
| Standard TV set | 1125 | 202 | 337 | 248 | 338 | 539 | 586 | 1125 | 983 | 142 |
| | 82% | 72% | 80% | 86% | 88% | 77% | 87% | 82% | 82% | 79% |
| | | | a | abe | abeg | | abeg | ae | | |
| Games console or games player | 987 | 189 | 304 | 210 | 285 | 493 | 494 | 987 | 845 | 143 |
| | 72% | 68% | 72% | 73% | 74% | 70% | 73% | 72% | 71% | 80% |
| | | | | | | | | | | h |
| Digital Video Recorder/ DVR | 973 | 223 | 321 | 200 | 229 | 544 | 429 | 973 | 851 | 122 |
| | 71% | 80% | 76% | 69% | 60% | 77% | 64% | 71% | 71% | 68% |
| | | cdfg | cdfg | d | | cdfg | | df | | |
| DVD/ Blu-ray player | 879 | 190 | 282 | 176 | 232 | 471 | 408 | 879 | 757 | 122 |
| | 64% | 68% | 67% | 61% | 60% | 67% | 61% | 64% | 63% | 68% |
| | | f | f | | | df | | | | |
| Radio | 798 | 181 | 257 | 156 | 204 | 438 | 360 | 798 | 683 | 115 |
| | 58% | 65% | 61% | 54% | 53% | 62% | 53% | 58% | 57% | 64% |
| | | cdfg | df | | | cdf | | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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-I - SUMMARY TO SHOW MEDIA DEVICES IN THE HOUSEHOLD

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|---------------------|--------------|------|------|------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Smart TV set | 774 | 197 | 258 | 153 | 165 | 455 | 319 | 774 | 668 | 106 |
| | 56% | 70% | 61% | 53% | 43% | 65% | 47% | 56% | 56% | 59% |
| | | bcdfg | cdf | d | | cdfg | | df | | |
| ANY STANDARD/ SMART TV | 1356 | 277 | 417 | 286 | 375 | 694 | 662 | 1356 | 1187 | 168 |
| | 99% | 99% | 99% | 99% | 98% | 99% | 98% | 99% | 99% | 94% |
| | | | | | | | | | i | |
| Mean number of types of equipment (out of 9) | 6.7 | 7.1 | 6.9 | 6.6 | 6.3 | 7.0 | 6.4 | 6.7 | 6.7 | 6.9 |
| | | cdfg | cdfg | d | | cdfg | | df | | |
| Standard deviation | 1.59 | 1.57 | 1.51 | 1.59 | 1.59 | 1.54 | 1.60 | 1.59 | 1.62 | 1.38 |
| Standard error | .04 | .09 | .07 | .09 | .08 | .06 | .06 | .04 | .05 | .10 |
| Columns Tested: | a,b,c,d,e,f,g - h,i | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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 the internet/ go online. Popular brands of smartphone include iPhone, BlackBerry and Android phones such as the Samsung Galaxy.

Base : Parents of children with a mobile phone

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|--------|------|--------|------|--------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | ~j | k | l |
| Unweighted total | 633 | 27 | 199 | 407 | 633 | 328 | 305 | 14 | 13 | 111 | 88 | 203 | 204 |
| Effective Weighted Sample | 599 | 26 | 186 | 387 | 599 | 311 | 288 | 14 | 13 | 104 | 83 | 193 | 194 |
| Total | 679 | 29 | 220 | 431 | 679 | 346 | 333 | 16 | 13 | 118 | 102 | 213 | 217 |
| Yes | 628 | ** | 196 | 414 | 628 | 320 | 308 | ** | ** | 106 | ** | 204 | 210 |
| | 93% | ** | 89% | 96% | 93% | 93% | 92% | ** | ** | 90% | ** | 96% | 96% |
| | | | | bd | | | | | | | | i | i |
| No | 50 | ** | 23 | 17 | 50 | 26 | 24 | ** | ** | 12 | ** | 9 | 8 |
| | 7% | ** | 10% | 4% | 7% | 7% | 7% | ** | ** | 10% | ** | 4% | 4% |
| | | | c | | c | | | | | kl | | | |
| Don't know | 1 | ** | 1 | - | 1 | - | 1 | ** | ** | - | ** | - | - |
| | *% | ** | *% | -% | *% | -% | *% | ** | ** | -% | ** | -% | -% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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 the internet/ go online. Popular brands of smartphone include iPhone, BlackBerry and Android phones such as the Samsung Galaxy.

Base : Parents of children with a mobile phone

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | ~i |
| Unweighted total | 633 | 141 | 205 | 133 | 154 | 346 | 287 | 633 | 550 | 83 |
| Effective Weighted Sample | 599 | 135 | 194 | 126 | 146 | 329 | 272 | 599 | 522 | 77 |
| Total | 679 | 146 | 211 | 144 | 178 | 357 | 322 | 679 | 586 | 93 |
| Yes | 628 | 134 | 197 | 136 | 162 | 331 | 297 | 628 | 542 | ** |
| | 93% | 92% | 93% | 94% | 91% | 93% | 92% | 93% | 93% | ** |
| No | 50 | 12 | 14 | 9 | 16 | 26 | 24 | 50 | 43 | ** |
| | 7% | 8% | 7% | 6% | 9% | 7% | 8% | 7% | 7% | ** |
| Don't know | 1 | - | - | - | 1 | - | 1 | 1 | 1 | ** |
| | *% | -% | -% | -% | *% | -% | *% | *% | *% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

SUMMARY OF CHILD'S MOBILE PHONE OWNERSHIP

Base : All parents

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| SMARTPHONE | 628 | 18 | 196 | 414 | 628 | 320 | 308 | 10 | 8 | 106 | 90 | 204 | 210 |
| | 46% | 5% | 39% | 83% | 46% | 47% | 45% | 6% | 4% | 42% | 36% | 82% | 84% |
| | | | a | abd | ab | | | | | gh | gh | ghij | ghij |
| NOT SMARTPHONE | 50 | 11 | 23 | 17 | 50 | 26 | 24 | 5 | 6 | 12 | 11 | 9 | 8 |
| | 4% | 3% | 5% | 3% | 4% | 4% | 4% | 3% | 3% | 5% | 4% | 4% | 3% |
| UNSURE IF SMARTPHONE | 1 | - | 1 | - | 1 | - | 1 | - | - | - | 1 | - | - |
| | *% | -% | *% | -% | *% | -% | *% | -% | -% | -% | *% | -% | -% |
| NO MOBILE PHONE | 696 | 346 | 280 | 69 | 696 | 341 | 355 | 172 | 175 | 133 | 147 | 37 | 33 |
| | 51% | 92% | 56% | 14% | 51% | 50% | 52% | 92% | 93% | 53% | 59% | 15% | 13% |
| | | bcd | cd | | c | | | ijkl | ijkl | kl | kl | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

SUMMARY OF CHILD'S MOBILE PHONE OWNERSHIP

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| SMARTPHONE | 628 | 134 | 197 | 136 | 162 | 331 | 297 | 628 | 542 | 86 |
| | 46% | 48% | 47% | 47% | 42% | 47% | 44% | 46% | 45% | 48% |
| NOT SMARTPHONE | 50 | 12 | 14 | 9 | 16 | 26 | 24 | 50 | 43 | 7 |
| | 4% | 4% | 3% | 3% | 4% | 4% | 4% | 4% | 4% | 4% |
| UNSURE IF SMARTPHONE | 1 | - | - | - | 1 | - | 1 | 1 | 1 | - |
| | *% | -% | -% | -% | *% | -% | *% | *% | *% | -% |
| NO MOBILE PHONE | 696 | 134 | 211 | 144 | 206 | 345 | 351 | 696 | 611 | 85 |
| | 51% | 48% | 50% | 50% | 54% | 49% | 52% | 51% | 51% | 48% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

Base : All parents

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Using a fixed broadband connection (perhaps using WiFi) | 1255 | 320 | 462 | 473 | 1255 | 627 | 628 | 163 | 157 | 226 | 236 | 238 | 236 |
| | 91% | 85% | 92% | 95% | 91% | 91% | 91% | 87% | 83% | 90% | 95% | 95% | 94% |
| | | | a | ad | a | | | | | h | gh | ghi | gh |
| Using a mobile network signal (likely to be 3G or 4G) | 683 | 135 | 224 | 324 | 683 | 345 | 338 | 65 | 69 | 115 | 109 | 164 | 160 |
| | 50% | 36% | 45% | 65% | 50% | 50% | 49% | 35% | 37% | 46% | 44% | 66% | 64% |
| | | | a | abd | a | | | | | g | | ghij | ghij |
| Neither of these | 56 | 31 | 18 | 7 | 56 | 29 | 27 | 15 | 16 | 12 | 6 | 2 | 4 |
| | 4% | 8% | 4% | 1% | 4% | 4% | 4% | 8% | 9% | 5% | 2% | 1% | 2% |
| | | bcd | c | | c | | | jkl | jkl | k | | | |
| Don't know | 1 | - | 1 | - | 1 | - | 1 | - | - | - | 1 | - | - |
| | *% | -% | *% | -% | *% | -% | *% | -% | -% | -% | 1% | -% | -% |
| SUMMARY | | | | | | | | | | | | | |
| EITHER OF THESE | 1318 | 344 | 481 | 493 | 1318 | 659 | 659 | 173 | 171 | 239 | 242 | 248 | 246 |
| | 96% | 92% | 96% | 99% | 96% | 96% | 96% | 92% | 91% | 95% | 97% | 99% | 98% |
| | | | a | abd | a | | | | | | gh | ghi | gh |
| BOTH OF THESE | 620 | 110 | 205 | 304 | 620 | 313 | 307 | 56 | 55 | 102 | 103 | 154 | 150 |
| | 45% | 29% | 41% | 61% | 45% | 45% | 45% | 30% | 29% | 41% | 41% | 62% | 60% |
| | | | a | abd | a | | | | | gh | gh | ghij | ghij |
| FIXED BROADBAND ONLY AVAILABLE | 635 | 209 | 257 | 169 | 635 | 314 | 321 | 107 | 102 | 124 | 133 | 83 | 86 |
| | 46% | 56% | 51% | 34% | 46% | 46% | 47% | 57% | 54% | 49% | 53% | 33% | 34% |
| | | cd | c | | c | | | kl | kl | kl | kl | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

Base : All parents

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--------------------------------------|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| MOBILE NETWORK SIGNAL ONLY AVAILABLE | 63 | 24 | 19 | 20 | 63 | 32 | 31 | 9 | 15 | 13 | 6 | 10 | 10 |
| | 5% | 6% | 4% | 4% | 5% | 5% | 4% | 5% | 8% | 5% | 2% | 4% | 4% |
| | | | | | | | | | j | | | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|-----|-------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Using a fixed broadband connection (perhaps using WiFi) | 1255 | 270 | 396 | 267 | 322 | 666 | 589 | 1255 | 1087 | 168 |
| | 91% | 96% | 94% | 92% | 84% | 95% | 88% | 91% | 91% | 94% |
| | | cdfg | df | df | | dfg | | df | | |
| Using a mobile network signal (likely to be 3G or 4G) | 683 | 162 | 212 | 139 | 170 | 374 | 309 | 683 | 615 | 68 |
| | 50% | 58% | 50% | 48% | 44% | 53% | 46% | 50% | 51% | 38% |
| | | cdfg | | | | df | | | i | |
| Neither of these | 56 | 8 | 15 | 9 | 24 | 23 | 33 | 56 | 49 | 6 |
| | 4% | 3% | 3% | 3% | 6% | 3% | 5% | 4% | 4% | 4% |
| | | | | e | | | | | | |
| Don't know | 1 | - | 1 | - | - | 1 | - | 1 | 1 | - |
| | *% | -% | *% | -% | -% | *% | -% | *% | *% | -% |
| SUMMARY | | | | | | | | | | |
| EITHER OF THESE | 1318 | 272 | 406 | 280 | 361 | 678 | 640 | 1318 | 1146 | 172 |
| | 96% | 97% | 96% | 97% | 94% | 97% | 95% | 96% | 96% | 96% |
| | | | | | | d | | | | |
| BOTH OF THESE | 620 | 160 | 202 | 126 | 131 | 362 | 258 | 620 | 556 | 64 |
| | 45% | 57% | 48% | 44% | 34% | 52% | 38% | 45% | 46% | 36% |
| | | bcdfg | df | d | | cdfg | | df | i | |
| FIXED BROADBAND ONLY AVAILABLE | 635 | 110 | 194 | 140 | 191 | 304 | 331 | 635 | 531 | 104 |
| | 46% | 39% | 46% | 49% | 50% | 43% | 49% | 46% | 44% | 58% |
| | | | | a | ae | | ae | a | | h |
| MOBILE NETWORK SIGNAL ONLY AVAILABLE | 63 | 2 | 10 | 13 | 38 | 12 | 51 | 63 | 59 | 4 |
| | 5% | 1% | 2% | 4% | 10% | 2% | 8% | 5% | 5% | 2% |
| | | | | ae | abceg | | abeg | abe | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

Base : All parents

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| A fixed broadband connection (perhaps using WiFi) | 1150 | 250 | 441 | 459 | 1150 | 576 | 574 | 126 | 124 | 217 | 224 | 233 | 227 |
| | 84% | 67% | 88% | 92% | 84% | 84% | 84% | 67% | 66% | 87% | 90% | 93% | 91% |
| | | | ad | ad | a | | | | | gh | gh | ghi | gh |
| A mobile network signal (likely to be 3G or 4G) | 455 | 65 | 140 | 250 | 455 | 235 | 220 | 32 | 33 | 79 | 62 | 125 | 125 |
| | 33% | 17% | 28% | 50% | 33% | 34% | 32% | 17% | 18% | 31% | 25% | 50% | 50% |
| | | | a | abd | ab | | | | | gh | | ghij | ghij |
| No - child does not go online at home | 104 | 80 | 21 | 3 | 104 | 53 | 51 | 41 | 39 | 11 | 10 | 1 | 2 |
| | 8% | 21% | 4% | 1% | 8% | 8% | 7% | 22% | 21% | 4% | 4% | *% | 1% |
| | | bcd | c | | bc | | | ijkl | ijkl | kl | kl | | |
| Don't know | 3 | - | 1 | 2 | 3 | 1 | 3 | - | - | - | 1 | 1 | 1 |
| | *% | -% | *% | *% | *% | *% | *% | -% | -% | -% | 1% | *% | 1% |
| SUMMARY | | | | | | | | | | | | | |
| EITHER OF THESE | 1212 | 263 | 460 | 489 | 1212 | 605 | 607 | 131 | 132 | 228 | 232 | 246 | 243 |
| | 88% | 70% | 92% | 98% | 88% | 88% | 88% | 70% | 71% | 91% | 93% | 99% | 97% |
| | | | ad | abd | a | | | | | gh | gh | ghij | ghi |
| BOTH OF THESE | 393 | 51 | 121 | 221 | 393 | 206 | 187 | 27 | 24 | 68 | 53 | 112 | 109 |
| | 29% | 14% | 24% | 44% | 29% | 30% | 27% | 14% | 13% | 27% | 21% | 45% | 44% |
| | | | a | abd | a | | | | | gh | h | ghij | ghij |
| FIXED BROADBAND ONLY | 757 | 198 | 320 | 239 | 757 | 370 | 388 | 99 | 99 | 149 | 171 | 121 | 118 |
| | 55% | 53% | 64% | 48% | 55% | 54% | 56% | 53% | 53% | 60% | 68% | 49% | 47% |
| | | | acd | | c | | | | | kl | ghikl | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

Base : All parents

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|------------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| MOBILE NETWORK SIGNAL ONLY | 62 | 14 | 19 | 29 | 62 | 29 | 33 | 5 | 9 | 11 | 8 | 13 | 16 |
| | 5% | 4% | 4% | 6% | 5% | 4% | 5% | 3% | 5% | 4% | 3% | 5% | 6% |
| DOES NOT HAVE ACCESS AT HOME | 56 | 31 | 18 | 7 | 56 | 29 | 27 | 15 | 16 | 12 | 6 | 2 | 4 |
| | 4% | 8% | 4% | 1% | 4% | 4% | 4% | 8% | 9% | 5% | 2% | 1% | 2% |
| | | bcd | c | | c | | | jkl | jkl | k | | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|-----|-------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| A fixed broadband connection (perhaps using WiFi) | 1150 | 250 | 365 | 242 | 293 | 615 | 535 | 1150 | 1002 | 148 |
| | 84% | 89% | 87% | 84% | 76% | 88% | 79% | 84% | 84% | 83% |
| | | dfg | df | d | | dfg | | df | | |
| A mobile network signal (likely to be 3G or 4G) | 455 | 114 | 137 | 81 | 123 | 251 | 204 | 455 | 407 | 48 |
| | 33% | 41% | 33% | 28% | 32% | 36% | 30% | 33% | 34% | 27% |
| | | bcdfg | | | | cf | | | | |
| No - child does not go online at home | 104 | 17 | 26 | 28 | 32 | 43 | 60 | 104 | 88 | 15 |
| | 8% | 6% | 6% | 10% | 8% | 6% | 9% | 8% | 7% | 9% |
| Don't know | 3 | - | 1 | - | 2 | 1 | 2 | 3 | 3 | - |
| | *% | -% | *% | -% | 1% | *% | *% | *% | *% | -% |
| SUMMARY | | | | | | | | | | |
| EITHER OF THESE | 1212 | 255 | 380 | 252 | 326 | 635 | 578 | 1212 | 1055 | 157 |
| | 88% | 91% | 90% | 87% | 85% | 90% | 86% | 88% | 88% | 88% |
| | | df | df | | | df | | | | |
| BOTH OF THESE | 393 | 108 | 123 | 72 | 89 | 232 | 161 | 393 | 354 | 39 |
| | 29% | 39% | 29% | 25% | 23% | 33% | 24% | 29% | 30% | 22% |
| | | bcdfg | | | | cdfg | | df | i | |
| FIXED BROADBAND ONLY | 757 | 141 | 242 | 170 | 203 | 384 | 374 | 757 | 648 | 109 |
| | 55% | 50% | 57% | 59% | 53% | 55% | 56% | 55% | 54% | 61% |
| | | | | a | | | | | | |
| MOBILE NETWORK SIGNAL ONLY | 62 | 5 | 14 | 9 | 33 | 19 | 43 | 62 | 54 | 8 |
| | 5% | 2% | 3% | 3% | 9% | 3% | 6% | 5% | 4% | 5% |
| | | | | | abceg | | abe | a | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|------------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| DOES NOT HAVE ACCESS AT HOME | 56 | 8 | 15 | 9 | 24 | 23 | 33 | 56 | 49 | 6 |
| | 4% | 3% | 3% | 3% | 6% | 3% | 5% | 4% | 4% | 4% |
| | | | | | e | | | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
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.

QP5. (SHOWCARD) Does your child ever 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. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|--------|------|--------|-------|--------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| A television set | 1286 | 358 | 473 | 456 | 1286 | 635 | 651 | 177 | 181 | 233 | 240 | 226 | 230 |
| | 94% | 95% | 95% | 91% | 94% | 92% | 95% | 94% | 97% | 93% | 96% | 90% | 92% |
| | | c | c | | | | | | kl | | k | | |
| A tablet (like an iPad, Kindle Fire, Samsung Galaxy Tab) | 545 | 144 | 194 | 206 | 545 | 252 | 293 | 69 | 75 | 86 | 109 | 98 | 109 |
| | 40% | 38% | 39% | 41% | 40% | 37% | 43% | 37% | 40% | 34% | 44% | 39% | 43% |
| | | | | | | | e | | | | i | | i |
| A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry) | 362 | 45 | 100 | 216 | 362 | 168 | 194 | 20 | 25 | 51 | 49 | 97 | 120 |
| | 26% | 12% | 20% | 43% | 26% | 24% | 28% | 11% | 13% | 20% | 20% | 39% | 48% |
| | | | a | abd | ab | | | | | g | g | ghij | ghijk |
| A desktop computer/ laptop/ netbook | 315 | 36 | 113 | 167 | 315 | 143 | 172 | 15 | 21 | 54 | 59 | 75 | 92 |
| | 23% | 10% | 23% | 33% | 23% | 21% | 25% | 8% | 11% | 22% | 23% | 30% | 37% |
| | | | a | abd | a | | | | | gh | gh | ghi | ghij |
| A games console connected to a TV (like a PlayStation/ Xbox/ Wii) | 210 | 24 | 70 | 116 | 210 | 140 | 70 | 10 | 14 | 50 | 20 | 80 | 35 |
| | 15% | 6% | 14% | 23% | 15% | 20% | 10% | 5% | 7% | 20% | 8% | 32% | 14% |
| | | | a | abd | a | f | | | | ghj | | ghijl | ghj |
| A portable or handheld games player (like a Nintendo DS/ Sony PS Vita) | 32 | 4 | 14 | 14 | 32 | 20 | 13 | 3 | 2 | 8 | 6 | 9 | 5 |
| | 2% | 1% | 3% | 3% | 2% | 3% | 2% | 1% | 1% | 3% | 2% | 4% | 2% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
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.

QP5. (SHOWCARD) Does your child ever 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. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Other type of device | 13 | 3 | 5 | 5 | 13 | 7 | 5 | 2 | 2 | 5 | - | 1 | 4 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | -% | *% | 1% |
| | | | | | | | | | | j | | | |
| Does not watch TV programmes | 24 | 3 | 8 | 13 | 24 | 15 | 10 | 2 | 1 | 5 | 3 | 8 | 5 |
| | 2% | 1% | 2% | 3% | 2% | 2% | 1% | 1% | 1% | 2% | 1% | 3% | 2% |
| | | | | a | | | | | | | | h | |
| Don't know | 2 | 1 | 1 | - | 2 | 1 | 1 | - | 1 | 1 | - | - | - |
| | *% | *% | *% | -% | *% | *% | *% | -% | *% | 1% | -% | -% | -% |
| SUMMARY | | | | | | | | | | | | | |
| EVER WATCHES TV PROGRAMMES | 1349 | 372 | 490 | 487 | 1349 | 671 | 677 | 186 | 186 | 244 | 246 | 242 | 245 |
| | 98% | 99% | 98% | 97% | 98% | 98% | 99% | 99% | 99% | 97% | 99% | 97% | 98% |
| ONLY THROUGH A TV SET | 548 | 189 | 214 | 144 | 548 | 287 | 261 | 100 | 89 | 113 | 101 | 74 | 71 |
| | 40% | 50% | 43% | 29% | 40% | 42% | 38% | 53% | 47% | 45% | 41% | 30% | 28% |
| | | bcd | c | | c | | | jkl | kl | kl | kl | | |
| ANY DEVICE OTHER THAN A TV SET | 801 | 183 | 276 | 342 | 801 | 384 | 417 | 86 | 97 | 131 | 145 | 168 | 174 |
| | 58% | 49% | 55% | 68% | 58% | 56% | 61% | 46% | 52% | 52% | 58% | 67% | 70% |
| | | | | abd | a | | | | | | g | ghij | ghij |
| ONLY THROUGH A DEVICE OTHER THAN A TV SET | 62 | 14 | 17 | 31 | 62 | 36 | 26 | 9 | 5 | 11 | 7 | 16 | 15 |
| | 5% | 4% | 3% | 6% | 5% | 5% | 4% | 5% | 2% | 4% | 3% | 6% | 6% |
| THROUGH A COMPUTER/ LAPTOP/ TABLET | 686 | 162 | 243 | 280 | 686 | 321 | 365 | 79 | 84 | 109 | 134 | 133 | 147 |
| | 50% | 43% | 49% | 56% | 50% | 47% | 53% | 42% | 45% | 43% | 54% | 53% | 59% |
| | | | | abd | a | | e | | | | gi | gi | ghi |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP5. (SHOWCARD) Does your child ever 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. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

| | | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------------|------|-------------|-----|------|-------|----------------|------|------------------------|------|--------|------|--------|-----|
| | | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE | |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| THROUGH A GAMES CONSOLE/ PLAYER | 219 | 27 | 75 | 116 | 219 | 143 | 76 | 12 | 16 | 51 | 24 | 80 | 36 |
| | 16% | 7% | 15% | 23% | 16% | 21% | 11% | 6% | 8% | 20% | 10% | 32% | 14% |
| | | | a | abd | a | f | | | | ghj | | ghijl | g |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP5. (SHOWCARD) Does your child ever 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. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| A television set | 1286 | 270 | 397 | 278 | 341 | 667 | 619 | 1286 | 1123 | 163 |
| | 94% | 97% | 94% | 96% | 89% | 95% | 92% | 94% | 94% | 91% |
| | | df | d | df | | df | | d | | |
| A tablet (like an iPad, Kindle Fire, Samsung Galaxy Tab) | 545 | 123 | 173 | 105 | 143 | 296 | 249 | 545 | 457 | 87 |
| | 40% | 44% | 41% | 37% | 37% | 42% | 37% | 40% | 38% | 49% |
| | | f | | | | | | | | h |
| A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry) | 362 | 80 | 101 | 79 | 101 | 181 | 180 | 362 | 300 | 61 |
| | 26% | 29% | 24% | 27% | 26% | 26% | 27% | 26% | 25% | 34% |
| | | | | | | | | | | h |
| A desktop computer/ laptop/ netbook | 315 | 88 | 100 | 52 | 75 | 188 | 127 | 315 | 276 | 40 |
| | 23% | 31% | 24% | 18% | 19% | 27% | 19% | 23% | 23% | 22% |
| | | bcdfg | | | | cdf | | f | | |
| A games console connected to a TV (like a PlayStation/ Xbox/ Wii) | 210 | 39 | 58 | 50 | 63 | 97 | 113 | 210 | 186 | 24 |
| | 15% | 14% | 14% | 17% | 16% | 14% | 17% | 15% | 16% | 13% |
| A portable or handheld games player (like a Nintendo DS/ Sony PS Vita) | 32 | 8 | 8 | 9 | 7 | 16 | 16 | 32 | 30 | 2 |
| | 2% | 3% | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 1% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP5. (SHOWCARD) Does your child ever 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. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|----------|-------------|------------|----------|---------|----------|----------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Other type of device | 13 | 3 | 4 | 2 | 4 | 6 | 6 | 13 | 10 | 2 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| Does not watch TV programmes | 24 | 4 | 6 | 3 | 11 | 11 | 14 | 24 | 22 | 3 |
| | 2% | 1% | 2% | 1% | 3% | 2% | 2% | 2% | 2% | 2% |
| Don't know | 2 | - | 1 | - | 1 | 1 | 1 | 2 | 1 | 1 |
| | *% | -% | *% | -% | *% | *% | *% | *% | *% | *% |
| SUMMARY | | | | | | | | | | |
| EVER WATCHES TV PROGRAMMES | 1349 | 276 | 415 | 286 | 372 | 691 | 658 | 1349 | 1173 | 175 |
| | 98% | 99% | 98% | 99% | 97% | 98% | 98% | 98% | 98% | 98% |
| ONLY THROUGH A TV SET | 548 | 99 | 167 | 129 | 153 | 265 | 282 | 548 | 493 | 55 |
| | 40% | 35% | 40% | 45% a | 40% | 38% | 42% | 40% | 41% i | 31% |
| ANY DEVICE OTHER THAN A TV SET | 801 | 177 | 248 | 157 | 219 | 425 | 376 | 801 | 681 | 120 |
| | 58% | 63% cf | 59% | 54% | 57% | 61% | 56% | 58% | 57% | 67% h |
| ONLY THROUGH A DEVICE OTHER THAN A TV SET | 62 | 5 | 18 | 8 | 31 | 23 | 39 | 62 | 50 | 12 |
| | 5% | 2% | 4% | 3% | 8% abceg | 3% | 6% ae | 5% a | 4% | 7% |
| THROUGH A COMPUTER/ LAPTOP/ TABLET | 686 | 159 | 218 | 129 | 180 | 377 | 309 | 686 | 582 | 104 |
| | 50% | 57% cdfg | 52% | 45% | 47% | 54% cdf | 46% | 50% | 49% | 58% h |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP5. (SHOWCARD) Does your child ever 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. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| THROUGH A GAMES CONSOLE/ PLAYER | 219 | 42 | 60 | 51 | 66 | 102 | 117 | 219 | 194 | 25 |
| | 16% | 15% | 14% | 18% | 17% | 15% | 17% | 16% | 16% | 14% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP6A. (SHOWCARD) And which device do they mostly use to watch TV programmes or films? IF NECESSARY - At home or elsewhere. IF NECESSARY - Not DVDs or video clips. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|--------|------|--------|------|--------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| A television set | 1007 | 318 | 382 | 308 | 1007 | 501 | 506 | 162 | 156 | 191 | 191 | 148 | 160 |
| | 73% | 85% | 76% | 62% | 73% | 73% | 74% | 87% | 83% | 76% | 76% | 59% | 64% |
| | | bcd | c | | c | | | ijkl | kl | kl | kl | | |
| A tablet (like an iPad, Kindle Fire, Samsung Galaxy Tab) | 133 | 32 | 43 | 57 | 133 | 59 | 75 | 13 | 19 | 18 | 25 | 27 | 30 |
| | 10% | 9% | 9% | 11% | 10% | 9% | 11% | 7% | 10% | 7% | 10% | 11% | 12% |
| A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry) | 88 | 8 | 19 | 60 | 88 | 40 | 48 | 3 | 5 | 9 | 10 | 27 | 33 |
| | 6% | 2% | 4% | 12% | 6% | 6% | 7% | 2% | 3% | 4% | 4% | 11% | 13% |
| | | | | abd | ab | | | | | | | ghij | ghij |
| A desktop computer/ laptop/ netbook | 57 | 4 | 22 | 31 | 57 | 26 | 31 | 2 | 2 | 10 | 12 | 14 | 17 |
| | 4% | 1% | 4% | 6% | 4% | 4% | 4% | 1% | 1% | 4% | 5% | 6% | 7% |
| | | | a | a | a | | | | | h | gh | gh | gh |
| A games console connected to a TV (like a PlayStation/ Xbox/ Wii) | 50 | 6 | 19 | 25 | 50 | 39 | 11 | 2 | 3 | 13 | 6 | 23 | 3 |
| | 4% | 2% | 4% | 5% | 4% | 6% | 2% | 1% | 2% | 5% | 2% | 9% | 1% |
| | | | a | a | a | f | | | | gl | | ghjl | |
| A portable or handheld games player (like a Nintendo DS/ Sony PS Vita) | 1 | 1 | - | - | 1 | 1 | - | 1 | - | - | - | - | - |
| | *% | *% | -% | -% | *% | *% | -% | 1% | -% | -% | -% | -% | -% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP6A. (SHOWCARD) And which device do they mostly use to watch TV programmes or films? IF NECESSARY - At home or elsewhere. IF NECESSARY - Not DVDs or video clips. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

| | | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|------------------------------|----------|-------------|---------|---------------|----------|----------------|----------|------------------------|----------|------------|-----------|--------------|------------|
| | | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Other type of device | 7 1% | 2 *% | 2 *% | 3 1% | 7 1% | 4 1% | 3 *% | 1 *% | 1 1% | 2 1% | - -% | 1 *% | 2 1% |
| Does not watch TV programmes | 24 2% | 3 1% | 8 2% | 13 3% a | 24 2% | 15 2% | 10 1% | 2 1% | 1 1% | 5 2% | 3 1% | 8 3% h | 5 2% |
| Don't know | 8 1% | 2 *% | 4 1% | 2 *% | 8 1% | 4 1% | 4 1% | 1 1% | 1 *% | 1 1% | 3 1% | 1 *% | 1 *% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
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.

QP6A. (SHOWCARD) And which device do they mostly use to watch TV programmes or films? IF NECESSARY - At home or elsewhere. IF NECESSARY - Not DVDs or video clips. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|---------------------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| A television set | 1007 | 218 | 313 | 219 | 258 | 530 | 477 | 1007 | 883 | 124 |
| | 73% | 78% | 74% | 76% | 67% | 76% | 71% | 73% | 74% | 69% |
| | | df | d | d | | d | | d | | |
| A tablet (like an iPad, Kindle Fire, Samsung Galaxy Tab) | 133 | 20 | 45 | 24 | 44 | 65 | 68 | 133 | 115 | 18 |
| | 10% | 7% | 11% | 8% | 11% | 9% | 10% | 10% | 10% | 10% |
| A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry) | 88 | 14 | 17 | 23 | 33 | 31 | 57 | 88 | 69 | 19 |
| | 6% | 5% | 4% | 8% | 9% | 4% | 8% | 6% | 6% | 11% |
| | | | | be | be | | be | | | h |
| A desktop computer/ laptop/ netbook | 57 | 17 | 18 | 7 | 15 | 35 | 22 | 57 | 50 | 6 |
| | 4% | 6% | 4% | 2% | 4% | 5% | 3% | 4% | 4% | 4% |
| | | cf | | | | | | | | |
| A games console connected to a TV (like a PlayStation/ Xbox/ Wii) | 50 | 5 | 15 | 12 | 19 | 20 | 30 | 50 | 43 | 7 |
| | 4% | 2% | 3% | 4% | 5% | 3% | 5% | 4% | 4% | 4% |
| | | | | a | a | | a | | | |
| A portable or handheld games player (like a Nintendo DS/ Sony PS Vita) | 1 | - | 1 | - | - | 1 | - | 1 | 1 | - |
| | *% | -% | *% | -% | -% | *% | -% | *% | *% | -% |
| Other type of device | 7 | 1 | 3 | 1 | 3 | 4 | 3 | 7 | 6 | 1 |
| | 1% | *% | 1% | *% | 1% | 1% | 1% | 1% | 1% | 1% |
| Columns Tested: | a,b,c,d,e,f,g - h,i | | | | | | | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP6A. (SHOWCARD) And which device do they mostly use to watch TV programmes or films? IF NECESSARY - At home or elsewhere. IF NECESSARY - Not DVDs or video clips. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|------------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Does not watch TV programmes | 24 | 4 | 6 | 3 | 11 | 11 | 14 | 24 | 22 | 3 |
| | 2% | 1% | 2% | 1% | 3% | 2% | 2% | 2% | 2% | 2% |
| Don't know | 8 | - | 6 | - | 2 | 6 | 2 | 8 | 7 | 1 |
| | 1% | -% | 1% | -% | 1% | 1% | *% | 1% | 1% | *% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP6B. (SHOWCARD) And which is their second most used device to watch TV programmes or films? IF NECESSARY - At home or elsewhere. IF NECESSARY - Not DVDs or video clips. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|------------|-----------------|-----------------|------------------|-----------------|----------------|------------|------------------------|------------------|------------------|------------------|-------------------|-------------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| A tablet (like an iPad, Kindle Fire, Samsung Galaxy Tab) | 278 20% | 95 25% cd | 105 21% c | 78 16% abd | 278 20% c | 126 18% | 152 22% | 47 25% ikl | 49 26% ikl | 41 16% | 64 26% ikl | 38 15% | 40 16% |
| A television set | 185 13% | 34 9% | 59 12% | 92 18% abd | 185 13% a | 83 12% | 102 15% | 11 6% | 23 12% g | 25 10% | 34 14% g | 47 19% gi | 45 18% gi |
| A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry) | 122 9% | 13 3% | 31 6% | 78 16% abd | 122 9% a | 52 8% | 70 10% | 7 3% | 6 3% | 15 6% | 17 7% | 31 12% ghij | 47 19% ghij |
| A desktop computer/ laptop/ netbook | 107 8% | 15 4% | 40 8% a | 51 10% a | 107 8% a | 49 7% | 58 8% | 7 4% | 8 4% | 21 8% | 20 8% | 21 8% | 30 12% gh |
| A games console connected to a TV (like a PlayStation/ Xbox/ Wii) | 53 4% | 8 2% | 21 4% | 24 5% a | 53 4% | 43 6% f | 10 2% | 2 1% | 6 3% | 19 8% ghjl | 2 1% | 22 9% ghjl | 2 1% |
| A portable or handheld games player (like a Nintendo DS/ Sony PS Vita) | 3 *% | 1 *% | 1 *% | - -% | 3 *% | 2 *% | 1 *% | 1 *% | 1 *% | 1 1% | - -% | - -% | - -% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP6B. (SHOWCARD) And which is their second most used device to watch TV programmes or films? IF NECESSARY - At home or elsewhere. IF NECESSARY - Not DVDs or video clips. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

| | | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------------------|------|-------------|-----|------|-------|----------------|------|------------------------|------|--------|------|--------|------|
| | | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE | MALE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Other type of device | 2 | - | 2 | - | 2 | 2 | - | - | - | 2 | - | - | - |
| | *% | -% | *% | -% | *% | *% | -% | -% | -% | 1% | -% | -% | -% |
| Does not watch TV programmes | 24 | 3 | 8 | 13 | 24 | 15 | 10 | 2 | 1 | 5 | 3 | 8 | 5 |
| | 2% | 1% | 2% | 3% | 2% | 2% | 1% | 1% | 1% | 2% | 1% | 3% | 2% |
| | | | | a | | | | | | | | h | |
| Only watches TV on one type of device | 587 | 200 | 225 | 161 | 587 | 307 | 280 | 107 | 93 | 119 | 107 | 82 | 80 |
| | 43% | 53% | 45% | 32% | 43% | 45% | 41% | 57% | 50% | 47% | 43% | 33% | 32% |
| | | bcd | c | | c | | | ijkl | kl | kl | kl | | |
| Don't know | 13 | 6 | 6 | 2 | 13 | 8 | 6 | 4 | 1 | 3 | 3 | 1 | 1 |
| | 1% | 1% | 1% | *% | 1% | 1% | 1% | 2% | 1% | 1% | 1% | *% | *% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP6B. (SHOWCARD) And which is their second most used device to watch TV programmes or films? IF NECESSARY - At home or elsewhere. IF NECESSARY - Not DVDs or video clips. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| A tablet (like an iPad, Kindle Fire, Samsung Galaxy Tab) | 278 | 71 | 81 | 54 | 73 | 152 | 126 | 278 | 227 | 51 |
| | 20% | 25% | 19% | 19% | 19% | 22% | 19% | 20% | 19% | 28% |
| | | f | | | | | | | | h |
| A television set | 185 | 36 | 51 | 42 | 57 | 87 | 98 | 185 | 159 | 26 |
| | 13% | 13% | 12% | 15% | 15% | 12% | 15% | 13% | 13% | 15% |
| A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry) | 122 | 23 | 45 | 24 | 30 | 68 | 54 | 122 | 100 | 22 |
| | 9% | 8% | 11% | 8% | 8% | 10% | 8% | 9% | 8% | 12% |
| A desktop computer/ laptop/ netbook | 107 | 32 | 32 | 17 | 25 | 64 | 43 | 107 | 99 | 8 |
| | 8% | 11% | 8% | 6% | 7% | 9% | 6% | 8% | 8% | 4% |
| | | cd | fg | | | | | | | |
| A games console connected to a TV (like a PlayStation/ Xbox/ Wii) | 53 | 8 | 17 | 14 | 15 | 25 | 28 | 53 | 50 | 3 |
| | 4% | 3% | 4% | 5% | 4% | 4% | 4% | 4% | 4% | 2% |
| A portable or handheld games player (like a Nintendo DS/ Sony PS Vita) | 3 | 2 | - | - | 1 | 2 | 1 | 3 | 1 | 1 |
| | *% | 1% | -% | -% | *% | *% | *% | *% | *% | 1% |
| Other type of device | 2 | - | 1 | - | 1 | 1 | 1 | 2 | 1 | 1 |
| | *% | -% | *% | -% | *% | *% | *% | *% | *% | 1% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP6B. (SHOWCARD) And which is their second most used device to watch TV programmes or films? IF NECESSARY - At home or elsewhere. IF NECESSARY - Not DVDs or video clips. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------------------|-------|--------------|-----|----------|-----|------|----------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Does not watch TV programmes | 24 | 4 | 6 | 3 | 11 | 11 | 14 | 24 | 22 | 3 |
| | 2% | 1% | 2% | 1% | 3% | 2% | 2% | 2% | 2% | 2% |
| Only watches TV on one type of device | 587 | 102 | 180 | 135 | 170 | 282 | 304 | 587 | 526 | 61 |
| | 43% | 36% | 43% | 47% a | 44% | 40% | 45% a | 43% | 44% i | 34% |
| Don't know | 13 | 2 | 9 | - | 3 | 10 | 3 | 13 | 11 | 3 |
| | 1% | 1% | 2% | -% | 1% | 1% | *% | 1% | 1% | 2% |
| | | | cf | | | c | | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP8A. 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. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches television on a TV set

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-----------------------------|------------|------------|------------|------------|----------------|------------|------------------------|------------|------------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1303 | 393 | 470 | 440 | 1303 | 645 | 658 | 189 | 204 | 237 | 233 | 219 | 221 |
| Effective Weighted Sample | 1224 | 376 | 436 | 416 | 1224 | 609 | 615 | 181 | 195 | 221 | 215 | 208 | 209 |
| Total | 1286 | 358 | 473 | 456 | 1286 | 635 | 651 | 177 | 181 | 233 | 240 | 226 | 230 |
| None | 36 3% | - -% | 18 4% | 18 4% | 36 3% | 19 3% | 17 3% | - -% | - -% | 9 4% | 9 4% | 11 5% | 8 3% |
| | | | a | a | a | | | | | gh | gh | gh | gh |
| Up to 1 hour | 546 42% | 175 49% | 198 42% | 173 38% | 546 42% | 284 45% | 263 40% | 94 54% | 81 44% | 102 44% | 96 40% | 87 39% | 86 38% |
| | | bcd | | | | | | jkl | | | | | |
| Up to 2 hours | 449 35% | 122 34% | 159 34% | 169 37% | 449 35% | 211 33% | 238 37% | 51 29% | 71 39% | 79 34% | 79 33% | 81 36% | 88 38% |
| | | | | | | | | g | | | | | |
| Up to 3 hours | 183 14% | 50 14% | 67 14% | 65 14% | 183 14% | 83 13% | 99 15% | 24 14% | 26 14% | 30 13% | 37 15% | 29 13% | 36 16% |
| Up to 4 hours | 50 4% | 9 2% | 23 5% | 18 4% | 50 4% | 27 4% | 23 4% | 7 4% | 2 1% | 10 4% | 13 5% | 10 4% | 8 4% |
| | | | | | | | | | | h | h | h | |
| Up to 5 hours | 19 2% | 2 1% | 8 2% | 10 2% | 19 2% | 10 2% | 10 2% | - -% | 2 1% | 2 1% | 5 2% | 7 3% | 3 1% |
| | | | | | | | | | | | g | g | |
| Up to 6 hours | 2 *% | - -% | - -% | 2 1% | 2 *% | 1 *% | 1 *% | - -% | - -% | - -% | - -% | 1 *% | 1 1% |
| Mean number of hours | 1.7 | 1.7 | 1.7 | 1.8 | 1.7 | 1.7 | 1.8 | 1.6 | 1.7 | 1.7 | 1.8 | 1.8 | 1.8 |
| Standard deviation | .99 | .81 | 1.02 | 1.07 | .99 | 1.00 | .97 | .83 | .80 | .98 | 1.06 | 1.14 | 1.01 |
| Standard error | .03 | .04 | .05 | .05 | .03 | .04 | .04 | .06 | .06 | .06 | .07 | .08 | .07 |
| Columns Tested: | a,b,c,d - e,f - g,h,i,j,k,l | | | | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP8A. 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. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches television on a TV set

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|------|-----|-------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1303 | 283 | 418 | 273 | 329 | 701 | 602 | 1303 | 1146 | 157 |
| Effective Weighted Sample | 1224 | 267 | 393 | 257 | 308 | 661 | 565 | 1224 | 1080 | 145 |
| Total | 1286 | 270 | 397 | 278 | 341 | 667 | 619 | 1286 | 1123 | 163 |
| None | 36 | 8 | 11 | 7 | 10 | 20 | 17 | 36 | 28 | 8 |
| | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 2% | 5% |
| Up to 1 hour | 546 | 129 | 173 | 126 | 118 | 302 | 244 | 546 | 473 | 73 |
| | 42% | 48% | 44% | 45% | 35% | 45% | 39% | 42% | 42% | 45% |
| | | df | d | d | | df | | d | | |
| Up to 2 hours | 449 | 92 | 138 | 97 | 121 | 231 | 218 | 449 | 396 | 53 |
| | 35% | 34% | 35% | 35% | 36% | 35% | 35% | 35% | 35% | 32% |
| Up to 3 hours | 183 | 29 | 55 | 37 | 62 | 84 | 99 | 183 | 164 | 19 |
| | 14% | 11% | 14% | 13% | 18% | 13% | 16% | 14% | 15% | 12% |
| | | | | | ae | | a | | | |
| Up to 4 hours | 50 | 7 | 11 | 8 | 24 | 18 | 32 | 50 | 42 | 8 |
| | 4% | 2% | 3% | 3% | 7% | 3% | 5% | 4% | 4% | 5% |
| | | | | | abceg | | e | | | |
| Up to 5 hours | 19 | 3 | 7 | 3 | 6 | 10 | 9 | 19 | 17 | 2 |
| | 2% | 1% | 2% | 1% | 2% | 2% | 1% | 2% | 2% | 1% |
| Up to 6 hours | 2 | 1 | 1 | - | - | 2 | - | 2 | 2 | - |
| | *% | *% | *% | -% | -% | *% | -% | *% | *% | -% |
| Mean number of hours | 1.7 | 1.6 | 1.7 | 1.7 | 1.9 | 1.7 | 1.8 | 1.7 | 1.7 | 1.7 |
| | | | | | abceg | | ae | | | |
| Standard deviation | .99 | .94 | 1.00 | .92 | 1.04 | .98 | .99 | .99 | .99 | 1.00 |
| Standard error | .03 | .06 | .05 | .06 | .06 | .04 | .04 | .03 | .03 | .08 |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP8B. And how many hours would you say they watch TV programmes on a TV set on a weekend day? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches television on a TV set

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|--------------|------------|-----------------|---------------|---------------|----------------|--------------|------------------------|----------------|---------------|----------------|----------------|---------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1303 | 393 | 470 | 440 | 1303 | 645 | 658 | 189 | 204 | 237 | 233 | 219 | 221 |
| Effective Weighted Sample | 1224 | 376 | 436 | 416 | 1224 | 609 | 615 | 181 | 195 | 221 | 215 | 208 | 209 |
| Total | 1286 | 358 | 473 | 456 | 1286 | 635 | 651 | 177 | 181 | 233 | 240 | 226 | 230 |
| None | 32 2% | 6 2% | 9 2% | 17 4% | 32 2% | 19 3% | 13 2% | 2 1% | 4 2% | 5 2% | 4 2% | 12 5% gj | 5 2% |
| Up to 1 hour | 269 21% | 76 21% | 105 22% | 88 19% | 269 21% | 141 22% | 128 20% | 45 26% hk | 31 17% | 58 25% | 48 20% | 38 17% | 49 22% |
| Up to 2 hours | 370 29% | 118 33% | 130 27% | 122 27% | 370 29% | 181 29% | 188 29% | 55 31% | 63 35% i | 64 27% | 66 28% | 63 28% | 59 26% |
| Up to 3 hours | 280 22% | 64 18% | 113 24% a | 103 23% | 280 22% | 131 21% | 149 23% | 28 16% | 36 20% | 52 22% | 61 26% g | 51 23% | 52 22% |
| Up to 4 hours | 173 13% | 53 15% | 63 13% | 57 13% | 173 13% | 85 13% | 89 14% | 26 15% | 27 15% | 30 13% | 33 14% | 29 13% | 28 12% |
| Up to 5 hours | 91 7% | 27 8% | 27 6% | 37 8% | 91 7% | 44 7% | 47 7% | 12 7% | 15 8% | 13 5% | 14 6% | 19 8% | 18 8% |
| Up to 6 hours | 52 4% | 5 1% | 19 4% a | 27 6% a | 52 4% a | 27 4% | 25 4% | 4 2% | 1 1% | 10 4% h | 9 4% h | 12 5% h | 15 7% h |
| Up to 7 hours | 5 *% c | 3 1% | 2 *% | - -% | 5 *% | 3 *% | 2 *% | 2 1% | 2 1% | 1 1% | 1 *% | - -% | - -% |
| Up to 8 hours | 7 1% | 2 1% | 3 1% | 2 1% | 7 1% | 5 1% | 3 *% e | 2 1% | - -% | 1 1% | 1 1% | 1 1% | 1 1% |
| Over 8 hours | 6 *% | 1 *% | 3 1% | 2 *% | 6 *% | - -% | 6 1% | - -% | 1 1% | - -% | 3 1% | - -% | 2 1% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP8B. And how many hours would you say they watch TV programmes on a TV set on a weekend day? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches television on a TV set

| | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | | |
|-------------------------|-------------|------|------|-------|----------------|------|------------------------|-------------|---------------|--------------|----------------|---------------|-----------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Mean number of hours | 2.7 | 2.6 | 2.6 | 2.7 | 2.7 | 2.6 | 2.7 | 2.6 | 2.6 | 2.5 | 2.7 | 2.7 | 2.8 |
| Standard deviation | 1.60 | 1.52 | 1.59 | 1.68 | 1.60 | 1.55 | 1.65 | 1.57 | 1.47 | 1.52 | 1.65 | 1.57 | 1.79 |
| Standard error | .04 | .08 | .07 | .08 | .04 | .06 | .06 | .11 | .10 | .10 | .11 | .11 | .12 |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP8B. And how many hours would you say they watch TV programmes on a TV set on a weekend day? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches television on a TV set

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|------------|--------------|------------|----------------|-----------------|------------|---------------|------------|------------|----------------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1303 | 283 | 418 | 273 | 329 | 701 | 602 | 1303 | 1146 | 157 |
| Effective Weighted Sample | 1224 | 267 | 393 | 257 | 308 | 661 | 565 | 1224 | 1080 | 145 |
| Total | 1286 | 270 | 397 | 278 | 341 | 667 | 619 | 1286 | 1123 | 163 |
| None | 32 2% | 2 1% | 9 2% | 7 3% | 13 4% ae | 12 2% | 20 3% a | 32 2% | 27 2% | 5 3% |
| Up to 1 hour | 269 21% | 55 20% | 86 22% | 71 26% d | 57 17% | 142 21% | 128 21% | 269 21% | 234 21% | 36 22% |
| Up to 2 hours | 370 29% | 87 32% | 114 29% | 82 29% | 87 26% | 201 30% | 169 27% | 370 29% | 310 28% | 60 37% h |
| Up to 3 hours | 280 22% | 51 19% | 99 25% | 60 22% | 70 21% | 150 23% | 130 21% | 280 22% | 253 23% | 27 17% |
| Up to 4 hours | 173 13% | 38 14% | 49 12% | 32 11% | 54 16% | 88 13% | 85 14% | 173 13% | 152 14% | 21 13% |
| Up to 5 hours | 91 7% | 21 8% | 20 5% | 17 6% | 33 10% be | 41 6% | 50 8% | 91 7% | 85 8% | 6 4% |
| Up to 6 hours | 52 4% | 11 4% | 15 4% | 9 3% | 17 5% | 25 4% | 27 4% | 52 4% | 46 4% | 6 4% |
| Up to 7 hours | 5 *% | 1 *% | 1 *% | - -% | 3 1% | 2 *% | 3 1% | 5 *% | 5 *% | - -% |
| Up to 8 hours | 7 1% | 1 *% | 3 1% | - -% | 3 1% | 5 1% | 3 *% | 7 1% | 6 1% | 1 1% |
| Over 8 hours | 6 *% | 3 1% | - -% | - -% | 3 1% b | 3 *% | 3 1% | 6 *% | 5 *% | 1 1% |
| Mean number of hours | 2.7 | 2.7 c | 2.6 | 2.4 | 2.9 bceg | 2.6 c | 2.7 c | 2.7 c | 2.7 | 2.5 |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP8B. And how many hours would you say they watch TV programmes on a TV set on a weekend day? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches television on a TV set

| | SOCIAL GRADE | | | | | | | LOCATION | |
|-------------------------------------|--------------|------|------|------|------|------|------|----------|-------|
| Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | a | b | c | d | e | f | g | h | i |
| Standard deviation | 1.60 | 1.65 | 1.47 | 1.40 | 1.82 | 1.55 | 1.66 | 1.59 | 1.66 |
| Standard error | .04 | .10 | .07 | .08 | .10 | .06 | .07 | .05 | .13 |
| Columns Tested: a,b,c,d,e,f,g - h,i | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP8A-B. HOURS WATCH TELEVISION ON A TV SET IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches television on a TV set

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1303 | 393 | 470 | 440 | 1303 | 645 | 658 | 189 | 204 | 237 | 233 | 219 | 221 |
| Effective Weighted Sample | 1224 | 376 | 436 | 416 | 1224 | 609 | 615 | 181 | 195 | 221 | 215 | 208 | 209 |
| Total | 1286 | 358 | 473 | 456 | 1286 | 635 | 651 | 177 | 181 | 233 | 240 | 226 | 230 |
| None | 11 | - | 3 | 8 | 11 | 8 | 2 | - | - | 1 | 1 | 7 | 1 |
| | 1% | -% | 1% | 2% | 1% | 1% | *% | -% | -% | 1% | 1% | 3% | *% |
| | | | | a | | | | | | | | ghijl | |
| Up to 5 hours | 75 | 3 | 39 | 33 | 75 | 38 | 37 | 1 | 3 | 22 | 17 | 16 | 18 |
| | 6% | 1% | 8% | 7% | 6% | 6% | 6% | *% | 1% | 9% | 7% | 7% | 8% |
| | | | a | a | a | | | | | gh | gh | gh | gh |
| Up to 10 hours | 402 | 139 | 147 | 116 | 402 | 207 | 195 | 76 | 63 | 76 | 71 | 55 | 61 |
| | 31% | 39% | 31% | 25% | 31% | 33% | 30% | 43% | 35% | 33% | 30% | 24% | 26% |
| | | bcd | | | c | | | ijkl | k | | | | |
| Up to 15 hours | 300 | 99 | 92 | 109 | 300 | 144 | 156 | 43 | 55 | 43 | 49 | 58 | 52 |
| | 23% | 28% | 20% | 24% | 23% | 23% | 24% | 24% | 31% | 19% | 20% | 26% | 22% |
| | | b | | | | | | | ij | | | | |
| Up to 20 hours | 259 | 62 | 100 | 97 | 259 | 126 | 133 | 30 | 32 | 49 | 51 | 47 | 49 |
| | 20% | 17% | 21% | 21% | 20% | 20% | 20% | 17% | 18% | 21% | 21% | 21% | 21% |
| Up to 25 hours | 154 | 38 | 57 | 59 | 154 | 68 | 86 | 15 | 23 | 26 | 30 | 27 | 32 |
| | 12% | 11% | 12% | 13% | 12% | 11% | 13% | 8% | 13% | 11% | 13% | 12% | 14% |
| Up to 30 hours | 46 | 12 | 21 | 13 | 46 | 22 | 24 | 10 | 2 | 9 | 12 | 3 | 10 |
| | 4% | 3% | 4% | 3% | 4% | 4% | 4% | 6% | 1% | 4% | 5% | 1% | 4% |
| | | | | | | | | hk | | | hk | | h |
| Up to 35 hours | 25 | 3 | 9 | 13 | 25 | 15 | 10 | 2 | 1 | 5 | 4 | 8 | 5 |
| | 2% | 1% | 2% | 3% | 2% | 2% | 2% | 1% | *% | 2% | 2% | 4% | 2% |
| | | | | a | | | | | | | | h | |
| Up to 40 hours | 6 | 1 | 1 | 4 | 6 | 5 | 1 | - | 1 | 1 | - | 4 | - |
| | *% | *% | *% | 1% | *% | 1% | *% | -% | *% | 1% | -% | 2% | -% |
| Over 40 hours | 9 | 1 | 4 | 4 | 9 | 1 | 8 | - | 1 | - | 4 | 1 | 3 |
| | 1% | *% | 1% | 1% | 1% | *% | 1% | -% | 1% | -% | 2% | 1% | 1% |
| | | | | | | | e | | | | | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP8A-B. HOURS WATCH TELEVISION ON A TV SET IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches television on a TV set

| | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | | |
|-------------------------|-------------|------|------|-------|----------------|------|------------------------|-------------|---------------|--------------|----------------|---------------|-----------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Mean number of hours | 14.0 | 13.6 | 13.9 | 14.4 | 14.0 | 13.7 | 14.3 | 13.4 | 13.8 | 13.4 | 14.4 | 14.2 | 14.6 |
| Standard deviation | 7.40 | 6.34 | 7.59 | 7.93 | 7.40 | 7.34 | 7.44 | 6.45 | 6.25 | 7.24 | 7.92 | 8.06 | 7.81 |
| Standard error | .20 | .32 | .35 | .38 | .20 | .29 | .29 | .47 | .44 | .47 | .52 | .54 | .53 |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP8A-B. HOURS WATCH TELEVISION ON A TV SET IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches television on a TV set

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|----------|----------|---------------|----------|-----------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1303 | 283 | 418 | 273 | 329 | 701 | 602 | 1303 | 1146 | 157 |
| Effective Weighted Sample | 1224 | 267 | 393 | 257 | 308 | 661 | 565 | 1224 | 1080 | 145 |
| Total | 1286 | 270 | 397 | 278 | 341 | 667 | 619 | 1286 | 1123 | 163 |
| None | 11 | 2 | 2 | 3 | 3 | 5 | 6 | 11 | 9 | 1 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| Up to 5 hours | 75 | 13 | 25 | 18 | 18 | 39 | 37 | 75 | 64 | 11 |
| | 6% | 5% | 6% | 7% | 5% | 6% | 6% | 6% | 6% | 7% |
| Up to 10 hours | 402 | 92 | 131 | 93 | 87 | 222 | 180 | 402 | 342 | 60 |
| | 31% | 34% d | 33% d | 33% d | 26% | 33% d | 29% | 31% | 30% | 37% |
| Up to 15 hours | 300 | 68 | 89 | 71 | 72 | 157 | 143 | 300 | 264 | 36 |
| | 23% | 25% | 22% | 26% | 21% | 24% | 23% | 23% | 23% | 22% |
| Up to 20 hours | 259 | 56 | 84 | 46 | 73 | 140 | 119 | 259 | 230 | 29 |
| | 20% | 21% | 21% | 16% | 21% | 21% | 19% | 20% | 20% | 18% |
| Up to 25 hours | 154 | 27 | 40 | 35 | 52 | 67 | 87 | 154 | 141 | 13 |
| | 12% | 10% | 10% | 13% | 15% abe | 10% | 14% e | 12% | 13% | 8% |
| Up to 30 hours | 46 | 6 | 13 | 8 | 20 | 19 | 27 | 46 | 37 | 9 |
| | 4% | 2% | 3% | 3% | 6% ae | 3% | 4% | 4% | 3% | 5% |
| Up to 35 hours | 25 | 3 | 8 | 3 | 10 | 11 | 14 | 25 | 23 | 2 |
| | 2% | 1% | 2% | 1% | 3% | 2% | 2% | 2% | 2% | 1% |
| Up to 40 hours | 6 | - | 2 | 1 | 2 | 2 | 4 | 6 | 6 | - |
| | *% | -% | 1% | 1% | 1% | *% | 1% | *% | 1% | -% |
| Over 40 hours | 9 | 4 | 2 | - | 3 | 6 | 3 | 9 | 7 | 1 |
| | 1% | 1% | 1% | -% | 1% | 1% | *% | 1% | 1% | 1% |
| Mean number of hours | 14.0 | 13.6 | 13.7 | 13.2 | 15.4 abceg | 13.6 | 14.4 c | 14.0 | 14.1 | 13.3 |
| Standard deviation | 7.40 | 7.24 | 7.18 | 6.79 | 8.05 | 7.20 | 7.59 | 7.40 | 7.39 | 7.40 |
| Standard error | .20 | .43 | .35 | .41 | .44 | .27 | .31 | .20 | .22 | .59 |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
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.

QP9. (SHOWCARD) How frequently does your child watch television programmes or films on a TV set 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. (SINGLE CODE)

Base : Parents whose child watches television on a TV set

| | | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|----------------------------------|-------------|-----------------|------------------|-----------------|-----------------|-----------------|------------|------------------------|-----------------|-----------------|-------------------|-----------------|----------------|
| | | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1318 | 393 | 476 | 449 | 1318 | 656 | 662 | 189 | 204 | 243 | 233 | 224 | 225 |
| Effective Weighted Sample | 1238 | 376 | 441 | 425 | 1238 | 619 | 619 | 181 | 195 | 226 | 215 | 213 | 213 |
| Total | 1301 | 358 | 478 | 465 | 1301 | 645 | 656 | 177 | 181 | 237 | 241 | 231 | 234 |
| Every day | 832 64% | 231 65% | 331 69% cd | 270 58% | 832 64% c | 395 61% | 437 67% | 110 62% | 121 67% k | 157 66% k | 174 72% gkl | 128 56% | 141 60% |
| Most days in a week | 254 19% | 79 22% b | 75 16% | 100 21% b | 254 19% | 138 21% | 115 18% | 40 23% j | 38 21% j | 44 18% | 31 13% | 54 23% j | 46 20% |
| A few days in a week | 142 11% | 32 9% | 47 10% | 63 14% a | 142 11% | 73 11% | 69 11% | 16 9% | 16 9% | 26 11% | 21 9% | 31 13% | 33 14% |
| Once a week | 38 3% | 11 3% | 12 2% | 15 3% | 38 3% | 22 3% | 16 2% | 7 4% | 4 2% | 5 2% | 7 3% | 10 4% | 5 2% |
| Less frequently than once a week | 34 3% | 5 1% | 12 3% | 17 4% a | 34 3% | 16 2% | 19 3% | 3 1% | 3 1% | 5 2% | 7 3% | 8 4% | 9 4% |
| Don't know | 1 *% | - -% | 1 *% | - -% | 1 *% | 1 *% | - -% | - -% | - -% | 1 *% | - -% | - -% | - -% |
| SUMMARY | | | | | | | | | | | | | |
| AT LEAST WEEKLY | 1266 97% | 353 99% c | 465 97% | 448 96% | 1266 97% | 629 97% | 637 97% | 174 99% | 179 99% | 232 98% | 233 97% | 223 96% | 225 96% |
| NOT DAILY BUT AT LEAST WEEKLY | 434 33% | 122 34% | 134 28% | 178 38% b | 434 33% b | 233 36% f | 200 31% | 64 36% j | 58 32% | 75 32% | 59 25% | 94 41% ij | 84 36% j |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP9. (SHOWCARD) How frequently does your child watch television programmes or films on a TV set 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. (SINGLE CODE)

Base : Parents whose child watches television on a TV set

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|----------------------------------|-------------|--------------|------------------|------------|------------------|------------------|------------|-----------------|-----------------|---------------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1318 | 285 | 423 | 272 | 338 | 708 | 610 | 1318 | 1159 | 159 |
| Effective Weighted Sample | 1238 | 269 | 398 | 256 | 317 | 667 | 573 | 1238 | 1092 | 147 |
| Total | 1301 | 272 | 403 | 276 | 351 | 675 | 626 | 1301 | 1138 | 163 |
| Every day | 832 64% | 173 64% | 245 61% | 174 63% | 240 69% be | 418 62% | 414 66% | 832 64% | 727 64% | 105 64% |
| Most days in a week | 254 19% | 52 19% | 91 23% d | 57 21% | 53 15% | 144 21% d | 110 18% | 254 19% | 221 19% | 32 20% |
| A few days in a week | 142 11% | 30 11% | 49 12% | 29 11% | 34 10% | 79 12% | 63 10% | 142 11% | 134 12% i | 9 5% |
| Once a week | 38 3% | 12 5% | 8 2% | 7 3% | 9 3% | 21 3% | 17 3% | 38 3% | 27 2% | 11 7% h |
| Less frequently than once a week | 34 3% | 5 2% | 9 2% | 6 2% | 14 4% | 14 2% | 20 3% | 34 3% | 28 2% | 6 4% |
| Don't know | 1 *% | - -% | - -% | 1 *% | - -% | - -% | 1 *% | 1 *% | 1 *% | - -% |
| SUMMARY | | | | | | | | | | |
| AT LEAST WEEKLY | 1266 97% | 268 98% | 393 98% | 268 97% | 336 96% | 661 98% | 605 97% | 1266 97% | 1109 97% | 157 96% |
| NOT DAILY BUT AT LEAST WEEKLY | 434 33% | 95 35% | 149 37% df | 94 34% | 96 27% | 243 36% df | 190 30% | 434 33% d | 382 34% | 52 32% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP10. (SHOWCARD) You said your child watches television programmes or films at home or elsewhere on devices other than a TV set. How frequently does your child 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. (SINGLE CODE)

Base : Parents whose child watches television on devices other than a TV set

| | | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|----------------------------------|-----|-------------|-----|------|-------|----------------|------|------------------------|----------|------------|-----------|-------------|------------|
| | | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | ~g | h | i | j | k | l |
| Unweighted total | 708 | 197 | 242 | 269 | 708 | 337 | 371 | 89 | 108 | 115 | 127 | 133 | 136 |
| Effective Weighted Sample | 665 | 189 | 224 | 255 | 665 | 319 | 347 | 86 | 103 | 107 | 118 | 127 | 129 |
| Total | 717 | 183 | 250 | 284 | 717 | 338 | 379 | 86 | 97 | 113 | 136 | 139 | 145 |
| Every day | 278 | 65 | 101 | 112 | 278 | 123 | 155 | ** | 38 | 42 | 59 | 54 | 58 |
| | 39% | 35% | 41% | 39% | 39% | 36% | 41% | ** | 39% | 37% | 43% | 39% | 40% |
| Most days in a week | 148 | 37 | 47 | 64 | 148 | 70 | 78 | ** | 22 | 29 | 18 | 25 | 38 |
| | 21% | 20% | 19% | 22% | 21% | 21% | 21% | ** | 22% | 25% j | 13% | 18% | 26% j |
| A few days in a week | 147 | 45 | 41 | 61 | 147 | 69 | 78 | ** | 22 | 15 | 26 | 31 | 30 |
| | 20% | 24% b | 16% | 21% | 20% | 20% | 21% | ** | 23% | 13% | 19% | 23% | 20% |
| Once a week | 57 | 13 | 26 | 18 | 57 | 29 | 28 | ** | 9 | 14 | 11 | 11 | 7 |
| | 8% | 7% | 10% | 6% | 8% | 9% | 7% | ** | 10% | 12% l | 8% | 8% | 5% |
| Less frequently than once a week | 78 | 21 | 34 | 23 | 78 | 42 | 36 | ** | 5 | 12 | 21 | 14 | 9 |
| | 11% | 11% | 14% | 8% | 11% | 12% | 9% | ** | 6% | 11% | 16% hl | 10% | 6% |
| Don't know | 10 | 2 | 2 | 7 | 10 | 6 | 4 | ** | 1 | 2 | - | 3 | 3 |
| | 1% | 1% | 1% | 2% | 1% | 2% | 1% | ** | 1% | 2% | -% | 2% | 2% |
| SUMMARY | | | | | | | | | | | | | |
| AT LEAST WEEKLY | 629 | 160 | 214 | 255 | 629 | 290 | 340 | ** | 91 | 99 | 115 | 122 | 133 |
| | 88% | 87% | 86% | 90% | 88% | 86% | 90% | ** | 94% j | 88% | 84% | 87% | 92% |
| NOT DAILY BUT AT LEAST WEEKLY | 351 | 95 | 113 | 143 | 351 | 167 | 184 | ** | 53 | 57 | 56 | 68 | 75 |
| | 49% | 52% | 45% | 50% | 49% | 49% | 49% | ** | 55% j | 51% | 41% | 49% | 52% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP10. (SHOWCARD) You said your child watches television programmes or films at home or elsewhere on devices other than a TV set. How frequently does your child 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. (SINGLE CODE)

Base : Parents whose child watches television on devices other than a TV set

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|----------------------------------|-------|--------------|---------|----------|-----------|------|----------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 708 | 160 | 238 | 138 | 172 | 398 | 310 | 708 | 608 | 100 |
| Effective Weighted Sample | 665 | 151 | 224 | 130 | 161 | 376 | 291 | 665 | 572 | 94 |
| Total | 717 | 157 | 230 | 147 | 184 | 386 | 331 | 717 | 608 | 109 |
| Every day | 278 | 56 | 81 | 63 | 79 | 136 | 142 | 278 | 233 | 45 |
| | 39% | 35% | 35% | 43% | 43% | 35% | 43% e | 39% | 38% | 41% |
| Most days in a week | 148 | 32 | 52 | 23 | 40 | 84 | 64 | 148 | 129 | 19 |
| | 21% | 20% | 23% | 16% | 22% | 22% | 19% | 21% | 21% | 17% |
| A few days in a week | 147 | 31 | 47 | 26 | 43 | 78 | 69 | 147 | 125 | 22 |
| | 20% | 20% | 20% | 18% | 23% | 20% | 21% | 20% | 21% | 20% |
| Once a week | 57 | 13 | 22 | 15 | 8 | 34 | 22 | 57 | 47 | 10 |
| | 8% | 8% | 9% d | 10% d | 4% | 9% | 7% | 8% | 8% | 9% |
| Less frequently than once a week | 78 | 22 | 25 | 17 | 13 | 47 | 31 | 78 | 68 | 10 |
| | 11% | 14% | 11% | 12% | 7% | 12% | 9% | 11% | 11% | 9% |
| Don't know | 10 | 3 | 3 | 3 | 1 | 6 | 4 | 10 | 6 | 4 |
| | 1% | 2% | 1% | 2% | 1% | 2% | 1% | 1% | 1% | 4% |
| SUMMARY | | | | | | | | | | |
| AT LEAST WEEKLY | 629 | 131 | 201 | 127 | 170 | 333 | 297 | 629 | 534 | 96 |
| | 88% | 84% | 88% | 86% | 92% ae | 86% | 90% | 88% | 88% | 88% |
| NOT DAILY BUT AT LEAST WEEKLY | 351 | 76 | 121 | 64 | 91 | 196 | 155 | 351 | 300 | 51 |
| | 49% | 48% | 53% | 43% | 49% | 51% | 47% | 49% | 49% | 46% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP11A. (SHOWCARD) Thinking specifically about the catch-up services of UK broadcasters (e.g BBC iPlayer, ITV Hub, All 4 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

| | | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|------|-------------|-----|------|-------|----------------|------|------------------------|------|--------|------|--------|------|
| | | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE | MALE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Yes, knew this | 1113 | 290 | 409 | 414 | 1113 | 549 | 565 | 145 | 145 | 204 | 205 | 200 | 214 |
| | 81% | 77% | 82% | 83% | 81% | 80% | 82% | 77% | 77% | 81% | 82% | 80% | 86% |
| | | | | a | | | | | | | | | gh |
| No, did not know this | 262 | 85 | 91 | 86 | 262 | 139 | 123 | 42 | 42 | 46 | 45 | 50 | 36 |
| | 19% | 23% | 18% | 17% | 19% | 20% | 18% | 23% | 23% | 19% | 18% | 20% | 14% |
| | | c | | | | | | l | l | | | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP11A. (SHOWCARD) Thinking specifically about the catch-up services of UK broadcasters (e.g BBC iPlayer, ITV Hub, All 4 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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Yes, knew this | 1113 | 244 | 353 | 227 | 290 | 597 | 517 | 1113 | 962 | 151 |
| | 81% | 87% | 84% | 78% | 75% | 85% | 77% | 81% | 80% | 85% |
| | | cdfg | df | | | cdfg | | df | | |
| No, did not know this | 262 | 36 | 69 | 62 | 94 | 105 | 156 | 262 | 234 | 27 |
| | 19% | 13% | 16% | 22% | 25% | 15% | 23% | 19% | 20% | 15% |
| | | | | ae | abeg | | abeg | ae | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP11B. 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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Yes | 689 | 199 | 262 | 228 | 689 | 333 | 356 | 94 | 105 | 129 | 133 | 109 | 119 |
| | 50% | 53% | 52% | 46% | 50% | 48% | 52% | 50% | 56% | 52% | 53% | 44% | 48% |
| | | c | c | | | | | | k | | k | | |
| No | 661 | 170 | 231 | 260 | 661 | 344 | 317 | 92 | 78 | 119 | 112 | 133 | 126 |
| | 48% | 45% | 46% | 52% | 48% | 50% | 46% | 49% | 42% | 48% | 45% | 53% | 50% |
| | | | | | | | | | | | h | | |
| Don't know | 25 | 6 | 6 | 12 | 25 | 11 | 14 | 2 | 5 | 2 | 5 | 7 | 5 |
| | 2% | 2% | 1% | 2% | 2% | 2% | 2% | 1% | 2% | 1% | 2% | 3% | 2% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP11B. 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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Yes | 689 | 174 | 226 | 141 | 148 | 400 | 289 | 689 | 588 | 101 |
| | 50% | 62% | 54% | 49% | 39% | 57% | 43% | 50% | 49% | 56% |
| | | bcdfg | df | d | | cdfg | | df | | |
| No | 661 | 100 | 193 | 142 | 227 | 293 | 369 | 661 | 586 | 75 |
| | 48% | 36% | 46% | 49% | 59% | 42% | 55% | 48% | 49% | 42% |
| | | | a | ae | abceg | | abeg | ae | | |
| Don't know | 25 | 6 | 3 | 6 | 10 | 9 | 16 | 25 | 22 | 3 |
| | 2% | 2% | 1% | 2% | 2% | 1% | 2% | 2% | 2% | 2% |
| | | | | | b | | b | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP12. (SHOWCARD) Do you have any of these rules about the TV and DVDs that your child watches? (MULTI CODE)

Base : Parents whose child watches television on any device

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1360 | 408 | 485 | 467 | 1360 | 681 | 679 | 199 | 209 | 248 | 237 | 234 | 233 |
| Effective Weighted Sample | 1277 | 391 | 450 | 442 | 1277 | 643 | 635 | 191 | 200 | 231 | 219 | 222 | 220 |
| Total | 1346 | 372 | 488 | 486 | 1346 | 671 | 675 | 186 | 186 | 243 | 245 | 242 | 244 |
| Rules about what they watch | 966 | 296 | 380 | 290 | 966 | 479 | 486 | 150 | 146 | 188 | 192 | 142 | 148 |
| | 72% | 80% | 78% | 60% | 72% | 71% | 72% | 80% | 79% | 77% | 78% | 59% | 61% |
| | | cd | cd | | c | | | kl | kl | kl | kl | | |
| Rules about when they watch | 729 | 225 | 286 | 219 | 729 | 349 | 380 | 108 | 116 | 139 | 147 | 102 | 117 |
| | 54% | 60% | 59% | 45% | 54% | 52% | 56% | 58% | 63% | 57% | 60% | 42% | 48% |
| | | cd | c | | c | | | kl | kl | kl | kl | | |
| Rules about how much time they spend watching | 695 | 214 | 267 | 214 | 695 | 349 | 347 | 104 | 110 | 132 | 136 | 113 | 101 |
| | 52% | 58% | 55% | 44% | 52% | 52% | 51% | 56% | 59% | 54% | 55% | 47% | 41% |
| | | cd | c | | c | | | l | kl | l | l | | |
| Rules about who they are watching with/ can only watch when supervised | 393 | 132 | 162 | 100 | 393 | 195 | 198 | 72 | 60 | 74 | 88 | 49 | 50 |
| | 29% | 35% | 33% | 21% | 29% | 29% | 29% | 39% | 32% | 31% | 36% | 20% | 21% |
| | | cd | c | | c | | | kl | kl | kl | kl | | |
| Other rules | 11 | 4 | 4 | 4 | 11 | 5 | 5 | 2 | 2 | 2 | 1 | 1 | 2 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| ANY RULES | 1118 | 338 | 426 | 354 | 1118 | 551 | 567 | 170 | 168 | 210 | 216 | 171 | 183 |
| | 83% | 91% | 87% | 73% | 83% | 82% | 84% | 92% | 90% | 86% | 88% | 71% | 75% |
| | | cd | cd | | c | | | kl | kl | kl | kl | | |
| No, do not have any rules | 227 | 34 | 62 | 132 | 227 | 120 | 108 | 16 | 18 | 33 | 29 | 71 | 61 |
| | 17% | 9% | 13% | 27% | 17% | 18% | 16% | 8% | 10% | 14% | 12% | 29% | 25% |
| | | | | abd | ab | | | | | | | ghij | ghij |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP12. (SHOWCARD) Do you have any of these rules about the TV and DVDs that your child watches? (MULTI CODE)

Base : Parents whose child watches television on any device

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1360 | 288 | 439 | 280 | 353 | 727 | 633 | 1360 | 1193 | 167 |
| Effective Weighted Sample | 1277 | 272 | 413 | 264 | 331 | 685 | 595 | 1277 | 1124 | 154 |
| Total | 1346 | 275 | 417 | 284 | 369 | 692 | 653 | 1346 | 1172 | 174 |
| Rules about what they watch | 966 | 210 | 304 | 206 | 245 | 514 | 451 | 966 | 838 | 128 |
| | 72% | 76% | 73% | 72% | 66% | 74% | 69% | 72% | 71% | 74% |
| | | df | | | | df | | | | |
| Rules about when they watch | 729 | 165 | 227 | 147 | 191 | 392 | 338 | 729 | 635 | 94 |
| | 54% | 60% | 54% | 52% | 52% | 57% | 52% | 54% | 54% | 54% |
| | | df | | | | | | | | |
| Rules about how much time they spend watching | 695 | 171 | 207 | 146 | 171 | 377 | 318 | 695 | 602 | 94 |
| | 52% | 62% | 50% | 51% | 46% | 55% | 49% | 52% | 51% | 54% |
| | | bcdefg | | | | df | | | | |
| Rules about who they are watching with/ can only watch when supervised | 393 | 97 | 126 | 83 | 88 | 223 | 170 | 393 | 339 | 54 |
| | 29% | 35% | 30% | 29% | 24% | 32% | 26% | 29% | 29% | 31% |
| | | dfg | | | | df | | d | | |
| Other rules | 11 | 6 | 3 | 1 | 1 | 9 | 2 | 11 | 10 | 1 |
| | 1% | 2% | 1% | *% | *% | 1% | *% | 1% | 1% | *% |
| | | df | | | | | | | | |
| ANY RULES | 1118 | 244 | 341 | 235 | 298 | 585 | 533 | 1118 | 970 | 148 |
| | 83% | 89% | 82% | 83% | 81% | 85% | 82% | 83% | 83% | 85% |
| | | bcdg | | | | | | | | |
| No, do not have any rules | 227 | 31 | 76 | 50 | 71 | 107 | 120 | 227 | 201 | 26 |
| | 17% | 11% | 18% | 17% | 19% | 15% | 18% | 17% | 17% | 15% |
| | | | a | a | a | | a | a | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP13A. (SHOWCARD) EXTENT OF CONCERN 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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1360 | 408 | 485 | 467 | 1360 | 681 | 679 | 199 | 209 | 248 | 237 | 234 | 233 |
| Effective Weighted Sample | 1277 | 391 | 450 | 442 | 1277 | 643 | 635 | 191 | 200 | 231 | 219 | 222 | 220 |
| Total | 1346 | 372 | 488 | 486 | 1346 | 671 | 675 | 186 | 186 | 243 | 245 | 242 | 244 |
| Very concerned | 123 | 34 | 42 | 47 | 123 | 57 | 66 | 16 | 18 | 22 | 20 | 19 | 28 |
| | 9% | 9% | 9% | 10% | 9% | 9% | 10% | 9% | 10% | 9% | 8% | 8% | 12% |
| Fairly concerned | 289 | 68 | 109 | 112 | 289 | 134 | 155 | 33 | 35 | 44 | 65 | 57 | 55 |
| | 21% | 18% | 22% | 23% | 21% | 20% | 23% | 18% | 19% | 18% | 26% | 23% | 23% |
| TOTAL CONCERNED | 412 | 103 | 151 | 158 | 412 | 191 | 221 | 49 | 54 | 66 | 84 | 75 | 83 |
| | 31% | 28% | 31% | 33% | 31% | 28% | 33% | 26% | 29% | 27% | 34% | 31% | 34% |
| Neither/ nor | 134 | 38 | 50 | 46 | 134 | 64 | 70 | 21 | 17 | 26 | 24 | 17 | 29 |
| | 10% | 10% | 10% | 10% | 10% | 10% | 10% | 11% | 9% | 11% | 10% | 7% | 12% |
| Not very concerned | 369 | 92 | 152 | 125 | 369 | 192 | 177 | 42 | 51 | 84 | 67 | 66 | 59 |
| | 27% | 25% | 31% | 26% | 27% | 29% | 26% | 22% | 27% | 35% | 27% | 27% | 24% |
| Not at all concerned | 427 | 137 | 136 | 154 | 427 | 223 | 204 | 73 | 64 | 66 | 69 | 84 | 70 |
| | 32% | 37% | 28% | 32% | 32% | 33% | 30% | 39% | 35% | 27% | 28% | 35% | 29% |
| TOTAL NOT CONCERNED | 796 | 229 | 287 | 279 | 796 | 415 | 381 | 114 | 115 | 150 | 137 | 150 | 129 |
| | 59% | 62% | 59% | 57% | 59% | 62% | 56% | 62% | 62% | 62% | 56% | 62% | 53% |
| Don't know | 4 | 2 | - | 2 | 4 | 1 | 3 | 1 | 1 | - | - | - | 2 |
| | *% | 1% | -% | *% | *% | *% | *% | 1% | *% | -% | -% | -% | 1% |
| TOTAL NEITHER/ DON'T KNOW | 138 | 40 | 50 | 49 | 138 | 65 | 73 | 22 | 17 | 26 | 24 | 17 | 32 |
| | 10% | 11% | 10% | 10% | 10% | 10% | 11% | 12% | 9% | 11% | 10% | 7% | 13% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP13A. (SHOWCARD) EXTENT OF CONCERN 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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1360 | 288 | 439 | 280 | 353 | 727 | 633 | 1360 | 1193 | 167 |
| Effective Weighted Sample | 1277 | 272 | 413 | 264 | 331 | 685 | 595 | 1277 | 1124 | 154 |
| Total | 1346 | 275 | 417 | 284 | 369 | 692 | 653 | 1346 | 1172 | 174 |
| Very concerned | 123 | 35 | 41 | 28 | 19 | 77 | 46 | 123 | 106 | 17 |
| | 9% | 13% | 10% | 10% | 5% | 11% | 7% | 9% | 9% | 10% |
| | | df | d | d | | df | | d | | |
| Fairly concerned | 289 | 75 | 99 | 58 | 56 | 174 | 114 | 289 | 256 | 33 |
| | 21% | 27% | 24% | 20% | 15% | 25% | 18% | 21% | 22% | 19% |
| | | dfg | df | | | df | | df | | |
| TOTAL CONCERNED | 412 | 111 | 140 | 86 | 75 | 251 | 161 | 412 | 362 | 50 |
| | 31% | 40% | 34% | 30% | 20% | 36% | 25% | 31% | 31% | 29% |
| | | cdfg | df | d | | dfg | | df | | |
| Neither/ nor | 134 | 27 | 39 | 27 | 42 | 65 | 69 | 134 | 117 | 17 |
| | 10% | 10% | 9% | 10% | 11% | 9% | 11% | 10% | 10% | 10% |
| Not very concerned | 369 | 67 | 110 | 79 | 113 | 177 | 191 | 369 | 326 | 43 |
| | 27% | 24% | 26% | 28% | 31% | 26% | 29% | 27% | 28% | 24% |
| Not at all concerned | 427 | 70 | 128 | 90 | 138 | 198 | 229 | 427 | 363 | 64 |
| | 32% | 25% | 31% | 32% | 38% | 29% | 35% | 32% | 31% | 37% |
| | | | | | aeg | | ae | a | | |
| TOTAL NOT CONCERNED | 796 | 137 | 238 | 169 | 251 | 376 | 420 | 796 | 689 | 107 |
| | 59% | 50% | 57% | 59% | 68% | 54% | 64% | 59% | 59% | 62% |
| | | | | a | abceg | | abeg | ae | | |
| Don't know | 4 | 1 | - | 2 | 1 | 1 | 4 | 4 | 4 | - |
| | *% | *% | -% | 1% | *% | *% | 1% | *% | *% | -% |
| TOTAL NEITHER/ DON'T KNOW | 138 | 27 | 39 | 30 | 43 | 66 | 73 | 138 | 121 | 17 |
| | 10% | 10% | 9% | 10% | 12% | 9% | 11% | 10% | 10% | 10% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP13B. (SHOWCARD) EXTENT OF CONCERN 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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1360 | 408 | 485 | 467 | 1360 | 681 | 679 | 199 | 209 | 248 | 237 | 234 | 233 |
| Effective Weighted Sample | 1277 | 391 | 450 | 442 | 1277 | 643 | 635 | 191 | 200 | 231 | 219 | 222 | 220 |
| Total | 1346 | 372 | 488 | 486 | 1346 | 671 | 675 | 186 | 186 | 243 | 245 | 242 | 244 |
| Very concerned | 126 | 35 | 41 | 49 | 126 | 60 | 65 | 16 | 19 | 22 | 19 | 22 | 27 |
| | 9% | 10% | 8% | 10% | 9% | 9% | 10% | 9% | 10% | 9% | 8% | 9% | 11% |
| Fairly concerned | 268 | 63 | 97 | 107 | 268 | 138 | 130 | 27 | 36 | 48 | 49 | 63 | 45 |
| | 20% | 17% | 20% | 22% | 20% | 21% | 19% | 15% | 19% | 20% | 20% | 26% | 18% |
| | | | | | | | | | | | | g | |
| TOTAL CONCERNED | 394 | 99 | 138 | 157 | 394 | 198 | 195 | 43 | 55 | 70 | 68 | 85 | 72 |
| | 29% | 26% | 28% | 32% | 29% | 30% | 29% | 23% | 30% | 29% | 28% | 35% | 30% |
| | | | | | | | | | | | | g | |
| Neither/ nor | 116 | 33 | 50 | 32 | 116 | 64 | 51 | 19 | 15 | 31 | 19 | 15 | 18 |
| | 9% | 9% | 10% | 7% | 9% | 10% | 8% | 10% | 8% | 13% | 8% | 6% | 7% |
| | | | | | | | | | | k | | | |
| Not very concerned | 373 | 101 | 148 | 123 | 373 | 179 | 194 | 51 | 50 | 72 | 76 | 56 | 67 |
| | 28% | 27% | 30% | 25% | 28% | 27% | 29% | 28% | 27% | 30% | 31% | 23% | 28% |
| Not at all concerned | 464 | 139 | 152 | 173 | 464 | 229 | 235 | 73 | 66 | 70 | 82 | 87 | 86 |
| | 34% | 37% | 31% | 36% | 34% | 34% | 35% | 39% | 36% | 29% | 33% | 36% | 35% |
| | | | | | | | | i | | | | | |
| TOTAL NOT CONCERNED | 836 | 240 | 300 | 297 | 836 | 408 | 428 | 124 | 116 | 142 | 158 | 143 | 154 |
| | 62% | 65% | 61% | 61% | 62% | 61% | 63% | 67% | 62% | 58% | 65% | 59% | 63% |
| TOTAL NEITHER/ DON'T KNOW | 116 | 33 | 50 | 32 | 116 | 64 | 51 | 19 | 15 | 31 | 19 | 15 | 18 |
| | 9% | 9% | 10% | 7% | 9% | 10% | 8% | 10% | 8% | 13% | 8% | 6% | 7% |
| | | | | | | | | | | k | | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP13B. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S TV VIEWING - How much time they spend watching television (SINGLE CODE)

Base : Parents whose child watches television on any device

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1360 | 288 | 439 | 280 | 353 | 727 | 633 | 1360 | 1193 | 167 |
| Effective Weighted Sample | 1277 | 272 | 413 | 264 | 331 | 685 | 595 | 1277 | 1124 | 154 |
| Total | 1346 | 275 | 417 | 284 | 369 | 692 | 653 | 1346 | 1172 | 174 |
| Very concerned | 126 | 31 | 38 | 28 | 28 | 70 | 56 | 126 | 113 | 13 |
| | 9% | 11% | 9% | 10% | 8% | 10% | 9% | 9% | 10% | 7% |
| Fairly concerned | 268 | 73 | 84 | 49 | 62 | 157 | 111 | 268 | 244 | 24 |
| | 20% | 27% | 20% | 17% | 17% | 23% | 17% | 20% | 21% | 14% |
| | | cd | f | | | d | | | i | |
| TOTAL CONCERNED | 394 | 104 | 122 | 77 | 90 | 227 | 167 | 394 | 356 | 37 |
| | 29% | 38% | 29% | 27% | 24% | 33% | 26% | 29% | 30% | 21% |
| | | bcd | fg | | | d | | | i | |
| Neither/ nor | 116 | 28 | 35 | 22 | 30 | 64 | 52 | 116 | 101 | 15 |
| | 9% | 10% | 8% | 8% | 8% | 9% | 8% | 9% | 9% | 8% |
| Not very concerned | 373 | 68 | 117 | 83 | 105 | 185 | 187 | 373 | 323 | 50 |
| | 28% | 25% | 28% | 29% | 28% | 27% | 29% | 28% | 28% | 29% |
| Not at all concerned | 464 | 75 | 142 | 103 | 144 | 217 | 247 | 464 | 392 | 72 |
| | 34% | 27% | 34% | 36% | 39% | 31% | 38% | 34% | 33% | 42% |
| | | a | | a | ae | | ae | a | | h |
| TOTAL NOT CONCERNED | 836 | 143 | 259 | 185 | 249 | 402 | 434 | 836 | 714 | 122 |
| | 62% | 52% | 62% | 65% | 68% | 58% | 67% | 62% | 61% | 70% |
| | | a | | ae | ae | | ae | a | | h |
| TOTAL NEITHER/ DON'T KNOW | 116 | 28 | 35 | 22 | 30 | 64 | 52 | 116 | 101 | 15 |
| | 9% | 10% | 8% | 8% | 8% | 9% | 8% | 9% | 9% | 8% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP13C. (SHOWCARD) EXTENT OF CONCERN 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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1360 | 408 | 485 | 467 | 1360 | 681 | 679 | 199 | 209 | 248 | 237 | 234 | 233 |
| Effective Weighted Sample | 1277 | 391 | 450 | 442 | 1277 | 643 | 635 | 191 | 200 | 231 | 219 | 222 | 220 |
| Total | 1346 | 372 | 488 | 486 | 1346 | 671 | 675 | 186 | 186 | 243 | 245 | 242 | 244 |
| Very concerned | 132 | 47 | 48 | 37 | 132 | 66 | 66 | 21 | 26 | 24 | 24 | 20 | 17 |
| | 10% | 13% | 10% | 8% | 10% | 10% | 10% | 12% | 14% | 10% | 10% | 8% | 7% |
| | | c | | | | | | | l | | | | |
| Fairly concerned | 272 | 72 | 108 | 92 | 272 | 122 | 150 | 31 | 42 | 46 | 62 | 45 | 47 |
| | 20% | 19% | 22% | 19% | 20% | 18% | 22% | 16% | 22% | 19% | 25% | 19% | 19% |
| | | | | | | | | | | g | | | |
| TOTAL CONCERNED | 404 | 119 | 156 | 129 | 404 | 188 | 217 | 52 | 67 | 71 | 85 | 65 | 64 |
| | 30% | 32% | 32% | 27% | 30% | 28% | 32% | 28% | 36% | 29% | 35% | 27% | 26% |
| | | | | | | | | | kl | | | | |
| Neither/ nor | 151 | 47 | 55 | 49 | 151 | 75 | 76 | 23 | 23 | 26 | 29 | 25 | 24 |
| | 11% | 13% | 11% | 10% | 11% | 11% | 11% | 13% | 13% | 11% | 12% | 11% | 10% |
| Not very concerned | 352 | 100 | 130 | 122 | 352 | 177 | 174 | 56 | 44 | 70 | 60 | 51 | 70 |
| | 26% | 27% | 27% | 25% | 26% | 26% | 26% | 30% | 24% | 29% | 25% | 21% | 29% |
| | | | | | | | | k | | | | | |
| Not at all concerned | 437 | 106 | 146 | 184 | 437 | 231 | 206 | 55 | 52 | 76 | 70 | 100 | 84 |
| | 32% | 29% | 30% | 38% | 32% | 34% | 31% | 29% | 28% | 31% | 29% | 41% | 35% |
| | | | | abd | | | | | | | | ghij | |
| TOTAL NOT CONCERNED | 789 | 206 | 276 | 306 | 789 | 408 | 381 | 110 | 96 | 146 | 131 | 152 | 155 |
| | 59% | 55% | 57% | 63% | 59% | 61% | 56% | 59% | 51% | 60% | 53% | 63% | 63% |
| | | | | a | | | | | | | | hj | hj |
| Don't know | 1 | - | - | 1 | 1 | - | 1 | - | - | - | - | - | 1 |
| | *% | -% | -% | *% | *% | -% | *% | -% | -% | -% | -% | -% | *% |
| TOTAL NEITHER/ DON'T KNOW | 152 | 47 | 55 | 50 | 152 | 75 | 77 | 23 | 23 | 26 | 29 | 25 | 25 |
| | 11% | 13% | 11% | 10% | 11% | 11% | 11% | 13% | 13% | 11% | 12% | 11% | 10% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP13C. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S TV VIEWING - The amount of TV advertising they see (SINGLE CODE)

Base : Parents whose child watches television on any device

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1360 | 288 | 439 | 280 | 353 | 727 | 633 | 1360 | 1193 | 167 |
| Effective Weighted Sample | 1277 | 272 | 413 | 264 | 331 | 685 | 595 | 1277 | 1124 | 154 |
| Total | 1346 | 275 | 417 | 284 | 369 | 692 | 653 | 1346 | 1172 | 174 |
| Very concerned | 132 | 36 | 46 | 25 | 25 | 81 | 51 | 132 | 118 | 15 |
| | 10% | 13% | 11% | 9% | 7% | 12% | 8% | 10% | 10% | 8% |
| | | df | | | | df | | | | |
| Fairly concerned | 272 | 74 | 94 | 57 | 47 | 168 | 104 | 272 | 244 | 28 |
| | 20% | 27% | 23% | 20% | 13% | 24% | 16% | 20% | 21% | 16% |
| | | dfg | df | d | | dfg | | df | | |
| TOTAL CONCERNED | 404 | 109 | 140 | 83 | 72 | 249 | 155 | 404 | 362 | 42 |
| | 30% | 40% | 34% | 29% | 20% | 36% | 24% | 30% | 31% | 24% |
| | | cdfg | df | d | | cdfg | | df | | |
| Neither/ nor | 151 | 35 | 47 | 30 | 39 | 83 | 69 | 151 | 131 | 20 |
| | 11% | 13% | 11% | 10% | 11% | 12% | 10% | 11% | 11% | 12% |
| Not very concerned | 352 | 62 | 107 | 76 | 106 | 169 | 182 | 352 | 303 | 48 |
| | 26% | 23% | 26% | 27% | 29% | 24% | 28% | 26% | 26% | 28% |
| Not at all concerned | 437 | 68 | 122 | 96 | 151 | 190 | 247 | 437 | 374 | 63 |
| | 32% | 25% | 29% | 34% | 41% | 27% | 38% | 32% | 32% | 36% |
| | | | | a | abeg | | abeg | ae | | |
| TOTAL NOT CONCERNED | 789 | 130 | 229 | 172 | 258 | 359 | 429 | 789 | 677 | 111 |
| | 59% | 47% | 55% | 60% | 70% | 52% | 66% | 59% | 58% | 64% |
| | | | | ae | abceg | | abeg | ae | | |
| Don't know | 1 | - | 1 | - | - | 1 | - | 1 | 1 | - |
| | *% | -% | *% | -% | -% | *% | -% | *% | *% | -% |
| TOTAL NEITHER/ DON'T KNOW | 152 | 35 | 48 | 30 | 39 | 84 | 69 | 152 | 132 | 20 |
| | 11% | 13% | 12% | 10% | 11% | 12% | 10% | 11% | 11% | 12% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
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.

QP13D. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S TV VIEWING - The content of the TV advertising they see (SINGLE CODE)

Base : Parents whose child watches television on any device

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1360 | 408 | 485 | 467 | 1360 | 681 | 679 | 199 | 209 | 248 | 237 | 234 | 233 |
| Effective Weighted Sample | 1277 | 391 | 450 | 442 | 1277 | 643 | 635 | 191 | 200 | 231 | 219 | 222 | 220 |
| Total | 1346 | 372 | 488 | 486 | 1346 | 671 | 675 | 186 | 186 | 243 | 245 | 242 | 244 |
| Very concerned | 122 | 35 | 39 | 48 | 122 | 59 | 63 | 20 | 16 | 21 | 18 | 19 | 29 |
| | 9% | 10% | 8% | 10% | 9% | 9% | 9% | 11% | 9% | 8% | 7% | 8% | 12% |
| Fairly concerned | 297 | 89 | 121 | 87 | 297 | 142 | 155 | 40 | 49 | 54 | 67 | 48 | 39 |
| | 22% | 24% | 25% | 18% | 22% | 21% | 23% | 21% | 27% | 22% | 27% | 20% | 16% |
| | | c | c | | | | | | l | | l | | |
| TOTAL CONCERNED | 420 | 125 | 160 | 135 | 420 | 201 | 219 | 59 | 65 | 75 | 85 | 67 | 69 |
| | 31% | 34% | 33% | 28% | 31% | 30% | 32% | 32% | 35% | 31% | 35% | 28% | 28% |
| Neither/ nor | 147 | 47 | 50 | 49 | 147 | 75 | 72 | 22 | 25 | 27 | 23 | 26 | 24 |
| | 11% | 13% | 10% | 10% | 11% | 11% | 11% | 12% | 14% | 11% | 9% | 11% | 10% |
| Not very concerned | 351 | 91 | 134 | 126 | 351 | 164 | 186 | 46 | 45 | 67 | 67 | 51 | 75 |
| | 26% | 24% | 27% | 26% | 26% | 25% | 28% | 25% | 24% | 28% | 27% | 21% | 31% |
| | | | | | | | | | | | | | k |
| Not at all concerned | 425 | 106 | 144 | 174 | 425 | 229 | 196 | 56 | 50 | 74 | 70 | 99 | 76 |
| | 32% | 29% | 30% | 36% | 32% | 34% | 29% | 30% | 27% | 31% | 29% | 41% | 31% |
| | | | | ab | | | | | | | | ghijl | |
| TOTAL NOT CONCERNED | 776 | 198 | 278 | 300 | 776 | 393 | 383 | 102 | 95 | 141 | 137 | 150 | 150 |
| | 58% | 53% | 57% | 62% | 58% | 59% | 57% | 55% | 51% | 58% | 56% | 62% | 62% |
| | | | | a | | | | | | | | h | h |
| Don't know | 3 | 2 | - | 1 | 3 | 2 | 1 | 2 | - | - | - | - | 1 |
| | *% | 1% | -% | *% | *% | *% | *% | 1% | -% | -% | -% | -% | *% |
| TOTAL NEITHER/ DON'T KNOW | 150 | 50 | 50 | 51 | 150 | 77 | 73 | 24 | 25 | 27 | 23 | 26 | 25 |
| | 11% | 13% | 10% | 10% | 11% | 11% | 11% | 13% | 14% | 11% | 9% | 11% | 10% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP13D. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S TV VIEWING - The content of the TV advertising they see (SINGLE CODE)

Base : Parents whose child watches television on any device

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1360 | 288 | 439 | 280 | 353 | 727 | 633 | 1360 | 1193 | 167 |
| Effective Weighted Sample | 1277 | 272 | 413 | 264 | 331 | 685 | 595 | 1277 | 1124 | 154 |
| Total | 1346 | 275 | 417 | 284 | 369 | 692 | 653 | 1346 | 1172 | 174 |
| Very concerned | 122 | 32 | 48 | 23 | 19 | 80 | 43 | 122 | 111 | 11 |
| | 9% | 12% | 12% | 8% | 5% | 12% | 7% | 9% | 10% | 6% |
| | | df | df | | | df | | d | | |
| Fairly concerned | 297 | 81 | 103 | 60 | 54 | 183 | 114 | 297 | 259 | 38 |
| | 22% | 29% | 25% | 21% | 15% | 26% | 17% | 22% | 22% | 22% |
| | | cdfg | df | d | | dfg | | df | | |
| TOTAL CONCERNED | 420 | 112 | 151 | 84 | 73 | 263 | 157 | 420 | 371 | 49 |
| | 31% | 41% | 36% | 29% | 20% | 38% | 24% | 31% | 32% | 28% |
| | | cdfg | df | d | | cdfg | | df | | |
| Neither/ nor | 147 | 32 | 55 | 27 | 32 | 87 | 59 | 147 | 132 | 15 |
| | 11% | 12% | 13% | 10% | 9% | 13% | 9% | 11% | 11% | 8% |
| | | | f | | | f | | | | |
| Not very concerned | 351 | 55 | 101 | 82 | 113 | 156 | 195 | 351 | 306 | 45 |
| | 26% | 20% | 24% | 29% | 31% | 23% | 30% | 26% | 26% | 26% |
| | | | | ae | abe | | abe | a | | |
| Not at all concerned | 425 | 76 | 108 | 92 | 149 | 184 | 241 | 425 | 360 | 65 |
| | 32% | 28% | 26% | 32% | 40% | 27% | 37% | 32% | 31% | 37% |
| | | | | | abceg | | abeg | be | | |
| TOTAL NOT CONCERNED | 776 | 131 | 209 | 174 | 262 | 340 | 436 | 776 | 666 | 110 |
| | 58% | 48% | 50% | 61% | 71% | 49% | 67% | 58% | 57% | 63% |
| | | | | abe | abceg | | abeg | abe | | |
| Don't know | 3 | - | 2 | - | 1 | 2 | 1 | 3 | 3 | - |
| | *% | -% | 1% | -% | *% | *% | *% | *% | *% | -% |
| TOTAL NEITHER/ DON'T KNOW | 150 | 32 | 58 | 27 | 33 | 89 | 61 | 150 | 135 | 15 |
| | 11% | 12% | 14% | 10% | 9% | 13% | 9% | 11% | 12% | 8% |
| | | | df | | | f | | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP14. (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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|--------|------|--------|------|--------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1360 | 408 | 485 | 467 | 1360 | 681 | 679 | 199 | 209 | 248 | 237 | 234 | 233 |
| Effective Weighted Sample | 1277 | 391 | 450 | 442 | 1277 | 643 | 635 | 191 | 200 | 231 | 219 | 222 | 220 |
| Total | 1346 | 372 | 488 | 486 | 1346 | 671 | 675 | 186 | 186 | 243 | 245 | 242 | 244 |
| Very concerned | 115 | 28 | 44 | 44 | 115 | 50 | 66 | 11 | 17 | 21 | 23 | 18 | 26 |
| | 9% | 7% | 9% | 9% | 9% | 7% | 10% | 6% | 9% | 9% | 9% | 7% | 11% |
| Fairly concerned | 264 | 71 | 92 | 101 | 264 | 141 | 123 | 39 | 32 | 47 | 45 | 55 | 46 |
| | 20% | 19% | 19% | 21% | 20% | 21% | 18% | 21% | 17% | 20% | 18% | 23% | 19% |
| TOTAL CONCERNED | 380 | 98 | 136 | 145 | 380 | 191 | 189 | 49 | 49 | 68 | 68 | 73 | 72 |
| | 28% | 26% | 28% | 30% | 28% | 28% | 28% | 27% | 26% | 28% | 28% | 30% | 30% |
| Not very concerned | 444 | 116 | 177 | 150 | 444 | 228 | 216 | 59 | 57 | 91 | 86 | 77 | 73 |
| | 33% | 31% | 36% | 31% | 33% | 34% | 32% | 32% | 31% | 38% | 35% | 32% | 30% |
| Not at all concerned | 518 | 155 | 174 | 189 | 518 | 251 | 267 | 77 | 77 | 83 | 91 | 91 | 99 |
| | 38% | 42% | 36% | 39% | 38% | 37% | 40% | 42% | 42% | 34% | 37% | 37% | 41% |
| TOTAL NOT CONCERNED | 962 | 271 | 351 | 340 | 962 | 479 | 483 | 136 | 135 | 174 | 177 | 168 | 172 |
| | 71% | 73% | 72% | 70% | 71% | 71% | 72% | 73% | 73% | 72% | 72% | 69% | 70% |
| Don't know | 4 | 2 | 1 | 1 | 4 | 1 | 3 | - | 2 | - | 1 | 1 | - |
| | 0.3% | 1% | 0.2% | 0.2% | 0.3% | 0.1% | 0.4% | 0% | 1% | 0% | 0.4% | 0.4% | 0% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP14. (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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1360 | 288 | 439 | 280 | 353 | 727 | 633 | 1360 | 1193 | 167 |
| Effective Weighted Sample | 1277 | 272 | 413 | 264 | 331 | 685 | 595 | 1277 | 1124 | 154 |
| Total | 1346 | 275 | 417 | 284 | 369 | 692 | 653 | 1346 | 1172 | 174 |
| Very concerned | 115 | 29 | 36 | 29 | 21 | 65 | 50 | 115 | 103 | 13 |
| | 9% | 11% | 9% | 10% | 6% | 9% | 8% | 9% | 9% | 7% |
| | | d | | d | | d | | | | |
| Fairly concerned | 264 | 65 | 94 | 47 | 58 | 159 | 106 | 264 | 236 | 28 |
| | 20% | 24% | 22% | 17% | 16% | 23% | 16% | 20% | 20% | 16% |
| | | cdf | df | | | cdf | | | | |
| TOTAL CONCERNED | 380 | 94 | 130 | 76 | 79 | 224 | 156 | 380 | 339 | 41 |
| | 28% | 34% | 31% | 27% | 21% | 32% | 24% | 28% | 29% | 23% |
| | | df | df | | | df | | df | | |
| Not very concerned | 444 | 90 | 147 | 83 | 124 | 237 | 207 | 444 | 400 | 44 |
| | 33% | 33% | 35% | 29% | 34% | 34% | 32% | 33% | 34% | 26% |
| | | | | | | | | | i | |
| Not at all concerned | 518 | 90 | 139 | 124 | 165 | 229 | 289 | 518 | 430 | 88 |
| | 38% | 33% | 33% | 44% | 45% | 33% | 44% | 38% | 37% | 51% |
| | | | | abe | abeg | | abeg | e | | h |
| TOTAL NOT CONCERNED | 962 | 180 | 286 | 207 | 288 | 467 | 496 | 962 | 830 | 132 |
| | 71% | 65% | 69% | 73% | 78% | 67% | 76% | 71% | 71% | 76% |
| | | | | | abeg | | abeg | a | | |
| Don't know | 4 | 1 | 1 | 1 | 1 | 2 | 2 | 4 | 3 | 1 |
| | *% | *% | *% | *% | *% | *% | *% | *% | *% | 1% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP15. 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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | ~g | ~h | ~i | ~j | ~k | ~l |
| Unweighted total | 381 | 103 | 136 | 142 | 381 | 193 | 188 | 51 | 52 | 70 | 66 | 72 | 70 |
| Effective Weighted Sample | 361 | 99 | 127 | 135 | 361 | 184 | 177 | 49 | 50 | 66 | 61 | 69 | 66 |
| Total | 380 | 98 | 136 | 145 | 380 | 191 | 189 | 49 | 49 | 68 | 68 | 73 | 72 |
| Bad language | 221 | 54 | 85 | 82 | 221 | 110 | 111 | ** | ** | ** | ** | ** | ** |
| | 58% | 55% | 62% | 56% | 58% | 58% | 59% | ** | ** | ** | ** | ** | ** |
| Sex/ sexually explicit content | 182 | 33 | 74 | 75 | 182 | 87 | 95 | ** | ** | ** | ** | ** | ** |
| | 48% | 33% | 55% | 52% | 48% | 45% | 50% | ** | ** | ** | ** | ** | ** |
| | | | a | a | a | | | | | | | | |
| Unsuitable content for younger people/ children | 172 | 39 | 73 | 61 | 172 | 80 | 92 | ** | ** | ** | ** | ** | ** |
| | 45% | 39% | 53% | 42% | 45% | 42% | 49% | ** | ** | ** | ** | ** | ** |
| | | | a | | | | | | | | | | |
| Violence (in general) | 165 | 42 | 65 | 59 | 165 | 82 | 83 | ** | ** | ** | ** | ** | ** |
| | 44% | 42% | 48% | 41% | 44% | 43% | 44% | ** | ** | ** | ** | ** | ** |
| Sexually provocative/ sexualised performances (ie could be through acting or dancing in music videos etc) | 113 | 22 | 43 | 48 | 113 | 50 | 64 | ** | ** | ** | ** | ** | ** |
| | 30% | 22% | 32% | 33% | 30% | 26% | 34% | ** | ** | ** | ** | ** | ** |
| Unsuitable content aired too early/ pre-watershed/ before 9pm | 109 | 17 | 43 | 49 | 109 | 56 | 53 | ** | ** | ** | ** | ** | ** |
| | 29% | 18% | 32% | 34% | 29% | 29% | 28% | ** | ** | ** | ** | ** | ** |
| | | | a | a | a | | | | | | | | |
| Nakedness/ naked bodies/ naked body parts | 103 | 19 | 43 | 41 | 103 | 51 | 52 | ** | ** | ** | ** | ** | ** |
| | 27% | 19% | 31% | 29% | 27% | 27% | 28% | ** | ** | ** | ** | ** | ** |
| | | | a | | | | | | | | | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
Table 41

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QP15. 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

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------------|-----------|----------------|----------------|----------------|----------------|-----------|------------------------|---------------|--------------|----------------|---------------|-----------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | ~g | ~h | ~i | ~j | ~k | ~l |
| Unweighted total | 381 | 103 | 136 | 142 | 381 | 193 | 188 | 51 | 52 | 70 | 66 | 72 | 70 |
| Effective Weighted Sample | 361 | 99 | 127 | 135 | 361 | 184 | 177 | 49 | 50 | 66 | 61 | 69 | 66 |
| Total | 380 | 98 | 136 | 145 | 380 | 191 | 189 | 49 | 49 | 68 | 68 | 73 | 72 |
| Portrayal of anti-social behaviour | 82 22% | 13 13% | 33 24% a | 36 25% a | 82 22% | 39 20% | 43 23% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** |
| Glamorisation of certain lifestyles | 82 22% | 11 11% | 35 25% a | 36 25% a | 82 22% a | 35 18% | 47 25% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** |
| Makes me feel embarrassed/ don't feel comfortable watching with others/ adults | 59 16% | 9 9% | 22 16% | 29 20% a | 59 16% | 29 15% | 30 16% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** |
| Makes me feel embarrassed/ don't feel comfortable watching with my child/ children | 57 15% | 12 12% | 20 15% | 24 17% | 57 15% | 30 16% | 26 14% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** |
| Lack of respect towards adults | 55 14% | 14 14% | 24 18% | 17 12% | 55 14% | 24 12% | 31 17% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** |
| Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.) | 53 14% | 10 10% | 20 15% | 22 15% | 53 14% | 30 16% | 22 12% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 41

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QP15. 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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-----------|-------------|-----------|-----------|-----------|----------------|-----------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | ~g | ~h | ~i | ~j | ~k | ~l |
| Unweighted total | 381 | 103 | 136 | 142 | 381 | 193 | 188 | 51 | 52 | 70 | 66 | 72 | 70 |
| Effective Weighted Sample | 361 | 99 | 127 | 135 | 361 | 184 | 177 | 49 | 50 | 66 | 61 | 69 | 66 |
| Total | 380 | 98 | 136 | 145 | 380 | 191 | 189 | 49 | 49 | 68 | 68 | 73 | 72 |
| Negative portrayal of women/ objectification of women | 44 11% | 8 8% | 16 12% | 20 14% | 44 11% | 21 11% | 23 12% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** |
| Invasion of privacy/ not respecting people's privacy | 32 8% | 6 6% | 14 11% | 12 8% | 32 8% | 14 8% | 17 9% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** |
| News reporting/ distressing/ frightening news reporting/ images | 9 2% | 3 3% | 3 2% | 4 3% | 9 2% | 4 2% | 5 3% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** |
| Other | 24 6% | 13 13% | 5 4% | 6 4% | 24 6% | 10 5% | 13 7% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** |
| Don't know | 26 7% | 7 7% | 7 5% | 12 8% | 26 7% | 15 8% | 11 6% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
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QP15. 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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|----|----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | ~a | b | ~c | ~d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 381 | 96 | 136 | 74 | 75 | 232 | 149 | 381 | 344 | 37 |
| Effective Weighted Sample | 361 | 91 | 129 | 70 | 71 | 221 | 141 | 361 | 326 | 35 |
| Total | 380 | 94 | 130 | 76 | 79 | 224 | 156 | 380 | 339 | 41 |
| Bad language | 221 | ** | 73 | ** | ** | 121 | 101 | 221 | 201 | ** |
| | 58% | ** | 56% | ** | ** | 54% | 65% | 58% | 59% | ** |
| | | | | | | e | | | | |
| Sex/ sexually explicit content | 182 | ** | 56 | ** | ** | 94 | 88 | 182 | 166 | ** |
| | 48% | ** | 43% | ** | ** | 42% | 57% | 48% | 49% | ** |
| | | | | | | be | | | | |
| Unsuitable content for younger people/ children | 172 | ** | 55 | ** | ** | 98 | 74 | 172 | 151 | ** |
| | 45% | ** | 42% | ** | ** | 44% | 48% | 45% | 45% | ** |
| Violence (in general) | 165 | ** | 55 | ** | ** | 96 | 69 | 165 | 147 | ** |
| | 44% | ** | 42% | ** | ** | 43% | 44% | 44% | 43% | ** |
| Sexually provocative/ sexualised performances (ie could be through acting or dancing in music videos etc) | 113 | ** | 35 | ** | ** | 68 | 45 | 113 | 99 | ** |
| | 30% | ** | 27% | ** | ** | 31% | 29% | 30% | 29% | ** |
| Unsuitable content aired too early/ pre-watershed/ before 9pm | 109 | ** | 41 | ** | ** | 67 | 42 | 109 | 97 | ** |
| | 29% | ** | 32% | ** | ** | 30% | 27% | 29% | 29% | ** |
| Nakedness/ naked bodies/ naked body parts | 103 | ** | 34 | ** | ** | 62 | 41 | 103 | 95 | ** |
| | 27% | ** | 26% | ** | ** | 28% | 26% | 27% | 28% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP15. 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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|----|----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | ~a | b | ~c | ~d | e | f | g | h | ~i |
| Unweighted total | 381 | 96 | 136 | 74 | 75 | 232 | 149 | 381 | 344 | 37 |
| Effective Weighted Sample | 361 | 91 | 129 | 70 | 71 | 221 | 141 | 361 | 326 | 35 |
| Total | 380 | 94 | 130 | 76 | 79 | 224 | 156 | 380 | 339 | 41 |
| Portrayal of anti-social behaviour | 82 | ** | 30 | ** | ** | 49 | 33 | 82 | 71 | ** |
| | 22% | ** | 23% | ** | ** | 22% | 21% | 22% | 21% | ** |
| Glamorisation of certain lifestyles | 82 | ** | 28 | ** | ** | 52 | 29 | 82 | 73 | ** |
| | 22% | ** | 22% | ** | ** | 23% | 19% | 22% | 21% | ** |
| Makes me feel embarrassed/ don't feel comfortable watching with others/ adults | 59 | ** | 15 | ** | ** | 31 | 28 | 59 | 51 | ** |
| | 16% | ** | 12% | ** | ** | 14% | 18% | 16% | 15% | ** |
| Makes me feel embarrassed/ don't feel comfortable watching with my child/ children | 57 | ** | 18 | ** | ** | 32 | 24 | 57 | 51 | ** |
| | 15% | ** | 14% | ** | ** | 14% | 16% | 15% | 15% | ** |
| Lack of respect towards adults | 55 | ** | 22 | ** | ** | 36 | 19 | 55 | 49 | ** |
| | 14% | ** | 17% | ** | ** | 16% | 12% | 14% | 14% | ** |
| Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.) | 53 | ** | 21 | ** | ** | 39 | 14 | 53 | 46 | ** |
| | 14% | ** | 16% | ** | ** | 17% | 9% | 14% | 14% | ** |

f

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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QP15. 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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|----|----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | ~a | b | ~c | ~d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 381 | 96 | 136 | 74 | 75 | 232 | 149 | 381 | 344 | 37 |
| Effective Weighted Sample | 361 | 91 | 129 | 70 | 71 | 221 | 141 | 361 | 326 | 35 |
| Total | 380 | 94 | 130 | 76 | 79 | 224 | 156 | 380 | 339 | 41 |
| Negative portrayal of women/ objectification of women | 44 | ** | 13 | ** | ** | 27 | 17 | 44 | 36 | ** |
| | 11% | ** | 10% | ** | ** | 12% | 11% | 11% | 10% | ** |
| Invasion of privacy/ not respecting people's privacy | 32 | ** | 10 | ** | ** | 21 | 10 | 32 | 27 | ** |
| | 8% | ** | 8% | ** | ** | 10% | 7% | 8% | 8% | ** |
| News reporting/ distressing/ frightening news reporting/ images | 9 | ** | 1 | ** | ** | 3 | 6 | 9 | 8 | ** |
| | 2% | ** | 1% | ** | ** | 1% | 4% | 2% | 2% | ** |
| Other | 24 | ** | 16 | ** | ** | 20 | 4 | 24 | 18 | ** |
| | 6% | ** | 12% | ** | ** | 9% | 2% | 6% | 5% | ** |
| | | | fg | | | f | | | | |
| Don't know | 26 | ** | 9 | ** | ** | 18 | 8 | 26 | 22 | ** |
| | 7% | ** | 7% | ** | ** | 8% | 5% | 7% | 6% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP16. (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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1360 | 408 | 485 | 467 | 1360 | 681 | 679 | 199 | 209 | 248 | 237 | 234 | 233 |
| Effective Weighted Sample | 1277 | 391 | 450 | 442 | 1277 | 643 | 635 | 191 | 200 | 231 | 219 | 222 | 220 |
| Total | 1346 | 372 | 488 | 486 | 1346 | 671 | 675 | 186 | 186 | 243 | 245 | 242 | 244 |
| Never | 297 | 44 | 95 | 158 | 297 | 152 | 144 | 24 | 20 | 50 | 45 | 79 | 79 |
| | 22% | 12% | 19% | 33% | 22% | 23% | 21% | 13% | 11% | 20% | 18% | 33% | 32% |
| | | | a | abd | a | | | | | gh | h | ghij | ghij |
| Every day | 107 | 48 | 40 | 18 | 107 | 50 | 56 | 26 | 22 | 19 | 22 | 6 | 13 |
| | 8% | 13% | 8% | 4% | 8% | 8% | 8% | 14% | 12% | 8% | 9% | 2% | 5% |
| | | bcd | c | | c | | | ikl | kl | k | k | | |
| Every week | 222 | 93 | 80 | 50 | 222 | 110 | 113 | 46 | 47 | 36 | 44 | 28 | 22 |
| | 17% | 25% | 16% | 10% | 17% | 16% | 17% | 25% | 25% | 15% | 18% | 11% | 9% |
| | | bcd | c | | c | | | ikl | ikl | | l | | |
| Every month | 188 | 62 | 69 | 58 | 188 | 88 | 100 | 27 | 35 | 37 | 32 | 24 | 33 |
| | 14% | 17% | 14% | 12% | 14% | 13% | 15% | 14% | 19% | 15% | 13% | 10% | 14% |
| | | c | | | | | | | k | | | | |
| Every couple of months | 178 | 53 | 77 | 49 | 178 | 92 | 87 | 26 | 27 | 42 | 35 | 24 | 25 |
| | 13% | 14% | 16% | 10% | 13% | 14% | 13% | 14% | 14% | 17% | 14% | 10% | 10% |
| | | | c | | | | | | | kl | | | |
| Less frequently | 330 | 68 | 121 | 141 | 330 | 168 | 162 | 34 | 33 | 57 | 65 | 77 | 64 |
| | 25% | 18% | 25% | 29% | 25% | 25% | 24% | 18% | 18% | 23% | 26% | 32% | 26% |
| | | | a | a | a | | | | | | h | ghi | h |
| SUMMARY | | | | | | | | | | | | | |
| WEEKLY | 329 | 141 | 120 | 68 | 329 | 160 | 169 | 72 | 69 | 55 | 66 | 33 | 35 |
| | 24% | 38% | 25% | 14% | 24% | 24% | 25% | 39% | 37% | 23% | 27% | 14% | 14% |
| | | bcd | c | | c | | | ijkl | ijkl | kl | kl | | |
| MONTHLY | 517 | 203 | 189 | 126 | 517 | 248 | 269 | 99 | 104 | 92 | 97 | 58 | 68 |
| | 38% | 55% | 39% | 26% | 38% | 37% | 40% | 53% | 56% | 38% | 40% | 24% | 28% |
| | | bcd | c | | c | | | ijkl | ijkl | kl | kl | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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QP16. (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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|------------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1360 | 408 | 485 | 467 | 1360 | 681 | 679 | 199 | 209 | 248 | 237 | 234 | 233 |
| Effective Weighted Sample | 1277 | 391 | 450 | 442 | 1277 | 643 | 635 | 191 | 200 | 231 | 219 | 222 | 220 |
| Total | 1346 | 372 | 488 | 486 | 1346 | 671 | 675 | 186 | 186 | 243 | 245 | 242 | 244 |
| EVER | 1026 | 323 | 387 | 315 | 1026 | 507 | 518 | 159 | 164 | 190 | 197 | 158 | 157 |
| | 76% | 87% | 79% | 65% | 76% | 76% | 77% | 85% | 88% | 78% | 80% | 65% | 64% |
| | | bcd | c | | c | | | kl | ijkl | kl | kl | | |
| LESS FREQUENTLY THAN MONTHLY | 508 | 120 | 198 | 190 | 508 | 259 | 249 | 60 | 60 | 99 | 99 | 101 | 89 |
| | 38% | 32% | 41% | 39% | 38% | 39% | 37% | 32% | 32% | 41% | 41% | 42% | 37% |
| | | | a | a | | | | | | | | | |
| Don't know | 23 | 5 | 6 | 13 | 23 | 11 | 12 | 3 | 1 | 3 | 4 | 5 | 7 |
| | 2% | 1% | 1% | 3% | 2% | 2% | 2% | 2% | 1% | 1% | 2% | 2% | 3% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

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QP16. (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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|----------|--------------|--------------|----------|-----------|------|----------|----------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1360 | 288 | 439 | 280 | 353 | 727 | 633 | 1360 | 1193 | 167 |
| Effective Weighted Sample | 1277 | 272 | 413 | 264 | 331 | 685 | 595 | 1277 | 1124 | 154 |
| Total | 1346 | 275 | 417 | 284 | 369 | 692 | 653 | 1346 | 1172 | 174 |
| Never | 297 | 68 | 88 | 65 | 76 | 156 | 141 | 297 | 246 | 51 |
| | 22% | 25% | 21% | 23% | 21% | 22% | 22% | 22% | 21% | 29% h |
| Every day | 107 | 17 | 24 | 22 | 44 | 41 | 65 | 107 | 96 | 10 |
| | 8% | 6% | 6% | 8% | 12% abeg | 6% | 10% be | 8% | 8% | 6% |
| Every week | 222 | 45 | 63 | 43 | 71 | 108 | 114 | 222 | 202 | 21 |
| | 17% | 16% | 15% | 15% | 19% | 16% | 18% | 17% | 17% | 12% |
| Every month | 188 | 31 | 72 | 39 | 47 | 103 | 85 | 188 | 162 | 26 |
| | 14% | 11% | 17% a | 14% | 13% | 15% | 13% | 14% | 14% | 15% |
| Every couple of months | 178 | 33 | 50 | 52 | 44 | 83 | 96 | 178 | 156 | 23 |
| | 13% | 12% | 12% | 18% abdeg | 12% | 12% | 15% | 13% | 13% | 13% |
| Less frequently | 330 | 79 | 109 | 61 | 81 | 188 | 141 | 330 | 289 | 41 |
| | 25% | 29% cf | 26% | 21% | 22% | 27% f | 22% | 25% | 25% | 24% |
| SUMMARY | | | | | | | | | | |
| WEEKLY | 329 | 62 | 87 | 65 | 115 | 149 | 180 | 329 | 298 | 31 |
| | 24% | 23% | 21% | 23% | 31% abceg | 22% | 28% be | 24% | 25% i | 18% |
| MONTHLY | 517 | 93 | 159 | 104 | 162 | 252 | 265 | 517 | 460 | 57 |
| | 38% | 34% | 38% | 36% | 44% ae | 36% | 41% | 38% | 39% | 33% |
| EVER | 1026 | 205 | 318 | 216 | 286 | 523 | 502 | 1026 | 905 | 121 |
| | 76% | 74% | 76% | 76% | 78% | 76% | 77% | 76% | 77% i | 69% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP16. (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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|------------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1360 | 288 | 439 | 280 | 353 | 727 | 633 | 1360 | 1193 | 167 |
| Effective Weighted Sample | 1277 | 272 | 413 | 264 | 331 | 685 | 595 | 1277 | 1124 | 154 |
| Total | 1346 | 275 | 417 | 284 | 369 | 692 | 653 | 1346 | 1172 | 174 |
| LESS FREQUENTLY THAN MONTHLY | 508 | 112 | 159 | 112 | 125 | 271 | 237 | 508 | 445 | 64 |
| | 38% | 41% | 38% | 39% | 34% | 39% | 36% | 38% | 38% | 37% |
| Don't know | 23 | 2 | 11 | 4 | 6 | 14 | 10 | 23 | 21 | 2 |
| | 2% | 1% | 3% | 1% | 2% | 2% | 2% | 2% | 2% | 1% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
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.

QP17A. (SHOWCARD) Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household and read through the full list of TV services to let me know which you have at home. (MULTI CODE)

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

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|--------|------|--------|------|--------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1370 | 405 | 489 | 476 | 1370 | 686 | 684 | 196 | 209 | 250 | 239 | 240 | 236 |
| Effective Weighted Sample | 1287 | 388 | 453 | 451 | 1287 | 647 | 640 | 188 | 200 | 233 | 221 | 228 | 223 |
| Total | 1356 | 368 | 492 | 496 | 1356 | 676 | 679 | 182 | 186 | 245 | 247 | 250 | 246 |
| Sky Satellite TV | 666 | 157 | 258 | 251 | 666 | 335 | 331 | 81 | 76 | 124 | 134 | 130 | 121 |
| | 49% | 43% | 52% | 51% | 49% | 50% | 49% | 45% | 41% | 51% | 54% | 52% | 49% |
| | | | a | a | a | | | | | h | h | h | |
| Freeview (through a set-top box or television set) | 457 | 132 | 154 | 170 | 457 | 215 | 242 | 55 | 78 | 72 | 82 | 88 | 82 |
| | 34% | 36% | 31% | 34% | 34% | 32% | 36% | 30% | 42% | 29% | 33% | 35% | 33% |
| | | | | | | | | | gi | | | | |
| Virgin Media (Cable TV) | 196 | 58 | 65 | 73 | 196 | 95 | 100 | 27 | 30 | 37 | 28 | 31 | 42 |
| | 14% | 16% | 13% | 15% | 14% | 14% | 15% | 15% | 16% | 15% | 11% | 13% | 17% |
| NOW TV | 68 | 15 | 28 | 25 | 68 | 33 | 35 | 9 | 6 | 12 | 15 | 12 | 13 |
| | 5% | 4% | 6% | 5% | 5% | 5% | 5% | 5% | 3% | 5% | 6% | 5% | 5% |
| BT TV (formerly BT Vision) | 61 | 15 | 29 | 18 | 61 | 33 | 29 | 6 | 8 | 14 | 16 | 13 | 5 |
| | 5% | 4% | 6% | 4% | 5% | 5% | 4% | 4% | 4% | 6% | 6% | 5% | 2% |
| | | | | | | | | | | l | l | | |
| Freesat Satellite TV | 57 | 13 | 23 | 21 | 57 | 30 | 27 | 6 | 7 | 13 | 10 | 10 | 11 |
| | 4% | 3% | 5% | 4% | 4% | 4% | 4% | 3% | 4% | 5% | 4% | 4% | 4% |
| TalkTalk TV | 40 | 12 | 13 | 15 | 40 | 26 | 14 | 9 | 3 | 6 | 7 | 12 | 3 |
| | 3% | 3% | 3% | 3% | 3% | 4% | 2% | 5% | 2% | 2% | 3% | 5% | 1% |
| | | | | | | | | l | | | | l | |
| Other Satellite TV | 18 | 6 | 7 | 4 | 18 | 8 | 10 | 4 | 2 | 3 | 4 | 1 | 4 |
| | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 2% | 1% | 2% |
| EE TV | 15 | 5 | 6 | 4 | 15 | 10 | 5 | 2 | 2 | 5 | 1 | 2 | 2 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP17A. (SHOWCARD) Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household and read through the full list of TV services to let me know which you have at home. (MULTI CODE)

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

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|--------|------|--------|------|--------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1370 | 405 | 489 | 476 | 1370 | 686 | 684 | 196 | 209 | 250 | 239 | 240 | 236 |
| Effective Weighted Sample | 1287 | 388 | 453 | 451 | 1287 | 647 | 640 | 188 | 200 | 233 | 221 | 228 | 223 |
| Total | 1356 | 368 | 492 | 496 | 1356 | 676 | 679 | 182 | 186 | 245 | 247 | 250 | 246 |
| Don't know | 16 | 6 | 4 | 6 | 16 | 10 | 6 | 4 | 2 | 4 | - | 2 | 4 |
| | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 2% | -% | 1% | 2% |
| | | | | | | | | j | | | | | j |
| ANY SATELLITE | 724 | 174 | 275 | 274 | 724 | 363 | 360 | 92 | 82 | 133 | 143 | 139 | 135 |
| | 53% | 47% | 56% | 55% | 53% | 54% | 53% | 50% | 44% | 54% | 58% | 56% | 55% |
| | | | a | a | a | | | | | h | h | h | h |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP17A. (SHOWCARD) Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household and read through the full list of TV services to let me know which you have at home. (MULTI CODE)

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|-----|-----|-------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1370 | 290 | 439 | 282 | 359 | 729 | 641 | 1370 | 1207 | 163 |
| Effective Weighted Sample | 1287 | 274 | 413 | 266 | 337 | 687 | 602 | 1287 | 1137 | 151 |
| Total | 1356 | 277 | 417 | 286 | 375 | 694 | 662 | 1356 | 1187 | 168 |
| Sky Satellite TV | 666 | 158 | 229 | 143 | 136 | 387 | 279 | 666 | 570 | 96 |
| | 49% | 57% | 55% | 50% | 36% | 56% | 42% | 49% | 48% | 57% |
| | | dfg | dfg | df | | dfg | | df | | h |
| Freeview (through a set-top box or television set) | 457 | 87 | 120 | 85 | 166 | 206 | 251 | 457 | 395 | 62 |
| | 34% | 31% | 29% | 30% | 44% | 30% | 38% | 34% | 33% | 37% |
| | | | | | abceg | | bce | | | |
| Virgin Media (Cable TV) | 196 | 45 | 59 | 45 | 46 | 104 | 91 | 196 | 189 | 7 |
| | 14% | 16% | 14% | 16% | 12% | 15% | 14% | 14% | 16% | 4% |
| | | | | | | | | | i | |
| NOW TV | 68 | 12 | 19 | 14 | 22 | 31 | 37 | 68 | 63 | 5 |
| | 5% | 4% | 4% | 5% | 6% | 4% | 6% | 5% | 5% | 3% |
| BT TV (formerly BT Vision) | 61 | 13 | 27 | 13 | 9 | 39 | 22 | 61 | 53 | 8 |
| | 5% | 5% | 6% | 5% | 2% | 6% | 3% | 5% | 4% | 5% |
| | | | df | | | df | | | | |
| Freesat Satellite TV | 57 | 14 | 12 | 10 | 20 | 27 | 30 | 57 | 46 | 11 |
| | 4% | 5% | 3% | 4% | 5% | 4% | 5% | 4% | 4% | 6% |
| TalkTalk TV | 40 | 5 | 12 | 10 | 13 | 18 | 23 | 40 | 38 | 3 |
| | 3% | 2% | 3% | 3% | 4% | 3% | 3% | 3% | 3% | 2% |
| Other Satellite TV | 18 | 1 | 4 | 4 | 9 | 5 | 13 | 18 | 16 | 2 |
| | 1% | *% | 1% | 1% | 2% | 1% | 2% | 1% | 1% | 1% |
| | | | | | ae | | | | | |
| EE TV | 15 | 2 | 4 | 4 | 4 | 6 | 9 | 15 | 14 | 1 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP17A. (SHOWCARD) Which, if any, of these types of television does your household receive at the moment? Please think about all of the TV sets in your household and read through the full list of TV services to let me know which you have at home. (MULTI CODE)

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1370 | 290 | 439 | 282 | 359 | 729 | 641 | 1370 | 1207 | 163 |
| Effective Weighted Sample | 1287 | 274 | 413 | 266 | 337 | 687 | 602 | 1287 | 1137 | 151 |
| Total | 1356 | 277 | 417 | 286 | 375 | 694 | 662 | 1356 | 1187 | 168 |
| Don't know | 16 | 2 | 4 | 4 | 6 | 6 | 10 | 16 | 16 | - |
| | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 1% | 1% | -% |
| ANY SATELLITE | 724 | 169 | 238 | 154 | 162 | 407 | 317 | 724 | 618 | 106 |
| | 53% | 61% | 57% | 54% | 43% | 59% | 48% | 53% | 52% | 63% |
| | | dfg | df | d | | dfg | | df | | h |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP17B. (SHOWCARD) And which of these do you consider is your main type of television? (SINGLE CODE)

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

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|------------|-------------------|-----------------|-----------------|-----------------|----------------|------------|------------------------|-------------------|-----------------|------------------|-----------------|----------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1370 | 405 | 489 | 476 | 1370 | 686 | 684 | 196 | 209 | 250 | 239 | 240 | 236 |
| Effective Weighted Sample | 1287 | 388 | 453 | 451 | 1287 | 647 | 640 | 188 | 200 | 233 | 221 | 228 | 223 |
| Total | 1356 | 368 | 492 | 496 | 1356 | 676 | 679 | 182 | 186 | 245 | 247 | 250 | 246 |
| Sky Satellite TV | 654 48% | 153 42% | 254 52% a | 247 50% a | 654 48% a | 328 48% | 326 48% | 80 44% | 74 40% | 122 50% h | 132 54% gh | 127 51% h | 120 49% |
| Freeview (through a set-top box or television set) | 334 25% | 110 30% bcd | 108 22% | 116 23% | 334 25% | 160 24% | 175 26% | 48 26% | 62 33% ijkl | 52 21% | 56 23% | 60 24% | 57 23% |
| Virgin Media (Cable TV) | 189 14% | 57 15% | 60 12% | 73 15% | 189 14% | 93 14% | 95 14% | 27 15% | 29 16% | 35 14% | 25 10% | 31 13% | 41 17% j |
| BT TV (formerly BT Vision) | 46 3% | 11 3% | 22 4% | 13 3% | 46 3% | 24 4% | 21 3% | 4 2% | 7 4% | 10 4% l | 11 5% l | 10 4% l | 3 1% |
| NOW TV | 36 3% | 7 2% | 15 3% | 14 3% | 36 3% | 17 3% | 19 3% | 4 2% | 3 2% | 7 3% | 8 3% | 6 2% | 8 3% |
| Freesat Satellite TV | 35 3% | 9 2% | 13 3% | 13 3% | 35 3% | 18 3% | 17 3% | 4 2% | 4 2% | 8 3% | 5 2% | 6 2% | 8 3% |
| TalkTalk TV | 28 2% | 10 3% | 9 2% | 8 2% | 28 2% | 19 3% | 9 1% | 8 4% l | 2 1% | 3 1% | 6 2% | 7 3% l | 1 *% |
| Other Satellite TV | 16 1% | 6 2% | 5 1% | 4 1% | 16 1% | 7 1% | 9 1% | 4 2% | 2 1% | 2 1% | 3 1% | 1 *% | 4 2% |
| Don't know | 19 1% | 6 2% | 6 1% | 8 2% | 19 1% | 11 2% | 8 1% | 4 2% | 2 1% | 5 2% | 1 *% | 2 1% | 5 2% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP17B. (SHOWCARD) And which of these do you consider is your main type of television? (SINGLE CODE)

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

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1370 | 405 | 489 | 476 | 1370 | 686 | 684 | 196 | 209 | 250 | 239 | 240 | 236 |
| Effective Weighted Sample | 1287 | 388 | 453 | 451 | 1287 | 647 | 640 | 188 | 200 | 233 | 221 | 228 | 223 |
| Total | 1356 | 368 | 492 | 496 | 1356 | 676 | 679 | 182 | 186 | 245 | 247 | 250 | 246 |
| ANY SATELLITE | 705 | 168 | 272 | 265 | 705 | 353 | 352 | 88 | 80 | 132 | 140 | 133 | 131 |
| | 52% | 46% | 55% | 53% | 52% | 52% | 52% | 48% | 43% | 54% | 57% | 53% | 53% |
| | | | a | a | a | | | | | h | h | h | h |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP17B. (SHOWCARD) And which of these do you consider is your main type of television? (SINGLE CODE)

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|-----|-----|--------|------|-------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1370 | 290 | 439 | 282 | 359 | 729 | 641 | 1370 | 1207 | 163 |
| Effective Weighted Sample | 1287 | 274 | 413 | 266 | 337 | 687 | 602 | 1287 | 1137 | 151 |
| Total | 1356 | 277 | 417 | 286 | 375 | 694 | 662 | 1356 | 1187 | 168 |
| Sky Satellite TV | 654 | 155 | 227 | 141 | 131 | 382 | 273 | 654 | 560 | 94 |
| | 48% | 56% | 54% | 49% | 35% | 55% | 41% | 48% | 47% | 56% |
| | | dfg | dfg | df | | dfg | | df | | h |
| Freeview (through a set-top box or television set) | 334 | 50 | 77 | 65 | 143 | 127 | 208 | 334 | 288 | 46 |
| | 25% | 18% | 19% | 23% | 38% | 18% | 31% | 25% | 24% | 27% |
| | | | | | abcefg | | abceg | abe | | |
| Virgin Media (Cable TV) | 189 | 45 | 55 | 44 | 44 | 100 | 88 | 189 | 182 | 7 |
| | 14% | 16% | 13% | 15% | 12% | 14% | 13% | 14% | 15% | 4% |
| | | | | | | | | | i | |
| BT TV (formerly BT Vision) | 46 | 10 | 24 | 6 | 6 | 33 | 13 | 46 | 39 | 7 |
| | 3% | 3% | 6% | 2% | 2% | 5% | 2% | 3% | 3% | 4% |
| | | | cdg | | | df | | | | |
| NOW TV | 36 | 5 | 10 | 7 | 13 | 16 | 20 | 36 | 34 | 2 |
| | 3% | 2% | 2% | 3% | 3% | 2% | 3% | 3% | 3% | 1% |
| Freesat Satellite TV | 35 | 7 | 6 | 7 | 15 | 13 | 22 | 35 | 26 | 9 |
| | 3% | 2% | 2% | 2% | 4% | 2% | 3% | 3% | 2% | 5% |
| | | | | | b | | | | | h |
| TalkTalk TV | 28 | 3 | 9 | 8 | 8 | 12 | 16 | 28 | 25 | 3 |
| | 2% | 1% | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 2% |
| Other Satellite TV | 16 | 1 | 2 | 4 | 9 | 3 | 13 | 16 | 14 | 2 |
| | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 1% | 1% | 1% |
| | | | | | abe | | e | | | |
| Don't know | 19 | 2 | 6 | 4 | 7 | 8 | 11 | 19 | 19 | - |
| | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 1% | 2% | -% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP17B. (SHOWCARD) And which of these do you consider is your main type of television? (SINGLE CODE)

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1370 | 290 | 439 | 282 | 359 | 729 | 641 | 1370 | 1207 | 163 |
| Effective Weighted Sample | 1287 | 274 | 413 | 266 | 337 | 687 | 602 | 1287 | 1137 | 151 |
| Total | 1356 | 277 | 417 | 286 | 375 | 694 | 662 | 1356 | 1187 | 168 |
| ANY SATELLITE | 705 | 162 | 236 | 152 | 155 | 398 | 307 | 705 | 600 | 104 |
| | 52% | 59% | 57% | 53% | 41% | 57% | 46% | 52% | 51% | 62% |
| | | dfg | df | d | | dfg | | df | | h |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP18. (SHOWCARD) Can I please ask you to read the following information about Personal Identification Numbers or PINs on your TV service? PINs are typically 4 digit access codes that need to be used in order to watch certain programmes or access certain channels or services. There are two different types of PINs. Mandatory PINs and Voluntary PINs (DESCRIPTION OF BOTH TYPES OF PIN PROVIDED BY INTERVIEWER FOR RESPONDENT TO READ). First of all I'd like you to think about Mandatory PINs. As far as you are aware does your TV service provider/ do your TV service providers use these Mandatory PINs to restrict access to unsuitable content?

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

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1370 | 405 | 489 | 476 | 1370 | 686 | 684 | 196 | 209 | 250 | 239 | 240 | 236 |
| Effective Weighted Sample | 1287 | 388 | 453 | 451 | 1287 | 647 | 640 | 188 | 200 | 233 | 221 | 228 | 223 |
| Total | 1356 | 368 | 492 | 496 | 1356 | 676 | 679 | 182 | 186 | 245 | 247 | 250 | 246 |
| Yes | 816 | 225 | 291 | 300 | 816 | 405 | 411 | 108 | 117 | 147 | 144 | 150 | 150 |
| | 60% | 61% | 59% | 60% | 60% | 60% | 61% | 59% | 63% | 60% | 58% | 60% | 61% |
| No | 365 | 95 | 136 | 134 | 365 | 180 | 185 | 49 | 46 | 62 | 74 | 69 | 65 |
| | 27% | 26% | 28% | 27% | 27% | 27% | 27% | 27% | 25% | 25% | 30% | 27% | 26% |
| Don't know | 175 | 48 | 65 | 63 | 175 | 92 | 83 | 25 | 23 | 35 | 30 | 32 | 31 |
| | 13% | 13% | 13% | 13% | 13% | 14% | 12% | 14% | 12% | 14% | 12% | 13% | 13% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP18. (SHOWCARD) Can I please ask you to read the following information about Personal Identification Numbers or PINs on your TV service? PINs are typically 4 digit access codes that need to be used in order to watch certain programmes or access certain channels or services. There are two different types of PINs. Mandatory PINs and Voluntary PINs (DESCRIPTION OF BOTH TYPES OF PIN PROVIDED BY INTERVIEWER FOR RESPONDENT TO READ). First of all I'd like you to think about Mandatory PINs. As far as you are aware does your TV service provider/ do your TV service providers use these Mandatory PINs to restrict access to unsuitable content?

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1370 | 290 | 439 | 282 | 359 | 729 | 641 | 1370 | 1207 | 163 |
| Effective Weighted Sample | 1287 | 274 | 413 | 266 | 337 | 687 | 602 | 1287 | 1137 | 151 |
| Total | 1356 | 277 | 417 | 286 | 375 | 694 | 662 | 1356 | 1187 | 168 |
| Yes | 816 | 188 | 258 | 172 | 198 | 446 | 370 | 816 | 709 | 106 |
| | 60% | 68% | 62% | 60% | 53% | 64% | 56% | 60% | 60% | 63% |
| | | dfg | d | | | df | | d | | |
| No | 365 | 66 | 102 | 79 | 118 | 168 | 197 | 365 | 322 | 43 |
| | 27% | 24% | 24% | 28% | 31% | 24% | 30% | 27% | 27% | 26% |
| | | | | | abe | | e | | | |
| Don't know | 175 | 23 | 57 | 35 | 60 | 80 | 95 | 175 | 156 | 19 |
| | 13% | 8% | 14% | 12% | 16% | 12% | 14% | 13% | 13% | 11% |
| | | | a | | a | | a | a | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP18A. And as far as you are aware, has your child's viewing ever been blocked by a Mandatory PIN on any of the TV services you use at home?

Base : Parents who are aware that their TV service provider uses Mandatory PINs

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 821 | 246 | 286 | 289 | 821 | 405 | 416 | 115 | 131 | 147 | 139 | 143 | 146 |
| Effective Weighted Sample | 774 | 236 | 266 | 274 | 774 | 383 | 391 | 110 | 126 | 138 | 129 | 136 | 138 |
| Total | 816 | 225 | 291 | 300 | 816 | 405 | 411 | 108 | 117 | 147 | 144 | 150 | 150 |
| Yes | 380 | 105 | 135 | 140 | 380 | 179 | 201 | 51 | 55 | 64 | 71 | 65 | 76 |
| | 47% | 47% | 46% | 47% | 47% | 44% | 49% | 47% | 47% | 43% | 49% | 43% | 50% |
| No | 385 | 111 | 143 | 131 | 385 | 200 | 185 | 52 | 58 | 78 | 64 | 69 | 62 |
| | 47% | 49% | 49% | 44% | 47% | 49% | 45% | 49% | 50% | 53% | 45% | 46% | 41% |
| | | | | | | | | | | l | | | |
| Don't know | 51 | 9 | 13 | 29 | 51 | 26 | 25 | 5 | 4 | 5 | 8 | 16 | 13 |
| | 6% | 4% | 5% | 10% | 6% | 6% | 6% | 5% | 4% | 3% | 6% | 11% | 8% |
| | | | | ab | | | | | | | | hi | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP18A. And as far as you are aware, has your child's viewing ever been blocked by a Mandatory PIN on any of the TV services you use at home?

Base : Parents who are aware that their TV service provider uses Mandatory PINs

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 821 | 197 | 270 | 168 | 186 | 467 | 354 | 821 | 718 | 103 |
| Effective Weighted Sample | 774 | 187 | 256 | 159 | 175 | 442 | 333 | 774 | 679 | 95 |
| Total | 816 | 188 | 258 | 172 | 198 | 446 | 370 | 816 | 709 | 106 |
| Yes | 380 | 93 | 128 | 81 | 78 | 221 | 159 | 380 | 340 | 41 |
| | 47% | 50% | 50% | 47% | 39% | 50% | 43% | 47% | 48% | 38% |
| | | | d | | | d | | | | |
| No | 385 | 86 | 111 | 78 | 110 | 197 | 187 | 385 | 322 | 63 |
| | 47% | 46% | 43% | 45% | 55% | 44% | 51% | 47% | 45% | 59% |
| | | | | beg | | | | | | h |
| Don't know | 51 | 9 | 19 | 13 | 10 | 28 | 23 | 51 | 48 | 3 |
| | 6% | 5% | 7% | 7% | 5% | 6% | 6% | 6% | 7% | 3% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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. And as far as you are aware, has your child's viewing ever been blocked by a Mandatory PIN on any of the TV services you use at home?

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

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1370 | 405 | 489 | 476 | 1370 | 686 | 684 | 196 | 209 | 250 | 239 | 240 | 236 |
| Effective Weighted Sample | 1287 | 388 | 453 | 451 | 1287 | 647 | 640 | 188 | 200 | 233 | 221 | 228 | 223 |
| Total | 1356 | 368 | 492 | 496 | 1356 | 676 | 679 | 182 | 186 | 245 | 247 | 250 | 246 |
| Yes | 380 | 105 | 135 | 140 | 380 | 179 | 201 | 51 | 55 | 64 | 71 | 65 | 76 |
| | 28% | 29% | 27% | 28% | 28% | 26% | 30% | 28% | 29% | 26% | 29% | 26% | 31% |
| No | 385 | 111 | 143 | 131 | 385 | 200 | 185 | 52 | 58 | 78 | 64 | 69 | 62 |
| | 28% | 30% | 29% | 26% | 28% | 30% | 27% | 29% | 31% | 32% | 26% | 28% | 25% |
| Don't know | 51 | 9 | 13 | 29 | 51 | 26 | 25 | 5 | 4 | 5 | 8 | 16 | 13 |
| | 4% | 2% | 3% | 6% | 4% | 4% | 4% | 3% | 2% | 2% | 3% | 6% | 5% |
| | | | | ab | | | | | | | | hi | |
| DON'T THINK CAN USE MANDATORY PINS ON TV SERVICE(S) | 540 | 143 | 201 | 196 | 540 | 272 | 268 | 74 | 69 | 98 | 103 | 100 | 96 |
| | 40% | 39% | 41% | 40% | 40% | 40% | 39% | 41% | 37% | 40% | 42% | 40% | 39% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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. And as far as you are aware, has your child's viewing ever been blocked by a Mandatory PIN on any of the TV services you use at home?

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|-----|------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1370 | 290 | 439 | 282 | 359 | 729 | 641 | 1370 | 1207 | 163 |
| Effective Weighted Sample | 1287 | 274 | 413 | 266 | 337 | 687 | 602 | 1287 | 1137 | 151 |
| Total | 1356 | 277 | 417 | 286 | 375 | 694 | 662 | 1356 | 1187 | 168 |
| Yes | 380 | 93 | 128 | 81 | 78 | 221 | 159 | 380 | 340 | 41 |
| | 28% | 34% | 31% | 28% | 21% | 32% | 24% | 28% | 29% | 24% |
| | | df | df | d | | df | | d | | |
| No | 385 | 86 | 111 | 78 | 110 | 197 | 187 | 385 | 322 | 63 |
| | 28% | 31% | 27% | 27% | 29% | 28% | 28% | 28% | 27% | 37% |
| | | | | | | | | | | h |
| Don't know | 51 | 9 | 19 | 13 | 10 | 28 | 23 | 51 | 48 | 3 |
| | 4% | 3% | 4% | 4% | 3% | 4% | 3% | 4% | 4% | 2% |
| DON'T THINK CAN USE MANDATORY PINS ON TV SERVICE(S) | 540 | 89 | 159 | 115 | 178 | 248 | 292 | 540 | 478 | 62 |
| | 40% | 32% | 38% | 40% | 47% | 36% | 44% | 40% | 40% | 37% |
| | | | | | abeg | | ae | a | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 STATEMENT ABOUT MANDATORY PINS - The mandatory PINs in place on my TV service/ TV services are effective in managing my child's TV viewing (SINGLE CODE)

Base : Parents whose child has had their TV viewing blocked by a Mandatory PIN

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------|----------------|----------------|----------------|------------|----------------|------------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | ~g | ~h | ~i | ~j | ~k | ~l |
| Unweighted total | 384 | 115 | 132 | 137 | 384 | 179 | 205 | 54 | 61 | 63 | 69 | 62 | 75 |
| Effective Weighted Sample | 363 | 111 | 124 | 130 | 363 | 170 | 193 | 52 | 59 | 59 | 64 | 59 | 71 |
| Total | 380 | 105 | 135 | 140 | 380 | 179 | 201 | 51 | 55 | 64 | 71 | 65 | 76 |
| Strongly disagree | 16 4% | 6 6% | 5 3% | 5 4% | 16 4% | 11 6% | 5 2% | ** | ** | ** | ** | ** | ** |
| Slightly disagree | 17 4% | 5 5% | 1 1% | 11 8% b | 17 4% | 9 5% | 8 4% | ** | ** | ** | ** | ** | ** |
| TOTAL DISAGREE | 33 9% | 11 10% | 6 4% | 16 12% b | 33 9% | 21 11% | 12 6% | ** | ** | ** | ** | ** | ** |
| Neither/ nor | 44 11% | 10 9% | 15 11% | 19 13% | 44 11% | 21 12% | 22 11% | ** | ** | ** | ** | ** | ** |
| Slightly agree | 107 28% | 25 24% | 37 27% | 45 32% | 107 28% | 45 25% | 62 31% | ** | ** | ** | ** | ** | ** |
| Strongly agree | 191 50% | 60 56% c | 74 55% c | 57 41% | 191 50% | 89 50% | 102 51% | ** | ** | ** | ** | ** | ** |
| TOTAL AGREE | 298 78% | 85 80% | 111 83% | 102 73% | 298 78% | 134 75% | 164 81% | ** | ** | ** | ** | ** | ** |
| Don't know | 6 2% | - -% | 3 2% | 3 2% | 6 2% | 3 2% | 3 1% | ** | ** | ** | ** | ** | ** |
| TOTAL NEITHER/ DON'T KNOW | 49 13% | 10 9% | 18 13% | 22 16% | 49 13% | 24 14% | 25 12% | ** | ** | ** | ** | ** | ** |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 STATEMENT ABOUT MANDATORY PINS - The mandatory PINs in place on my TV service/ TV services are effective in managing my child's TV viewing (SINGLE CODE)

Base : Parents whose child has had their TV viewing blocked by a Mandatory PIN

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|----|----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | ~a | b | ~c | ~d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 384 | 99 | 135 | 77 | 73 | 234 | 150 | 384 | 346 | 38 |
| Effective Weighted Sample | 363 | 94 | 128 | 74 | 69 | 222 | 143 | 363 | 328 | 36 |
| Total | 380 | 93 | 128 | 81 | 78 | 221 | 159 | 380 | 340 | 41 |
| Strongly disagree | 16 | ** | 9 | ** | ** | 12 | 4 | 16 | 8 | ** |
| | 4% | ** | 7% | ** | ** | 5% | 3% | 4% | 2% | ** |
| Slightly disagree | 17 | ** | 5 | ** | ** | 9 | 8 | 17 | 15 | ** |
| | 4% | ** | 4% | ** | ** | 4% | 5% | 4% | 5% | ** |
| TOTAL DISAGREE | 33 | ** | 13 | ** | ** | 20 | 12 | 33 | 23 | ** |
| | 9% | ** | 11% | ** | ** | 9% | 8% | 9% | 7% | ** |
| Neither/ nor | 44 | ** | 14 | ** | ** | 27 | 16 | 44 | 40 | ** |
| | 11% | ** | 11% | ** | ** | 12% | 10% | 11% | 12% | ** |
| Slightly agree | 107 | ** | 38 | ** | ** | 64 | 43 | 107 | 102 | ** |
| | 28% | ** | 30% | ** | ** | 29% | 27% | 28% | 30% | ** |
| Strongly agree | 191 | ** | 60 | ** | ** | 106 | 85 | 191 | 171 | ** |
| | 50% | ** | 47% | ** | ** | 48% | 53% | 50% | 50% | ** |
| TOTAL AGREE | 298 | ** | 98 | ** | ** | 170 | 128 | 298 | 274 | ** |
| | 78% | ** | 77% | ** | ** | 77% | 80% | 78% | 81% | ** |
| Don't know | 6 | ** | 2 | ** | ** | 3 | 2 | 6 | 3 | ** |
| | 2% | ** | 2% | ** | ** | 2% | 2% | 2% | 1% | ** |
| TOTAL NEITHER/ DON'T KNOW | 49 | ** | 16 | ** | ** | 31 | 19 | 49 | 43 | ** |
| | 13% | ** | 13% | ** | ** | 14% | 12% | 13% | 13% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP19. I'd now like you to think about Voluntary PINs. As far as you are aware is it possible to set up voluntary PINs to restrict access to unsuitable content on any of the TV services you use at home?

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

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1370 | 405 | 489 | 476 | 1370 | 686 | 684 | 196 | 209 | 250 | 239 | 240 | 236 |
| Effective Weighted Sample | 1287 | 388 | 453 | 451 | 1287 | 647 | 640 | 188 | 200 | 233 | 221 | 228 | 223 |
| Total | 1356 | 368 | 492 | 496 | 1356 | 676 | 679 | 182 | 186 | 245 | 247 | 250 | 246 |
| Yes | 830 | 228 | 316 | 285 | 830 | 403 | 426 | 114 | 115 | 153 | 163 | 136 | 149 |
| | 61% | 62% | 64% | 58% | 61% | 60% | 63% | 62% | 62% | 63% | 66% | 55% | 60% |
| | | | c | | | | | | | | k | | |
| No | 373 | 97 | 123 | 153 | 373 | 185 | 189 | 39 | 58 | 60 | 63 | 85 | 68 |
| | 28% | 26% | 25% | 31% | 28% | 27% | 28% | 22% | 31% | 25% | 26% | 34% | 28% |
| | | | | | | | | | g | | | gi | |
| Don't know | 153 | 43 | 52 | 58 | 153 | 88 | 64 | 29 | 14 | 31 | 21 | 28 | 29 |
| | 11% | 12% | 11% | 12% | 11% | 13% | 9% | 16% | 7% | 13% | 9% | 11% | 12% |
| | | | | | | f | | hj | | | | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP19. I'd now like you to think about Voluntary PINs. As far as you are aware is it possible to set up voluntary PINs to restrict access to unsuitable content on any of the TV services you use at home?

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1370 | 290 | 439 | 282 | 359 | 729 | 641 | 1370 | 1207 | 163 |
| Effective Weighted Sample | 1287 | 274 | 413 | 266 | 337 | 687 | 602 | 1287 | 1137 | 151 |
| Total | 1356 | 277 | 417 | 286 | 375 | 694 | 662 | 1356 | 1187 | 168 |
| Yes | 830 | 188 | 262 | 174 | 205 | 451 | 379 | 830 | 719 | 111 |
| | 61% | 68% | 63% | 61% | 55% | 65% | 57% | 61% | 61% | 66% |
| | | dfg | d | | | df | | d | | |
| No | 373 | 62 | 105 | 84 | 122 | 167 | 207 | 373 | 343 | 30 |
| | 28% | 22% | 25% | 29% | 33% | 24% | 31% | 28% | 29% | 18% |
| | | | | | abe | | abe | | i | |
| Don't know | 153 | 27 | 50 | 28 | 48 | 77 | 76 | 153 | 125 | 27 |
| | 11% | 10% | 12% | 10% | 13% | 11% | 11% | 11% | 11% | 16% |
| | | | | | | | | | | h |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP19A. And do you use voluntary PINs to manage your child's viewing on any of the TV services you use at home?

Base : Parents who are aware that they can set up Voluntary PINs on any of the TV services they use at home

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|-------------------------------------|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 837 | 250 | 311 | 276 | 837 | 411 | 426 | 123 | 127 | 155 | 156 | 133 | 143 |
| Effective Weighted Sample | 788 | 240 | 289 | 261 | 788 | 388 | 400 | 118 | 122 | 145 | 145 | 126 | 135 |
| Total | 830 | 228 | 316 | 285 | 830 | 403 | 426 | 114 | 115 | 153 | 163 | 136 | 149 |
| Yes | 511 | 134 | 214 | 163 | 511 | 244 | 267 | 65 | 69 | 106 | 109 | 73 | 90 |
| | 62% | 59% | 68% | 57% | 62% | 60% | 63% | 57% | 60% | 69% | 67% | 53% | 60% |
| | | | ac | | | | | | | k | k | | |
| No | 306 | 92 | 98 | 116 | 306 | 153 | 153 | 49 | 44 | 46 | 52 | 59 | 57 |
| | 37% | 40% | 31% | 41% | 37% | 38% | 36% | 43% | 38% | 30% | 32% | 43% | 39% |
| | | b | | b | | | | i | | | | i | |
| Don't know | 13 | 2 | 4 | 7 | 13 | 7 | 6 | - | 2 | 2 | 2 | 5 | 2 |
| | 2% | 1% | 1% | 2% | 2% | 2% | 1% | -% | 2% | 1% | 1% | 4% | 1% |
| | | | | | | | | | | | | g | |
| SUMMARY | | | | | | | | | | | | | |
| AWARE AND USE VOLUNTARY PINS | 511 | 134 | 214 | 163 | 511 | 244 | 267 | 65 | 69 | 106 | 109 | 73 | 90 |
| | 62% | 59% | 68% | 57% | 62% | 60% | 63% | 57% | 60% | 69% | 67% | 53% | 60% |
| | | | ac | | | | | | | k | k | | |
| AWARE BUT DO NOT USE VOLUNTARY PINS | 319 | 94 | 102 | 123 | 319 | 160 | 159 | 49 | 46 | 48 | 54 | 64 | 59 |
| | 38% | 41% | 32% | 43% | 38% | 40% | 37% | 43% | 40% | 31% | 33% | 47% | 40% |
| | | b | | b | | | | | | | | ij | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP19A. And do you use voluntary PINs to manage your child's viewing on any of the TV services you use at home?

Base : Parents who are aware that they can set up Voluntary PINs on any of the TV services they use at home

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|-------------------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 837 | 197 | 273 | 172 | 195 | 470 | 367 | 837 | 731 | 106 |
| Effective Weighted Sample | 788 | 186 | 258 | 162 | 183 | 444 | 345 | 788 | 690 | 98 |
| Total | 830 | 188 | 262 | 174 | 205 | 451 | 379 | 830 | 719 | 111 |
| Yes | 511 | 124 | 163 | 107 | 118 | 286 | 225 | 511 | 447 | 64 |
| | 62% | 66% | 62% | 61% | 58% | 64% | 59% | 62% | 62% | 58% |
| No | 306 | 59 | 98 | 65 | 84 | 157 | 149 | 306 | 261 | 44 |
| | 37% | 32% | 37% | 37% | 41% | 35% | 39% | 37% | 36% | 40% |
| Don't know | 13 | 6 | 2 | 3 | 3 | 7 | 5 | 13 | 10 | 3 |
| | 2% | 3% | 1% | 1% | 1% | 2% | 1% | 2% | 1% | 2% |
| SUMMARY | | | | | | | | | | |
| AWARE AND USE VOLUNTARY PINS | 511 | 124 | 163 | 107 | 118 | 286 | 225 | 511 | 447 | 64 |
| | 62% | 66% | 62% | 61% | 58% | 64% | 59% | 62% | 62% | 58% |
| AWARE BUT DO NOT USE VOLUNTARY PINS | 319 | 65 | 99 | 68 | 87 | 164 | 154 | 319 | 272 | 47 |
| | 38% | 34% | 38% | 39% | 42% | 36% | 41% | 38% | 38% | 42% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP19A. And do you use voluntary PINs to manage your child's viewing on any of the TV services you use at home?

Base : All parents

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| SUMMARY | | | | | | | | | | | | | |
| AWARE AND USE VOLUNTARY PINS | 511 | 134 | 214 | 163 | 511 | 244 | 267 | 65 | 69 | 106 | 109 | 73 | 90 |
| | 37% | 36% | 43% | 33% | 37% | 35% | 39% | 35% | 37% | 42% | 44% | 29% | 36% |
| | | | acd | | | | | | | k | k | | |
| AWARE BUT DO NOT USE VOLUNTARY PINS | 319 | 94 | 102 | 123 | 319 | 160 | 159 | 49 | 46 | 48 | 54 | 64 | 59 |
| | 23% | 25% | 20% | 25% | 23% | 23% | 23% | 26% | 24% | 19% | 22% | 25% | 24% |
| DON'T THINK CAN USE VOLUNTARY PINS ON TV SERVICE(S) | 526 | 140 | 176 | 211 | 526 | 273 | 253 | 68 | 71 | 91 | 84 | 113 | 97 |
| | 38% | 37% | 35% | 42% | 38% | 40% | 37% | 36% | 38% | 36% | 34% | 45% | 39% |
| | | | | b | | | | | | | | j | |
| NO TV IN HOUSEHOLD | 19 | 7 | 8 | 4 | 19 | 11 | 8 | 5 | 2 | 6 | 2 | - | 4 |
| | 1% | 2% | 2% | 1% | 1% | 2% | 1% | 3% | 1% | 2% | 1% | -% | 2% |
| | | | | | | | | k | | k | | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP19A. And do you use voluntary PINs to manage your child's viewing on any of the TV services you use at home?

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|-----|------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| SUMMARY | | | | | | | | | | |
| AWARE AND USE VOLUNTARY PINS | 511 | 124 | 163 | 107 | 118 | 286 | 225 | 511 | 447 | 64 |
| | 37% | 44% | 39% | 37% | 31% | 41% | 33% | 37% | 37% | 36% |
| | | dfg | d | | | df | | d | | |
| AWARE BUT DO NOT USE VOLUNTARY PINS | 319 | 65 | 99 | 68 | 87 | 164 | 154 | 319 | 272 | 47 |
| | 23% | 23% | 24% | 23% | 23% | 23% | 23% | 23% | 23% | 26% |
| DON'T THINK CAN USE VOLUNTARY PINS ON TV SERVICE(S) | 526 | 89 | 155 | 112 | 171 | 243 | 283 | 526 | 468 | 58 |
| | 38% | 32% | 37% | 39% | 44% | 35% | 42% | 38% | 39% | 32% |
| | | | | | abeg | | ae | a | | |
| NO TV IN HOUSEHOLD | 19 | 3 | 5 | 2 | 9 | 8 | 11 | 19 | 9 | 10 |
| | 1% | 1% | 1% | 1% | 2% | 1% | 2% | 1% | 1% | 6% |
| | | | | | | | | | | h |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP19B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT VOLUNTARY PINS - The voluntary PINs in place on my TV service/ TV services are effective in managing my child's TV viewing.

Base : Parents who use Voluntary PINs on any of the TV services they use at home

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-----------------|-----------------|-----------------|----------------|-----------------|----------------|------------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | ~g | ~h | i | j | ~k | ~l |
| Unweighted total | 510 | 145 | 207 | 158 | 510 | 245 | 265 | 69 | 76 | 105 | 102 | 71 | 87 |
| Effective Weighted Sample | 480 | 139 | 193 | 150 | 480 | 232 | 249 | 66 | 73 | 98 | 95 | 68 | 82 |
| Total | 511 | 134 | 214 | 163 | 511 | 244 | 267 | 65 | 69 | 106 | 109 | 73 | 90 |
| Strongly disagree | 35 7% | 10 7% | 8 4% | 17 10% b | 35 7% | 11 4% | 24 9% | ** ** | ** ** | 4 4% | 4 4% | ** ** | ** ** |
| Slightly disagree | 21 4% | 2 2% | 9 4% | 10 6% | 21 4% | 12 5% | 10 4% | ** ** | ** ** | 5 5% | 4 4% | ** ** | ** ** |
| TOTAL DISAGREE | 56 11% | 12 9% | 17 8% | 27 16% b | 56 11% | 23 9% | 33 12% | ** ** | ** ** | 9 8% | 8 8% | ** ** | ** ** |
| Neither/ nor | 43 8% | 9 6% | 17 8% | 17 10% | 43 8% | 19 8% | 24 9% | ** ** | ** ** | 8 8% | 9 8% | ** ** | ** ** |
| Slightly agree | 121 24% | 29 22% | 49 23% | 43 27% | 121 24% | 60 25% | 60 23% | ** ** | ** ** | 21 20% | 28 26% | ** ** | ** ** |
| Strongly agree | 288 56% c | 84 62% c | 130 60% c | 74 46% | 288 56% c | 142 58% | 145 54% | ** ** | ** ** | 68 64% | 62 57% | ** ** | ** ** |
| TOTAL AGREE | 408 80% c | 113 84% c | 178 83% c | 117 72% | 408 80% c | 203 83% | 206 77% | ** ** | ** ** | 89 84% | 90 82% | ** ** | ** ** |
| Don't know | 4 1% | 1 *% | 2 1% | 2 1% | 4 1% | - -% | 4 2% | ** ** | ** ** | - -% | 2 2% | ** ** | ** ** |
| TOTAL NEITHER/ DON'T KNOW | 47 9% | 9 7% | 19 9% | 19 11% | 47 9% | 19 8% | 28 11% | ** ** | ** ** | 8 8% | 11 10% | ** ** | ** ** |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP19B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT VOLUNTARY PINS - The voluntary PINs in place on my TV service/ TV services are effective in managing my child's TV viewing.

Base : Parents who use Voluntary PINs on any of the TV services they use at home

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 510 | 128 | 169 | 103 | 110 | 297 | 213 | 510 | 450 | 60 |
| Effective Weighted Sample | 480 | 121 | 160 | 97 | 104 | 281 | 201 | 480 | 424 | 56 |
| Total | 511 | 124 | 163 | 107 | 118 | 286 | 225 | 511 | 447 | 64 |
| Strongly disagree | 35 | 5 | 14 | 7 | 8 | 19 | 15 | 35 | 24 | ** |
| | 7% | 4% | 9% | 7% | 7% | 7% | 7% | 7% | 5% | ** |
| Slightly disagree | 21 | 7 | 5 | 5 | 3 | 12 | 9 | 21 | 18 | ** |
| | 4% | 6% | 3% | 5% | 3% | 4% | 4% | 4% | 4% | ** |
| TOTAL DISAGREE | 56 | 13 | 19 | 12 | 12 | 32 | 24 | 56 | 42 | ** |
| | 11% | 10% | 12% | 12% | 10% | 11% | 11% | 11% | 9% | ** |
| Neither/ nor | 43 | 11 | 11 | 11 | 10 | 22 | 20 | 43 | 37 | ** |
| | 8% | 9% | 7% | 10% | 8% | 8% | 9% | 8% | 8% | ** |
| Slightly agree | 121 | 36 | 40 | 23 | 21 | 76 | 45 | 121 | 113 | ** |
| | 24% | 29% | 24% | 22% | 18% | 26% | 20% | 24% | 25% | ** |
| Strongly agree | 288 | 61 | 93 | 60 | 73 | 154 | 133 | 288 | 254 | ** |
| | 56% | 50% | 57% | 56% | 62% | 54% | 59% | 56% | 57% | ** |
| TOTAL AGREE | 408 | 98 | 133 | 83 | 94 | 230 | 178 | 408 | 367 | ** |
| | 80% | 79% | 82% | 78% | 80% | 80% | 79% | 80% | 82% | ** |
| Don't know | 4 | 2 | - | - | 2 | 2 | 2 | 4 | 1 | ** |
| | 1% | 1% | -% | -% | 2% | 1% | 1% | 1% | *% | ** |
| TOTAL NEITHER/ DON'T KNOW | 47 | 13 | 11 | 11 | 12 | 24 | 23 | 47 | 38 | ** |
| | 9% | 11% | 7% | 10% | 10% | 8% | 10% | 9% | 9% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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. As far as you are aware, does your child know any of the PINs that have been set on any of your TV services?

Base : Parents who have used either Mandatory or Voluntary PINs on their TV services

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | ~g | h | i | j | ~k | l |
| Unweighted total | 649 | 187 | 245 | 217 | 649 | 305 | 344 | 85 | 102 | 124 | 121 | 96 | 121 |
| Effective Weighted Sample | 612 | 180 | 229 | 205 | 612 | 288 | 324 | 82 | 99 | 116 | 113 | 91 | 114 |
| Total | 647 | 171 | 251 | 224 | 647 | 303 | 344 | 79 | 92 | 124 | 127 | 100 | 124 |
| Yes | 143 | 21 | 43 | 79 | 143 | 69 | 74 | ** | 12 | 21 | 23 | ** | 40 |
| | 22% | 12% | 17% | 35% | 22% | 23% | 22% | ** | 13% | 17% | 18% | ** | 32% |
| | | | | abd | a | | | | | | | | hij |
| No | 484 | 148 | 201 | 135 | 484 | 223 | 261 | ** | 81 | 101 | 100 | ** | 80 |
| | 75% | 86% | 80% | 60% | 75% | 74% | 76% | ** | 87% | 82% | 78% | ** | 65% |
| | | cd | c | | c | | | | l | l | l | | |
| Don't know | 20 | 2 | 7 | 11 | 20 | 11 | 9 | ** | - | 2 | 5 | ** | 4 |
| | 3% | 1% | 3% | 5% | 3% | 4% | 2% | ** | -% | 2% | 4% | ** | 3% |
| | | | | a | | | | | | | | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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. As far as you are aware, does your child know any of the PINs that have been set on any of your TV services?

Base : Parents who have used either Mandatory or Voluntary PINs on their TV services

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 649 | 162 | 216 | 130 | 141 | 378 | 271 | 649 | 573 | 76 |
| Effective Weighted Sample | 612 | 153 | 204 | 123 | 133 | 357 | 256 | 612 | 541 | 71 |
| Total | 647 | 155 | 205 | 135 | 152 | 360 | 287 | 647 | 566 | 81 |
| Yes | 143 | 36 | 49 | 28 | 31 | 85 | 58 | 143 | 129 | ** |
| | 22% | 23% | 24% | 21% | 20% | 24% | 20% | 22% | 23% | ** |
| No | 484 | 115 | 150 | 102 | 117 | 265 | 219 | 484 | 422 | ** |
| | 75% | 74% | 73% | 76% | 77% | 74% | 76% | 75% | 74% | ** |
| Don't know | 20 | 4 | 6 | 5 | 4 | 11 | 9 | 20 | 16 | ** |
| | 3% | 3% | 3% | 4% | 3% | 3% | 3% | 3% | 3% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP21A. As far as you are aware does your TV service provider/ do any of your TV service providers allow you to remove adult channels from the on-screen menu of channels, so they cannot be seen?

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

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1370 | 405 | 489 | 476 | 1370 | 686 | 684 | 196 | 209 | 250 | 239 | 240 | 236 |
| Effective Weighted Sample | 1287 | 388 | 453 | 451 | 1287 | 647 | 640 | 188 | 200 | 233 | 221 | 228 | 223 |
| Total | 1356 | 368 | 492 | 496 | 1356 | 676 | 679 | 182 | 186 | 245 | 247 | 250 | 246 |
| Yes | 501 | 132 | 172 | 198 | 501 | 267 | 234 | 64 | 67 | 99 | 73 | 104 | 93 |
| | 37% | 36% | 35% | 40% | 37% | 39% | 34% | 35% | 36% | 40% j | 30% | 42% j | 38% |
| No | 310 | 76 | 120 | 114 | 310 | 150 | 160 | 38 | 38 | 55 | 66 | 57 | 56 |
| | 23% | 21% | 25% | 23% | 23% | 22% | 24% | 21% | 20% | 22% | 27% | 23% | 23% |
| Don't know | 544 | 160 | 199 | 185 | 544 | 259 | 285 | 80 | 81 | 91 | 108 | 88 | 96 |
| | 40% | 44% | 41% | 37% | 40% | 38% | 42% | 44% | 43% | 37% | 44% | 35% | 39% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP21A. As far as you are aware does your TV service provider/ do any of your TV service providers allow you to remove adult channels from the on-screen menu of channels, so they cannot be seen?

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1370 | 290 | 439 | 282 | 359 | 729 | 641 | 1370 | 1207 | 163 |
| Effective Weighted Sample | 1287 | 274 | 413 | 266 | 337 | 687 | 602 | 1287 | 1137 | 151 |
| Total | 1356 | 277 | 417 | 286 | 375 | 694 | 662 | 1356 | 1187 | 168 |
| Yes | 501 | 115 | 156 | 105 | 125 | 271 | 230 | 501 | 437 | 65 |
| | 37% | 42% | 37% | 37% | 33% | 39% | 35% | 37% | 37% | 38% |
| | | d | | | | | | | | |
| No | 310 | 58 | 89 | 64 | 99 | 147 | 163 | 310 | 284 | 26 |
| | 23% | 21% | 21% | 22% | 26% | 21% | 25% | 23% | 24% | 16% |
| | | | | | | | | | i | |
| Don't know | 544 | 104 | 172 | 117 | 152 | 275 | 269 | 544 | 467 | 77 |
| | 40% | 37% | 41% | 41% | 40% | 40% | 41% | 40% | 39% | 46% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP21B. And have you removed adult channels from the on-screen menu of channels?

Base : Parents whose TV service provider allows them to remove adult TV channels

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | ~g | ~h | ~i | ~j | ~k | ~l |
| Unweighted total | 502 | 144 | 170 | 188 | 502 | 266 | 236 | 70 | 74 | 98 | 72 | 98 | 90 |
| Effective Weighted Sample | 473 | 139 | 158 | 178 | 473 | 252 | 221 | 68 | 71 | 92 | 67 | 94 | 85 |
| Total | 501 | 132 | 172 | 198 | 501 | 267 | 234 | 64 | 67 | 99 | 73 | 104 | 93 |
| Yes | 311 | 85 | 107 | 119 | 311 | 171 | 140 | ** | ** | ** | ** | ** | ** |
| | 62% | 65% | 62% | 60% | 62% | 64% | 60% | ** | ** | ** | ** | ** | ** |
| No | 173 | 43 | 56 | 75 | 173 | 88 | 86 | ** | ** | ** | ** | ** | ** |
| | 35% | 32% | 33% | 38% | 35% | 33% | 37% | ** | ** | ** | ** | ** | ** |
| Don't know | 17 | 4 | 9 | 4 | 17 | 9 | 8 | ** | ** | ** | ** | ** | ** |
| | 3% | 3% | 5% | 2% | 3% | 3% | 4% | ** | ** | ** | ** | ** | ** |
| AWARE THAT CAN REMOVE ADULT CHANNELS BUT HAVE NOT SET THIS UP | 190 | 46 | 65 | 79 | 190 | 96 | 94 | ** | ** | ** | ** | ** | ** |
| | 38% | 35% | 38% | 40% | 38% | 36% | 40% | ** | ** | ** | ** | ** | ** |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP21B. And have you removed adult channels from the on-screen menu of channels?

Base : Parents whose TV service provider allows them to remove adult TV channels

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 502 | 120 | 161 | 103 | 118 | 281 | 221 | 502 | 440 | 62 |
| Effective Weighted Sample | 473 | 114 | 153 | 98 | 111 | 266 | 208 | 473 | 416 | 58 |
| Total | 501 | 115 | 156 | 105 | 125 | 271 | 230 | 501 | 437 | 65 |
| Yes | 311 | 75 | 92 | 70 | 73 | 167 | 144 | 311 | 281 | ** |
| | 62% | 65% | 59% | 67% | 59% | 62% | 63% | 62% | 64% | ** |
| No | 173 | 36 | 57 | 30 | 50 | 93 | 81 | 173 | 141 | ** |
| | 35% | 31% | 37% | 29% | 40% | 34% | 35% | 35% | 32% | ** |
| Don't know | 17 | 5 | 6 | 4 | 1 | 11 | 5 | 17 | 15 | ** |
| | 3% | 4% | 4% | 4% | 1% | 4% | 2% | 3% | 3% | ** |
| AWARE THAT CAN REMOVE ADULT CHANNELS BUT HAVE NOT SET THIS UP | 190 | 41 | 64 | 34 | 52 | 104 | 86 | 190 | 156 | ** |
| | 38% | 35% | 41% | 33% | 41% | 38% | 37% | 38% | 36% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base : All parents

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Yes, uses the YouTube website or app | 1118 | 265 | 403 | 449 | 1118 | 562 | 555 | 134 | 131 | 201 | 202 | 227 | 223 |
| | 81% | 71% | 81% | 90% | 81% | 82% | 81% | 72% | 70% | 80% | 81% | 91% | 89% |
| | | | a | abd | a | | | | | gh | gh | ghij | ghij |
| No, does not use the YouTube website or app | 247 | 110 | 93 | 44 | 247 | 122 | 126 | 53 | 57 | 48 | 46 | 21 | 23 |
| | 18% | 29% | 19% | 9% | 18% | 18% | 18% | 28% | 30% | 19% | 18% | 8% | 9% |
| | | bcd | c | | c | | | ijkl | ijkl | kl | kl | | |
| Don't know | 10 | - | 3 | 7 | 10 | 4 | 6 | - | - | 1 | 2 | 2 | 4 |
| | 1% | -% | 1% | 1% | 1% | 1% | 1% | -% | -% | 1% | 1% | 1% | 2% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Yes, uses the YouTube website or app | 1118 | 220 | 348 | 227 | 323 | 568 | 549 | 1118 | 972 | 145 |
| | 81% | 79% | 83% | 78% | 84% | 81% | 82% | 81% | 81% | 81% |
| No, does not use the YouTube website or app | 247 | 59 | 71 | 59 | 58 | 130 | 117 | 247 | 214 | 34 |
| | 18% | 21% | 17% | 21% | 15% | 19% | 17% | 18% | 18% | 19% |
| | | d | | | | | | | | |
| Don't know | 10 | 1 | 3 | 3 | 4 | 4 | 6 | 10 | 10 | - |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 57

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.

QP22B. Do they use the main YouTube website or app, or the app that is aimed specifically at under 5s called YouTube Kids, or do they use both? (MULTI CODE)

Base : Parents of children aged 5-7 whose child uses the YouTube website or app

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | ~b | ~c | d | e | f | g | h | ~i | ~j | ~k | ~l |
| Unweighted total | 285 | 285 | - | - | 285 | 141 | 144 | 141 | 144 | - | - | - | - |
| Effective Weighted Sample | 273 | 273 | - | - | 273 | 135 | 138 | 135 | 138 | - | - | - | - |
| Total | 265 | 265 | - | - | 265 | 134 | 131 | 134 | 131 | - | - | - | - |
| Uses 'main' YouTube website/ app | 191 | 191 | ** | ** | 191 | 100 | 92 | 100 | 92 | ** | ** | ** | ** |
| | 72% | 72% | ** | ** | 72% | 74% | 70% | 74% | 70% | ** | ** | ** | ** |
| Uses YouTube Kids app (aimed at under 5s) | 106 | 106 | ** | ** | 106 | 51 | 55 | 51 | 55 | ** | ** | ** | ** |
| | 40% | 40% | ** | ** | 40% | 38% | 42% | 38% | 42% | ** | ** | ** | ** |
| Don't know | 8 | 8 | ** | ** | 8 | 3 | 5 | 3 | 5 | ** | ** | ** | ** |
| | 3% | 3% | ** | ** | 3% | 2% | 4% | 2% | 4% | ** | ** | ** | ** |
| SUMMARY | | | | | | | | | | | | | |
| ONLY USES YOUTUBE KIDS APP | 66 | 66 | ** | ** | 66 | 32 | 34 | 32 | 34 | ** | ** | ** | ** |
| | 25% | 25% | ** | ** | 25% | 24% | 26% | 24% | 26% | ** | ** | ** | ** |
| ONLY USES THE MAIN YOUTUBE WEBSITE/APP | 151 | 151 | ** | ** | 151 | 80 | 70 | 80 | 70 | ** | ** | ** | ** |
| | 57% | 57% | ** | ** | 57% | 60% | 54% | 60% | 54% | ** | ** | ** | ** |
| USES BOTH YOUTUBE SITES/APPS | 41 | 41 | ** | ** | 41 | 19 | 22 | 19 | 22 | ** | ** | ** | ** |
| | 15% | 15% | ** | ** | 15% | 14% | 17% | 14% | 17% | ** | ** | ** | ** |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 57

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.

QP22B. Do they use the main YouTube website or app, or the app that is aimed specifically at under 5s called YouTube Kids, or do they use both? (MULTI CODE)

Base : Parents of children aged 5-7 whose child uses the YouTube website or app

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|----|----|----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | e | f | g | h | ~i |
| Unweighted total | 285 | 54 | 91 | 55 | 85 | 145 | 140 | 285 | 246 | 39 |
| Effective Weighted Sample | 273 | 52 | 88 | 53 | 81 | 139 | 134 | 273 | 237 | 37 |
| Total | 265 | 46 | 83 | 52 | 83 | 130 | 135 | 265 | 225 | 40 |
| Uses 'main' YouTube website/ app | 191 | ** | ** | ** | ** | 96 | 96 | 191 | 158 | ** |
| | 72% | ** | ** | ** | ** | 74% | 71% | 72% | 70% | ** |
| Uses YouTube Kids app (aimed at under 5s) | 106 | ** | ** | ** | ** | 55 | 52 | 106 | 94 | ** |
| | 40% | ** | ** | ** | ** | 42% | 38% | 40% | 42% | ** |
| Don't know | 8 | ** | ** | ** | ** | 3 | 5 | 8 | 8 | ** |
| | 3% | ** | ** | ** | ** | 2% | 4% | 3% | 4% | ** |
| SUMMARY | | | | | | | | | | |
| ONLY USES YOUTUBE KIDS APP | 66 | ** | ** | ** | ** | 31 | 35 | 66 | 59 | ** |
| | 25% | ** | ** | ** | ** | 24% | 26% | 25% | 26% | ** |
| ONLY USES THE MAIN YOUTUBE WEBSITE/APP | 151 | ** | ** | ** | ** | 72 | 78 | 151 | 123 | ** |
| | 57% | ** | ** | ** | ** | 56% | 58% | 57% | 55% | ** |
| USES BOTH YOUTUBE SITES/APPS | 41 | ** | ** | ** | ** | 24 | 17 | 41 | 35 | ** |
| | 15% | ** | ** | ** | ** | 18% | 13% | 15% | 16% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Parents whose child uses the YouTube website or app

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|--------|--------|--------|------|--------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1100 | 285 | 388 | 427 | 1100 | 555 | 545 | 141 | 144 | 199 | 189 | 215 | 212 |
| Effective Weighted Sample | 1036 | 273 | 362 | 405 | 1036 | 525 | 511 | 135 | 138 | 186 | 176 | 205 | 200 |
| Total | 1118 | 265 | 403 | 449 | 1118 | 562 | 555 | 134 | 131 | 201 | 202 | 227 | 223 |
| Funny videos/ jokes/ pranks/ challenges | 767 | 140 | 308 | 319 | 767 | 402 | 364 | 71 | 69 | 169 | 139 | 162 | 157 |
| | 69% | 53% | 76% | 71% | 69% | 72% | 66% | 53% | 53% | 84% | 69% | 71% | 70% |
| | | | ad | a | a | f | | | | ghijkl | gh | gh | gh |
| Music videos | 689 | 107 | 248 | 335 | 689 | 319 | 371 | 46 | 60 | 110 | 137 | 162 | 173 |
| | 62% | 40% | 61% | 75% | 62% | 57% | 67% | 35% | 46% | 55% | 68% | 71% | 78% |
| | | | a | abd | a | e | | | | g | ghi | ghi | ghij |
| Cartoons/ animations/ mini-movies or songs | 531 | 184 | 191 | 157 | 531 | 266 | 266 | 91 | 93 | 91 | 100 | 84 | 73 |
| | 48% | 69% | 47% | 35% | 48% | 47% | 48% | 68% | 71% | 45% | 49% | 37% | 33% |
| | | bcd | c | | c | | | ijkl | ijkl | l | kl | | |
| 'How-to' videos or tutorials about hobbies/ things they are interested in | 448 | 74 | 180 | 194 | 448 | 211 | 237 | 35 | 39 | 89 | 91 | 86 | 108 |
| | 40% | 28% | 45% | 43% | 40% | 37% | 43% | 26% | 29% | 44% | 45% | 38% | 48% |
| | | | a | a | a | | | | | gh | gh | g | ghk |
| Game tutorials/ walk-throughs/ watching other people play games | 432 | 79 | 171 | 181 | 432 | 294 | 137 | 54 | 25 | 119 | 52 | 121 | 60 |
| | 39% | 30% | 42% | 40% | 39% | 52% | 25% | 40% | 19% | 59% | 26% | 53% | 27% |
| | | | a | a | a | f | | hjl | | ghjl | | ghjl | |
| Vloggers or YouTube personalities (such as Zoella or ThatcherJoe) | 361 | 41 | 142 | 179 | 361 | 156 | 205 | 21 | 20 | 67 | 75 | 68 | 110 |
| | 32% | 16% | 35% | 40% | 32% | 28% | 37% | 16% | 15% | 33% | 37% | 30% | 49% |
| | | | a | ad | a | e | | | | gh | gh | gh | ghijk |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Parents whose child uses the YouTube website or app

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|--------|------|--------|------|--------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1100 | 285 | 388 | 427 | 1100 | 555 | 545 | 141 | 144 | 199 | 189 | 215 | 212 |
| Effective Weighted Sample | 1036 | 273 | 362 | 405 | 1036 | 525 | 511 | 135 | 138 | 186 | 176 | 205 | 200 |
| Total | 1118 | 265 | 403 | 449 | 1118 | 562 | 555 | 134 | 131 | 201 | 202 | 227 | 223 |
| Film trailers, clips of programmes, 'best-bits' or programme highlights | 341 | 43 | 103 | 194 | 341 | 176 | 165 | 21 | 23 | 56 | 47 | 99 | 95 |
| | 31% | 16% | 26% | 43% | 31% | 31% | 30% | 15% | 17% | 28% | 23% | 44% | 43% |
| | | a | a | abd | a | | | | | gh | | ghij | ghij |
| Sports/ football clips or videos | 314 | 37 | 132 | 145 | 314 | 244 | 70 | 28 | 9 | 99 | 33 | 118 | 28 |
| | 28% | 14% | 33% | 32% | 28% | 43% | 13% | 21% | 7% | 49% | 16% | 52% | 12% |
| | | a | a | a | a | f | | hl | | ghjl | h | ghjl | |
| Whole programmes or films | 246 | 36 | 88 | 122 | 246 | 123 | 123 | 15 | 21 | 43 | 45 | 65 | 57 |
| | 22% | 14% | 22% | 27% | 22% | 22% | 22% | 12% | 16% | 21% | 22% | 29% | 26% |
| | | | a | ad | a | | | | | g | g | gh | gh |
| 'Unboxing' videos - e.g where toys are unwrapped or assembled | 233 | 52 | 92 | 89 | 233 | 123 | 110 | 22 | 30 | 54 | 38 | 47 | 42 |
| | 21% | 20% | 23% | 20% | 21% | 22% | 20% | 16% | 23% | 27% | 19% | 21% | 19% |
| | | | | | | | | | | g | | | |
| Other | 19 | 8 | 6 | 5 | 19 | 15 | 3 | 7 | 1 | 4 | 2 | 4 | 1 |
| | 2% | 3% | 1% | 1% | 2% | 3% | 1% | 5% | 1% | 2% | 1% | 2% | 1% |
| | | | | | | f | | hjl | | | | | 1% |
| Don't know | 4 | 2 | 1 | 1 | 4 | 2 | 2 | 1 | 1 | - | 1 | 1 | - |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 0% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Parents whose child uses the YouTube website or app

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|------------|-------------------|-----------------|------------|------------|------------------|------------|-----------------|-----------------|-----------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1100 | 225 | 358 | 219 | 298 | 583 | 517 | 1100 | 963 | 137 |
| Effective Weighted Sample | 1036 | 213 | 338 | 207 | 280 | 551 | 487 | 1036 | 909 | 127 |
| Total | 1118 | 220 | 348 | 227 | 323 | 568 | 549 | 1118 | 972 | 145 |
| Funny videos/ jokes/ pranks/ challenges | 767 69% | 150 68% | 237 68% | 151 67% | 229 71% | 387 68% | 380 69% | 767 69% | 682 70% i | 85 59% |
| Music videos | 689 62% | 135 61% | 231 66% f | 132 58% | 192 60% | 365 64% | 324 59% | 689 62% | 608 63% | 82 56% |
| Cartoons/ animations/ mini-movies or songs | 531 48% | 103 47% | 178 51% | 102 45% | 149 46% | 281 49% | 251 46% | 531 48% | 478 49% i | 54 37% |
| 'How-to' videos or tutorials about hobbies/ things they are interested in | 448 40% | 106 48% dfg | 146 42% d | 91 40% | 105 32% | 252 44% df | 196 36% | 448 40% d | 402 41% i | 46 32% |
| Game tutorials/ walk-throughs/ watching other people play games | 432 39% | 80 37% | 131 38% | 87 38% | 133 41% | 212 37% | 220 40% | 432 39% | 378 39% | 54 37% |
| Vloggers or YouTube personalities (such as Zoella or ThatcherJoe) | 361 32% | 74 34% | 116 33% | 75 33% | 96 30% | 191 34% | 171 31% | 361 32% | 318 33% | 43 30% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Parents whose child uses the YouTube website or app

| | Total | SOCIAL GRADE | | | | | | | LOCATION | |
|---|------------|-------------------|-----------------|-----------|-----------|-------------------|------------|-----------------|-----------------|-----------|
| | | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1100 | 225 | 358 | 219 | 298 | 583 | 517 | 1100 | 963 | 137 |
| Effective Weighted Sample | 1036 | 213 | 338 | 207 | 280 | 551 | 487 | 1036 | 909 | 127 |
| Total | 1118 | 220 | 348 | 227 | 323 | 568 | 549 | 1118 | 972 | 145 |
| Film trailers, clips of programmes, 'best-bits' or programme highlights | 341 31% | 84 38% cdfg | 113 32% d | 63 28% | 80 25% | 197 35% df | 144 26% | 341 31% | 308 32% i | 33 23% |
| Sports/ football clips or videos | 314 28% | 68 31% | 100 29% | 57 25% | 88 27% | 168 30% | 145 26% | 314 28% | 295 30% i | 19 13% |
| Whole programmes or films | 246 22% | 61 28% cdf | 86 25% cf | 35 15% | 64 20% | 148 26% cdf | 98 18% | 246 22% c | 225 23% i | 21 15% |
| 'Unboxing' videos - e.g where toys are unwrapped or assembled | 233 21% | 48 22% | 74 21% | 46 20% | 65 20% | 122 21% | 112 20% | 233 21% | 205 21% | 28 19% |
| Other | 19 2% | 10 5% bcdfg | 4 1% | 2 1% | 3 1% | 14 2% | 5 1% | 19 2% | 15 2% | 4 3% |
| Don't know | 4 *% | - -% | 1 *% | 2 1% | 1 *% | 1 *% | 3 1% | 4 *% | 2 *% | 2 1% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
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? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child uses the YouTube website or app

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1100 | 285 | 388 | 427 | 1100 | 555 | 545 | 141 | 144 | 199 | 189 | 215 | 212 |
| Effective Weighted Sample | 1036 | 273 | 362 | 405 | 1036 | 525 | 511 | 135 | 138 | 186 | 176 | 205 | 200 |
| Total | 1118 | 265 | 403 | 449 | 1118 | 562 | 555 | 134 | 131 | 201 | 202 | 227 | 223 |
| Funny videos/ jokes/ pranks/ challenges | 246 | 47 | 95 | 104 | 246 | 136 | 110 | 24 | 23 | 58 | 36 | 54 | 50 |
| | 22% | 18% | 23% | 23% | 22% | 24% | 20% | 18% | 18% | 29% | 18% | 24% | 23% |
| | | | | | | | | | | ghj | | | |
| Music videos | 209 | 20 | 73 | 116 | 209 | 66 | 142 | 3 | 17 | 23 | 50 | 41 | 75 |
| | 19% | 7% | 18% | 26% | 19% | 12% | 26% | 2% | 13% | 11% | 25% | 18% | 34% |
| | | | a | abd | a | | e | | g | g | ghi | g | ghik |
| Game tutorials/ walk-throughs/ watching other people play games | 156 | 40 | 56 | 60 | 156 | 117 | 39 | 30 | 10 | 42 | 14 | 45 | 15 |
| | 14% | 15% | 14% | 13% | 14% | 21% | 7% | 22% | 7% | 21% | 7% | 20% | 7% |
| | | | | | | f | | hjl | | hjl | | hjl | |
| Cartoons/ animations/ mini-movies or songs | 134 | 80 | 39 | 15 | 134 | 57 | 77 | 40 | 41 | 12 | 27 | 6 | 9 |
| | 12% | 30% | 10% | 3% | 12% | 10% | 14% | 29% | 31% | 6% | 13% | 2% | 4% |
| | | bcd | c | | c | | | ijkl | ijkl | | ikl | | |
| Vloggers or YouTube personalities (such as Zoella or ThatcherJoe) | 110 | 11 | 44 | 56 | 110 | 36 | 75 | 6 | 5 | 14 | 29 | 16 | 40 |
| | 10% | 4% | 11% | 12% | 10% | 6% | 13% | 4% | 4% | 7% | 14% | 7% | 18% |
| | | | a | a | a | | e | | | | ghik | | ghik |
| Sports/ football clips or videos | 84 | 8 | 36 | 40 | 84 | 76 | 8 | 7 | 1 | 31 | 5 | 38 | 2 |
| | 8% | 3% | 9% | 9% | 8% | 14% | 2% | 5% | 1% | 15% | 2% | 17% | 1% |
| | | | a | a | a | f | | hl | | ghjl | | ghjl | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child uses the YouTube website or app

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|----------|-----------------|----------|----------|---------------|----------------|---------------|------------------------|--------------------|-----------|----------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1100 | 285 | 388 | 427 | 1100 | 555 | 545 | 141 | 144 | 199 | 189 | 215 | 212 |
| Effective Weighted Sample | 1036 | 273 | 362 | 405 | 1036 | 525 | 511 | 135 | 138 | 186 | 176 | 205 | 200 |
| Total | 1118 | 265 | 403 | 449 | 1118 | 562 | 555 | 134 | 131 | 201 | 202 | 227 | 223 |
| 'How-to' videos or tutorials about hobbies/ things they are interested in | 64 6% | 21 8% | 22 5% | 21 5% | 64 6% | 23 4% | 42 8% e | 9 7% | 12 9% ik | 6 3% | 16 8% ik | 7 3% | 14 6% |
| 'Unboxing' videos - e.g where toys are unwrapped or assembled | 37 3% | 21 8% bcd | 11 3% | 5 1% | 37 3% c | 13 2% | 24 4% | 6 5% kl | 15 11% gijkl | 4 2% | 7 3% | 2 1% | 2 1% |
| Whole programmes or films | 28 3% | 6 2% | 11 3% | 11 3% | 28 3% | 9 2% | 19 3% | 2 1% | 4 3% | 4 2% | 8 4% | 3 2% | 8 4% |
| Film trailers, clips of programmes, 'best-bits' or programme highlights | 14 1% | 3 1% | 2 1% | 9 2% | 14 1% | 8 1% | 5 1% | 2 1% | 1 1% | 1 1% | 1 1% | 5 2% | 4 2% |
| Other | 14 1% | 4 2% | 3 1% | 6 1% | 14 1% | 12 2% f | 2 *% f | 4 3% hl | - -% | 2 1% | 1 1% | 6 2% | 1 *% |
| Don't know | 22 2% | 4 2% | 12 3% | 6 1% | 22 2% | 10 2% | 12 2% | 2 1% | 2 2% | 4 2% | 7 4% | 4 2% | 2 1% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child uses the YouTube website or app

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1100 | 225 | 358 | 219 | 298 | 583 | 517 | 1100 | 963 | 137 |
| Effective Weighted Sample | 1036 | 213 | 338 | 207 | 280 | 551 | 487 | 1036 | 909 | 127 |
| Total | 1118 | 220 | 348 | 227 | 323 | 568 | 549 | 1118 | 972 | 145 |
| Funny videos/ jokes/ pranks/ challenges | 246 | 43 | 66 | 52 | 85 | 109 | 137 | 246 | 222 | 24 |
| | 22% | 20% | 19% | 23% | 26% | 19% | 25% | 22% | 23% | 17% |
| | | | | | be | | be | | | |
| Music videos | 209 | 36 | 82 | 40 | 51 | 118 | 91 | 209 | 187 | 22 |
| | 19% | 16% | 23% | 17% | 16% | 21% | 17% | 19% | 19% | 15% |
| | | | adf | | | | | | | |
| Game tutorials/ walk-throughs/ watching other people play games | 156 | 29 | 37 | 36 | 54 | 66 | 90 | 156 | 130 | 25 |
| | 14% | 13% | 11% | 16% | 17% | 12% | 16% | 14% | 13% | 17% |
| | | | | | be | | be | | | |
| Cartoons/ animations/ mini-movies or songs | 134 | 25 | 43 | 27 | 39 | 68 | 66 | 134 | 114 | 20 |
| | 12% | 11% | 12% | 12% | 12% | 12% | 12% | 12% | 12% | 14% |
| Vloggers or YouTube personalities (such as Zoella or ThatcherJoe) | 110 | 24 | 38 | 19 | 29 | 61 | 49 | 110 | 86 | 24 |
| | 10% | 11% | 11% | 9% | 9% | 11% | 9% | 10% | 9% | 17% |
| | | | | | | | | | | h |
| Sports/ football clips or videos | 84 | 18 | 27 | 12 | 27 | 45 | 40 | 84 | 76 | 9 |
| | 8% | 8% | 8% | 5% | 9% | 8% | 7% | 8% | 8% | 6% |
| 'How-to' videos or tutorials about hobbies/ things they are interested in | 64 | 18 | 23 | 15 | 9 | 41 | 24 | 64 | 57 | 8 |
| | 6% | 8% | 7% | 7% | 3% | 7% | 4% | 6% | 6% | 5% |
| | | df | d | d | | df | | d | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child uses the YouTube website or app

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1100 | 225 | 358 | 219 | 298 | 583 | 517 | 1100 | 963 | 137 |
| Effective Weighted Sample | 1036 | 213 | 338 | 207 | 280 | 551 | 487 | 1036 | 909 | 127 |
| Total | 1118 | 220 | 348 | 227 | 323 | 568 | 549 | 1118 | 972 | 145 |
| 'Unboxing' videos - e.g where toys are unwrapped or assembled | 37 | 4 | 11 | 10 | 11 | 16 | 21 | 37 | 33 | 4 |
| | 3% | 2% | 3% | 4% | 3% | 3% | 4% | 3% | 3% | 2% |
| Whole programmes or films | 28 | 10 | 7 | 5 | 6 | 17 | 11 | 28 | 26 | 2 |
| | 3% | 5% | 2% | 2% | 2% | 3% | 2% | 3% | 3% | 1% |
| Film trailers, clips of programmes, 'best-bits' or programme highlights | 14 | 3 | 3 | 2 | 5 | 7 | 7 | 14 | 13 | 1 |
| | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| Other | 14 | 7 | 4 | 3 | - | 10 | 3 | 14 | 9 | 4 |
| | 1% | 3% | 1% | 1% | - | 2% | 1% | 1% | 1% | 3% |
| | | dfg | | d | | d | | | | |
| Don't know | 22 | 3 | 7 | 6 | 6 | 11 | 12 | 22 | 19 | 3 |
| | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
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? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child uses the YouTube website or app

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|--------|------|--------|------|--------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1100 | 285 | 388 | 427 | 1100 | 555 | 545 | 141 | 144 | 199 | 189 | 215 | 212 |
| Effective Weighted Sample | 1036 | 273 | 362 | 405 | 1036 | 525 | 511 | 135 | 138 | 186 | 176 | 205 | 200 |
| Total | 1118 | 265 | 403 | 449 | 1118 | 562 | 555 | 134 | 131 | 201 | 202 | 227 | 223 |
| A tablet (like an iPad, Kindle Fire, Samsung Galaxy Tab) | 452 | 151 | 171 | 130 | 452 | 223 | 229 | 77 | 73 | 79 | 92 | 67 | 63 |
| | 40% | 57% | 42% | 29% | 40% | 40% | 41% | 58% | 56% | 39% | 46% | 30% | 28% |
| | | bcd | c | | c | | | ijkl | ikl | kl | kl | | |
| A mobile phone / Smartphone (like an iPhone/ Samsung Galaxy/Blackberry) | 314 | 49 | 86 | 179 | 314 | 135 | 179 | 17 | 32 | 39 | 47 | 80 | 100 |
| | 28% | 18% | 21% | 40% | 28% | 24% | 32% | 13% | 24% | 19% | 23% | 35% | 45% |
| | | | | abd | ab | | e | | g | | g | ghij | ghij |
| A desktop computer/ laptop/ netbook | 173 | 30 | 66 | 77 | 173 | 92 | 81 | 19 | 12 | 35 | 31 | 38 | 38 |
| | 16% | 11% | 16% | 17% | 16% | 16% | 15% | 14% | 9% | 17% | 15% | 17% | 17% |
| | | | | a | | | | | | h | | h | h |
| A TV set | 98 | 24 | 43 | 31 | 98 | 49 | 49 | 14 | 10 | 20 | 22 | 14 | 16 |
| | 9% | 9% | 11% | 7% | 9% | 9% | 9% | 10% | 8% | 10% | 11% | 6% | 7% |
| A games console or player (like a PlayStation, Xbox, Wii or Nintendo DS, Sony PS Vita) | 73 | 11 | 33 | 30 | 73 | 59 | 14 | 7 | 4 | 26 | 7 | 26 | 4 |
| | 7% | 4% | 8% | 7% | 7% | 10% | 3% | 5% | 3% | 13% | 4% | 12% | 2% |
| | | | a | | | f | | l | | ghjl | | hjl | |
| Some other device | 5 | - | 3 | 2 | 5 | 3 | 2 | - | - | 3 | - | - | 2 |
| | *% | -% | 1% | *% | *% | *% | *% | -% | -% | 1% | -% | -% | 1% |
| Don't know | 2 | - | 1 | 1 | 2 | 1 | 1 | - | - | - | 1 | 1 | - |
| | *% | -% | *% | *% | *% | *% | *% | -% | -% | -% | 1% | *% | -% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child uses the YouTube website or app

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|------------|-----------------|------------|----------------|-------------------|------------------|-----------------|----------------|-----------------|-----------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1100 | 225 | 358 | 219 | 298 | 583 | 517 | 1100 | 963 | 137 |
| Effective Weighted Sample | 1036 | 213 | 338 | 207 | 280 | 551 | 487 | 1036 | 909 | 127 |
| Total | 1118 | 220 | 348 | 227 | 323 | 568 | 549 | 1118 | 972 | 145 |
| A tablet (like an iPad, Kindle Fire, Samsung Galaxy Tab) | 452 40% | 98 44% | 143 41% | 80 35% | 131 41% | 241 42% | 211 38% | 452 40% | 395 41% | 57 39% |
| A mobile phone / Smartphone (like an iPhone/ Samsung Galaxy/Blackberry) | 314 28% | 56 25% | 94 27% | 77 34% e | 88 27% | 149 26% | 165 30% | 314 28% | 267 27% | 47 32% |
| A desktop computer/ laptop/ netbook | 173 16% | 45 20% df | 59 17% | 33 15% | 37 11% | 104 18% df | 70 13% | 173 16% | 162 17% i | 11 7% |
| A TV set | 98 9% | 17 8% | 33 10% | 19 9% | 28 9% | 50 9% | 47 9% | 98 9% | 79 8% | 18 13% |
| A games console or player (like a PlayStation, Xbox, Wii or Nintendo DS, Sony PS Vita) | 73 7% | 4 2% | 19 5% | 15 7% a | 35 11% abeg | 23 4% | 50 9% abe | 73 7% ae | 64 7% | 9 6% |
| Some other device | 5 *% | - -% | 1 *% | 1 1% | 3 1% | 1 *% | 4 1% | 5 *% | 3 *% | 2 1% |
| Don't know | 2 *% | - -% | - -% | 1 *% | 2 1% | - -% | 2 *% | 2 *% | 2 *% | 1 *% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|------------|-------------|-----------------|-------------------|------------------|-----------------|------------|------------------------|------------|-------------------|--------------------|---------------------|--------------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab) | 869 63% | 218 58% | 335 67% a | 315 63% | 869 63% | 422 61% | 447 65% | 105 56% | 113 60% | 156 62% | 180 72% ghil | 161 64% | 155 62% |
| A laptop/ netbook | 854 62% | 142 38% | 335 67% a | 377 75% abd | 854 62% a | 409 60% | 445 65% | 64 34% | 78 41% | 162 65% gh | 173 69% gh | 183 73% ghi | 194 78% ghij |
| A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry) | 694 50% | 99 26% | 204 41% a | 391 78% abd | 694 50% ab | 343 50% | 351 51% | 48 25% | 51 27% | 102 41% gh | 103 41% gh | 193 77% ghij | 198 79% ghij |
| Games console or games player (like a PlayStation, Xbox, Wii or Nintendo DS, Sony PS Vita) | 277 20% | 22 6% | 104 21% a | 151 30% abd | 277 20% a | 205 30% f | 72 10% | 12 6% | 10 5% | 77 31% ghjl | 27 11% h | 115 46% ghijl | 35 14% gh |
| A desktop computer (PC or Mac) | 265 19% | 45 12% | 96 19% a | 124 25% abd | 265 19% a | 145 21% | 120 17% | 25 13% | 20 11% | 54 22% gh | 41 17% ghj | 66 26% ghj | 58 23% gh |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 61

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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 (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| 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) | 122 | 20 | 30 | 72 | 122 | 61 | 62 | 9 | 11 | 12 | 19 | 40 | 32 |
| | 9% | 5% | 6% | 14% | 9% | 9% | 9% | 5% | 6% | 5% | 7% | 16% | 13% |
| | | | | abd | a | | | | | | | ghij | ghi |
| Other type of device | 9 | 2 | 6 | 2 | 9 | 4 | 5 | - | 2 | 4 | 1 | - | 2 |
| | 1% | *% | 1% | *% | 1% | 1% | 1% | -% | 1% | 2% | 1% | -% | 1% |
| Does not go online | 112 | 79 | 29 | 4 | 112 | 58 | 54 | 43 | 36 | 13 | 16 | 2 | 2 |
| | 8% | 21% | 6% | 1% | 8% | 8% | 8% | 23% | 19% | 5% | 6% | 1% | 1% |
| | | bcd | c | | c | | | ijkl | ijkl | kl | kl | | |
| SUMMARY | | | | | | | | | | | | | |
| GOES ONLINE THROUGH ANY TYPE OF DEVICE | 1263 | 296 | 471 | 496 | 1263 | 629 | 634 | 144 | 151 | 237 | 234 | 248 | 249 |
| | 92% | 79% | 94% | 99% | 92% | 92% | 92% | 77% | 81% | 95% | 94% | 99% | 99% |
| | | | a | abd | a | | | | | gh | gh | ghij | ghij |
| GOES ONLINE THROUGH A DESKTOP COMPUTER/ LAPTOP/ NETBOOK | 980 | 173 | 383 | 424 | 980 | 487 | 493 | 83 | 90 | 195 | 188 | 209 | 215 |
| | 71% | 46% | 77% | 85% | 71% | 71% | 72% | 44% | 48% | 78% | 75% | 84% | 86% |
| | | | ad | abd | a | | | | | gh | gh | ghj | ghij |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 61

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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 (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| ANY USE OF A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE | 1164 | 264 | 424 | 476 | 1164 | 575 | 588 | 126 | 138 | 211 | 213 | 239 | 237 |
| | 85% | 70% | 85% | 95% | 85% | 84% | 86% | 67% | 74% | 84% | 85% | 96% | 95% |
| | | | a | abd | a | | | | | gh | gh | ghij | ghij |
| ONLY USES A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE | 283 | 123 | 88 | 72 | 283 | 142 | 141 | 62 | 61 | 42 | 46 | 38 | 34 |
| | 21% | 33% | 18% | 14% | 21% | 21% | 20% | 33% | 33% | 17% | 18% | 15% | 13% |
| | | bcd | | | c | | | ijkl | ijkl | | | | |
| ONLY GOES ONLINE ON A MOBILE PHONE | 39 | 13 | 9 | 17 | 39 | 12 | 27 | 6 | 7 | 3 | 6 | 4 | 14 |
| | 3% | 4% | 2% | 3% | 3% | 2% | 4% | 3% | 4% | 1% | 2% | 1% | 5% |
| | | | | | | | e | | | | | | ik |
| ONLY GOES ONLINE ON A TABLET | 137 | 79 | 48 | 10 | 137 | 73 | 65 | 43 | 36 | 22 | 26 | 8 | 2 |
| | 10% | 21% | 10% | 2% | 10% | 11% | 9% | 23% | 19% | 9% | 10% | 3% | 1% |
| | | bcd | c | | c | | | ijkl | ijkl | kl | kl | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 61

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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 (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|------|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab) | 869 | 197 | 287 | 176 | 209 | 484 | 385 | 869 | 743 | 126 |
| | 63% | 70% | 68% | 61% | 54% | 69% | 57% | 63% | 62% | 71% |
| | | cd | fg | df | | cd | fg | df | | h |
| A laptop/ netbook | 854 | 205 | 260 | 178 | 211 | 465 | 389 | 854 | 755 | 99 |
| | 62% | 73% | 62% | 62% | 55% | 66% | 58% | 62% | 63% | 55% |
| | | bc | defg | | | df | | d | | |
| A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry) | 694 | 156 | 219 | 144 | 175 | 375 | 319 | 694 | 606 | 88 |
| | 50% | 56% | 52% | 50% | 45% | 53% | 47% | 50% | 51% | 49% |
| | | df | | | | df | | | | |
| Games console or games player (like a PlayStation, Xbox, Wii or Nintendo DS, Sony PS Vita) | 277 | 54 | 92 | 55 | 76 | 146 | 131 | 277 | 240 | 36 |
| | 20% | 19% | 22% | 19% | 20% | 21% | 19% | 20% | 20% | 20% |
| A desktop computer (PC or Mac) | 265 | 63 | 90 | 53 | 59 | 152 | 112 | 265 | 235 | 30 |
| | 19% | 22% | 21% | 18% | 15% | 22% | 17% | 19% | 20% | 17% |
| | | df | d | | | df | | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------------|----------------------|------------------|-----------------|-----------------|-------------------|-----------------|------------------|-------------|------------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| 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) | 122 9% | 34 12% df | 43 10% df | 22 8% | 23 6% | 78 11% df | 45 7% | 122 9% | 105 9% | 17 10% |
| Other type of device | 9 1% | 2 1% | 3 1% | 1 *% | 3 1% | 5 1% | 4 1% | 9 1% | 7 1% | 2 1% |
| Does not go online | 112 8% | 16 6% | 30 7% | 26 9% | 41 11% ae | 46 7% | 66 10% ae | 112 8% | 95 8% | 17 10% |
| SUMMARY | | | | | | | | | | |
| GOES ONLINE THROUGH ANY TYPE OF DEVICE | 1263 92% | 264 94% df | 392 93% | 263 91% | 344 89% | 656 93% df | 607 90% | 1263 92% | 1101 92% | 162 90% |
| GOES ONLINE THROUGH A DESKTOP COMPUTER/ LAPTOP/ NETBOOK | 980 71% | 229 82% bcdefg | 303 72% d | 206 71% d | 242 63% | 532 76% dfg | 448 67% | 980 71% df | 859 72% | 121 68% |
| ANY USE OF A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE | 1164 85% | 245 88% df | 368 87% df | 244 85% | 306 80% | 614 87% df | 550 82% | 1164 85% d | 1007 84% | 156 87% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 61

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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 (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|------------|--------------|----------------|----------------|-------------------|-----------------|------------------|-----------------|------------|-----------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| ONLY USES A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE | 283 21% | 35 12% | 89 21% a | 57 20% a | 102 26% aeg | 124 18% a | 159 24% ae | 283 21% a | 242 20% | 41 23% |
| ONLY GOES ONLINE ON A MOBILE PHONE | 39 3% | 1 *% | 14 3% a | 5 2% | 19 5% aceg | 15 2% a | 24 4% a | 39 3% a | 36 3% | 2 1% |
| ONLY GOES ONLINE ON A TABLET | 137 10% | 19 7% | 47 11% | 33 11% | 38 10% | 67 9% | 71 11% | 137 10% | 117 10% | 20 11% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
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... (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab) | 533 | 187 | 219 | 127 | 533 | 256 | 276 | 89 | 98 | 97 | 122 | 70 | 57 |
| | 39% | 50% | 44% | 25% | 39% | 37% | 40% | 47% | 52% | 39% | 49% | 28% | 23% |
| | | cd | c | | c | | | kl | ikl | kl | ikl | | |
| A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry) | 393 | 47 | 103 | 243 | 393 | 173 | 220 | 21 | 26 | 49 | 54 | 102 | 141 |
| | 29% | 13% | 21% | 49% | 29% | 25% | 32% | 11% | 14% | 20% | 22% | 41% | 56% |
| | | | a | abd | ab | | e | | | g | gh | ghij | ghijk |
| A laptop/ netbook | 176 | 28 | 82 | 66 | 176 | 92 | 83 | 18 | 10 | 41 | 41 | 33 | 33 |
| | 13% | 7% | 16% | 13% | 13% | 13% | 12% | 10% | 5% | 16% | 16% | 13% | 13% |
| | | | a | a | a | | | | | gh | h | h | h |
| Games console or games player (like a PlayStation, Xbox, Wii or Nintendo DS, Sony PS Vita) | 73 | 6 | 34 | 33 | 73 | 61 | 12 | 3 | 3 | 29 | 5 | 29 | 4 |
| | 5% | 2% | 7% | 7% | 5% | 9% | 2% | 2% | 2% | 12% | 2% | 12% | 1% |
| | | | a | a | a | f | | | | ghjl | | ghjl | |
| A desktop computer (PC or Mac) | 70 | 23 | 27 | 21 | 70 | 37 | 33 | 11 | 11 | 14 | 13 | 12 | 9 |
| | 5% | 6% | 5% | 4% | 5% | 5% | 5% | 6% | 6% | 6% | 5% | 5% | 4% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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... (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------------|------------------|-----------------|-------------------|------------------|----------------|------------|------------------------|-------------------|------------------|------------------|--------------------|--------------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| 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) | 7 1% | 3 1% | 1 *% | 4 1% | 7 1% | 3 *% | 4 1% | 1 *% | 2 1% | 1 *% | - -% | 1 1% | 2 1% |
| Other | 6 *% | 1 *% | 3 1% | 2 *% | 6 *% | 3 *% | 3 *% | - -% | 1 *% | 3 1% | - -% | - -% | 2 1% |
| Does not go online | 112 8% | 79 21% bcd | 29 6% c | 4 1% | 112 8% c | 58 8% | 54 8% | 43 23% ijkl | 36 19% ijkl | 13 5% kl | 16 6% kl | 2 1% | 2 1% |
| Don't know which device is the one mostly used | 4 *% | 1 *% | 2 *% | 1 *% | 4 *% | 3 *% | 1 *% | 1 1% | - -% | 2 1% | - -% | - -% | 1 *% |
| SUMMARY | | | | | | | | | | | | | |
| GOES ONLINE THROUGH ANY TYPE OF DEVICE | 1263 92% | 296 79% | 471 94% a | 496 99% abd | 1263 92% a | 629 92% | 634 92% | 144 77% | 151 81% | 237 95% gh | 234 94% gh | 248 99% ghij | 249 99% ghij |
| MOSTLY USES A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE | 246 18% | 50 13% | 108 22% a | 87 17% | 246 18% a | 130 19% | 116 17% | 30 16% | 21 11% | 55 22% h | 53 21% h | 45 18% h | 42 17% |
| Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l | | | | | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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... (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| MOSTLY USES A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE | 1013 | 244 | 360 | 408 | 1013 | 496 | 516 | 114 | 130 | 180 | 180 | 203 | 206 |
| | 74% | 65% | 72% | 82% | 74% | 72% | 75% | 61% | 69% | 72% | 72% | 81% | 82% |
| | | | a | abd | a | | | | | g | g | ghij | ghij |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
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... (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|------------|--------------|------------|------------|----------------|------------|------------|------------|-----------------|----------------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab) | 533 39% | 116 41% | 174 41% | 107 37% | 136 35% | 290 41% | 243 36% | 533 39% | 461 39% | 72 40% |
| A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry) | 393 29% | 76 27% | 120 28% | 86 30% | 110 29% | 196 28% | 197 29% | 393 29% | 330 28% | 63 35% h |
| A laptop/ netbook | 176 13% | 44 16% | 48 11% | 41 14% | 43 11% | 92 13% | 83 12% | 176 13% | 171 14% i | 5 3% |
| Games console or games player (like a PlayStation, Xbox, Wii or Nintendo DS, Sony PS Vita) | 73 5% | 8 3% | 25 6% | 15 5% | 25 6% a | 33 5% | 40 6% | 73 5% | 64 5% | 10 6% |
| A desktop computer (PC or Mac) | 70 5% | 18 7% | 21 5% | 10 4% | 21 5% | 39 6% | 31 5% | 70 5% | 63 5% | 8 4% |
| 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) | 7 1% | 1 1% | - -% | - -% | 6 2% bce | 1 *% | 6 1% | 7 1% | 5 *% | 2 1% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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... (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Other | 6 | - | 2 | 1 | 3 | 2 | 4 | 6 | 4 | 2 |
| | *% | -% | 1% | *% | 1% | *% | 1% | *% | *% | 1% |
| Does not go online | 112 | 16 | 30 | 26 | 41 | 46 | 66 | 112 | 95 | 17 |
| | 8% | 6% | 7% | 9% | 11% | 7% | 10% | 8% | 8% | 10% |
| | | | | | ae | | ae | | | |
| Don't know which device is the one mostly used | 4 | - | 1 | 2 | 1 | 1 | 3 | 4 | 4 | - |
| | *% | -% | *% | 1% | *% | *% | *% | *% | *% | -% |
| SUMMARY | | | | | | | | | | |
| GOES ONLINE THROUGH ANY TYPE OF DEVICE | 1263 | 264 | 392 | 263 | 344 | 656 | 607 | 1263 | 1101 | 162 |
| | 92% | 94% | 93% | 91% | 89% | 93% | 90% | 92% | 92% | 90% |
| | | df | | | | df | | | | |
| MOSTLY USES A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE | 246 | 63 | 69 | 51 | 63 | 132 | 114 | 246 | 233 | 13 |
| | 18% | 22% | 16% | 18% | 16% | 19% | 17% | 18% | 20% | 7% |
| | | | | | | | | | i | |
| MOSTLY USES A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE | 1013 | 202 | 322 | 209 | 280 | 524 | 489 | 1013 | 864 | 149 |
| | 74% | 72% | 76% | 73% | 73% | 75% | 73% | 74% | 72% | 83% |
| | | | | | | | | | | h |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
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... (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|------------|-------------------|-----------------|-------------------|------------------|----------------|-----------------|------------------------|-------------------|-------------------|-------------------|--------------------|---------------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1255 | 317 | 463 | 475 | 1255 | 629 | 626 | 152 | 165 | 239 | 224 | 238 | 237 |
| Effective Weighted Sample | 1180 | 304 | 429 | 450 | 1180 | 594 | 587 | 146 | 158 | 223 | 207 | 226 | 224 |
| Total | 1263 | 296 | 471 | 496 | 1263 | 629 | 634 | 144 | 151 | 237 | 234 | 248 | 249 |
| A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab) | 533 42% | 187 63% bcd | 219 46% c | 127 26% | 533 42% c | 256 41% | 276 44% | 89 62% ikl | 98 65% ijkl | 97 41% kl | 122 52% ikl | 70 28% | 57 23% |
| A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry) | 393 31% | 47 16% | 103 22% a | 243 49% abd | 393 31% ab | 173 27% | 220 35% e | 21 15% | 26 17% | 49 21% | 54 23% g | 102 41% ghij | 141 57% ghijk |
| A laptop/ netbook | 176 14% | 28 9% | 82 17% a | 66 13% | 176 14% a | 92 15% | 83 13% | 18 13% | 10 6% | 41 17% h | 41 17% h | 33 13% h | 33 13% h |
| Games console or games player (like a PlayStation, Xbox, Wii or Nintendo DS, Sony PS Vita) | 73 6% | 6 2% | 34 7% a | 33 7% a | 73 6% a | 61 10% f | 12 2% | 3 2% | 3 2% | 29 12% ghjl | 5 2% | 29 12% ghjl | 4 1% |
| A desktop computer (PC or Mac) | 70 6% | 23 8% c | 27 6% | 21 4% | 70 6% | 37 6% | 33 5% | 11 8% | 11 8% | 14 6% | 13 5% | 12 5% | 9 4% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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... (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|--------------|-------------|------------------|-----------------|--------------|----------------|-------------|------------------------|------------------|----------------|----------------|-------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1255 | 317 | 463 | 475 | 1255 | 629 | 626 | 152 | 165 | 239 | 224 | 238 | 237 |
| Effective Weighted Sample | 1180 | 304 | 429 | 450 | 1180 | 594 | 587 | 146 | 158 | 223 | 207 | 226 | 224 |
| Total | 1263 | 296 | 471 | 496 | 1263 | 629 | 634 | 144 | 151 | 237 | 234 | 248 | 249 |
| 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) | 7 1% | 3 1% | 1 *% | 4 1% | 7 1% | 3 *% | 4 1% | 1 1% | 2 1% | 1 *% | - -% | 1 1% | 2 1% |
| Other | 6 1% | 1 *% | 3 1% | 2 *% | 6 1% | 3 1% | 3 *% | - -% | 1 1% | 3 1% | - -% | - -% | 2 1% |
| Don't know which device is the one mostly used | 4 *% | 1 *% | 2 *% | 1 *% | 4 *% | 3 *% | 1 *% | 1 1% | - -% | 2 1% | - -% | - -% | 1 *% |
| SUMMARY | | | | | | | | | | | | | |
| GOES ONLINE THROUGH ANY TYPE OF DEVICE | 1263 100% | 296 100% | 471 100% | 496 100% | 1263 100% | 629 100% | 634 100% | 144 100% | 151 100% | 237 100% | 234 100% | 248 100% | 249 100% |
| MOSTLY USES A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE | 246 19% | 50 17% | 108 23% ac | 87 18% | 246 19% | 130 21% | 116 18% | 30 20% | 21 14% | 55 23% h | 53 23% h | 45 18% | 42 17% |
| MOSTLY USES A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE | 1013 80% | 244 83% | 360 77% | 408 82% b | 1013 80% | 496 79% | 516 81% | 114 79% | 130 86% ij | 180 76% | 180 77% | 203 82% | 206 83% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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... (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|------------|--------------|------------|------------|-----------------|------------|---------------|------------|-----------------|----------------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1255 | 273 | 408 | 254 | 320 | 681 | 574 | 1255 | 1102 | 153 |
| Effective Weighted Sample | 1180 | 258 | 384 | 240 | 301 | 643 | 540 | 1180 | 1039 | 142 |
| Total | 1263 | 264 | 392 | 263 | 344 | 656 | 607 | 1263 | 1101 | 162 |
| A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab) | 533 42% | 116 44% | 174 45% | 107 41% | 136 40% | 290 44% | 243 40% | 533 42% | 461 42% | 72 44% |
| A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry) | 393 31% | 76 29% | 120 31% | 86 33% | 110 32% | 196 30% | 197 32% | 393 31% | 330 30% | 63 39% h |
| A laptop/ netbook | 176 14% | 44 17% | 48 12% | 41 15% | 43 12% | 92 14% | 83 14% | 176 14% | 171 15% i | 5 3% |
| Games console or games player (like a PlayStation, Xbox, Wii or Nintendo DS, Sony PS Vita) | 73 6% | 8 3% | 25 6% | 15 6% | 25 7% a | 33 5% | 40 7% a | 73 6% | 64 6% | 10 6% |
| A desktop computer (PC or Mac) | 70 6% | 18 7% | 21 5% | 10 4% | 21 6% | 39 6% | 31 5% | 70 6% | 63 6% | 8 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) | 7 1% | 1 1% | - -% | - -% | 6 2% bceg | 1 *% | 6 1% | 7 1% | 5 *% | 2 1% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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... (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

| | Total | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|------|------|------|------|------|------|----------|----------|
| | | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1255 | 273 | 408 | 254 | 320 | 681 | 574 | 1255 | 1102 | 153 |
| Effective Weighted Sample | 1180 | 258 | 384 | 240 | 301 | 643 | 540 | 1180 | 1039 | 142 |
| Total | 1263 | 264 | 392 | 263 | 344 | 656 | 607 | 1263 | 1101 | 162 |
| Other | 6 | - | 2 | 1 | 3 | 2 | 4 | 6 | 4 | 2 |
| | 1% | -% | 1% | *% | 1% | *% | 1% | 1% | *% | 1% |
| Don't know which device is the one mostly used | 4 | - | 1 | 2 | 1 | 1 | 3 | 4 | 4 | - |
| | *% | -% | *% | 1% | *% | *% | 1% | *% | *% | -% |
| SUMMARY | | | | | | | | | | |
| GOES ONLINE THROUGH ANY TYPE OF DEVICE | 1263 | 264 | 392 | 263 | 344 | 656 | 607 | 1263 | 1101 | 162 |
| | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% | 100% |
| MOSTLY USES A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE | 246 | 63 | 69 | 51 | 63 | 132 | 114 | 246 | 233 | 13 |
| | 19% | 24% | 18% | 19% | 18% | 20% | 19% | 19% | 21% i | 8% |
| MOSTLY USES A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE | 1013 | 202 | 322 | 209 | 280 | 524 | 489 | 1013 | 864 | 149 |
| | 80% | 76% | 82% | 80% | 81% | 80% | 81% | 80% | 78% | 92% h |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 or a games console. How many hours would you say they spend going online at home or elsewhere on a typical school day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1255 | 317 | 463 | 475 | 1255 | 629 | 626 | 152 | 165 | 239 | 224 | 238 | 237 |
| Effective Weighted Sample | 1180 | 304 | 429 | 450 | 1180 | 594 | 587 | 146 | 158 | 223 | 207 | 226 | 224 |
| Total | 1263 | 296 | 471 | 496 | 1263 | 629 | 634 | 144 | 151 | 237 | 234 | 248 | 249 |
| None | 47 | 20 | 21 | 6 | 47 | 18 | 29 | 8 | 12 | 7 | 14 | 4 | 3 |
| | 4% | 7% | 4% | 1% | 4% | 3% | 5% | 5% | 8% | 3% | 6% | 1% | 1% |
| | | cd | c | | c | | | kl | ikl | | kl | | |
| Up to 1 hour | 560 | 206 | 226 | 128 | 560 | 278 | 282 | 103 | 104 | 109 | 117 | 67 | 61 |
| | 44% | 70% | 48% | 26% | 44% | 44% | 45% | 71% | 68% | 46% | 50% | 27% | 25% |
| | | bcd | c | | c | | | ijkl | ijkl | kl | kl | | |
| Up to 2 hours | 335 | 50 | 138 | 146 | 335 | 167 | 168 | 21 | 30 | 72 | 66 | 74 | 72 |
| | 27% | 17% | 29% | 29% | 27% | 27% | 26% | 14% | 20% | 30% | 28% | 30% | 29% |
| | | | a | a | a | | | | | gh | g | gh | gh |
| Up to 3 hours | 156 | 13 | 46 | 97 | 156 | 78 | 78 | 9 | 5 | 23 | 22 | 46 | 51 |
| | 12% | 5% | 10% | 20% | 12% | 12% | 12% | 6% | 3% | 10% | 10% | 19% | 20% |
| | | | a | abd | a | | | | | h | h | ghij | ghij |
| Up to 4 hours | 93 | 4 | 30 | 59 | 93 | 53 | 40 | 4 | 1 | 19 | 12 | 31 | 27 |
| | 7% | 1% | 6% | 12% | 7% | 8% | 6% | 2% | 1% | 8% | 5% | 13% | 11% |
| | | | a | abd | a | | | | | gh | h | ghj | ghj |
| Up to 5 hours | 42 | 1 | 9 | 32 | 42 | 19 | 23 | 1 | - | 7 | 2 | 11 | 21 |
| | 3% | 1% | 2% | 6% | 3% | 3% | 4% | 1% | - | 3% | 1% | 4% | 9% |
| | | | | abd | a | | | | | h | | hj | ghij |
| Up to 6 hours | 11 | - | 1 | 10 | 11 | 7 | 3 | - | - | 1 | - | 7 | 3 |
| | 1% | - | 1% | 2% | 1% | 1% | 1% | - | - | 1% | - | 3% | 1% |
| | | | | ab | | | | | | | | ghij | |
| Up to 7 hours | 8 | - | - | 8 | 8 | 4 | 4 | - | - | - | - | 4 | 4 |
| | 1% | - | - | 2% | 1% | 1% | 1% | - | - | - | - | 1% | 2% |
| | | | | ab | | | | | | | | | i |
| Up to 8 hours | 5 | - | - | 5 | 5 | 4 | 1 | - | - | - | - | 4 | 1 |
| | 1% | - | - | 1% | 1% | 1% | 1% | - | - | - | - | 1% | 1% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 or a games console. How many hours would you say they spend going online at home or elsewhere on a typical school day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|---------|-------------|----------|--------------|-----------|----------------|---------|------------------------|------------|------------|-------------|-------------|---------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1255 | 317 | 463 | 475 | 1255 | 629 | 626 | 152 | 165 | 239 | 224 | 238 | 237 |
| Effective Weighted Sample | 1180 | 304 | 429 | 450 | 1180 | 594 | 587 | 146 | 158 | 223 | 207 | 226 | 224 |
| Total | 1263 | 296 | 471 | 496 | 1263 | 629 | 634 | 144 | 151 | 237 | 234 | 248 | 249 |
| Over 8 hours | 6 *% | - -% | - -% | 6 1% b | 6 *% | 1 *% | 5 1% | - -% | - -% | - -% | - -% | 1 *% | 5 2% ij |
| Mean number of hours | 1.9 | 1.1 | 1.6 a | 2.6 abd | 1.9 ab | 1.9 | 1.9 | 1.2 | 1.1 | 1.7 ghj | 1.5 gh | 2.5 ghij | 2.7 ghij |
| Standard deviation | 1.49 | .79 | 1.11 | 1.78 | 1.49 | 1.42 | 1.57 | .88 | .68 | 1.18 | 1.04 | 1.62 | 1.93 |
| Standard error | .04 | .04 | .05 | .08 | .04 | .06 | .06 | .07 | .05 | .08 | .07 | .10 | .13 |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 or a games console. How many hours would you say they spend going online at home or elsewhere on a typical school day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

| | Total | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|---------------------|--------------|------|------|------|------|------|------|----------|-------|
| | | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1255 | 273 | 408 | 254 | 320 | 681 | 574 | 1255 | 1102 | 153 |
| Effective Weighted Sample | 1180 | 258 | 384 | 240 | 301 | 643 | 540 | 1180 | 1039 | 142 |
| Total | 1263 | 264 | 392 | 263 | 344 | 656 | 607 | 1263 | 1101 | 162 |
| None | 47 | 15 | 11 | 9 | 12 | 26 | 21 | 47 | 39 | 9 |
| | 4% | 6% | 3% | 4% | 3% | 4% | 3% | 4% | 4% | 5% |
| Up to 1 hour | 560 | 124 | 174 | 120 | 143 | 298 | 263 | 560 | 483 | 78 |
| | 44% | 47% | 44% | 45% | 42% | 45% | 43% | 44% | 44% | 48% |
| Up to 2 hours | 335 | 70 | 111 | 68 | 86 | 181 | 153 | 335 | 297 | 38 |
| | 27% | 26% | 28% | 26% | 25% | 28% | 25% | 27% | 27% | 23% |
| Up to 3 hours | 156 | 27 | 42 | 36 | 52 | 69 | 87 | 156 | 140 | 16 |
| | 12% | 10% | 11% | 14% | 15% | 11% | 14% | 12% | 13% | 10% |
| | | | | e | e | | e | | | |
| Up to 4 hours | 93 | 15 | 36 | 13 | 30 | 51 | 42 | 93 | 81 | 12 |
| | 7% | 6% | 9% | 5% | 9% | 8% | 7% | 7% | 7% | 7% |
| | | | c | | | | | | | |
| Up to 5 hours | 42 | 7 | 10 | 13 | 12 | 17 | 25 | 42 | 34 | 8 |
| | 3% | 3% | 3% | 5% | 4% | 3% | 4% | 3% | 3% | 5% |
| Up to 6 hours | 11 | 4 | 3 | - | 4 | 7 | 4 | 11 | 11 | - |
| | 1% | 1% | 1% | -% | 1% | 1% | 1% | 1% | 1% | -% |
| Up to 7 hours | 8 | 3 | 2 | - | 3 | 5 | 3 | 8 | 8 | - |
| | 1% | 1% | *% | -% | 1% | 1% | *% | 1% | 1% | -% |
| Up to 8 hours | 5 | - | 2 | 1 | 1 | 2 | 2 | 5 | 5 | - |
| | *% | -% | 1% | *% | *% | *% | *% | *% | *% | -% |
| Over 8 hours | 6 | - | - | 4 | 2 | - | 6 | 6 | 5 | 1 |
| | *% | -% | -% | 1% | 1% | -% | 1% | *% | *% | 1% |
| | | | | be | e | | e | | | |
| Mean number of hours | 1.9 | 1.7 | 1.9 | 1.9 | 2.1 | 1.8 | 2.0 | 1.9 | 1.9 | 1.8 |
| | | | | | ae | | ae | | | |
| Standard deviation | 1.49 | 1.37 | 1.36 | 1.57 | 1.65 | 1.36 | 1.62 | 1.49 | 1.50 | 1.47 |
| Columns Tested: | a,b,c,d,e,f,g - h,i | | | | | | | | | |

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 or a games console. How many hours would you say they spend going online at home or elsewhere on a typical school day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

| | SOCIAL GRADE | | | | | | | LOCATION | |
|-------------------------|---------------------|-----|-----|-----|------|------|-----|----------|-------|
| Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | a | b | c | d | e | f | g | h | i |
| Standard error | .04 | .08 | .07 | .10 | .09 | .05 | .07 | .04 | .12 |
| Columns Tested: | a,b,c,d,e,f,g - h,i | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1255 | 317 | 463 | 475 | 1255 | 629 | 626 | 152 | 165 | 239 | 224 | 238 | 237 |
| Effective Weighted Sample | 1180 | 304 | 429 | 450 | 1180 | 594 | 587 | 146 | 158 | 223 | 207 | 226 | 224 |
| Total | 1263 | 296 | 471 | 496 | 1263 | 629 | 634 | 144 | 151 | 237 | 234 | 248 | 249 |
| None | 44 | 17 | 20 | 8 | 44 | 19 | 25 | 8 | 9 | 7 | 13 | 5 | 3 |
| | 4% | 6% | 4% | 2% | 4% | 3% | 4% | 5% | 6% | 3% | 5% | 2% | 1% |
| | | c | c | | c | | | l | kl | | kl | | |
| Up to 1 hour | 307 | 130 | 125 | 52 | 307 | 152 | 155 | 69 | 61 | 57 | 68 | 26 | 26 |
| | 24% | 44% | 27% | 10% | 24% | 24% | 24% | 48% | 40% | 24% | 29% | 10% | 10% |
| | | bcd | c | | c | | | ijkl | ijkl | kl | kl | | |
| Up to 2 hours | 303 | 88 | 117 | 99 | 303 | 135 | 168 | 37 | 52 | 53 | 63 | 45 | 53 |
| | 24% | 30% | 25% | 20% | 24% | 21% | 27% | 25% | 34% | 22% | 27% | 18% | 21% |
| | | cd | | | | | e | | ikl | | k | | |
| Up to 3 hours | 220 | 24 | 92 | 104 | 220 | 114 | 106 | 10 | 14 | 51 | 42 | 53 | 51 |
| | 17% | 8% | 20% | 21% | 17% | 18% | 17% | 7% | 9% | 21% | 18% | 22% | 20% |
| | | | a | a | a | | | | | gh | gh | gh | gh |
| Up to 4 hours | 151 | 19 | 44 | 87 | 151 | 79 | 71 | 8 | 11 | 22 | 22 | 49 | 38 |
| | 12% | 6% | 9% | 18% | 12% | 13% | 11% | 6% | 7% | 9% | 10% | 20% | 15% |
| | | | | abd | a | | | | | | | ghij | gh |
| Up to 5 hours | 105 | 9 | 31 | 65 | 105 | 58 | 47 | 7 | 2 | 22 | 9 | 30 | 35 |
| | 8% | 3% | 7% | 13% | 8% | 9% | 7% | 5% | 1% | 9% | 4% | 12% | 14% |
| | | | a | abd | a | | | | | hj | | ghj | ghj |
| Up to 6 hours | 72 | 6 | 28 | 38 | 72 | 38 | 33 | 5 | 1 | 15 | 13 | 18 | 20 |
| | 6% | 2% | 6% | 8% | 6% | 6% | 5% | 4% | 0% | 6% | 6% | 7% | 8% |
| | | | a | a | a | | | h | | h | h | h | h |
| Up to 7 hours | 9 | 2 | 4 | 4 | 9 | 3 | 6 | - | 2 | 1 | 3 | 2 | 2 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 1% | 1% | 1% |
| Up to 8 hours | 15 | 1 | 5 | 9 | 15 | 10 | 5 | 1 | - | 4 | 1 | 4 | 5 |
| | 1% | 0% | 1% | 2% | 1% | 2% | 1% | 1% | 0% | 2% | 0% | 2% | 2% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1255 | 317 | 463 | 475 | 1255 | 629 | 626 | 152 | 165 | 239 | 224 | 238 | 237 |
| Effective Weighted Sample | 1180 | 304 | 429 | 450 | 1180 | 594 | 587 | 146 | 158 | 223 | 207 | 226 | 224 |
| Total | 1263 | 296 | 471 | 496 | 1263 | 629 | 634 | 144 | 151 | 237 | 234 | 248 | 249 |
| Over 8 hours | 37 | - | 5 | 32 | 37 | 20 | 16 | - | - | 5 | - | 15 | 16 |
| | 3% | -% | 1% | 6% | 3% | 3% | 3% | -% | -% | 2% | -% | 6% | 7% |
| | | | | abd | ab | | | | | j | | ghij | ghij |
| Mean number of hours | 2.9 | 1.8 | 2.6 | 3.9 | 2.9 | 3.0 | 2.8 | 1.8 | 1.8 | 2.9 | 2.3 | 3.8 | 3.9 |
| | | | a | abd | ab | | | | | ghj | gh | ghij | ghij |
| Standard deviation | 2.31 | 1.41 | 1.86 | 2.72 | 2.31 | 2.28 | 2.34 | 1.56 | 1.26 | 2.05 | 1.62 | 2.52 | 2.90 |
| Standard error | .07 | .08 | .09 | .12 | .07 | .09 | .09 | .13 | .10 | .13 | .11 | .16 | .19 |
| Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l | | | | | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|------------|-----------------|-------------------|-----------|-----------------|------------------|-----------------|------------|------------|---------------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1255 | 273 | 408 | 254 | 320 | 681 | 574 | 1255 | 1102 | 153 |
| Effective Weighted Sample | 1180 | 258 | 384 | 240 | 301 | 643 | 540 | 1180 | 1039 | 142 |
| Total | 1263 | 264 | 392 | 263 | 344 | 656 | 607 | 1263 | 1101 | 162 |
| None | 44 4% | 10 4% | 13 3% | 12 4% | 10 3% | 23 3% | 22 4% | 44 4% | 34 3% | 11 7% h |
| Up to 1 hour | 307 24% | 75 28% df | 98 25% | 62 23% | 72 21% | 174 26% | 133 22% | 307 24% | 265 24% | 41 26% |
| Up to 2 hours | 303 24% | 67 26% | 95 24% | 68 26% | 73 21% | 162 25% | 141 23% | 303 24% | 268 24% | 35 22% |
| Up to 3 hours | 220 17% | 45 17% | 86 22% cdfg | 37 14% | 52 15% | 131 20% cf | 89 15% | 220 17% | 196 18% | 24 15% |
| Up to 4 hours | 151 12% | 30 12% | 37 9% | 37 14% | 47 14% | 68 10% | 83 14% | 151 12% | 133 12% | 17 11% |
| Up to 5 hours | 105 8% | 14 5% | 28 7% | 25 10% | 38 11% ae | 42 6% | 63 10% ae | 105 8% | 86 8% | 19 12% |
| Up to 6 hours | 72 6% | 16 6% | 17 4% | 10 4% | 28 8% bc | 33 5% | 39 6% | 72 6% | 62 6% | 9 6% |
| Up to 7 hours | 9 1% | 1 *% | 3 1% | 2 1% | 4 1% | 4 1% | 6 1% | 9 1% | 8 1% | 1 1% |
| Up to 8 hours | 15 1% | 2 1% | 3 1% | 3 1% | 7 2% | 5 1% | 10 2% | 15 1% | 14 1% | 1 1% |
| Over 8 hours | 37 3% | 4 1% | 11 3% | 8 3% | 14 4% | 15 2% | 22 4% | 37 3% | 35 3% | 1 1% |
| Mean number of hours | 2.9 | 2.6 | 2.8 | 2.9 | 3.4 abceg | 2.7 | 3.2 abeg | 2.9 ae | 2.9 | 2.7 |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

| | SOCIAL GRADE | | | | | | | LOCATION | |
|-------------------------------------|--------------|------|------|------|------|------|------|----------|-------|
| Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | a | b | c | d | e | f | g | h | i |
| Standard deviation | 2.31 | 1.94 | 2.06 | 2.40 | 2.69 | 2.01 | 2.58 | 2.34 | 2.13 |
| Standard error | .07 | .12 | .10 | .15 | .15 | .08 | .11 | .07 | .17 |
| Columns Tested: a,b,c,d,e,f,g - h,i | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------|------------|------------|-----------|------------|----------------|------------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1255 | 317 | 463 | 475 | 1255 | 629 | 626 | 152 | 165 | 239 | 224 | 238 | 237 |
| Effective Weighted Sample | 1180 | 304 | 429 | 450 | 1180 | 594 | 587 | 146 | 158 | 223 | 207 | 226 | 224 |
| Total | 1263 | 296 | 471 | 496 | 1263 | 629 | 634 | 144 | 151 | 237 | 234 | 248 | 249 |
| None | 17 1% | 11 4% | 6 1% | 1 *% | 17 1% | 6 1% | 12 2% | 3 2% | 7 5% | 1 *% | 5 2% | 1 1% | - -% |
| | | bcd | | | c | | | l | ikl | | l | | |
| Up to 5 hours | 148 12% | 67 23% | 69 15% | 12 2% | 148 12% | 74 12% | 74 12% | 37 26% | 30 20% | 29 12% | 40 17% | 8 3% | 4 2% |
| | | bcd | c | | c | | | ikl | ikl | kl | kl | | |
| Up to 10 hours | 358 28% | 140 47% | 130 28% | 88 18% | 358 28% | 168 27% | 190 30% | 64 44% | 76 50% | 63 26% | 68 29% | 42 17% | 46 18% |
| | | bcd | c | | c | | | ijkl | ijkl | kl | kl | | |
| Up to 15 hours | 227 18% | 32 11% | 102 22% | 94 19% | 227 18% | 108 17% | 119 19% | 15 11% | 17 11% | 50 21% | 52 22% | 43 18% | 50 20% |
| | | | a | a | a | | | | | gh | gh | | gh |
| Up to 20 hours | 191 15% | 24 8% | 78 17% | 89 18% | 191 15% | 103 16% | 89 14% | 9 6% | 16 10% | 42 18% | 36 16% | 52 21% | 37 15% |
| | | | a | a | a | | | | | gh | g | gh | g |
| Up to 25 hours | 140 11% | 16 5% | 34 7% | 90 18% | 140 11% | 79 13% | 61 10% | 11 8% | 4 3% | 24 10% | 11 5% | 44 18% | 46 18% |
| | | | | abd | ab | | | h | | hj | | ghij | ghij |
| Up to 30 hours | 70 6% | 6 2% | 26 5% | 38 8% | 70 6% | 36 6% | 35 5% | 5 4% | 1 1% | 11 5% | 14 6% | 19 8% | 20 8% |
| | | | a | a | a | | | h | | h | h | h | h |
| Up to 35 hours | 51 4% | 1 *% | 16 3% | 35 7% | 51 4% | 25 4% | 26 4% | - -% | 1 *% | 9 4% | 7 3% | 17 7% | 18 7% |
| | | | a | abd | a | | | | | gh | g | gh | ghj |
| Up to 40 hours | 19 2% | - -% | 5 1% | 14 3% | 19 2% | 8 1% | 11 2% | - -% | - -% | 5 2% | - -% | 2 1% | 11 5% |
| | | | | a | a | | | | | j | | | ghjk |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|----------|-------------|-----------|-----------------|----------------|----------------|----------|------------------------|------------|-------------|-------------|--------------|------------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1255 | 317 | 463 | 475 | 1255 | 629 | 626 | 152 | 165 | 239 | 224 | 238 | 237 |
| Effective Weighted Sample | 1180 | 304 | 429 | 450 | 1180 | 594 | 587 | 146 | 158 | 223 | 207 | 226 | 224 |
| Total | 1263 | 296 | 471 | 496 | 1263 | 629 | 634 | 144 | 151 | 237 | 234 | 248 | 249 |
| Over 40 hours | 41 3% | - -% | 4 1% | 36 7% abd | 41 3% ab | 23 4% | 18 3% | - -% | - -% | 3 1% | 1 *% | 19 8% | 17 7% ghij |
| Mean number of hours | 15.3 | 9.1 | 13.4 a | 20.8 abd | 15.3 ab | 15.6 | 15.0 | 9.4 | 8.8 | 14.4 ghj | 12.3 gh | 20.2 ghij | 21.5 ghij |
| Standard deviation | 11.44 | 6.16 | 8.59 | 13.55 | 11.44 | 10.94 | 11.93 | 6.74 | 5.56 | 9.15 | 7.85 | 12.38 | 14.62 |
| Standard error | .32 | .35 | .40 | .62 | .32 | .44 | .48 | .55 | .43 | .59 | .52 | .80 | .95 |
| Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l | | | | | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|---------------------|--------------|-------|-------|-------|-------|-------|-------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1255 | 273 | 408 | 254 | 320 | 681 | 574 | 1255 | 1102 | 153 |
| Effective Weighted Sample | 1180 | 258 | 384 | 240 | 301 | 643 | 540 | 1180 | 1039 | 142 |
| Total | 1263 | 264 | 392 | 263 | 344 | 656 | 607 | 1263 | 1101 | 162 |
| None | 17 | 4 | 6 | 2 | 5 | 11 | 7 | 17 | 14 | 3 |
| | 1% | 2% | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 2% |
| Up to 5 hours | 148 | 42 | 41 | 36 | 28 | 83 | 65 | 148 | 126 | 22 |
| | 12% | 16% | 10% | 14% | 8% | 13% | 11% | 12% | 11% | 14% |
| | | bdf | | d | | d | | | | |
| Up to 10 hours | 358 | 81 | 110 | 71 | 96 | 191 | 167 | 358 | 306 | 52 |
| | 28% | 31% | 28% | 27% | 28% | 29% | 27% | 28% | 28% | 32% |
| Up to 15 hours | 227 | 42 | 80 | 52 | 54 | 122 | 105 | 227 | 206 | 21 |
| | 18% | 16% | 20% | 20% | 16% | 19% | 17% | 18% | 19% | 13% |
| Up to 20 hours | 191 | 39 | 61 | 38 | 53 | 101 | 91 | 191 | 169 | 23 |
| | 15% | 15% | 16% | 15% | 15% | 15% | 15% | 15% | 15% | 14% |
| Up to 25 hours | 140 | 24 | 39 | 34 | 43 | 62 | 78 | 140 | 121 | 19 |
| | 11% | 9% | 10% | 13% | 13% | 10% | 13% | 11% | 11% | 12% |
| Up to 30 hours | 70 | 13 | 24 | 6 | 27 | 37 | 33 | 70 | 59 | 11 |
| | 6% | 5% | 6% | 2% | 8% | 6% | 5% | 6% | 5% | 7% |
| | | | c | | c | c | c | c | | |
| Up to 35 hours | 51 | 10 | 14 | 9 | 18 | 24 | 28 | 51 | 44 | 7 |
| | 4% | 4% | 4% | 4% | 5% | 4% | 5% | 4% | 4% | 4% |
| Up to 40 hours | 19 | 4 | 6 | 7 | 3 | 9 | 10 | 19 | 17 | 2 |
| | 2% | 1% | 1% | 3% | 1% | 1% | 2% | 2% | 2% | 1% |
| Over 40 hours | 41 | 5 | 10 | 8 | 17 | 16 | 25 | 41 | 39 | 1 |
| | 3% | 2% | 3% | 3% | 5% | 2% | 4% | 3% | 4% | 1% |
| | | | | e | | | | | | |
| Mean number of hours | 15.3 | 13.7 | 14.9 | 15.3 | 17.0 | 14.4 | 16.3 | 15.3 | 15.4 | 14.4 |
| | | | | | abeg | | ae | a | | |
| Standard deviation | 11.44 | 10.05 | 10.20 | 12.17 | 12.94 | 10.15 | 12.63 | 11.44 | 11.52 | 10.91 |
| Standard error | .32 | .61 | .51 | .76 | .72 | .39 | .53 | .32 | .35 | .88 |
| Columns Tested: | a,b,c,d,e,f,g - h,i | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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) Do you have any of these rules about what your child does online? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|------------|------------------|-------------------|-----------------|-----------------|----------------|------------|------------------------|------------------|-------------------|-------------------|------------------|------------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1247 | 317 | 458 | 472 | 1247 | 622 | 625 | 152 | 165 | 233 | 225 | 237 | 235 |
| Effective Weighted Sample | 1173 | 304 | 425 | 447 | 1173 | 587 | 586 | 146 | 158 | 217 | 208 | 225 | 222 |
| Total | 1256 | 296 | 467 | 494 | 1256 | 623 | 633 | 144 | 151 | 231 | 235 | 247 | 247 |
| Rules about the types of websites or apps they can use | 827 66% | 217 73% cd | 343 73% cd | 268 54% | 827 66% c | 406 65% | 421 66% | 110 76% kl | 106 70% kl | 166 72% kl | 177 75% kl | 130 53% | 138 56% |
| Rules about who they can contact online | 723 58% | 134 45% | 293 63% a | 296 60% a | 723 58% a | 356 57% | 367 58% | 68 47% | 66 43% | 143 62% gh | 150 64% gh | 145 59% gh | 152 61% gh |
| Rules about the information they can share online | 637 51% | 116 39% | 272 58% acd | 249 50% a | 637 51% a | 305 49% | 332 52% | 56 39% | 60 39% | 134 58% ghk | 138 58% ghk | 114 46% | 135 55% gh |
| Rules about how much time they spend online | 617 49% | 163 55% c | 241 52% c | 212 43% | 617 49% c | 314 50% | 303 48% | 84 58% kl | 79 52% l | 119 51% l | 123 52% l | 111 45% | 102 41% |
| Rules about spending money online | 611 49% | 122 41% | 241 52% a | 249 50% a | 611 49% a | 319 51% | 292 46% | 70 49% h | 51 34% | 118 51% h | 123 52% h | 131 53% h | 118 48% h |
| Rules about when they can go online | 495 39% | 130 44% c | 205 44% c | 160 32% | 495 39% c | 252 40% | 243 38% | 67 46% kl | 63 42% l | 103 44% kl | 102 43% kl | 82 33% | 77 31% |
| Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l | | | | | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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) Do you have any of these rules about what your child does online? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------------|-----------------|------------------|-------------------|------------------|----------------|------------|------------------------|----------------|-----------------|-------------------|------------------|-----------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1247 | 317 | 458 | 472 | 1247 | 622 | 625 | 152 | 165 | 233 | 225 | 237 | 235 |
| Effective Weighted Sample | 1173 | 304 | 425 | 447 | 1173 | 587 | 586 | 146 | 158 | 217 | 208 | 225 | 222 |
| Total | 1256 | 296 | 467 | 494 | 1256 | 623 | 633 | 144 | 151 | 231 | 235 | 247 | 247 |
| SPONTANEOUS RESPONSES | | | | | | | | | | | | | |
| Rules about only going online when supervised | 8 1% | 6 2% bcd | 2 *% | - -% | 8 1% | 3 *% | 5 1% | 2 1% | 5 3% jkl | 1 1% | 1 *% | - -% | - -% |
| Other rules | 21 2% | 7 2% | 10 2% | 4 1% | 21 2% | 9 1% | 13 2% | 4 3% k | 3 2% k | 5 2% k | 5 2% k | - -% | 4 2% k |
| ANY RULES | 1072 85% | 261 88% c | 417 89% cd | 394 80% | 1072 85% c | 528 85% | 544 86% | 133 92% kl | 129 85% | 200 87% k | 217 92% hkl | 195 79% | 199 81% |
| No, do not have any rules | 184 15% | 35 12% | 50 11% | 100 20% abd | 184 15% b | 95 15% | 89 14% | 12 8% | 23 15% j | 31 13% | 19 8% | 52 21% gij | 48 19% gj |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
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) Do you have any of these rules about what your child does online? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|------------|----------------------|-----------------|-----------------|------------|------------------|------------|-----------------|------------|------------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1247 | 273 | 405 | 250 | 319 | 678 | 569 | 1247 | 1094 | 153 |
| Effective Weighted Sample | 1173 | 258 | 382 | 236 | 300 | 640 | 536 | 1173 | 1032 | 142 |
| Total | 1256 | 264 | 390 | 259 | 342 | 654 | 602 | 1256 | 1094 | 162 |
| Rules about the types of websites or apps they can use | 827 66% | 182 69% d | 259 66% | 179 69% d | 207 60% | 441 67% d | 386 64% | 827 66% | 720 66% | 107 66% |
| Rules about who they can contact online | 723 58% | 175 66% bcdefg | 213 55% | 149 57% | 186 54% | 389 59% | 335 56% | 723 58% | 630 58% | 94 58% |
| Rules about the information they can share online | 637 51% | 155 59% bdfg | 197 50% d | 138 53% d | 147 43% | 352 54% df | 285 47% | 637 51% d | 556 51% | 81 50% |
| Rules about how much time they spend online | 617 49% | 155 59% bdfg | 193 49% d | 132 51% d | 138 40% | 347 53% df | 270 45% | 617 49% d | 543 50% | 74 46% |
| Rules about spending money online | 611 49% | 149 56% bdfg | 189 49% | 125 48% | 148 43% | 338 52% df | 273 45% | 611 49% | 537 49% | 74 46% |
| Rules about when they can go online | 495 39% | 126 48% cdfg | 158 41% d | 99 38% | 111 33% | 284 43% df | 211 35% | 495 39% d | 436 40% | 59 36% |
| SPONTANEOUS RESPONSES | | | | | | | | | | |
| Rules about only going online when supervised | 8 1% | 2 1% | 3 1% | 1 1% | 2 1% | 5 1% | 4 1% | 8 1% | 8 1% | 1 1% |
| Columns Tested: a,b,c,d,e,f,g - h,i | | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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) Do you have any of these rules about what your child does online? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1247 | 273 | 405 | 250 | 319 | 678 | 569 | 1247 | 1094 | 153 |
| Effective Weighted Sample | 1173 | 258 | 382 | 236 | 300 | 640 | 536 | 1173 | 1032 | 142 |
| Total | 1256 | 264 | 390 | 259 | 342 | 654 | 602 | 1256 | 1094 | 162 |
| Other rules | 21 | 4 | 6 | 6 | 5 | 10 | 11 | 21 | 16 | 6 |
| | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 1% | 4% |
| ANY RULES | 1072 | 235 | 318 | 230 | 289 | 553 | 519 | 1072 | 931 | 141 |
| | 85% | 89% | 82% | 89% | 84% | 85% | 86% | 85% | 85% | 87% |
| | | b | | b | | | | | | |
| No, do not have any rules | 184 | 29 | 72 | 30 | 53 | 101 | 83 | 184 | 163 | 21 |
| | 15% | 11% | 18% | 11% | 16% | 15% | 14% | 15% | 15% | 13% |
| | | | ac | | | | | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1247 | 317 | 458 | 472 | 1247 | 622 | 625 | 152 | 165 | 233 | 225 | 237 | 235 |
| Effective Weighted Sample | 1173 | 304 | 425 | 447 | 1173 | 587 | 586 | 146 | 158 | 217 | 208 | 225 | 222 |
| Total | 1256 | 296 | 467 | 494 | 1256 | 623 | 633 | 144 | 151 | 231 | 235 | 247 | 247 |
| Being nearby and regularly checking what they do | 672 | 210 | 292 | 169 | 672 | 327 | 345 | 108 | 103 | 149 | 143 | 71 | 99 |
| | 53% | 71% | 63% | 34% | 53% | 53% | 54% | 75% | 68% | 64% | 61% | 29% | 40% |
| | | bcd | cd | | c | | | ijkl | kl | kl | kl | | k |
| Asking about what they are doing or have been doing online | 591 | 109 | 257 | 225 | 591 | 305 | 286 | 60 | 49 | 133 | 124 | 112 | 113 |
| | 47% | 37% | 55% | 46% | 47% | 49% | 45% | 41% | 33% | 57% | 53% | 46% | 46% |
| | | | acd | a | a | | | | | ghkl | gh | h | h |
| Check the browser/ device history after they have been online | 438 | 64 | 179 | 194 | 438 | 239 | 198 | 32 | 32 | 96 | 83 | 112 | 82 |
| | 35% | 22% | 38% | 39% | 35% | 38% | 31% | 22% | 21% | 41% | 35% | 45% | 33% |
| | | | a | a | a | f | | | | gh | gh | ghjl | gh |
| Sitting beside them and watching or helping them while they are online | 353 | 153 | 140 | 60 | 353 | 167 | 186 | 65 | 87 | 70 | 70 | 31 | 29 |
| | 28% | 52% | 30% | 12% | 28% | 27% | 29% | 45% | 58% | 30% | 30% | 13% | 12% |
| | | bcd | c | | c | | | ijkl | gijkl | kl | kl | | |
| Other types of supervision | 33 | 6 | 10 | 17 | 33 | 14 | 19 | 1 | 5 | 6 | 4 | 6 | 10 |
| | 3% | 2% | 2% | 3% | 3% | 2% | 3% | 1% | 3% | 3% | 2% | 3% | 4% |
| ANY TYPES OF SUPERVISION | 1072 | 289 | 434 | 348 | 1072 | 527 | 544 | 144 | 146 | 215 | 219 | 169 | 180 |
| | 85% | 98% | 93% | 71% | 85% | 85% | 86% | 99% | 96% | 93% | 93% | 68% | 73% |
| | | bcd | cd | | c | | | ijkl | kl | kl | kl | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1247 | 317 | 458 | 472 | 1247 | 622 | 625 | 152 | 165 | 233 | 225 | 237 | 235 |
| Effective Weighted Sample | 1173 | 304 | 425 | 447 | 1173 | 587 | 586 | 146 | 158 | 217 | 208 | 225 | 222 |
| Total | 1256 | 296 | 467 | 494 | 1256 | 623 | 633 | 144 | 151 | 231 | 235 | 247 | 247 |
| No, don't supervise their online access and use | 184 | 7 | 32 | 145 | 184 | 95 | 89 | 1 | 6 | 16 | 16 | 78 | 67 |
| | 15% | 2% | 7% | 29% | 15% | 15% | 14% | 1% | 4% | 7% | 7% | 32% | 27% |
| | | | a | abd | ab | | | | | g | g | ghij | ghij |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1247 | 273 | 405 | 250 | 319 | 678 | 569 | 1247 | 1094 | 153 |
| Effective Weighted Sample | 1173 | 258 | 382 | 236 | 300 | 640 | 536 | 1173 | 1032 | 142 |
| Total | 1256 | 264 | 390 | 259 | 342 | 654 | 602 | 1256 | 1094 | 162 |
| Being nearby and regularly checking what they do | 672 | 146 | 209 | 129 | 188 | 355 | 317 | 672 | 579 | 92 |
| | 53% | 55% | 54% | 50% | 55% | 54% | 53% | 53% | 53% | 57% |
| Asking about what they are doing or have been doing online | 591 | 136 | 188 | 110 | 157 | 324 | 268 | 591 | 529 | 62 |
| | 47% | 51% | 48% | 43% | 46% | 49% | 44% | 47% | 48% | 38% |
| | | c | | | | | | | i | |
| Check the browser/ device history after they have been online | 438 | 101 | 130 | 91 | 115 | 232 | 206 | 438 | 397 | 41 |
| | 35% | 38% | 33% | 35% | 34% | 35% | 34% | 35% | 36% | 25% |
| | | | | | | | | | i | |
| Sitting beside them and watching or helping them while they are online | 353 | 77 | 112 | 69 | 94 | 190 | 163 | 353 | 310 | 43 |
| | 28% | 29% | 29% | 27% | 27% | 29% | 27% | 28% | 28% | 26% |
| Other types of supervision | 33 | 7 | 10 | 8 | 7 | 18 | 15 | 33 | 31 | 1 |
| | 3% | 3% | 3% | 3% | 2% | 3% | 2% | 3% | 3% | 1% |
| ANY TYPES OF SUPERVISION | 1072 | 231 | 335 | 219 | 287 | 566 | 506 | 1072 | 939 | 133 |
| | 85% | 87% | 86% | 84% | 84% | 86% | 84% | 85% | 86% | 82% |
| No, don't supervise their online access and use | 184 | 33 | 55 | 40 | 55 | 89 | 96 | 184 | 155 | 29 |
| | 15% | 13% | 14% | 16% | 16% | 14% | 16% | 15% | 14% | 18% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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. Have you ever talked to your child about how to stay safe online? IF NECESSARY: For example, have you ever discussed with them the potential dangers of things like content on sites or apps that might be unsuitable for their age, sharing too much information online, contact with people they don't know personally etc.

Base : Parents whose child goes online at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1247 | 317 | 458 | 472 | 1247 | 622 | 625 | 152 | 165 | 233 | 225 | 237 | 235 |
| Effective Weighted Sample | 1173 | 304 | 425 | 447 | 1173 | 587 | 586 | 146 | 158 | 217 | 208 | 225 | 222 |
| Total | 1256 | 296 | 467 | 494 | 1256 | 623 | 633 | 144 | 151 | 231 | 235 | 247 | 247 |
| Yes | 1070 | 193 | 422 | 455 | 1070 | 530 | 540 | 96 | 97 | 211 | 210 | 222 | 232 |
| | 85% | 65% | 90% | 92% | 85% | 85% | 85% | 66% | 64% | 91% | 89% | 90% | 94% |
| | | | ad | ad | a | | | | | gh | gh | gh | gh |
| No | 183 | 100 | 44 | 39 | 183 | 91 | 92 | 47 | 53 | 19 | 24 | 24 | 14 |
| | 15% | 34% | 9% | 8% | 15% | 15% | 15% | 33% | 35% | 8% | 10% | 10% | 6% |
| | | bcd | | | bc | | | ijkl | ijkl | | | | |
| Don't know | 4 | 2 | 1 | - | 4 | 2 | 1 | 2 | 1 | 1 | 1 | - | - |
| | *% | 1% | *% | -% | *% | *% | *% | 1% | *% | *% | *% | -% | -% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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. Have you ever talked to your child about how to stay safe online? IF NECESSARY: For example, have you ever discussed with them the potential dangers of things like content on sites or apps that might be unsuitable for their age, sharing too much information online, contact with people they don't know personally etc.

Base : Parents whose child goes online at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1247 | 273 | 405 | 250 | 319 | 678 | 569 | 1247 | 1094 | 153 |
| Effective Weighted Sample | 1173 | 258 | 382 | 236 | 300 | 640 | 536 | 1173 | 1032 | 142 |
| Total | 1256 | 264 | 390 | 259 | 342 | 654 | 602 | 1256 | 1094 | 162 |
| Yes | 1070 | 225 | 340 | 219 | 284 | 566 | 504 | 1070 | 928 | 142 |
| | 85% | 85% | 87% | 85% | 83% | 86% | 84% | 85% | 85% | 88% |
| No | 183 | 38 | 49 | 38 | 58 | 87 | 96 | 183 | 163 | 20 |
| | 15% | 14% | 13% | 15% | 17% | 13% | 16% | 15% | 15% | 12% |
| Don't know | 4 | 1 | 1 | 2 | - | 1 | 2 | 4 | 4 | - |
| | *% | *% | *% | 1% | -% | *% | *% | *% | *% | -% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 how to stay safe online? (SINGLE CODE)

Base : Parents who have ever talked to their child about how to stay safe online

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | ~g | h | i | j | k | l |
| Unweighted total | 1047 | 201 | 411 | 435 | 1047 | 524 | 523 | 99 | 102 | 211 | 200 | 214 | 221 |
| Effective Weighted Sample | 985 | 193 | 381 | 412 | 985 | 494 | 491 | 95 | 98 | 197 | 185 | 203 | 209 |
| Total | 1070 | 193 | 422 | 455 | 1070 | 530 | 540 | 96 | 97 | 211 | 210 | 222 | 232 |
| At least every few weeks | 510 | 105 | 222 | 183 | 510 | 241 | 268 | ** | 55 | 109 | 113 | 83 | 100 |
| | 48% | 54% | 53% | 40% | 48% | 46% | 50% | ** | 56% | 51% | 54% | 37% | 43% |
| | | c | c | | c | | | | kl | k | kl | | |
| At least every few months | 313 | 52 | 120 | 141 | 313 | 152 | 160 | ** | 27 | 62 | 58 | 66 | 75 |
| | 29% | 27% | 29% | 31% | 29% | 29% | 30% | ** | 28% | 29% | 28% | 30% | 32% |
| EVERY FEW WEEKS OR EVERY FEW MONTHS | 822 | 156 | 342 | 324 | 822 | 394 | 429 | ** | 82 | 171 | 171 | 149 | 175 |
| | 77% | 81% | 81% | 71% | 77% | 74% | 79% | ** | 84% | 81% | 82% | 67% | 75% |
| | | c | c | | c | | | | k | k | k | | |
| Less often than every few months, but more than once | 193 | 32 | 65 | 97 | 193 | 109 | 84 | ** | 12 | 33 | 31 | 56 | 41 |
| | 18% | 16% | 15% | 21% | 18% | 21% | 16% | ** | 13% | 16% | 15% | 25% | 17% |
| | | | | b | | f | | | | | | hij | |
| Have talked to them once, and not since then | 48 | 3 | 12 | 33 | 48 | 23 | 25 | ** | 3 | 6 | 7 | 17 | 16 |
| | 4% | 2% | 3% | 7% | 4% | 4% | 5% | ** | 3% | 3% | 3% | 8% | 7% |
| | | | | abd | | | | | | | | ij | |
| Don't know | 6 | 3 | 2 | 1 | 6 | 4 | 2 | ** | - | 1 | 1 | - | 1 |
| | 1% | 1% | 1% | *% | 1% | 1% | *% | ** | -% | 1% | *% | -% | 1% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 how to stay safe online? (SINGLE CODE)

Base : Parents who have ever talked to their child about how to stay safe online

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|-----|-----------|---------|----------|------|------|----------|----------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1047 | 231 | 347 | 207 | 262 | 578 | 469 | 1047 | 915 | 132 |
| Effective Weighted Sample | 985 | 219 | 327 | 196 | 246 | 546 | 442 | 985 | 863 | 123 |
| Total | 1070 | 225 | 340 | 219 | 284 | 566 | 504 | 1070 | 928 | 142 |
| At least every few weeks | 510 | 103 | 151 | 117 | 139 | 254 | 256 | 510 | 449 | 61 |
| | 48% | 46% | 44% | 53% be | 49% | 45% | 51% | 48% | 48% | 43% |
| At least every few months | 313 | 76 | 105 | 55 | 76 | 181 | 131 | 313 | 259 | 53 |
| | 29% | 34% f | 31% | 25% | 27% | 32% f | 26% | 29% | 28% | 37% h |
| EVERY FEW WEEKS OR EVERY FEW MONTHS | 822 | 180 | 256 | 172 | 214 | 435 | 387 | 822 | 708 | 114 |
| | 77% | 80% | 75% | 79% | 75% | 77% | 77% | 77% | 76% | 80% |
| Less often than every few months, but more than once | 193 | 41 | 63 | 40 | 49 | 104 | 89 | 193 | 168 | 25 |
| | 18% | 18% | 19% | 18% | 17% | 18% | 18% | 18% | 18% | 18% |
| Have talked to them once, and not since then | 48 | 5 | 19 | 7 | 17 | 24 | 24 | 48 | 46 | 2 |
| | 4% | 2% | 6% | 3% | 6% a | 4% | 5% | 4% | 5% | 1% |
| Don't know | 6 | - | 2 | - | 4 | 2 | 4 | 6 | 5 | 1 |
| | 1% | -% | 1% | -% | 1% | -% | 1% | 1% | 1% | 1% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 how to stay safe online? (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------------|-------------------|-------------------|------------------|------------------|-----------------|------------|------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1247 | 317 | 458 | 472 | 1247 | 622 | 625 | 152 | 165 | 233 | 225 | 237 | 235 |
| Effective Weighted Sample | 1173 | 304 | 425 | 447 | 1173 | 587 | 586 | 146 | 158 | 217 | 208 | 225 | 222 |
| Total | 1256 | 296 | 467 | 494 | 1256 | 623 | 633 | 144 | 151 | 231 | 235 | 247 | 247 |
| At least every few weeks | 510 41% | 105 35% | 222 48% acd | 183 37% | 510 41% | 241 39% | 268 42% | 50 34% | 55 36% | 109 47% ghk | 113 48% ghk | 83 34% | 100 41% |
| At least every few months | 313 25% | 52 17% | 120 26% a | 141 29% a | 313 25% a | 152 24% | 160 25% | 24 17% | 27 18% | 62 27% gh | 58 25% gh | 66 27% gh | 75 30% gh |
| EVERY FEW WEEKS OR EVERY FEW MONTHS | 822 65% | 156 53% | 342 73% acd | 324 66% a | 822 65% a | 394 63% | 429 68% | 74 51% | 82 54% | 171 74% ghk | 171 73% ghk | 149 60% | 175 71% ghk |
| Less often than every few months, but more than once | 193 15% | 32 11% | 65 14% | 97 20% abd | 193 15% a | 109 18% f | 84 13% | 19 13% | 12 8% | 33 14% | 31 13% | 56 23% ghij | 41 16% h |
| Have talked to them once, and not since then | 48 4% | 3 1% | 12 3% | 33 7% abd | 48 4% a | 23 4% | 25 4% | - -% | 3 2% | 6 2% | 7 3% g | 17 7% ghij | 16 6% gh |
| Don't know | 6 *% | 3 1% | 2 1% | 1 *% | 6 *% | 4 1% | 2 *% | 3 2% k | - -% | 1 1% | 1 *% | - -% | 1 1% |
| HAVE NEVER TALKED TO CHILD ABOUT HOW TO STAY SAFE ONLINE | 186 15% | 102 35% bcd | 45 10% | 39 8% | 186 15% bc | 93 15% | 93 15% | 49 34% ijkl | 54 36% ijkl | 20 9% | 25 11% | 24 10% | 14 6% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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 how to stay safe online? (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

| | Total | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1247 | 273 | 405 | 250 | 319 | 678 | 569 | 1247 | 1094 | 153 |
| Effective Weighted Sample | 1173 | 258 | 382 | 236 | 300 | 640 | 536 | 1173 | 1032 | 142 |
| Total | 1256 | 264 | 390 | 259 | 342 | 654 | 602 | 1256 | 1094 | 162 |
| At least every few weeks | 510 | 103 | 151 | 117 | 139 | 254 | 256 | 510 | 449 | 61 |
| | 41% | 39% | 39% | 45% | 41% | 39% | 43% | 41% | 41% | 37% |
| At least every few months | 313 | 76 | 105 | 55 | 76 | 181 | 131 | 313 | 259 | 53 |
| | 25% | 29% | 27% | 21% | 22% | 28% | 22% | 25% | 24% | 33% |
| | | f | | | | f | | | | h |
| EVERY FEW WEEKS OR EVERY FEW MONTHS | 822 | 180 | 256 | 172 | 214 | 435 | 387 | 822 | 708 | 114 |
| | 65% | 68% | 66% | 66% | 63% | 67% | 64% | 65% | 65% | 70% |
| Less often than every few months, but more than once | 193 | 41 | 63 | 40 | 49 | 104 | 89 | 193 | 168 | 25 |
| | 15% | 16% | 16% | 15% | 14% | 16% | 15% | 15% | 15% | 15% |
| Have talked to them once, and not since then | 48 | 5 | 19 | 7 | 17 | 24 | 24 | 48 | 46 | 2 |
| | 4% | 2% | 5% | 3% | 5% | 4% | 4% | 4% | 4% | 1% |
| | | | a | | a | | | | | |
| Don't know | 6 | - | 2 | - | 4 | 2 | 4 | 6 | 5 | 1 |
| | *% | -% | 1% | -% | 1% | *% | 1% | *% | *% | 1% |
| HAVE NEVER TALKED TO CHILD ABOUT HOW TO STAY SAFE ONLINE | 186 | 39 | 50 | 40 | 58 | 88 | 98 | 186 | 166 | 20 |
| | 15% | 15% | 13% | 15% | 17% | 14% | 16% | 15% | 15% | 12% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP30A. (SHOWCARD) You said earlier your child uses a mobile phone. When your child uses the phone at home, which one of these statements best applies as to where they can use it? (SINGLE CODE)

Base : Parents whose child uses a mobile phone

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|------------|-------------------|-----------------|-------------------|-----------------|----------------|------------|------------------------|------------|-----------------|-----------------|------------------|------------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | ~g | ~h | i | j | k | l |
| Unweighted total | 908 | 171 | 293 | 444 | 908 | 460 | 448 | 81 | 90 | 160 | 133 | 219 | 225 |
| Effective Weighted Sample | 856 | 164 | 273 | 421 | 856 | 435 | 422 | 78 | 87 | 149 | 124 | 208 | 213 |
| Total | 935 | 160 | 310 | 465 | 935 | 470 | 464 | 78 | 82 | 163 | 146 | 229 | 236 |
| They can only use the phone in communal areas/ where a parent can see them | 275 29% | 115 72% bcd | 103 33% c | 56 12% | 275 29% c | 128 27% | 146 32% | ** ** | ** ** | 52 32% kl | 51 35% kl | 21 9% | 36 15% |
| They can use the phone anywhere in the home | 641 69% | 41 26% | 199 64% a | 401 86% abd | 641 69% a | 335 71% | 307 66% | ** ** | ** ** | 108 66% | 91 62% | 204 89% ij | 198 84% ij |
| Something else | 15 2% | 3 2% | 6 2% | 6 1% | 15 2% | 5 1% | 11 2% | ** ** | ** ** | 2 1% | 5 3% | 3 1% | 3 1% |
| Don't know | 3 *% | 1 *% | 1 *% | 1 *% | 3 *% | 2 *% | 1 *% | ** ** | ** ** | 1 1% | - -% | 1 *% | - -% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP30A. (SHOWCARD) You said earlier your child uses a mobile phone. When your child uses the phone at home, which one of these statements best applies as to where they can use it? (SINGLE CODE)

Base : Parents whose child uses a mobile phone

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 908 | 209 | 298 | 182 | 219 | 507 | 401 | 908 | 799 | 109 |
| Effective Weighted Sample | 856 | 198 | 282 | 172 | 206 | 480 | 378 | 856 | 755 | 102 |
| Total | 935 | 206 | 295 | 193 | 240 | 501 | 434 | 935 | 815 | 120 |
| They can only use the phone in communal areas/ where a parent can see them | 275 | 61 | 90 | 50 | 74 | 151 | 124 | 275 | 246 | 29 |
| | 29% | 29% | 31% | 26% | 31% | 30% | 29% | 29% | 30% | 24% |
| They can use the phone anywhere in the home | 641 | 144 | 196 | 138 | 164 | 339 | 302 | 641 | 554 | 87 |
| | 69% | 70% | 66% | 71% | 68% | 68% | 70% | 69% | 68% | 73% |
| Something else | 15 | 2 | 8 | 4 | 2 | 10 | 6 | 15 | 12 | 3 |
| | 2% | 1% | 3% | 2% | 1% | 2% | 1% | 2% | 1% | 3% |
| Don't know | 3 | - | 1 | 1 | 1 | 1 | 2 | 3 | 3 | - |
| | *% | -% | *% | 1% | *% | *% | *% | *% | *% | -% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP30B. (SHOWCARD) You said earlier that your child uses a tablet. When they use the tablet at home, which one of these statements best applies as to where they can use it? (SINGLE CODE)

Base : Parents whose child uses a tablet computer

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|------------|-------------|------------|------------|------------|----------------|------------|------------------------|------------|------------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1085 | 307 | 403 | 375 | 1085 | 536 | 549 | 146 | 161 | 200 | 203 | 190 | 185 |
| Effective Weighted Sample | 1018 | 294 | 373 | 355 | 1018 | 505 | 513 | 140 | 155 | 186 | 187 | 180 | 175 |
| Total | 1072 | 281 | 400 | 391 | 1072 | 528 | 544 | 137 | 143 | 193 | 207 | 198 | 193 |
| They can only use the tablet in communal areas/ where a parent can see them | 384 36% | 180 64% | 147 37% | 57 15% | 384 36% | 180 34% | 204 37% | 87 63% | 93 65% | 67 35% | 80 39% | 26 13% | 31 16% |
| | | bcd | c | | c | | | ijkl | ijkl | kl | kl | | |
| They can use the tablet anywhere in the home | 676 63% | 99 35% | 247 62% | 331 85% | 676 63% | 341 65% | 336 62% | 48 35% | 51 35% | 122 63% | 125 60% | 170 86% | 160 83% |
| | | a | a | abd | a | | | | | gh | gh | ghij | ghij |
| Something else | 6 1% | 1 *% | 5 1% | - -% | 6 1% | 3 1% | 3 *% | 1 1% | - -% | 2 1% | 3 1% | - -% | - -% |
| | | | c | | | | | | | | | | |
| Don't know | 5 *% | 1 *% | 2 *% | 2 1% | 5 *% | 3 1% | 2 *% | 1 1% | - -% | 2 1% | - -% | 1 *% | 2 1% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP30B. (SHOWCARD) You said earlier that your child uses a tablet. When they use the tablet at home, which one of these statements best applies as to where they can use it? (SINGLE CODE)

Base : Parents whose child uses a tablet computer

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|------------|--------------|------------|------------|------------|------------|------------|------------|------------|--------------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1085 | 241 | 362 | 220 | 262 | 603 | 482 | 1085 | 938 | 147 |
| Effective Weighted Sample | 1018 | 227 | 340 | 207 | 245 | 567 | 452 | 1018 | 883 | 136 |
| Total | 1072 | 229 | 345 | 223 | 274 | 575 | 497 | 1072 | 921 | 151 |
| They can only use the tablet in communal areas/ where a parent can see them | 384 36% | 79 34% | 126 36% | 86 38% | 94 34% | 205 36% | 179 36% | 384 36% | 330 36% | 54 36% |
| They can use the tablet anywhere in the home | 676 63% | 149 65% | 216 62% | 136 61% | 176 64% | 364 63% | 312 63% | 676 63% | 584 63% | 92 61% |
| Something else | 6 1% | - -% | 3 1% | 1 *% | 2 1% | 3 *% | 3 1% | 6 1% | 3 *% | 4 2% h |
| Don't know | 5 *% | 2 1% | 1 *% | 1 *% | 1 *% | 3 1% | 2 *% | 5 *% | 4 *% | 1 1% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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 the 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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|--------|------|--------|------|--------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1174 | 293 | 432 | 449 | 1174 | 586 | 588 | 143 | 150 | 217 | 215 | 226 | 223 |
| Effective Weighted Sample | 1105 | 281 | 401 | 425 | 1105 | 553 | 551 | 137 | 144 | 202 | 199 | 215 | 211 |
| Total | 1185 | 273 | 442 | 470 | 1185 | 590 | 596 | 136 | 137 | 216 | 226 | 237 | 233 |
| AWARE AND USE | 437 | 103 | 181 | 153 | 437 | 227 | 210 | 52 | 51 | 96 | 85 | 79 | 74 |
| | 37% | 38% | 41% | 33% | 37% | 38% | 35% | 38% | 37% | 44% | 38% | 33% | 32% |
| | | | c | | | | | | | kl | | | |
| AWARE AND STOPPED USING | 32 | 2 | 10 | 19 | 32 | 15 | 17 | 1 | 1 | 5 | 5 | 9 | 10 |
| | 3% | 1% | 2% | 4% | 3% | 3% | 3% | 1% | 1% | 2% | 2% | 4% | 4% |
| | | | | a | | | | | | | | | gh |
| AWARE BUT NEVER USED | 266 | 63 | 87 | 116 | 266 | 135 | 131 | 27 | 36 | 48 | 40 | 61 | 56 |
| | 22% | 23% | 20% | 25% | 22% | 23% | 22% | 20% | 26% | 22% | 18% | 26% | 24% |
| | | | | | | | | | | | | j | |
| TOTAL AWARE | 734 | 168 | 278 | 288 | 734 | 377 | 358 | 80 | 88 | 149 | 130 | 148 | 140 |
| | 62% | 61% | 63% | 61% | 62% | 64% | 60% | 59% | 64% | 69% | 57% | 62% | 60% |
| | | | | | | | | | | j | | | |
| TOTAL NOT AWARE | 451 | 106 | 164 | 182 | 451 | 213 | 238 | 57 | 49 | 68 | 96 | 89 | 93 |
| | 38% | 39% | 37% | 39% | 38% | 36% | 40% | 41% | 36% | 31% | 43% | 38% | 40% |
| | | | | | | | | | | | i | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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 the devices using your home broadband service (also known as home network filtering)

Base : Parents with broadband at home whose child goes online

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-------|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1174 | 269 | 388 | 238 | 279 | 657 | 517 | 1174 | 1027 | 147 |
| Effective Weighted Sample | 1105 | 254 | 366 | 225 | 262 | 620 | 487 | 1105 | 969 | 136 |
| Total | 1185 | 261 | 375 | 249 | 300 | 635 | 550 | 1185 | 1029 | 156 |
| AWARE AND USE | 437 | 108 | 161 | 88 | 80 | 269 | 168 | 437 | 373 | 63 |
| | 37% | 41% | 43% | 35% | 27% | 42% | 31% | 37% | 36% | 41% |
| | | df | dfg | d | | dfg | | df | | |
| AWARE AND STOPPED USING | 32 | 5 | 16 | 4 | 6 | 21 | 10 | 32 | 26 | 5 |
| | 3% | 2% | 4% | 2% | 2% | 3% | 2% | 3% | 3% | 3% |
| | | | f | | | | | | | |
| AWARE BUT NEVER USED | 266 | 63 | 72 | 66 | 66 | 134 | 132 | 266 | 229 | 37 |
| | 22% | 24% | 19% | 27% | 22% | 21% | 24% | 22% | 22% | 24% |
| | | | | b | | | | | | |
| TOTAL AWARE | 734 | 176 | 249 | 158 | 152 | 424 | 310 | 734 | 629 | 105 |
| | 62% | 68% | 66% | 63% | 51% | 67% | 56% | 62% | 61% | 68% |
| | | df | df | d | | dfg | | df | | |
| TOTAL NOT AWARE | 451 | 85 | 126 | 91 | 149 | 211 | 240 | 451 | 401 | 50 |
| | 38% | 32% | 34% | 37% | 49% | 33% | 44% | 38% | 39% | 32% |
| | | | | abceg | | abeg | e | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP31B/ QP32B/ QP33B SUMMARY OF AWARENESS AND USE - Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield)

Base : Parents with broadband at home whose child goes online

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1174 | 293 | 432 | 449 | 1174 | 586 | 588 | 143 | 150 | 217 | 215 | 226 | 223 |
| Effective Weighted Sample | 1105 | 281 | 401 | 425 | 1105 | 553 | 551 | 137 | 144 | 202 | 199 | 215 | 211 |
| Total | 1185 | 273 | 442 | 470 | 1185 | 590 | 596 | 136 | 137 | 216 | 226 | 237 | 233 |
| AWARE AND USE | 372 | 93 | 165 | 114 | 372 | 191 | 181 | 46 | 48 | 87 | 78 | 58 | 56 |
| | 31% | 34% | 37% | 24% | 31% | 32% | 30% | 33% | 35% | 40% | 34% | 25% | 24% |
| | | c | cd | | c | | | | kl | kl | kl | | |
| AWARE AND STOPPED USING | 50 | 5 | 19 | 26 | 50 | 21 | 29 | - | 5 | 8 | 11 | 12 | 13 |
| | 4% | 2% | 4% | 5% | 4% | 4% | 5% | -% | 4% | 4% | 5% | 5% | 6% |
| | | | | a | | | | | g | g | g | g | g |
| AWARE BUT NEVER USED | 343 | 83 | 112 | 149 | 343 | 192 | 151 | 48 | 35 | 63 | 48 | 81 | 68 |
| | 29% | 30% | 25% | 32% | 29% | 33% | 25% | 35% | 25% | 29% | 21% | 34% | 29% |
| | | | | b | | f | | j | | | | j | |
| TOTAL AWARE | 765 | 181 | 295 | 288 | 765 | 404 | 361 | 94 | 87 | 158 | 137 | 152 | 136 |
| | 65% | 66% | 67% | 61% | 65% | 68% | 61% | 69% | 64% | 73% | 61% | 64% | 59% |
| | | | | | | f | | | | jkl | | | |
| TOTAL NOT AWARE | 421 | 92 | 147 | 182 | 421 | 186 | 235 | 43 | 49 | 58 | 89 | 85 | 97 |
| | 35% | 34% | 33% | 39% | 35% | 32% | 39% | 31% | 36% | 27% | 39% | 36% | 41% |
| | | | | | | e | | | | | i | i | i |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP31B/ QP32B/ QP33B SUMMARY OF AWARENESS AND USE - Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield)

Base : Parents with broadband at home whose child goes online

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1174 | 269 | 388 | 238 | 279 | 657 | 517 | 1174 | 1027 | 147 |
| Effective Weighted Sample | 1105 | 254 | 366 | 225 | 262 | 620 | 487 | 1105 | 969 | 136 |
| Total | 1185 | 261 | 375 | 249 | 300 | 635 | 550 | 1185 | 1029 | 156 |
| AWARE AND USE | 372 | 95 | 127 | 75 | 74 | 223 | 149 | 372 | 314 | 57 |
| | 31% | 37% | 34% | 30% | 25% | 35% | 27% | 31% | 31% | 37% |
| | | df | df | | | df | | d | | |
| AWARE AND STOPPED USING | 50 | 9 | 15 | 14 | 12 | 24 | 26 | 50 | 42 | 8 |
| | 4% | 3% | 4% | 5% | 4% | 4% | 5% | 4% | 4% | 5% |
| AWARE BUT NEVER USED | 343 | 85 | 103 | 76 | 79 | 188 | 155 | 343 | 298 | 45 |
| | 29% | 33% | 27% | 31% | 26% | 30% | 28% | 29% | 29% | 29% |
| TOTAL AWARE | 765 | 189 | 245 | 166 | 164 | 435 | 330 | 765 | 654 | 110 |
| | 65% | 73% | 65% | 66% | 55% | 68% | 60% | 65% | 64% | 71% |
| | | dfg | d | d | | df | | d | | |
| TOTAL NOT AWARE | 421 | 71 | 129 | 84 | 136 | 201 | 220 | 421 | 375 | 46 |
| | 35% | 27% | 35% | 34% | 45% | 32% | 40% | 35% | 36% | 29% |
| | | | | | abceg | | ae | a | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|-----------|-------|----------|----------------|--------|------------------------|------------|------------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1174 | 293 | 432 | 449 | 1174 | 586 | 588 | 143 | 150 | 217 | 215 | 226 | 223 |
| Effective Weighted Sample | 1105 | 281 | 401 | 425 | 1105 | 553 | 551 | 137 | 144 | 202 | 199 | 215 | 211 |
| Total | 1185 | 273 | 442 | 470 | 1185 | 590 | 596 | 136 | 137 | 216 | 226 | 237 | 233 |
| AWARE OF EITHER | 912 | 215 | 347 | 350 | 912 | 464 | 448 | 106 | 109 | 184 | 163 | 174 | 176 |
| | 77% | 79% | 79% | 75% | 77% | 79% | 75% | 78% | 79% | 85% jkl | 72% | 73% | 76% |
| AWARE AND USE EITHER | 569 | 136 | 239 | 194 | 569 | 285 | 284 | 65 | 71 | 124 | 116 | 97 | 97 |
| | 48% | 50% c | 54% cd | 41% | 48% c | 48% | 48% | 47% | 52% k | 57% kl | 51% k | 41% | 42% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1174 | 269 | 388 | 238 | 279 | 657 | 517 | 1174 | 1027 | 147 |
| Effective Weighted Sample | 1105 | 254 | 366 | 225 | 262 | 620 | 487 | 1105 | 969 | 136 |
| Total | 1185 | 261 | 375 | 249 | 300 | 635 | 550 | 1185 | 1029 | 156 |
| AWARE OF EITHER | 912 | 215 | 299 | 197 | 202 | 514 | 398 | 912 | 787 | 125 |
| | 77% | 82% | 80% | 79% | 67% | 81% | 72% | 77% | 76% | 80% |
| | | df | df | d | | df | | d | | |
| AWARE AND USE EITHER | 569 | 139 | 200 | 113 | 116 | 340 | 229 | 569 | 487 | 81 |
| | 48% | 53% | 53% | 45% | 39% | 53% | 42% | 48% | 47% | 52% |
| | | df | df | | | cdg | | df | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------|-----|----------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1174 | 293 | 432 | 449 | 1174 | 586 | 588 | 143 | 150 | 217 | 215 | 226 | 223 |
| Effective Weighted Sample | 1105 | 281 | 401 | 425 | 1105 | 553 | 551 | 137 | 144 | 202 | 199 | 215 | 211 |
| Total | 1185 | 273 | 442 | 470 | 1185 | 590 | 596 | 136 | 137 | 216 | 226 | 237 | 233 |
| AWARE AND USE | 256 | 63 | 111 | 82 | 256 | 134 | 123 | 30 | 33 | 58 | 53 | 46 | 36 |
| | 22% | 23% | 25% c | 18% | 22% | 23% | 21% | 22% | 24% l | 27% l | 23% | 19% | 16% |
| AWARE BUT DO NOT USE | 327 | 71 | 114 | 142 | 327 | 159 | 168 | 30 | 41 | 52 | 62 | 77 | 65 |
| | 28% | 26% | 26% | 30% | 28% | 27% | 28% | 22% | 30% | 24% | 27% | 33% g | 28% |
| TOTAL AWARE | 583 | 134 | 225 | 224 | 583 | 293 | 290 | 59 | 75 | 110 | 114 | 123 | 101 |
| | 49% | 49% | 51% | 48% | 49% | 50% | 49% | 44% | 54% l | 51% | 51% | 52% | 43% |
| TOTAL NOT AWARE | 602 | 139 | 217 | 245 | 602 | 297 | 305 | 77 | 62 | 106 | 111 | 114 | 132 |
| | 51% | 51% | 49% | 52% | 51% | 50% | 51% | 56% | 46% | 49% | 49% | 48% | 57% h |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1174 | 269 | 388 | 238 | 279 | 657 | 517 | 1174 | 1027 | 147 |
| Effective Weighted Sample | 1105 | 254 | 366 | 225 | 262 | 620 | 487 | 1105 | 969 | 136 |
| Total | 1185 | 261 | 375 | 249 | 300 | 635 | 550 | 1185 | 1029 | 156 |
| AWARE AND USE | 256 | 63 | 85 | 61 | 47 | 149 | 108 | 256 | 210 | 46 |
| | 22% | 24% | 23% | 24% | 16% | 23% | 20% | 22% | 20% | 30% |
| | | d | d | d | | d | | d | | h |
| AWARE BUT DO NOT USE | 327 | 77 | 108 | 67 | 76 | 185 | 142 | 327 | 283 | 44 |
| | 28% | 29% | 29% | 27% | 25% | 29% | 26% | 28% | 27% | 28% |
| TOTAL AWARE | 583 | 140 | 193 | 127 | 123 | 333 | 250 | 583 | 493 | 90 |
| | 49% | 54% | 52% | 51% | 41% | 52% | 45% | 49% | 48% | 58% |
| | | df | d | d | | df | | d | | h |
| TOTAL NOT AWARE | 602 | 120 | 182 | 122 | 178 | 302 | 300 | 602 | 537 | 65 |
| | 51% | 46% | 48% | 49% | 59% | 48% | 55% | 51% | 52% | 42% |
| | | | | | abceg | | ae | | i | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1174 | 293 | 432 | 449 | 1174 | 586 | 588 | 143 | 150 | 217 | 215 | 226 | 223 |
| Effective Weighted Sample | 1105 | 281 | 401 | 425 | 1105 | 553 | 551 | 137 | 144 | 202 | 199 | 215 | 211 |
| Total | 1185 | 273 | 442 | 470 | 1185 | 590 | 596 | 136 | 137 | 216 | 226 | 237 | 233 |
| AWARE AND USE | 372 | 110 | 152 | 110 | 372 | 178 | 195 | 54 | 56 | 71 | 81 | 53 | 57 |
| | 31% | 40% | 34% | 23% | 31% | 30% | 33% | 39% | 41% | 33% | 36% | 22% | 25% |
| | | cd | c | | c | | | kl | kl | k | kl | | |
| AWARE BUT DO NOT USE | 338 | 65 | 116 | 157 | 338 | 183 | 155 | 32 | 33 | 65 | 51 | 86 | 71 |
| | 28% | 24% | 26% | 33% | 28% | 31% | 26% | 24% | 24% | 30% | 23% | 36% | 30% |
| | | | | ab | | | | | | | | ghj | |
| TOTAL AWARE | 710 | 175 | 268 | 267 | 710 | 361 | 349 | 86 | 89 | 136 | 132 | 139 | 128 |
| | 60% | 64% | 61% | 57% | 60% | 61% | 59% | 63% | 65% | 63% | 58% | 59% | 55% |
| TOTAL NOT AWARE | 475 | 98 | 174 | 203 | 475 | 229 | 246 | 51 | 48 | 80 | 94 | 98 | 105 |
| | 40% | 36% | 39% | 43% | 40% | 39% | 41% | 37% | 35% | 37% | 42% | 41% | 45% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1174 | 269 | 388 | 238 | 279 | 657 | 517 | 1174 | 1027 | 147 |
| Effective Weighted Sample | 1105 | 254 | 366 | 225 | 262 | 620 | 487 | 1105 | 969 | 136 |
| Total | 1185 | 261 | 375 | 249 | 300 | 635 | 550 | 1185 | 1029 | 156 |
| AWARE AND USE | 372 | 84 | 120 | 90 | 79 | 204 | 168 | 372 | 325 | 47 |
| | 31% | 32% | 32% | 36% | 26% | 32% | 31% | 31% | 32% | 30% |
| | | | | d | | | | | | |
| AWARE BUT DO NOT USE | 338 | 80 | 113 | 60 | 85 | 193 | 145 | 338 | 289 | 48 |
| | 28% | 31% | 30% | 24% | 28% | 30% | 26% | 28% | 28% | 31% |
| TOTAL AWARE | 710 | 164 | 233 | 149 | 164 | 397 | 313 | 710 | 614 | 96 |
| | 60% | 63% | 62% | 60% | 54% | 63% | 57% | 60% | 60% | 61% |
| | | d | | | | d | | | | |
| TOTAL NOT AWARE | 475 | 96 | 142 | 100 | 137 | 238 | 237 | 475 | 415 | 60 |
| | 40% | 37% | 38% | 40% | 46% | 37% | 43% | 40% | 40% | 39% |
| | | | | ae | | | | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1174 | 293 | 432 | 449 | 1174 | 586 | 588 | 143 | 150 | 217 | 215 | 226 | 223 |
| Effective Weighted Sample | 1105 | 281 | 401 | 425 | 1105 | 553 | 551 | 137 | 144 | 202 | 199 | 215 | 211 |
| Total | 1185 | 273 | 442 | 470 | 1185 | 590 | 596 | 136 | 137 | 216 | 226 | 237 | 233 |
| AWARE AND USE | 232 | 58 | 108 | 65 | 232 | 116 | 116 | 28 | 30 | 50 | 59 | 38 | 27 |
| | 20% | 21% | 25% | 14% | 20% | 20% | 19% | 21% | 22% | 23% | 26% | 16% | 12% |
| | | c | cd | | c | | | l | l | l | kl | | |
| AWARE BUT DO NOT USE | 328 | 79 | 109 | 140 | 328 | 169 | 158 | 37 | 42 | 57 | 53 | 76 | 64 |
| | 28% | 29% | 25% | 30% | 28% | 29% | 27% | 27% | 30% | 26% | 23% | 32% | 28% |
| | | | | | | | | | | | j | | |
| TOTAL AWARE | 559 | 137 | 218 | 205 | 559 | 285 | 274 | 65 | 71 | 106 | 111 | 114 | 92 |
| | 47% | 50% | 49% | 44% | 47% | 48% | 46% | 48% | 52% | 49% | 49% | 48% | 39% |
| | | | | | | | | | l | l | l | | |
| TOTAL NOT AWARE | 626 | 137 | 224 | 265 | 626 | 304 | 321 | 71 | 66 | 110 | 114 | 123 | 141 |
| | 53% | 50% | 51% | 56% | 53% | 52% | 54% | 52% | 48% | 51% | 51% | 52% | 61% |
| | | | | | | | | | | | | | hij |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1174 | 269 | 388 | 238 | 279 | 657 | 517 | 1174 | 1027 | 147 |
| Effective Weighted Sample | 1105 | 254 | 366 | 225 | 262 | 620 | 487 | 1105 | 969 | 136 |
| Total | 1185 | 261 | 375 | 249 | 300 | 635 | 550 | 1185 | 1029 | 156 |
| AWARE AND USE | 232 | 52 | 78 | 53 | 49 | 130 | 102 | 232 | 203 | 29 |
| | 20% | 20% | 21% | 21% | 16% | 20% | 19% | 20% | 20% | 19% |
| AWARE BUT DO NOT USE | 328 | 78 | 105 | 72 | 73 | 183 | 145 | 328 | 281 | 47 |
| | 28% | 30% | 28% | 29% | 24% | 29% | 26% | 28% | 27% | 30% |
| TOTAL AWARE | 559 | 130 | 183 | 124 | 122 | 313 | 247 | 559 | 483 | 76 |
| | 47% | 50% | 49% | 50% | 41% | 49% | 45% | 47% | 47% | 49% |
| | | d | d | d | | d | | | | |
| TOTAL NOT AWARE | 626 | 131 | 192 | 125 | 178 | 323 | 303 | 626 | 546 | 80 |
| | 53% | 50% | 51% | 50% | 59% | 51% | 55% | 53% | 53% | 51% |
| | | | | | abce | | | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

Base : Parents with broadband at home whose child goes online

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1174 | 293 | 432 | 449 | 1174 | 586 | 588 | 143 | 150 | 217 | 215 | 226 | 223 |
| Effective Weighted Sample | 1105 | 281 | 401 | 425 | 1105 | 553 | 551 | 137 | 144 | 202 | 199 | 215 | 211 |
| Total | 1185 | 273 | 442 | 470 | 1185 | 590 | 596 | 136 | 137 | 216 | 226 | 237 | 233 |
| AWARE AND USE | 257 | 74 | 123 | 60 | 257 | 131 | 127 | 40 | 34 | 59 | 64 | 32 | 28 |
| | 22% | 27% | 28% | 13% | 22% | 22% | 21% | 29% | 25% | 27% | 28% | 13% | 12% |
| | | c | cd | | c | | | kl | kl | kl | kl | | |
| AWARE BUT DO NOT USE | 296 | 69 | 111 | 116 | 296 | 161 | 135 | 34 | 35 | 58 | 53 | 69 | 48 |
| | 25% | 25% | 25% | 25% | 25% | 27% | 23% | 25% | 25% | 27% | 23% | 29% | 20% |
| | | | | | | | | | | | | l | |
| TOTAL AWARE | 553 | 143 | 235 | 176 | 553 | 292 | 262 | 74 | 69 | 117 | 117 | 100 | 76 |
| | 47% | 52% | 53% | 37% | 47% | 49% | 44% | 54% | 50% | 54% | 52% | 42% | 33% |
| | | c | cd | | c | | | kl | l | kl | l | l | |
| TOTAL NOT AWARE | 632 | 131 | 207 | 294 | 632 | 298 | 334 | 63 | 68 | 99 | 109 | 136 | 157 |
| | 53% | 48% | 47% | 63% | 53% | 51% | 56% | 46% | 50% | 46% | 48% | 58% | 67% |
| | | | | abd | b | | | | | | | gi | ghijk |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

Base : Parents with broadband at home whose child goes online

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1174 | 269 | 388 | 238 | 279 | 657 | 517 | 1174 | 1027 | 147 |
| Effective Weighted Sample | 1105 | 254 | 366 | 225 | 262 | 620 | 487 | 1105 | 969 | 136 |
| Total | 1185 | 261 | 375 | 249 | 300 | 635 | 550 | 1185 | 1029 | 156 |
| AWARE AND USE | 257 | 63 | 87 | 53 | 54 | 151 | 107 | 257 | 228 | 29 |
| | 22% | 24% | 23% | 21% | 18% | 24% | 19% | 22% | 22% | 18% |
| AWARE BUT DO NOT USE | 296 | 64 | 108 | 57 | 68 | 172 | 125 | 296 | 258 | 38 |
| | 25% | 25% | 29% | 23% | 22% | 27% | 23% | 25% | 25% | 24% |
| | | | f | | | | | | | |
| TOTAL AWARE | 553 | 127 | 195 | 110 | 121 | 322 | 231 | 553 | 487 | 67 |
| | 47% | 49% | 52% | 44% | 40% | 51% | 42% | 47% | 47% | 43% |
| | | | df | | | df | | | | |
| TOTAL NOT AWARE | 632 | 133 | 180 | 139 | 179 | 313 | 319 | 632 | 543 | 89 |
| | 53% | 51% | 48% | 56% | 60% | 49% | 58% | 53% | 53% | 57% |
| | | | | | be | | be | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP31G/ QP32G 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

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1205 | 313 | 435 | 457 | 1205 | 600 | 605 | 149 | 164 | 218 | 217 | 233 | 224 |
| Effective Weighted Sample | 1132 | 300 | 403 | 433 | 1132 | 566 | 566 | 143 | 157 | 203 | 200 | 221 | 212 |
| Total | 1207 | 287 | 441 | 478 | 1207 | 598 | 608 | 141 | 146 | 215 | 226 | 242 | 236 |
| AWARE AND USE | 247 | 60 | 118 | 69 | 247 | 127 | 121 | 34 | 27 | 57 | 61 | 36 | 33 |
| | 21% | 21% | 27% | 14% | 21% | 21% | 20% | 24% | 18% | 26% | 27% | 15% | 14% |
| | | c | cd | | c | | | kl | | kl | kl | | |
| AWARE BUT DO NOT USE | 282 | 65 | 104 | 114 | 282 | 137 | 145 | 30 | 35 | 48 | 56 | 59 | 54 |
| | 23% | 23% | 23% | 24% | 23% | 23% | 24% | 21% | 24% | 22% | 25% | 24% | 23% |
| TOTAL AWARE | 529 | 125 | 222 | 183 | 529 | 264 | 266 | 64 | 61 | 105 | 117 | 95 | 87 |
| | 44% | 44% | 50% | 38% | 44% | 44% | 44% | 45% | 42% | 49% | 52% | 39% | 37% |
| | | | cd | | c | | | | | l | kl | | |
| TOTAL NOT AWARE | 677 | 162 | 220 | 295 | 677 | 334 | 343 | 77 | 85 | 110 | 110 | 147 | 149 |
| | 56% | 56% | 50% | 62% | 56% | 56% | 56% | 55% | 58% | 51% | 48% | 61% | 63% |
| | | | | bd | b | | | | | | | j | ij |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP31G/ QP32G 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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1205 | 266 | 393 | 242 | 304 | 659 | 546 | 1205 | 1046 | 159 |
| Effective Weighted Sample | 1132 | 251 | 370 | 228 | 285 | 621 | 513 | 1132 | 985 | 147 |
| Total | 1207 | 256 | 378 | 249 | 324 | 634 | 573 | 1207 | 1041 | 165 |
| AWARE AND USE | 247 | 59 | 90 | 45 | 53 | 149 | 98 | 247 | 206 | 42 |
| | 21% | 23% | 24% | 18% | 16% | 24% | 17% | 21% | 20% | 25% |
| | | df | df | | | df | | | | |
| AWARE BUT DO NOT USE | 282 | 72 | 79 | 54 | 77 | 151 | 131 | 282 | 247 | 35 |
| | 23% | 28% | 21% | 22% | 24% | 24% | 23% | 23% | 24% | 21% |
| | | b | | | | | | | | |
| TOTAL AWARE | 529 | 131 | 169 | 99 | 130 | 300 | 229 | 529 | 452 | 77 |
| | 44% | 51% | 45% | 40% | 40% | 47% | 40% | 44% | 43% | 47% |
| | | cd | fg | | | df | | | | |
| TOTAL NOT AWARE | 677 | 125 | 208 | 150 | 194 | 333 | 344 | 677 | 589 | 88 |
| | 56% | 49% | 55% | 60% | 60% | 53% | 60% | 56% | 57% | 53% |
| | | | | a | ae | | ae | a | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP31H/ QP32H 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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1205 | 313 | 435 | 457 | 1205 | 600 | 605 | 149 | 164 | 218 | 217 | 233 | 224 |
| Effective Weighted Sample | 1132 | 300 | 403 | 433 | 1132 | 566 | 566 | 143 | 157 | 203 | 200 | 221 | 212 |
| Total | 1207 | 287 | 441 | 478 | 1207 | 598 | 608 | 141 | 146 | 215 | 226 | 242 | 236 |
| AWARE AND USE | 250 | 64 | 117 | 69 | 250 | 131 | 119 | 37 | 27 | 56 | 61 | 38 | 31 |
| | 21% | 22% | 26% | 14% | 21% | 22% | 20% | 26% | 19% | 26% | 27% | 16% | 13% |
| | | c | cd | | c | | | kl | | kl | kl | | |
| AWARE BUT DO NOT USE | 281 | 67 | 97 | 117 | 281 | 129 | 153 | 28 | 39 | 47 | 50 | 54 | 63 |
| | 23% | 23% | 22% | 24% | 23% | 22% | 25% | 20% | 27% | 22% | 22% | 22% | 27% |
| TOTAL AWARE | 531 | 132 | 213 | 186 | 531 | 259 | 272 | 65 | 67 | 103 | 111 | 91 | 94 |
| | 44% | 46% | 48% | 39% | 44% | 43% | 45% | 46% | 46% | 48% | 49% | 38% | 40% |
| | | | c | | | | | | | k | k | | |
| TOTAL NOT AWARE | 676 | 155 | 228 | 293 | 676 | 339 | 337 | 76 | 80 | 112 | 116 | 151 | 142 |
| | 56% | 54% | 52% | 61% | 56% | 57% | 55% | 54% | 54% | 52% | 51% | 62% | 60% |
| | | | | b | | | | | | | | ij | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP31H/ QP32H 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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1205 | 266 | 393 | 242 | 304 | 659 | 546 | 1205 | 1046 | 159 |
| Effective Weighted Sample | 1132 | 251 | 370 | 228 | 285 | 621 | 513 | 1132 | 985 | 147 |
| Total | 1207 | 256 | 378 | 249 | 324 | 634 | 573 | 1207 | 1041 | 165 |
| AWARE AND USE | 250 | 60 | 83 | 48 | 59 | 143 | 107 | 250 | 210 | 40 |
| | 21% | 23% | 22% | 19% | 18% | 23% | 19% | 21% | 20% | 24% |
| AWARE BUT DO NOT USE | 281 | 66 | 82 | 63 | 71 | 148 | 134 | 281 | 240 | 41 |
| | 23% | 26% | 22% | 25% | 22% | 23% | 23% | 23% | 23% | 25% |
| TOTAL AWARE | 531 | 125 | 165 | 111 | 129 | 290 | 241 | 531 | 450 | 81 |
| | 44% | 49% | 44% | 45% | 40% | 46% | 42% | 44% | 43% | 49% |
| | | d | | | | | | | | |
| TOTAL NOT AWARE | 676 | 131 | 213 | 138 | 195 | 343 | 332 | 676 | 592 | 84 |
| | 56% | 51% | 56% | 55% | 60% | 54% | 58% | 56% | 57% | 51% |
| | | | | a | | | | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP31I/ QP32I SUMMARY OF AWARENESS AND USE - Parental control software or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device

Base : Parents whose child uses a smartphone or tablet computer

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1205 | 313 | 435 | 457 | 1205 | 600 | 605 | 149 | 164 | 218 | 217 | 233 | 224 |
| Effective Weighted Sample | 1132 | 300 | 403 | 433 | 1132 | 566 | 566 | 143 | 157 | 203 | 200 | 221 | 212 |
| Total | 1207 | 287 | 441 | 478 | 1207 | 598 | 608 | 141 | 146 | 215 | 226 | 242 | 236 |
| AWARE AND USE | 205 | 61 | 80 | 64 | 205 | 111 | 93 | 34 | 26 | 44 | 36 | 33 | 31 |
| | 17% | 21% | 18% | 13% | 17% | 19% | 15% | 24% | 18% | 20% | 16% | 14% | 13% |
| | | c | | | | | | kl | | l | | | |
| AWARE BUT DO NOT USE | 298 | 61 | 119 | 118 | 298 | 150 | 148 | 27 | 34 | 57 | 62 | 66 | 52 |
| | 25% | 21% | 27% | 25% | 25% | 25% | 24% | 19% | 23% | 27% | 27% | 27% | 22% |
| TOTAL AWARE | 503 | 122 | 199 | 182 | 503 | 262 | 241 | 62 | 60 | 101 | 98 | 99 | 83 |
| | 42% | 42% | 45% | 38% | 42% | 44% | 40% | 44% | 41% | 47% | 43% | 41% | 35% |
| | | | c | | | | | | | l | | | |
| TOTAL NOT AWARE | 703 | 165 | 243 | 296 | 703 | 336 | 367 | 79 | 86 | 114 | 128 | 143 | 153 |
| | 58% | 58% | 55% | 62% | 58% | 56% | 60% | 56% | 59% | 53% | 57% | 59% | 65% |
| | | | | b | | | | | | | | | i |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP31I/ QP32I SUMMARY OF AWARENESS AND USE - Parental control software or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device

Base : Parents whose child uses a smartphone or tablet computer

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1205 | 266 | 393 | 242 | 304 | 659 | 546 | 1205 | 1046 | 159 |
| Effective Weighted Sample | 1132 | 251 | 370 | 228 | 285 | 621 | 513 | 1132 | 985 | 147 |
| Total | 1207 | 256 | 378 | 249 | 324 | 634 | 573 | 1207 | 1041 | 165 |
| AWARE AND USE | 205 | 53 | 72 | 34 | 46 | 125 | 80 | 205 | 164 | 40 |
| | 17% | 21% | 19% | 14% | 14% | 20% | 14% | 17% | 16% | 24% |
| | | cdf | f | | | cdf | | | | h |
| AWARE BUT DO NOT USE | 298 | 80 | 89 | 63 | 67 | 168 | 130 | 298 | 263 | 36 |
| | 25% | 31% | 24% | 25% | 21% | 27% | 23% | 25% | 25% | 22% |
| | | bdfg | | | | d | | | | |
| TOTAL AWARE | 503 | 132 | 161 | 97 | 112 | 293 | 210 | 503 | 427 | 76 |
| | 42% | 52% | 43% | 39% | 35% | 46% | 37% | 42% | 41% | 46% |
| | | bcdfg | d | | | df | | d | | |
| TOTAL NOT AWARE | 703 | 124 | 217 | 151 | 212 | 340 | 363 | 703 | 614 | 89 |
| | 58% | 48% | 57% | 61% | 65% | 54% | 63% | 58% | 59% | 54% |
| | | | a | a | abeg | | ae | a | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1205 | 313 | 435 | 457 | 1205 | 600 | 605 | 149 | 164 | 218 | 217 | 233 | 224 |
| Effective Weighted Sample | 1132 | 300 | 403 | 433 | 1132 | 566 | 566 | 143 | 157 | 203 | 200 | 221 | 212 |
| Total | 1207 | 287 | 441 | 478 | 1207 | 598 | 608 | 141 | 146 | 215 | 226 | 242 | 236 |
| AWARE OF ANY | 687 | 160 | 269 | 258 | 687 | 343 | 344 | 79 | 81 | 132 | 137 | 131 | 127 |
| | 57% | 56% | 61% | 54% | 57% | 57% | 57% | 56% | 55% | 61% | 60% | 54% | 54% |
| | | | c | | | | | | | | | | |
| AWARE AND USE ANY | 349 | 93 | 150 | 106 | 349 | 177 | 172 | 49 | 44 | 72 | 78 | 56 | 50 |
| | 29% | 32% | 34% | 22% | 29% | 30% | 28% | 35% | 30% | 34% | 34% | 23% | 21% |
| | | c | c | | c | | | kl | l | kl | kl | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1205 | 266 | 393 | 242 | 304 | 659 | 546 | 1205 | 1046 | 159 |
| Effective Weighted Sample | 1132 | 251 | 370 | 228 | 285 | 621 | 513 | 1132 | 985 | 147 |
| Total | 1207 | 256 | 378 | 249 | 324 | 634 | 573 | 1207 | 1041 | 165 |
| AWARE OF ANY | 687 | 159 | 222 | 136 | 170 | 381 | 306 | 687 | 591 | 96 |
| | 57% | 62% | 59% | 55% | 52% | 60% | 53% | 57% | 57% | 58% |
| | | df | | | | df | | | | |
| AWARE AND USE ANY | 349 | 82 | 123 | 62 | 82 | 205 | 144 | 349 | 295 | 54 |
| | 29% | 32% | 33% | 25% | 25% | 32% | 25% | 29% | 28% | 33% |
| | | f | cdf | | | cdf | | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
Table 85

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 the 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 the devices using your home broadband service (also known as home network filtering)'

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | ~g | ~h | ~i | ~j | ~k | ~l |
| Unweighted total | 439 | 109 | 178 | 152 | 439 | 229 | 210 | 55 | 54 | 97 | 81 | 77 | 75 |
| Effective Weighted Sample | 414 | 105 | 166 | 144 | 414 | 216 | 198 | 53 | 52 | 90 | 76 | 73 | 70 |
| Total | 437 | 103 | 181 | 153 | 437 | 227 | 210 | 52 | 51 | 96 | 85 | 79 | 74 |
| DO YOU FIND THIS TOOL USEFUL? | | | | | | | | | | | | | |
| Yes | 403 | 99 | 167 | 137 | 403 | 204 | 199 | ** | ** | ** | ** | ** | ** |
| | 92% | 96% | 92% | 89% | 92% | 90% | 95% | ** | ** | ** | ** | ** | ** |
| | | c | | | | | | | | | | | |
| No | 15 | 1 | 7 | 8 | 15 | 12 | 3 | ** | ** | ** | ** | ** | ** |
| | 3% | 1% | 4% | 5% | 3% | 5% | 1% | ** | ** | ** | ** | ** | ** |
| | | | | | | f | | | | | | | |
| Don't know | 19 | 3 | 7 | 9 | 19 | 10 | 8 | ** | ** | ** | ** | ** | ** |
| | 4% | 3% | 4% | 6% | 4% | 5% | 4% | ** | ** | ** | ** | ** | ** |
| DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT? | | | | | | | | | | | | | |
| Too much | 46 | 6 | 17 | 23 | 46 | 31 | 14 | ** | ** | ** | ** | ** | ** |
| | 10% | 6% | 10% | 15% | 10% | 14% | 7% | ** | ** | ** | ** | ** | ** |
| | | | | a | | f | | | | | | | |
| Too little | 55 | 10 | 25 | 20 | 55 | 30 | 25 | ** | ** | ** | ** | ** | ** |
| | 13% | 10% | 14% | 13% | 13% | 13% | 12% | ** | ** | ** | ** | ** | ** |
| The right amount | 313 | 80 | 131 | 102 | 313 | 149 | 164 | ** | ** | ** | ** | ** | ** |
| | 72% | 78% | 73% | 67% | 72% | 66% | 78% | ** | ** | ** | ** | ** | ** |
| | | | | | | e | | | | | | | |
| Don't know | 23 | 7 | 8 | 8 | 23 | 16 | 7 | ** | ** | ** | ** | ** | ** |
| | 5% | 6% | 4% | 5% | 5% | 7% | 3% | ** | ** | ** | ** | ** | ** |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 85

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 the 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 the devices using your home broadband service (also known as home network filtering)'

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|------------|-----------------|-----------------|------------------|-----------------|----------------|------------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | ~g | ~h | ~i | ~j | ~k | ~l |
| Unweighted total | 439 | 109 | 178 | 152 | 439 | 229 | 210 | 55 | 54 | 97 | 81 | 77 | 75 |
| Effective Weighted Sample | 414 | 105 | 166 | 144 | 414 | 216 | 198 | 53 | 52 | 90 | 76 | 73 | 70 |
| Total | 437 | 103 | 181 | 153 | 437 | 227 | 210 | 52 | 51 | 96 | 85 | 79 | 74 |
| CAN YOUR CHILD GET AROUND THIS TOOL? | | | | | | | | | | | | | |
| Yes | 91 21% | 15 14% | 30 17% | 46 30% abd | 91 21% | 55 24% | 36 17% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** |
| No | 315 72% | 86 83% cd | 142 79% c | 87 57% | 315 72% c | 156 69% | 159 76% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** |
| Don't know | 30 7% | 2 2% | 8 5% | 20 13% abd | 30 7% | 16 7% | 15 7% | ** ** | ** ** | ** ** | ** ** | ** ** | ** ** |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
Table 85

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 the 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 the devices using your home broadband service (also known as home network filtering)'

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|----|----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | ~c | ~d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 439 | 111 | 167 | 83 | 78 | 278 | 161 | 439 | 380 | 59 |
| Effective Weighted Sample | 414 | 105 | 158 | 79 | 73 | 263 | 152 | 414 | 359 | 56 |
| Total | 437 | 108 | 161 | 88 | 80 | 269 | 168 | 437 | 373 | 63 |
| DO YOU FIND THIS TOOL USEFUL? | | | | | | | | | | |
| Yes | 403 | 98 | 148 | ** | ** | 246 | 157 | 403 | 341 | ** |
| | 92% | 91% | 92% | ** | ** | 91% | 93% | 92% | 91% | ** |
| No | 15 | 5 | 6 | ** | ** | 12 | 4 | 15 | 15 | ** |
| | 3% | 5% | 4% | ** | ** | 4% | 2% | 3% | 4% | ** |
| Don't know | 19 | 4 | 7 | ** | ** | 11 | 7 | 19 | 17 | ** |
| | 4% | 4% | 4% | ** | ** | 4% | 4% | 4% | 5% | ** |
| DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT? | | | | | | | | | | |
| Too much | 46 | 14 | 17 | ** | ** | 32 | 14 | 46 | 39 | ** |
| | 10% | 13% | 11% | ** | ** | 12% | 8% | 10% | 11% | ** |
| Too little | 55 | 17 | 14 | ** | ** | 31 | 24 | 55 | 48 | ** |
| | 13% | 16% | 9% | ** | ** | 12% | 14% | 13% | 13% | ** |
| The right amount | 313 | 73 | 119 | ** | ** | 192 | 121 | 313 | 266 | ** |
| | 72% | 67% | 74% | ** | ** | 71% | 72% | 72% | 71% | ** |
| Don't know | 23 | 4 | 10 | ** | ** | 14 | 9 | 23 | 20 | ** |
| | 5% | 4% | 6% | ** | ** | 5% | 5% | 5% | 5% | ** |
| CAN YOUR CHILD GET AROUND THIS TOOL? | | | | | | | | | | |
| Yes | 91 | 27 | 30 | ** | ** | 57 | 34 | 91 | 87 | ** |
| | 21% | 25% | 19% | ** | ** | 21% | 20% | 21% | 23% | ** |
| No | 315 | 74 | 115 | ** | ** | 188 | 127 | 315 | 259 | ** |
| | 72% | 68% | 71% | ** | ** | 70% | 76% | 72% | 69% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 85

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 the 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 the devices using your home broadband service (also known as home network filtering)'

| | | SOCIAL GRADE | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|----|----|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN |
| | | a | b | ~c | ~d | e | f | g | h |
| Significance Level: 95% | | | | | | | | | |
| Unweighted total | 439 | 111 | 167 | 83 | 78 | 278 | 161 | 439 | 380 |
| Effective Weighted Sample | 414 | 105 | 158 | 79 | 73 | 263 | 152 | 414 | 359 |
| Total | 437 | 108 | 161 | 88 | 80 | 269 | 168 | 437 | 373 |
| Don't know | 30 | 8 | 16 | ** | ** | 24 | 7 | 30 | 27 |
| | 7% | 7% | 10% | ** | ** | 9% | 4% | 7% | 7% |
| | | | f | | | | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP34B/ QP35B/ QP36B FEEDBACK FROM USERS OF - Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield) (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)'

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | ~i | ~j | ~k | ~l |
| Unweighted total | 370 | 98 | 156 | 116 | 370 | 194 | 176 | 47 | 51 | 87 | 69 | 60 | 56 |
| Effective Weighted Sample | 348 | 95 | 146 | 109 | 348 | 183 | 165 | 45 | 49 | 81 | 65 | 57 | 52 |
| Total | 372 | 93 | 165 | 114 | 372 | 191 | 181 | 46 | 48 | 87 | 78 | 58 | 56 |
| DO YOU FIND THIS TOOL USEFUL? | | | | | | | | | | | | | |
| Yes | 347 | ** | 160 | 102 | 347 | 181 | 166 | ** | ** | ** | ** | ** | ** |
| | 93% | ** | 97% | 89% | 93% | 95% | 92% | ** | ** | ** | ** | ** | ** |
| No | 12 | ** | 1 | 7 | 12 | 6 | 7 | ** | ** | ** | ** | ** | ** |
| | 3% | ** | 1% | 6% | 3% | 3% | 4% | ** | ** | ** | ** | ** | ** |
| Don't know | 13 | ** | 4 | 5 | 13 | 4 | 9 | ** | ** | ** | ** | ** | ** |
| | 3% | ** | 2% | 5% | 3% | 2% | 5% | ** | ** | ** | ** | ** | ** |
| DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT? | | | | | | | | | | | | | |
| Too much | 21 | ** | 7 | 12 | 21 | 13 | 8 | ** | ** | ** | ** | ** | ** |
| | 6% | ** | 4% | 11% | 6% | 7% | 4% | ** | ** | ** | ** | ** | ** |
| Too little | 38 | ** | 16 | 13 | 38 | 18 | 20 | ** | ** | ** | ** | ** | ** |
| | 10% | ** | 10% | 11% | 10% | 10% | 11% | ** | ** | ** | ** | ** | ** |
| The right amount | 290 | ** | 134 | 80 | 290 | 146 | 144 | ** | ** | ** | ** | ** | ** |
| | 78% | ** | 81% | 70% | 78% | 77% | 79% | ** | ** | ** | ** | ** | ** |
| Don't know | 22 | ** | 8 | 9 | 22 | 13 | 9 | ** | ** | ** | ** | ** | ** |
| | 6% | ** | 5% | 8% | 6% | 7% | 5% | ** | ** | ** | ** | ** | ** |
| CAN YOUR CHILD GET AROUND THIS TOOL? | | | | | | | | | | | | | |
| Yes | 61 | ** | 21 | 29 | 61 | 32 | 29 | ** | ** | ** | ** | ** | ** |
| | 16% | ** | 13% | 26% | 16% | 17% | 16% | ** | ** | ** | ** | ** | ** |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP34B/ QP35B/ QP36B FEEDBACK FROM USERS OF - Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield) (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)'

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | ~i | ~j | ~k | ~l |
| Unweighted total | 370 | 98 | 156 | 116 | 370 | 194 | 176 | 47 | 51 | 87 | 69 | 60 | 56 |
| Effective Weighted Sample | 348 | 95 | 146 | 109 | 348 | 183 | 165 | 45 | 49 | 81 | 65 | 57 | 52 |
| Total | 372 | 93 | 165 | 114 | 372 | 191 | 181 | 46 | 48 | 87 | 78 | 58 | 56 |
| No | 285 | ** | 135 | 71 | 285 | 149 | 137 | ** | ** | ** | ** | ** | ** |
| | 77% | ** | 82% | 63% | 77% | 78% | 76% | ** | ** | ** | ** | ** | ** |
| | | | c | c | | | | | | | | | |
| Don't know | 25 | ** | 9 | 13 | 25 | 10 | 16 | ** | ** | ** | ** | ** | ** |
| | 7% | ** | 5% | 11% | 7% | 5% | 9% | ** | ** | ** | ** | ** | ** |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
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.

QP34B/ QP35B/ QP36B FEEDBACK FROM USERS OF - Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield) (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)'

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|----|----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | ~a | b | ~c | ~d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 370 | 97 | 133 | 71 | 69 | 230 | 140 | 370 | 318 | 52 |
| Effective Weighted Sample | 348 | 92 | 125 | 67 | 65 | 217 | 132 | 348 | 300 | 49 |
| Total | 372 | 95 | 127 | 75 | 74 | 223 | 149 | 372 | 314 | 57 |
| DO YOU FIND THIS TOOL USEFUL? | | | | | | | | | | |
| Yes | 347 | ** | 118 | ** | ** | 209 | 138 | 347 | 290 | ** |
| | 93% | ** | 93% | ** | ** | 94% | 93% | 93% | 92% | ** |
| No | 12 | ** | 5 | ** | ** | 8 | 4 | 12 | 11 | ** |
| | 3% | ** | 4% | ** | ** | 3% | 3% | 3% | 4% | ** |
| Don't know | 13 | ** | 4 | ** | ** | 6 | 7 | 13 | 13 | ** |
| | 3% | ** | 3% | ** | ** | 3% | 4% | 3% | 4% | ** |
| DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT? | | | | | | | | | | |
| Too much | 21 | ** | 10 | ** | ** | 15 | 7 | 21 | 19 | ** |
| | 6% | ** | 8% | ** | ** | 7% | 4% | 6% | 6% | ** |
| Too little | 38 | ** | 10 | ** | ** | 16 | 22 | 38 | 34 | ** |
| | 10% | ** | 8% | ** | ** | 7% | 15% | 10% | 11% | ** |
| | | | | | | e | | | | |
| The right amount | 290 | ** | 102 | ** | ** | 178 | 112 | 290 | 240 | ** |
| | 78% | ** | 80% | ** | ** | 80% | 75% | 78% | 76% | ** |
| Don't know | 22 | ** | 6 | ** | ** | 14 | 9 | 22 | 22 | ** |
| | 6% | ** | 5% | ** | ** | 6% | 6% | 6% | 7% | ** |
| CAN YOUR CHILD GET AROUND THIS TOOL? | | | | | | | | | | |
| Yes | 61 | ** | 18 | ** | ** | 37 | 24 | 61 | 53 | ** |
| | 16% | ** | 14% | ** | ** | 17% | 16% | 16% | 17% | ** |
| No | 285 | ** | 98 | ** | ** | 166 | 119 | 285 | 236 | ** |
| | 77% | ** | 77% | ** | ** | 75% | 80% | 77% | 75% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP34B/ QP35B/ QP36B FEEDBACK FROM USERS OF - Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield) (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)'

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|----|----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | ~a | b | ~c | ~d | e | f | g | h | ~i |
| Unweighted total | 370 | 97 | 133 | 71 | 69 | 230 | 140 | 370 | 318 | 52 |
| Effective Weighted Sample | 348 | 92 | 125 | 67 | 65 | 217 | 132 | 348 | 300 | 49 |
| Total | 372 | 95 | 127 | 75 | 74 | 223 | 149 | 372 | 314 | 57 |
| Don't know | 25 | ** | 12 | ** | ** | 20 | 6 | 25 | 25 | ** |
| | 7% | ** | 10% | ** | ** | 9% | 4% | 7% | 8% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP42A. (SHOWCARD) You said earlier you were aware of but don't 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 devices using your home broadband service (also known as home network filtering) Here are some reasons that other people have given for not using this particular technical tool or control, 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 '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 devices using your home broadband service (also known as home network filtering)'

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|----------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | ~k | ~l |
| Unweighted total | 297 | 70 | 96 | 131 | 297 | 153 | 144 | 31 | 39 | 54 | 42 | 68 | 63 |
| Effective Weighted Sample | 279 | 67 | 89 | 124 | 279 | 144 | 135 | 30 | 37 | 50 | 39 | 65 | 59 |
| Total | 298 | 65 | 98 | 135 | 298 | 150 | 148 | 28 | 37 | 53 | 45 | 69 | 66 |
| Trust my child to be sensible/ responsible | 148 | ** | ** | 92 | 148 | 82 | 65 | ** | ** | ** | ** | ** | ** |
| | 50% | ** | ** | 68% d | 50% | 55% | 44% | ** | ** | ** | ** | ** | ** |
| I prefer to use other ways like talking to my child/ supervising them / using rules | 144 | ** | ** | 64 | 144 | 76 | 69 | ** | ** | ** | ** | ** | ** |
| | 48% | ** | ** | 47% | 48% | 50% | 46% | ** | ** | ** | ** | ** | ** |
| Child is always supervised/ always an adult present | 72 | ** | ** | 13 | 72 | 33 | 39 | ** | ** | ** | ** | ** | ** |
| | 24% | ** | ** | 9% | 24% c | 22% | 26% | ** | ** | ** | ** | ** | ** |
| Child learns how to be safe on the internet at school | 51 | ** | ** | 24 | 51 | 34 | 17 | ** | ** | ** | ** | ** | ** |
| | 17% | ** | ** | 18% | 17% | 23% f | 12% | ** | ** | ** | ** | ** | ** |
| Don't know how to do this/ too complicated/ time consuming to install/ administer | 18 | ** | ** | 9 | 18 | 6 | 12 | ** | ** | ** | ** | ** | ** |
| | 6% | ** | ** | 6% | 6% | 4% | 8% | ** | ** | ** | ** | ** | ** |
| They block too much/ get in the way | 17 | ** | ** | 9 | 17 | 9 | 9 | ** | ** | ** | ** | ** | ** |
| | 6% | ** | ** | 7% | 6% | 6% | 6% | ** | ** | ** | ** | ** | ** |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP42A. (SHOWCARD) You said earlier you were aware of but don't 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 devices using your home broadband service (also known as home network filtering) Here are some reasons that other people have given for not using this particular technical tool or control, 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 '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 devices using your home broadband service (also known as home network filtering)'

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | ~k | ~l |
| Unweighted total | 297 | 70 | 96 | 131 | 297 | 153 | 144 | 31 | 39 | 54 | 42 | 68 | 63 |
| Effective Weighted Sample | 279 | 67 | 89 | 124 | 279 | 144 | 135 | 30 | 37 | 50 | 39 | 65 | 59 |
| Total | 298 | 65 | 98 | 135 | 298 | 150 | 148 | 28 | 37 | 53 | 45 | 69 | 66 |
| Wouldn't work/ they'd find a way around any controls | 12 | ** | ** | 7 | 12 | 8 | 5 | ** | ** | ** | ** | ** | ** |
| | 4% | ** | ** | 5% | 4% | 5% | 3% | ** | ** | ** | ** | ** | ** |
| They don't block enough | 8 | ** | ** | 3 | 8 | 2 | 5 | ** | ** | ** | ** | ** | ** |
| | 3% | ** | ** | 2% | 3% | 2% | 4% | ** | ** | ** | ** | ** | ** |
| Other reasons | 16 | ** | ** | 6 | 16 | 5 | 10 | ** | ** | ** | ** | ** | ** |
| | 5% | ** | ** | 4% | 5% | 4% | 7% | ** | ** | ** | ** | ** | ** |
| Don't know | 20 | ** | ** | 7 | 20 | 11 | 8 | ** | ** | ** | ** | ** | ** |
| | 7% | ** | ** | 5% | 7% | 7% | 6% | ** | ** | ** | ** | ** | ** |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP42A. (SHOWCARD) You said earlier you were aware of but don't 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 devices using your home broadband service (also known as home network filtering) Here are some reasons that other people have given for not using this particular technical tool or control, 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 '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 devices using your home broadband service (also known as home network filtering)'

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|----|----|----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | e | f | g | h | ~i |
| Unweighted total | 297 | 72 | 90 | 68 | 67 | 162 | 135 | 297 | 255 | 42 |
| Effective Weighted Sample | 279 | 68 | 85 | 64 | 63 | 153 | 127 | 279 | 241 | 38 |
| Total | 298 | 68 | 88 | 70 | 72 | 156 | 142 | 298 | 256 | 42 |
| Trust my child to be sensible/ responsible | 148 | ** | ** | ** | ** | 83 | 64 | 148 | 130 | ** |
| | 50% | ** | ** | ** | ** | 53% | 45% | 50% | 51% | ** |
| I prefer to use other ways like talking to my child/ supervising them / using rules | 144 | ** | ** | ** | ** | 79 | 66 | 144 | 125 | ** |
| | 48% | ** | ** | ** | ** | 51% | 46% | 48% | 49% | ** |
| Child is always supervised/ always an adult present | 72 | ** | ** | ** | ** | 37 | 36 | 72 | 64 | ** |
| | 24% | ** | ** | ** | ** | 24% | 25% | 24% | 25% | ** |
| Child learns how to be safe on the internet at school | 51 | ** | ** | ** | ** | 26 | 25 | 51 | 46 | ** |
| | 17% | ** | ** | ** | ** | 17% | 18% | 17% | 18% | ** |
| Don't know how to do this/ too complicated/ time consuming to install/ administer | 18 | ** | ** | ** | ** | 10 | 8 | 18 | 18 | ** |
| | 6% | ** | ** | ** | ** | 6% | 6% | 6% | 7% | ** |
| They block too much/ get in the way | 17 | ** | ** | ** | ** | 5 | 12 | 17 | 17 | ** |
| | 6% | ** | ** | ** | ** | 3% | 9% | 6% | 6% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP42A. (SHOWCARD) You said earlier you were aware of but don't 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 devices using your home broadband service (also known as home network filtering) Here are some reasons that other people have given for not using this particular technical tool or control, 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 '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 devices using your home broadband service (also known as home network filtering)'

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|----|----|----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | e | f | g | h | ~i |
| Unweighted total | 297 | 72 | 90 | 68 | 67 | 162 | 135 | 297 | 255 | 42 |
| Effective Weighted Sample | 279 | 68 | 85 | 64 | 63 | 153 | 127 | 279 | 241 | 38 |
| Total | 298 | 68 | 88 | 70 | 72 | 156 | 142 | 298 | 256 | 42 |
| Wouldn't work/ they'd find a way around any controls | 12 | ** | ** | ** | ** | 7 | 5 | 12 | 10 | ** |
| | 4% | ** | ** | ** | ** | 5% | 3% | 4% | 4% | ** |
| They don't block enough | 8 | ** | ** | ** | ** | 2 | 5 | 8 | 7 | ** |
| | 3% | ** | ** | ** | ** | 2% | 4% | 3% | 3% | ** |
| Other reasons | 16 | ** | ** | ** | ** | 11 | 5 | 16 | 13 | ** |
| | 5% | ** | ** | ** | ** | 7% | 4% | 5% | 5% | ** |
| Don't know | 20 | ** | ** | ** | ** | 11 | 9 | 20 | 15 | ** |
| | 7% | ** | ** | ** | ** | 7% | 6% | 7% | 6% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
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.

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|------------|------------------|-------------------|----------------|-----------------|----------------|------------|------------------------|-------------------|--------------------|--------------------|-----------------|-----------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1247 | 317 | 458 | 472 | 1247 | 622 | 625 | 152 | 165 | 233 | 225 | 237 | 235 |
| Effective Weighted Sample | 1173 | 304 | 425 | 447 | 1173 | 587 | 586 | 146 | 158 | 217 | 208 | 225 | 222 |
| Total | 1256 | 296 | 467 | 494 | 1256 | 623 | 633 | 144 | 151 | 231 | 235 | 247 | 247 |
| SUPERVISE & TALK TO CHILD & TOOLS & RULES | 497 40% | 115 39% c | 235 50% acd | 146 30% | 497 40% c | 245 39% | 252 40% | 57 40% k | 58 38% | 117 50% ghkl | 119 51% ghkl | 71 29% | 75 30% |
| SUPERVISE & TALK TO CHILD & TOOLS & NOT RULES | 17 1% | 6 2% | 4 1% | 8 2% | 17 1% | 9 1% | 8 1% | 2 1% | 4 3% | 3 1% | 1 *% * | 4 2% | 3 1% |
| SUPERVISE & TALK TO CHILD & RULES & NOT TOOLS | 191 15% | 29 10% | 77 16% a | 86 17% a | 191 15% a | 88 14% | 103 16% | 15 10% | 14 9% | 37 16% | 40 17% h | 36 15% | 50 20% gh |
| SUPERVISE & TOOLS & RULES & NOT TALK | 161 13% | 72 24% bcd | 51 11% | 38 8% | 161 13% c | 80 13% | 81 13% | 37 26% ijkl | 35 23% ijkl | 21 9% | 30 13% l | 22 9% | 16 7% |
| TALK TO CHILD & RULES & TOOLS & NOT SUPERVISE | 31 2% | - -% | 10 2% a | 21 4% a | 31 2% a | 15 2% | 16 3% | - -% | - -% | 2 1% | 7 3% gh | 12 5% ghi | 8 3% gh |
| SUPERVISE & TALK TO CHILD ONLY | 27 2% | 4 1% | 9 2% | 14 3% | 27 2% | 12 2% | 15 2% | - -% | 4 3% g | 8 3% g | 2 1% | 5 2% | 9 4% gj |
| SUPERVISE & TOOLS ONLY | 23 2% | 10 3% c | 7 1% | 6 1% | 23 2% | 9 1% | 14 2% | 3 2% | 7 5% jk | 4 2% | 2 1% | 2 1% | 4 2% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
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.

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------------------|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1247 | 317 | 458 | 472 | 1247 | 622 | 625 | 152 | 165 | 233 | 225 | 237 | 235 |
| Effective Weighted Sample | 1173 | 304 | 425 | 447 | 1173 | 587 | 586 | 146 | 158 | 217 | 208 | 225 | 222 |
| Total | 1256 | 296 | 467 | 494 | 1256 | 623 | 633 | 144 | 151 | 231 | 235 | 247 | 247 |
| SUPERVISE & RULES ONLY | 121 | 43 | 36 | 41 | 121 | 65 | 56 | 23 | 20 | 19 | 17 | 23 | 19 |
| | 10% | 15% | 8% | 8% | 10% | 10% | 9% | 16% | 13% | 8% | 7% | 9% | 8% |
| | | bcd | | | | | | ijkl | | | | | |
| TALK TO CHILD & TOOLS ONLY | 6 | - | 2 | 5 | 6 | 2 | 5 | - | - | 2 | - | - | 5 |
| | 1% | -% | *% | 1% | 1% | *% | 1% | -% | -% | 1% | -% | -% | 2% |
| | | | | | | | | | | | | | jk |
| TALK TO CHILD & RULES ONLY | 30 | 1 | 2 | 27 | 30 | 15 | 15 | - | 1 | 1 | 1 | 14 | 13 |
| | 2% | *% | *% | 5% | 2% | 2% | 2% | -% | *% | *% | 1% | 6% | 5% |
| | | | | abd | ab | | | | | | | ghij | ghij |
| TOOLS & RULES ONLY | 13 | - | 1 | 12 | 13 | 5 | 8 | - | - | - | 1 | 5 | 6 |
| | 1% | -% | *% | 2% | 1% | 1% | 1% | -% | -% | -% | 1% | 2% | 3% |
| | | | | abd | | | | | | | | i | hi |
| TECHNICAL MEDIATION/ TOOLS ONLY | 6 | - | - | 6 | 6 | 3 | 4 | - | - | - | - | 3 | 4 |
| | 1% | -% | -% | 1% | 1% | *% | 1% | -% | -% | -% | -% | 1% | 1% |
| | | | | ab | | | | | | | | | |
| TALK TO CHILD EVERY FEW MONTHS ONLY | 22 | 1 | 3 | 18 | 22 | 8 | 14 | - | 1 | 2 | 1 | 6 | 12 |
| | 2% | *% | 1% | 4% | 2% | 1% | 2% | -% | 1% | 1% | *% | 2% | 5% |
| | | | | abd | | | | | | | | | ghij |
| PARENTAL SUPERVISION WHEN ONLINE ONLY | 34 | 10 | 15 | 9 | 34 | 18 | 16 | 6 | 4 | 6 | 8 | 6 | 4 |
| | 3% | 3% | 3% | 2% | 3% | 3% | 2% | 4% | 3% | 3% | 3% | 2% | 1% |
| RULES ONLY | 28 | 1 | 4 | 23 | 28 | 15 | 14 | - | 1 | 3 | 1 | 12 | 11 |
| | 2% | *% | 1% | 5% | 2% | 2% | 2% | -% | 1% | 1% | *% | 5% | 5% |
| | | | | abd | a | | | | | | | ghij | ghij |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
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.

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1247 | 317 | 458 | 472 | 1247 | 622 | 625 | 152 | 165 | 233 | 225 | 237 | 235 |
| Effective Weighted Sample | 1173 | 304 | 425 | 447 | 1173 | 587 | 586 | 146 | 158 | 217 | 208 | 225 | 222 |
| Total | 1256 | 296 | 467 | 494 | 1256 | 623 | 633 | 144 | 151 | 231 | 235 | 247 | 247 |
| NONE OF THESE | 48 | 4 | 10 | 34 | 48 | 33 | 14 | 1 | 3 | 6 | 4 | 26 | 8 |
| | 4% | 1% | 2% | 7% | 4% | 5% | 2% | 1% | 2% | 3% | 2% | 11% | 3% |
| | | | | abd | a | f | | | | | | ghijl | |
| ANY OF THE RULES ABOUT WHAT CHILD DOES ONLINE | 1072 | 261 | 417 | 394 | 1072 | 528 | 544 | 133 | 129 | 200 | 217 | 195 | 199 |
| | 85% | 88% | 89% | 80% | 85% | 85% | 86% | 92% | 85% | 87% | 92% | 79% | 81% |
| | | c | cd | | c | | | kl | | k | hkl | | |
| ANY PARENTAL SUPERVISION WHEN ONLINE | 1072 | 289 | 434 | 348 | 1072 | 527 | 544 | 144 | 146 | 215 | 219 | 169 | 180 |
| | 85% | 98% | 93% | 71% | 85% | 85% | 86% | 99% | 96% | 93% | 93% | 68% | 73% |
| | | bcd | cd | | c | | | ijkl | kl | kl | kl | | |
| ANY TALK TO CHILD ABOUT STAYING SAFE ONLINE AT LEAST EVERY FEW MONTHS | 822 | 156 | 342 | 324 | 822 | 394 | 429 | 74 | 82 | 171 | 171 | 149 | 175 |
| | 65% | 53% | 73% | 66% | 65% | 63% | 68% | 51% | 54% | 74% | 73% | 60% | 71% |
| | | | acd | a | a | | | | | ghk | ghk | | ghk |
| ANY OF THE SIX TECHNICAL MEDIATION TOOLS | 755 | 203 | 310 | 242 | 755 | 368 | 386 | 100 | 103 | 149 | 161 | 120 | 122 |
| | 60% | 69% | 66% | 49% | 60% | 59% | 61% | 69% | 68% | 64% | 69% | 48% | 49% |
| | | cd | cd | | c | | | kl | kl | kl | kl | | |
| ANY THREE | 400 | 106 | 141 | 152 | 400 | 192 | 208 | 54 | 53 | 63 | 78 | 75 | 78 |
| | 32% | 36% | 30% | 31% | 32% | 31% | 33% | 37% | 35% | 27% | 33% | 30% | 31% |
| | | | | | | | | i | | | | | |
| ANY TWO | 220 | 58 | 58 | 104 | 220 | 108 | 112 | 26 | 32 | 34 | 24 | 48 | 56 |
| | 18% | 20% | 12% | 21% | 18% | 17% | 18% | 18% | 21% | 15% | 10% | 19% | 23% |
| | | b | | b | b | | | j | j | | j | j | ij |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|----------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1247 | 317 | 458 | 472 | 1247 | 622 | 625 | 152 | 165 | 233 | 225 | 237 | 235 |
| Effective Weighted Sample | 1173 | 304 | 425 | 447 | 1173 | 587 | 586 | 146 | 158 | 217 | 208 | 225 | 222 |
| Total | 1256 | 296 | 467 | 494 | 1256 | 623 | 633 | 144 | 151 | 231 | 235 | 247 | 247 |
| ANY ONE | 91 | 12 | 22 | 57 | 91 | 44 | 47 | 6 | 6 | 12 | 10 | 26 | 31 |
| | 7% | 4% | 5% | 12% | 7% | 7% | 7% | 4% | 4% | 5% | 4% | 11% | 12% |
| | | | | abd | | | | | | | | ghij | ghij |
| AT LEAST THREE OUT OF FOUR | 897 | 222 | 377 | 299 | 897 | 437 | 460 | 111 | 111 | 180 | 197 | 146 | 153 |
| | 71% | 75% | 81% | 61% | 71% | 70% | 73% | 77% | 73% | 78% | 84% | 59% | 62% |
| | | c | cd | | c | | | kl | kl | kl | hkl | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1247 | 273 | 405 | 250 | 319 | 678 | 569 | 1247 | 1094 | 153 |
| Effective Weighted Sample | 1173 | 258 | 382 | 236 | 300 | 640 | 536 | 1173 | 1032 | 142 |
| Total | 1256 | 264 | 390 | 259 | 342 | 654 | 602 | 1256 | 1094 | 162 |
| SUPERVISE & TALK TO CHILD & TOOLS & RULES | 497 | 114 | 165 | 104 | 114 | 279 | 218 | 497 | 431 | 67 |
| | 40% | 43% | 42% | 40% | 33% | 43% | 36% | 40% | 39% | 41% |
| | | d | d | | | df | | d | | |
| SUPERVISE & TALK TO CHILD & TOOLS & NOT RULES | 17 | 4 | 4 | 5 | 5 | 8 | 10 | 17 | 15 | 2 |
| | 1% | 1% | 1% | 2% | 1% | 1% | 2% | 1% | 1% | 1% |
| SUPERVISE & TALK TO CHILD & RULES & NOT TOOLS | 191 | 39 | 51 | 37 | 65 | 90 | 102 | 191 | 166 | 25 |
| | 15% | 15% | 13% | 14% | 19% | 14% | 17% | 15% | 15% | 15% |
| | | | | | be | | | | | |
| SUPERVISE & TOOLS & RULES & NOT TALK | 161 | 35 | 59 | 32 | 35 | 94 | 67 | 161 | 143 | 18 |
| | 13% | 13% | 15% | 12% | 10% | 14% | 11% | 13% | 13% | 11% |
| TALK TO CHILD & RULES & TOOLS & NOT SUPERVISE | 31 | 9 | 8 | 8 | 6 | 17 | 13 | 31 | 25 | 6 |
| | 2% | 3% | 2% | 3% | 2% | 3% | 2% | 2% | 2% | 4% |
| SUPERVISE & TALK TO CHILD ONLY | 27 | 5 | 8 | 8 | 6 | 14 | 14 | 27 | 24 | 3 |
| | 2% | 2% | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 2% |
| SUPERVISE & TOOLS ONLY | 23 | 5 | 13 | 2 | 3 | 18 | 5 | 23 | 19 | 4 |
| | 2% | 2% | 3% | 1% | 1% | 3% | 1% | 2% | 2% | 2% |
| | | | cdf | | | f | | | | |
| SUPERVISE & RULES ONLY | 121 | 24 | 19 | 30 | 47 | 44 | 78 | 121 | 109 | 12 |
| | 10% | 9% | 5% | 12% | 14% | 7% | 13% | 10% | 10% | 7% |
| | | b | | be | beg | | beg | be | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
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.

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1247 | 273 | 405 | 250 | 319 | 678 | 569 | 1247 | 1094 | 153 |
| Effective Weighted Sample | 1173 | 258 | 382 | 236 | 300 | 640 | 536 | 1173 | 1032 | 142 |
| Total | 1256 | 264 | 390 | 259 | 342 | 654 | 602 | 1256 | 1094 | 162 |
| TALK TO CHILD & TOOLS ONLY | 6 | 1 | 4 | 1 | - | 5 | 1 | 6 | 6 | - |
| | 1% | 1% | 1% | *% | -% | 1% | *% | 1% | 1% | -% |
| TALK TO CHILD & RULES ONLY | 30 | 5 | 7 | 6 | 11 | 12 | 17 | 30 | 24 | 6 |
| | 2% | 2% | 2% | 2% | 3% | 2% | 3% | 2% | 2% | 4% |
| TOOLS & RULES ONLY | 13 | 2 | 2 | 3 | 6 | 4 | 8 | 13 | 11 | 1 |
| | 1% | 1% | *% | 1% | 2% | 1% | 1% | 1% | 1% | 1% |
| TECHNICAL MEDIATION/ TOOLS ONLY | 6 | 2 | 3 | 1 | - | 5 | 1 | 6 | 4 | 2 |
| | 1% | 1% | 1% | 1% | -% | 1% | *% | 1% | *% | 1% |
| TALK TO CHILD EVERY FEW MONTHS ONLY | 22 | 2 | 8 | 4 | 8 | 10 | 12 | 22 | 18 | 4 |
| | 2% | 1% | 2% | 1% | 2% | 2% | 2% | 2% | 2% | 3% |
| PARENTAL SUPERVISION WHEN ONLINE ONLY | 34 | 5 | 16 | 1 | 12 | 20 | 13 | 34 | 32 | 2 |
| | 3% | 2% | 4% | *% | 4% | 3% | 2% | 3% | 3% | 1% |
| | | | c | | c | c | | c | | |
| RULES ONLY | 28 | 7 | 7 | 10 | 5 | 13 | 15 | 28 | 23 | 5 |
| | 2% | 2% | 2% | 4% | 2% | 2% | 3% | 2% | 2% | 3% |
| NONE OF THESE | 48 | 4 | 16 | 8 | 19 | 21 | 27 | 48 | 44 | 4 |
| | 4% | 2% | 4% | 3% | 6% | 3% | 4% | 4% | 4% | 2% |
| | | | | | a | | a | | | |
| ANY OF THE RULES ABOUT WHAT CHILD DOES ONLINE | 1072 | 235 | 318 | 230 | 289 | 553 | 519 | 1072 | 931 | 141 |
| | 85% | 89% | 82% | 89% | 84% | 85% | 86% | 85% | 85% | 87% |
| | | b | | b | | | | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
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.

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|------------|----------|-----------|------------|-----------|-----------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1247 | 273 | 405 | 250 | 319 | 678 | 569 | 1247 | 1094 | 153 |
| Effective Weighted Sample | 1173 | 258 | 382 | 236 | 300 | 640 | 536 | 1173 | 1032 | 142 |
| Total | 1256 | 264 | 390 | 259 | 342 | 654 | 602 | 1256 | 1094 | 162 |
| ANY PARENTAL SUPERVISION WHEN ONLINE | 1072 | 231 | 335 | 219 | 287 | 566 | 506 | 1072 | 939 | 133 |
| | 85% | 87% | 86% | 84% | 84% | 86% | 84% | 85% | 86% | 82% |
| ANY TALK TO CHILD ABOUT STAYING SAFE ONLINE AT LEAST EVERY FEW MONTHS | 822 | 180 | 256 | 172 | 214 | 435 | 387 | 822 | 708 | 114 |
| | 65% | 68% | 66% | 66% | 63% | 67% | 64% | 65% | 65% | 70% |
| ANY OF THE SIX TECHNICAL MEDIATION TOOLS | 755 | 173 | 258 | 155 | 169 | 431 | 324 | 755 | 654 | 101 |
| | 60% | 65% df | 66% dfg | 60% d | 49% | 66% dfg | 54% | 60% df | 60% | 62% |
| ANY THREE | 400 | 87 | 121 | 81 | 110 | 208 | 192 | 400 | 349 | 52 |
| | 32% | 33% | 31% | 31% | 32% | 32% | 32% | 32% | 32% | 32% |
| ANY TWO | 220 | 43 | 54 | 50 | 73 | 97 | 123 | 220 | 193 | 27 |
| | 18% | 16% | 14% | 19% | 21% be | 15% | 20% be | 18% | 18% | 17% |
| ANY ONE | 91 | 16 | 33 | 16 | 26 | 49 | 42 | 91 | 78 | 13 |
| | 7% | 6% | 9% | 6% | 7% | 8% | 7% | 7% | 7% | 8% |
| AT LEAST THREE OUT OF FOUR | 897 | 201 | 287 | 185 | 224 | 488 | 410 | 897 | 779 | 118 |
| | 71% | 76% df | 74% d | 71% | 66% | 75% df | 68% | 71% d | 71% | 73% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP43. I'd now like to ask you some questions about your child's use of social media or messaging sites or apps - so websites or apps like Facebook, Twitter, Instagram, Snapchat, What's App and some activities on YouTube. Does your child have a profile or account on any of these types of sites or apps? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base : Parents whose child goes online at home or elsewhere

| | | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|------|-------------|-----|------|-------|----------------|------|------------------------|------|--------|------|--------|------|
| | | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE | MALE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1255 | 317 | 463 | 475 | 1255 | 629 | 626 | 152 | 165 | 239 | 224 | 238 | 237 |
| Effective Weighted Sample | 1180 | 304 | 429 | 450 | 1180 | 594 | 587 | 146 | 158 | 223 | 207 | 226 | 224 |
| Total | 1263 | 296 | 471 | 496 | 1263 | 629 | 634 | 144 | 151 | 237 | 234 | 248 | 249 |
| Yes | 497 | 10 | 115 | 372 | 497 | 249 | 248 | 6 | 4 | 61 | 54 | 181 | 191 |
| | 39% | 3% | 24% | 75% | 39% | 40% | 39% | 4% | 2% | 26% | 23% | 73% | 77% |
| | | | a | abd | ab | | | | | gh | gh | ghij | ghij |
| No | 749 | 285 | 347 | 118 | 749 | 374 | 375 | 138 | 146 | 173 | 174 | 63 | 55 |
| | 59% | 96% | 74% | 24% | 59% | 59% | 59% | 96% | 97% | 73% | 74% | 25% | 22% |
| | | bcd | cd | | c | | | ijkl | ijkl | kl | kl | | |
| Don't know | 17 | 1 | 9 | 6 | 17 | 7 | 10 | - | 1 | 3 | 6 | 4 | 3 |
| | 1% | *% | 2% | 1% | 1% | 1% | 2% | -% | 1% | 1% | 3% | 1% | 1% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP43. I'd now like to ask you some questions about your child's use of social media or messaging sites or apps - so websites or apps like Facebook, Twitter, Instagram, Snapchat, What's App and some activities on YouTube. Does your child have a profile or account on any of these types of sites or apps? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15)

Base : Parents whose child goes online at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1255 | 273 | 408 | 254 | 320 | 681 | 574 | 1255 | 1102 | 153 |
| Effective Weighted Sample | 1180 | 258 | 384 | 240 | 301 | 643 | 540 | 1180 | 1039 | 142 |
| Total | 1263 | 264 | 392 | 263 | 344 | 656 | 607 | 1263 | 1101 | 162 |
| Yes | 497 | 96 | 143 | 109 | 149 | 239 | 258 | 497 | 437 | 60 |
| | 39% | 36% | 37% | 41% | 43% | 36% | 42% | 39% | 40% | 37% |
| | | | | e | e | | e | | | |
| No | 749 | 165 | 245 | 148 | 191 | 410 | 339 | 749 | 651 | 98 |
| | 59% | 62% | 63% | 56% | 56% | 62% | 56% | 59% | 59% | 60% |
| | | | f | | | df | | | | |
| Don't know | 17 | 3 | 4 | 6 | 4 | 7 | 10 | 17 | 13 | 4 |
| | 1% | 1% | 1% | 2% | 1% | 1% | 2% | 1% | 1% | 2% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP44. Which social media or messaging sites or apps does your child use? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Children with a social media account

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--------------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 449 | 10 | 96 | 343 | 449 | 228 | 221 | 6 | 4 | 54 | 42 | 168 | 175 |
| Effective Weighted Sample | 429 | 10 | 92 | 327 | 429 | 219 | 210 | 6 | 4 | 52 | 41 | 161 | 167 |
| Total | 497 | 10 | 115 | 372 | 497 | 249 | 248 | 6 | 4 | 61 | 54 | 181 | 191 |
| Facebook | 316 | ** | ** | 271 | 316 | 149 | 166 | ** | ** | ** | ** | 124 | 148 |
| | 63% | ** | ** | 73% | 63% | 60% | 67% | ** | ** | ** | ** | 68% | 77% |
| | | | | d | | | | | | | | | |
| Snapchat | 269 | ** | ** | 215 | 269 | 119 | 150 | ** | ** | ** | ** | 96 | 118 |
| | 54% | ** | ** | 58% | 54% | 48% | 60% | ** | ** | ** | ** | 53% | 62% |
| | | | | e | | | | | | | | | |
| Instagram | 264 | ** | ** | 213 | 264 | 119 | 146 | ** | ** | ** | ** | 95 | 118 |
| | 53% | ** | ** | 57% | 53% | 48% | 59% | ** | ** | ** | ** | 52% | 62% |
| | | | | e | | | | | | | | | |
| WhatsApp | 162 | ** | ** | 118 | 162 | 80 | 82 | ** | ** | ** | ** | 57 | 61 |
| | 33% | ** | ** | 32% | 33% | 32% | 33% | ** | ** | ** | ** | 32% | 32% |
| YouTube | 162 | ** | ** | 120 | 162 | 92 | 70 | ** | ** | ** | ** | 66 | 54 |
| | 33% | ** | ** | 32% | 33% | 37% | 28% | ** | ** | ** | ** | 36% | 28% |
| Facebook Messenger | 121 | ** | ** | 102 | 121 | 57 | 64 | ** | ** | ** | ** | 48 | 54 |
| | 24% | ** | ** | 28% | 24% | 23% | 26% | ** | ** | ** | ** | 27% | 28% |
| Twitter | 75 | ** | ** | 70 | 75 | 38 | 37 | ** | ** | ** | ** | 35 | 36 |
| | 15% | ** | ** | 19% | 15% | 15% | 15% | ** | ** | ** | ** | 19% | 19% |
| Musical.ly | 62 | ** | ** | 36 | 62 | 16 | 46 | ** | ** | ** | ** | 7 | 29 |
| | 12% | ** | ** | 10% | 12% | 6% | 19% | ** | ** | ** | ** | 4% | 15% |
| | | | | k | | | | | | | | | |
| Google+ (inc. Google Hangouts) | 34 | ** | ** | 26 | 34 | 20 | 14 | ** | ** | ** | ** | 15 | 11 |
| | 7% | ** | ** | 7% | 7% | 8% | 5% | ** | ** | ** | ** | 8% | 6% |
| Pinterest | 31 | ** | ** | 26 | 31 | 8 | 24 | ** | ** | ** | ** | 8 | 18 |
| | 6% | ** | ** | 7% | 6% | 3% | 9% | ** | ** | ** | ** | 4% | 9% |
| | | | | e | | | | | | | | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP44. Which social media or messaging sites or apps does your child use? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Children with a social media account

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 449 | 10 | 96 | 343 | 449 | 228 | 221 | 6 | 4 | 54 | 42 | 168 | 175 |
| Effective Weighted Sample | 429 | 10 | 92 | 327 | 429 | 219 | 210 | 6 | 4 | 52 | 41 | 161 | 167 |
| Total | 497 | 10 | 115 | 372 | 497 | 249 | 248 | 6 | 4 | 61 | 54 | 181 | 191 |
| MySpace | 12 | ** | ** | 9 | 12 | 6 | 6 | ** | ** | ** | ** | 5 | 4 |
| | 2% | ** | ** | 2% | 2% | 3% | 2% | ** | ** | ** | ** | 3% | 2% |
| Bebo | 9 | ** | ** | 6 | 9 | 5 | 4 | ** | ** | ** | ** | 3 | 3 |
| | 2% | ** | ** | 2% | 2% | 2% | 2% | ** | ** | ** | ** | 2% | 1% |
| Tumblr | 7 | ** | ** | 7 | 7 | 4 | 3 | ** | ** | ** | ** | 4 | 3 |
| | 1% | ** | ** | 2% | 1% | 1% | 1% | ** | ** | ** | ** | 2% | 2% |
| Other | 6 | ** | ** | 5 | 6 | 4 | 2 | ** | ** | ** | ** | 3 | 2 |
| | 1% | ** | ** | 1% | 1% | 2% | 1% | ** | ** | ** | ** | 2% | 1% |
| Don't know | 4 | ** | ** | 2 | 4 | 3 | 1 | ** | ** | ** | ** | 1 | 1 |
| | 1% | ** | ** | 1% | 1% | 1% | *% | ** | ** | ** | ** | 1% | 1% |
| ANY FACEBOOK | 323 | ** | ** | 274 | 323 | 152 | 171 | ** | ** | ** | ** | 125 | 150 |
| | 65% | ** | ** | 74% | 65% | 61% | 69% | ** | ** | ** | ** | 69% | 78% |
| | | | | d | | | | | | | | | |
| Mean number of social media sites or apps | 3.1 | ** | ** | 3.3 | 3.1 | 2.9 | 3.3 | ** | ** | ** | ** | 3.1 | 3.4 |
| | | | | | | e | | | | | | | |
| Standard deviation | 2.03 | ** | ** | 2.05 | 2.03 | 1.95 | 2.09 | ** | ** | ** | ** | 1.97 | 2.11 |
| Standard error | .10 | ** | ** | .11 | .10 | .13 | .14 | ** | ** | ** | ** | .15 | .16 |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP44. Which social media or messaging sites or apps does your child use? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Children with a social media account

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--------------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | ~a | b | ~c | d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 449 | 89 | 136 | 97 | 127 | 225 | 224 | 449 | 396 | 53 |
| Effective Weighted Sample | 429 | 86 | 130 | 93 | 121 | 216 | 213 | 429 | 380 | 49 |
| Total | 497 | 96 | 143 | 109 | 149 | 239 | 258 | 497 | 437 | 60 |
| Facebook | 316 | ** | 84 | ** | 110 | 140 | 175 | 316 | 272 | ** |
| | 63% | ** | 59% | ** | 74% | 59% | 68% | 63% | 62% | ** |
| | | | | | beg | | e | | | |
| Snapchat | 269 | ** | 81 | ** | 72 | 136 | 133 | 269 | 232 | ** |
| | 54% | ** | 56% | ** | 48% | 57% | 51% | 54% | 53% | ** |
| Instagram | 264 | ** | 73 | ** | 73 | 133 | 131 | 264 | 230 | ** |
| | 53% | ** | 51% | ** | 49% | 56% | 51% | 53% | 53% | ** |
| WhatsApp | 162 | ** | 50 | ** | 36 | 86 | 76 | 162 | 144 | ** |
| | 33% | ** | 35% | ** | 24% | 36% | 29% | 33% | 33% | ** |
| | | | | | | d | | | | |
| YouTube | 162 | ** | 47 | ** | 37 | 91 | 71 | 162 | 148 | ** |
| | 33% | ** | 33% | ** | 25% | 38% | 28% | 33% | 34% | ** |
| | | | | | | df | | | | |
| Facebook Messenger | 121 | ** | 26 | ** | 36 | 53 | 67 | 121 | 102 | ** |
| | 24% | ** | 18% | ** | 24% | 22% | 26% | 24% | 23% | ** |
| Twitter | 75 | ** | 18 | ** | 22 | 33 | 42 | 75 | 61 | ** |
| | 15% | ** | 12% | ** | 15% | 14% | 16% | 15% | 14% | ** |
| Musical.ly | 62 | ** | 16 | ** | 18 | 29 | 33 | 62 | 52 | ** |
| | 12% | ** | 11% | ** | 12% | 12% | 13% | 12% | 12% | ** |
| Google+ (inc. Google Hangouts) | 34 | ** | 9 | ** | 11 | 16 | 18 | 34 | 31 | ** |
| | 7% | ** | 6% | ** | 7% | 7% | 7% | 7% | 7% | ** |
| Pinterest | 31 | ** | 7 | ** | 6 | 17 | 15 | 31 | 22 | ** |
| | 6% | ** | 5% | ** | 4% | 7% | 6% | 6% | 5% | ** |
| MySpace | 12 | ** | 3 | ** | 2 | 5 | 7 | 12 | 12 | ** |
| | 2% | ** | 2% | ** | 1% | 2% | 3% | 2% | 3% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP44. Which social media or messaging sites or apps does your child use? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Children with a social media account

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|------|-----|------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | ~a | b | ~c | d | e | f | g | h | ~i |
| Unweighted total | 449 | 89 | 136 | 97 | 127 | 225 | 224 | 449 | 396 | 53 |
| Effective Weighted Sample | 429 | 86 | 130 | 93 | 121 | 216 | 213 | 429 | 380 | 49 |
| Total | 497 | 96 | 143 | 109 | 149 | 239 | 258 | 497 | 437 | 60 |
| Bebo | 9 | ** | - | ** | 4 | 2 | 7 | 9 | 9 | ** |
| | 2% | ** | -% | ** | 3% | 1% | 3% | 2% | 2% | ** |
| | | | | | b | | | | | |
| Tumblr | 7 | ** | 1 | ** | 3 | 1 | 6 | 7 | 7 | ** |
| | 1% | ** | 1% | ** | 2% | *% | 2% | 1% | 2% | ** |
| Other | 6 | ** | 1 | ** | 3 | 2 | 4 | 6 | 6 | ** |
| | 1% | ** | 1% | ** | 2% | 1% | 2% | 1% | 1% | ** |
| Don't know | 4 | ** | 2 | ** | - | 2 | 1 | 4 | 2 | ** |
| | 1% | ** | 2% | ** | -% | 1% | 1% | 1% | 1% | ** |
| ANY FACEBOOK | 323 | ** | 86 | ** | 111 | 142 | 181 | 323 | 275 | ** |
| | 65% | ** | 60% | ** | 75% | 59% | 70% | 65% | 63% | ** |
| | | | | | beg | | e | | | |
| Mean number of social media sites or apps | 3.1 | ** | 2.9 | ** | 2.9 | 3.1 | 3.0 | 3.1 | 3.0 | ** |
| Standard deviation | 2.03 | ** | 1.87 | ** | 1.95 | 1.99 | 2.06 | 2.03 | 2.00 | ** |
| Standard error | .10 | ** | .16 | ** | .17 | .13 | .14 | .10 | .10 | ** |
| Columns Tested: a,b,c,d,e,f,g - h,i | | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP45. And which is their main social media or messaging site or app, so the one they use most often? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Children with a social media account

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 449 | 10 | 96 | 343 | 449 | 228 | 221 | 6 | 4 | 54 | 42 | 168 | 175 |
| Effective Weighted Sample | 429 | 10 | 92 | 327 | 429 | 219 | 210 | 6 | 4 | 52 | 41 | 161 | 167 |
| Total | 497 | 10 | 115 | 372 | 497 | 249 | 248 | 6 | 4 | 61 | 54 | 181 | 191 |
| Facebook | 159 | ** | ** | 135 | 159 | 85 | 74 | ** | ** | ** | ** | 70 | 65 |
| | 32% | ** | ** | 36% | 32% | 34% | 30% | ** | ** | ** | ** | 38% | 34% |
| Snapchat | 142 | ** | ** | 118 | 142 | 54 | 88 | ** | ** | ** | ** | 43 | 76 |
| | 29% | ** | ** | 32% | 29% | 22% | 36% | ** | ** | ** | ** | 24% | 39% |
| | | | | | | | e | | | | | | k |
| Instagram | 73 | ** | ** | 54 | 73 | 40 | 33 | ** | ** | ** | ** | 32 | 22 |
| | 15% | ** | ** | 14% | 15% | 16% | 13% | ** | ** | ** | ** | 18% | 11% |
| YouTube | 48 | ** | ** | 26 | 48 | 33 | 15 | ** | ** | ** | ** | 19 | 8 |
| | 10% | ** | ** | 7% | 10% | 13% | 6% | ** | ** | ** | ** | 10% | 4% |
| | | | | | | f | | | | | | l | |
| WhatsApp | 29 | ** | ** | 13 | 29 | 18 | 11 | ** | ** | ** | ** | 9 | 4 |
| | 6% | ** | ** | 3% | 6% | 7% | 4% | ** | ** | ** | ** | 5% | 2% |
| Facebook Messenger | 19 | ** | ** | 15 | 19 | 5 | 14 | ** | ** | ** | ** | 4 | 11 |
| | 4% | ** | ** | 4% | 4% | 2% | 6% | ** | ** | ** | ** | 2% | 6% |
| | | | | | | | e | | | | | | |
| Musical.ly | 8 | ** | ** | 2 | 8 | 1 | 7 | ** | ** | ** | ** | - | 2 |
| | 2% | ** | ** | 1% | 2% | 1% | 3% | ** | ** | ** | ** | -% | 1% |
| Other | 9 | ** | ** | 3 | 9 | 6 | 3 | ** | ** | ** | ** | 1 | 2 |
| | 2% | ** | ** | 1% | 2% | 2% | 1% | ** | ** | ** | ** | 1% | 1% |
| Don't know | 11 | ** | ** | 6 | 11 | 7 | 3 | ** | ** | ** | ** | 5 | 1 |
| | 2% | ** | ** | 2% | 2% | 3% | 1% | ** | ** | ** | ** | 3% | 1% |
| ANY FACEBOOK | 178 | ** | ** | 150 | 178 | 90 | 88 | ** | ** | ** | ** | 73 | 76 |
| | 36% | ** | ** | 40% | 36% | 36% | 35% | ** | ** | ** | ** | 41% | 40% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP45. And which is their main social media or messaging site or app, so the one they use most often? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Children with a social media account

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | ~a | b | ~c | d | e | f | g | h | ~i |
| Unweighted total | 449 | 89 | 136 | 97 | 127 | 225 | 224 | 449 | 396 | 53 |
| Effective Weighted Sample | 429 | 86 | 130 | 93 | 121 | 216 | 213 | 429 | 380 | 49 |
| Total | 497 | 96 | 143 | 109 | 149 | 239 | 258 | 497 | 437 | 60 |
| Facebook | 159 | ** | 42 | ** | 56 | 69 | 90 | 159 | 143 | ** |
| | 32% | ** | 29% | ** | 38% | 29% | 35% | 32% | 33% | ** |
| Snapchat | 142 | ** | 43 | ** | 42 | 69 | 73 | 142 | 118 | ** |
| | 29% | ** | 30% | ** | 28% | 29% | 28% | 29% | 27% | ** |
| Instagram | 73 | ** | 20 | ** | 18 | 38 | 35 | 73 | 68 | ** |
| | 15% | ** | 14% | ** | 12% | 16% | 14% | 15% | 15% | ** |
| YouTube | 48 | ** | 14 | ** | 13 | 24 | 24 | 48 | 47 | ** |
| | 10% | ** | 10% | ** | 9% | 10% | 9% | 10% | 11% | ** |
| WhatsApp | 29 | ** | 14 | ** | 2 | 23 | 6 | 29 | 26 | ** |
| | 6% | ** | 10% | ** | 2% | 10% | 2% | 6% | 6% | ** |
| | | | df | | | df | | f | | |
| Facebook Messenger | 19 | ** | 6 | ** | 7 | 7 | 12 | 19 | 13 | ** |
| | 4% | ** | 4% | ** | 4% | 3% | 5% | 4% | 3% | ** |
| Musical.ly | 8 | ** | 1 | ** | 5 | 1 | 6 | 8 | 8 | ** |
| | 2% | ** | 1% | ** | 3% | 1% | 3% | 2% | 2% | ** |
| Other | 9 | ** | 1 | ** | 4 | 2 | 7 | 9 | 8 | ** |
| | 2% | ** | 1% | ** | 3% | 1% | 3% | 2% | 2% | ** |
| Don't know | 11 | ** | 3 | ** | 2 | 6 | 5 | 11 | 8 | ** |
| | 2% | ** | 2% | ** | 1% | 2% | 2% | 2% | 2% | ** |
| ANY FACEBOOK | 178 | ** | 48 | ** | 63 | 76 | 102 | 178 | 156 | ** |
| | 36% | ** | 33% | ** | 42% | 32% | 39% | 36% | 36% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP46A. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Facebook/ Facebook Messenger? IF YES: What age is that? (SINGLE CODE)

Base : Parents whose child has a social media account on Facebook or Facebook Messenger

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|-------------------------------|-------|-------------|------------|------------|---------------|----------------|-------------|------------------------|---------------------|--------------------|----------------------|--------------------|----------------------|
| | | 5-7 ~a | 8-11 ~b | 12-15 c | ALL 5-15 d | MALE e | FEMALE f | MALE 5-7 ~g | FEMALE 5-7 ~h | MALE 8-11 ~i | FEMALE 8-11 ~j | MALE 12-15 k | FEMALE 12-15 l |
| Significance Level: 95% | | | | | | | | | | | | | |
| Unweighted total | 279 | 2 | 38 | 239 | 279 | 147 | 132 | 1 | 1 | 24 | 14 | 122 | 117 |
| Effective Weighted Sample | 267 | 2 | 36 | 229 | 267 | 140 | 127 | 1 | 1 | 23 | 14 | 116 | 113 |
| Total | 313 | 2 | 45 | 265 | 313 | 159 | 153 | 1 | 1 | 26 | 19 | 132 | 134 |
| Age under 10 | 1 | ** | ** | 1 | 1 | 1 | - | ** | ** | ** | ** | 1 | - |
| | % | ** | ** | % | % | % | -% | ** | ** | ** | ** | 1% | -% |
| Aged 10 | 4 | ** | ** | 3 | 4 | 3 | 1 | ** | ** | ** | ** | 2 | 1 |
| | 1% | ** | ** | 1% | 1% | 2% | 1% | ** | ** | ** | ** | 2% | 1% |
| Aged 11 | 2 | ** | ** | 1 | 2 | 1 | 1 | ** | ** | ** | ** | 1 | - |
| | 1% | ** | ** | % | 1% | 1% | 1% | ** | ** | ** | ** | 1% | -% |
| Aged 12 | 18 | ** | ** | 15 | 18 | 12 | 6 | ** | ** | ** | ** | 10 | 5 |
| | 6% | ** | ** | 5% | 6% | 8% | 4% | ** | ** | ** | ** | 7% | 4% |
| Aged 13 | 120 | ** | ** | 104 | 120 | 56 | 64 | ** | ** | ** | ** | 45 | 59 |
| | 38% | ** | ** | 39% | 38% | 35% | 42% | ** | ** | ** | ** | 34% | 44% |
| Aged 14 | 22 | ** | ** | 19 | 22 | 10 | 12 | ** | ** | ** | ** | 9 | 10 |
| | 7% | ** | ** | 7% | 7% | 6% | 8% | ** | ** | ** | ** | 7% | 8% |
| Aged 15 | 2 | ** | ** | 2 | 2 | 1 | 1 | ** | ** | ** | ** | 1 | 1 |
| | 1% | ** | ** | 1% | 1% | 1% | 1% | ** | ** | ** | ** | 1% | 1% |
| Aged 16 | 29 | ** | ** | 25 | 29 | 16 | 12 | ** | ** | ** | ** | 14 | 12 |
| | 9% | ** | ** | 9% | 9% | 10% | 8% | ** | ** | ** | ** | 10% | 9% |
| Aged 18 or over | 14 | ** | ** | 12 | 14 | 13 | 1 | ** | ** | ** | ** | 10 | 1 |
| | 4% | ** | ** | 4% | 4% | 8% | 1% | ** | ** | ** | ** | 8% | 1% |
| | | | | | | f | | | | | | l | |
| Yes - but don't know what age | 31 | ** | ** | 28 | 31 | 13 | 17 | ** | ** | ** | ** | 12 | 16 |
| | 10% | ** | ** | 11% | 10% | 8% | 11% | ** | ** | ** | ** | 9% | 12% |
| No minimum age | 16 | ** | ** | 12 | 16 | 7 | 9 | ** | ** | ** | ** | 4 | 8 |
| | 5% | ** | ** | 4% | 5% | 5% | 6% | ** | ** | ** | ** | 3% | 6% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP46A. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Facebook/ Facebook Messenger? IF YES: What age is that? (SINGLE CODE)

Base : Parents whose child has a social media account on Facebook or Facebook Messenger

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------------|------------|---------------|----------------|-------------|------------------------|---------------------|--------------------|----------------------|--------------------|----------------------|
| | | 5-7 ~a | 8-11 ~b | 12-15 c | ALL 5-15 d | MALE e | FEMALE f | MALE 5-7 ~g | FEMALE 5-7 ~h | MALE 8-11 ~i | FEMALE 8-11 ~j | MALE 12-15 k | FEMALE 12-15 l |
| Significance Level: 95% | | | | | | | | | | | | | |
| Unweighted total | 279 | 2 | 38 | 239 | 279 | 147 | 132 | 1 | 1 | 24 | 14 | 122 | 117 |
| Effective Weighted Sample | 267 | 2 | 36 | 229 | 267 | 140 | 127 | 1 | 1 | 23 | 14 | 116 | 113 |
| Total | 313 | 2 | 45 | 265 | 313 | 159 | 153 | 1 | 1 | 26 | 19 | 132 | 134 |
| Don't know whether there is a minimum age | 54 | ** | ** | 45 | 54 | 26 | 28 | ** | ** | ** | ** | 23 | 21 |
| | 17% | ** | ** | 17% | 17% | 16% | 18% | ** | ** | ** | ** | 18% | 16% |
| SUMMARY | | | | | | | | | | | | | |
| AWARE OF MINIMUM AGE REQUIREMENT | 243 | ** | ** | 209 | 243 | 126 | 117 | ** | ** | ** | ** | 104 | 105 |
| | 78% | ** | ** | 79% | 78% | 79% | 76% | ** | ** | ** | ** | 79% | 78% |
| AWARE AND GIVE THE CORRECT RESPONSE (AGED 13) | 120 | ** | ** | 104 | 120 | 56 | 64 | ** | ** | ** | ** | 45 | 59 |
| | 38% | ** | ** | 39% | 38% | 35% | 42% | ** | ** | ** | ** | 34% | 44% |
| AWARE BUT GIVES AN INCORRECT AGE | 122 | ** | ** | 105 | 122 | 70 | 53 | ** | ** | ** | ** | 59 | 46 |
| | 39% | ** | ** | 40% | 39% | 44% | 34% | ** | ** | ** | ** | 45% | 35% |
| INCORRECT RESPONSE - THERE IS NO MINIMUM AGE REQUIREMENT | 16 | ** | ** | 12 | 16 | 7 | 9 | ** | ** | ** | ** | 4 | 8 |
| | 5% | ** | ** | 4% | 5% | 5% | 6% | ** | ** | ** | ** | 3% | 6% |
| UNAWARE OF MINIMUM AGE REQUIREMENT | 54 | ** | ** | 45 | 54 | 26 | 28 | ** | ** | ** | ** | 23 | 21 |
| | 17% | ** | ** | 17% | 17% | 16% | 18% | ** | ** | ** | ** | 18% | 16% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP46A. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Facebook/ Facebook Messenger? IF YES: What age is that? (SINGLE CODE)

Base : Parents whose child has a social media account on Facebook or Facebook Messenger

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|-------------------------------|-------|--------------|----|----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | e | f | g | h | ~i |
| Unweighted total | 279 | 50 | 81 | 59 | 89 | 131 | 148 | 279 | 242 | 37 |
| Effective Weighted Sample | 267 | 48 | 77 | 57 | 85 | 126 | 142 | 267 | 233 | 34 |
| Total | 313 | 53 | 86 | 67 | 107 | 139 | 174 | 313 | 272 | 41 |
| Age under 10 | 1 | ** | ** | ** | ** | - | 1 | 1 | - | ** |
| | % | ** | ** | ** | ** | -% | % | % | -% | ** |
| Aged 10 | 4 | ** | ** | ** | ** | 1 | 3 | 4 | 3 | ** |
| | 1% | ** | ** | ** | ** | 1% | 2% | 1% | 1% | ** |
| Aged 11 | 2 | ** | ** | ** | ** | 2 | - | 2 | 2 | ** |
| | 1% | ** | ** | ** | ** | 2% | -% | 1% | 1% | ** |
| Aged 12 | 18 | ** | ** | ** | ** | 7 | 11 | 18 | 17 | ** |
| | 6% | ** | ** | ** | ** | 5% | 6% | 6% | 6% | ** |
| Aged 13 | 120 | ** | ** | ** | ** | 49 | 71 | 120 | 102 | ** |
| | 38% | ** | ** | ** | ** | 35% | 41% | 38% | 38% | ** |
| Aged 14 | 22 | ** | ** | ** | ** | 10 | 12 | 22 | 19 | ** |
| | 7% | ** | ** | ** | ** | 7% | 7% | 7% | 7% | ** |
| Aged 15 | 2 | ** | ** | ** | ** | 2 | - | 2 | 2 | ** |
| | 1% | ** | ** | ** | ** | 2% | -% | 1% | 1% | ** |
| Aged 16 | 29 | ** | ** | ** | ** | 11 | 18 | 29 | 26 | ** |
| | 9% | ** | ** | ** | ** | 8% | 10% | 9% | 9% | ** |
| Aged 18 or over | 14 | ** | ** | ** | ** | 8 | 6 | 14 | 13 | ** |
| | 4% | ** | ** | ** | ** | 6% | 3% | 4% | 5% | ** |
| Yes - but don't know what age | 31 | ** | ** | ** | ** | 12 | 19 | 31 | 25 | ** |
| | 10% | ** | ** | ** | ** | 9% | 11% | 10% | 9% | ** |
| No minimum age | 16 | ** | ** | ** | ** | 8 | 8 | 16 | 16 | ** |
| | 5% | ** | ** | ** | ** | 6% | 5% | 5% | 6% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP46A. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Facebook/ Facebook Messenger? IF YES: What age is that? (SINGLE CODE)

Base : Parents whose child has a social media account on Facebook or Facebook Messenger

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|----|----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | e | f | g | h | ~i |
| Unweighted total | 279 | 50 | 81 | 59 | 89 | 131 | 148 | 279 | 242 | 37 |
| Effective Weighted Sample | 267 | 48 | 77 | 57 | 85 | 126 | 142 | 267 | 233 | 34 |
| Total | 313 | 53 | 86 | 67 | 107 | 139 | 174 | 313 | 272 | 41 |
| Don't know whether there is a minimum age | 54 | ** | ** | ** | ** | 28 | 26 | 54 | 47 | ** |
| | 17% | ** | ** | ** | ** | 20% | 15% | 17% | 17% | ** |
| SUMMARY | | | | | | | | | | |
| AWARE OF MINIMUM AGE REQUIREMENT | 243 | ** | ** | ** | ** | 103 | 140 | 243 | 209 | ** |
| | 78% | ** | ** | ** | ** | 74% | 80% | 78% | 77% | ** |
| AWARE AND GIVE THE CORRECT RESPONSE (AGED 13) | 120 | ** | ** | ** | ** | 49 | 71 | 120 | 102 | ** |
| | 38% | ** | ** | ** | ** | 35% | 41% | 38% | 38% | ** |
| AWARE BUT GIVES AN INCORRECT AGE | 122 | ** | ** | ** | ** | 54 | 69 | 122 | 107 | ** |
| | 39% | ** | ** | ** | ** | 39% | 39% | 39% | 39% | ** |
| INCORRECT RESPONSE - THERE IS NO MINIMUM AGE REQUIREMENT | 16 | ** | ** | ** | ** | 8 | 8 | 16 | 16 | ** |
| | 5% | ** | ** | ** | ** | 6% | 5% | 5% | 6% | ** |
| UNAWARE OF MINIMUM AGE REQUIREMENT | 54 | ** | ** | ** | ** | 28 | 26 | 54 | 47 | ** |
| | 17% | ** | ** | ** | ** | 20% | 15% | 17% | 17% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP46B. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Instagram? IF YES: What age is that? (SINGLE CODE)

Base : Parents whose child has a social media account on Instagram

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------------|------------|---------------|----------------|-------------|------------------------|---------------------|--------------------|----------------------|---------------------|-----------------------|
| | | 5-7 ~a | 8-11 ~b | 12-15 c | ALL 5-15 d | MALE ~e | FEMALE f | MALE 5-7 ~g | FEMALE 5-7 ~h | MALE 8-11 ~i | FEMALE 8-11 ~j | MALE 12-15 ~k | FEMALE 12-15 ~l |
| Significance Level: 95% | | | | | | | | | | | | | |
| Unweighted total | 215 | - | 40 | 175 | 215 | 93 | 122 | - | - | 17 | 23 | 76 | 99 |
| Effective Weighted Sample | 207 | - | 39 | 168 | 207 | 90 | 117 | - | - | 17 | 23 | 73 | 95 |
| Total | 246 | - | 52 | 194 | 246 | 105 | 141 | - | - | 21 | 31 | 84 | 110 |
| Aged 10 | 5 | ** | ** | 3 | 5 | ** | 5 | ** | ** | ** | ** | ** | ** |
| | 2% | ** | ** | 1% | 2% | ** | 3% | ** | ** | ** | ** | ** | ** |
| Aged 11 | 2 | ** | ** | 2 | 2 | ** | - | ** | ** | ** | ** | ** | ** |
| | 1% | ** | ** | 1% | 1% | ** | -% | ** | ** | ** | ** | ** | ** |
| Aged 12 | 13 | ** | ** | 9 | 13 | ** | 5 | ** | ** | ** | ** | ** | ** |
| | 5% | ** | ** | 5% | 5% | ** | 3% | ** | ** | ** | ** | ** | ** |
| Aged 13 | 51 | ** | ** | 42 | 51 | ** | 33 | ** | ** | ** | ** | ** | ** |
| | 21% | ** | ** | 22% | 21% | ** | 24% | ** | ** | ** | ** | ** | ** |
| Aged 14 | 11 | ** | ** | 9 | 11 | ** | 4 | ** | ** | ** | ** | ** | ** |
| | 5% | ** | ** | 4% | 5% | ** | 3% | ** | ** | ** | ** | ** | ** |
| Aged 15 | 6 | ** | ** | 4 | 6 | ** | 3 | ** | ** | ** | ** | ** | ** |
| | 2% | ** | ** | 2% | 2% | ** | 2% | ** | ** | ** | ** | ** | ** |
| Aged 16 | 5 | ** | ** | 5 | 5 | ** | 4 | ** | ** | ** | ** | ** | ** |
| | 2% | ** | ** | 3% | 2% | ** | 3% | ** | ** | ** | ** | ** | ** |
| Aged 18 or over | 6 | ** | ** | 6 | 6 | ** | 2 | ** | ** | ** | ** | ** | ** |
| | 2% | ** | ** | 3% | 2% | ** | 2% | ** | ** | ** | ** | ** | ** |
| Yes - but don't know what age | 24 | ** | ** | 19 | 24 | ** | 12 | ** | ** | ** | ** | ** | ** |
| | 10% | ** | ** | 10% | 10% | ** | 9% | ** | ** | ** | ** | ** | ** |
| No minimum age | 36 | ** | ** | 27 | 36 | ** | 25 | ** | ** | ** | ** | ** | ** |
| | 15% | ** | ** | 14% | 15% | ** | 17% | ** | ** | ** | ** | ** | ** |
| Don't know whether there is a minimum age | 86 | ** | ** | 67 | 86 | ** | 48 | ** | ** | ** | ** | ** | ** |
| | 35% | ** | ** | 35% | 35% | ** | 34% | ** | ** | ** | ** | ** | ** |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP46B. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Instagram? IF YES: What age is that? (SINGLE CODE)

Base : Parents whose child has a social media account on Instagram

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------------|------------|---------------|----------------|-------------|------------------------|---------------------|--------------------|----------------------|---------------------|-----------------------|
| | | 5-7 ~a | 8-11 ~b | 12-15 c | ALL 5-15 d | MALE ~e | FEMALE f | MALE 5-7 ~g | FEMALE 5-7 ~h | MALE 8-11 ~i | FEMALE 8-11 ~j | MALE 12-15 ~k | FEMALE 12-15 ~l |
| Significance Level: 95% | | | | | | | | | | | | | |
| Unweighted total | 215 | - | 40 | 175 | 215 | 93 | 122 | - | - | 17 | 23 | 76 | 99 |
| Effective Weighted Sample | 207 | - | 39 | 168 | 207 | 90 | 117 | - | - | 17 | 23 | 73 | 95 |
| Total | 246 | - | 52 | 194 | 246 | 105 | 141 | - | - | 21 | 31 | 84 | 110 |
| SUMMARY | | | | | | | | | | | | | |
| AWARE OF MINIMUM AGE REQUIREMENT | 124 | ** | ** | 100 | 124 | ** | 69 | ** | ** | ** | ** | ** | ** |
| | 50% | ** | ** | 51% | 50% | ** | 49% | ** | ** | ** | ** | ** | ** |
| AWARE AND GIVE THE CORRECT RESPONSE (AGED 13) | 51 | ** | ** | 42 | 51 | ** | 33 | ** | ** | ** | ** | ** | ** |
| | 21% | ** | ** | 22% | 21% | ** | 24% | ** | ** | ** | ** | ** | ** |
| AWARE BUT GIVES AN INCORRECT AGE | 73 | ** | ** | 57 | 73 | ** | 35 | ** | ** | ** | ** | ** | ** |
| | 30% | ** | ** | 30% | 30% | ** | 25% | ** | ** | ** | ** | ** | ** |
| INCORRECT RESPONSE - THERE IS NO MINIMUM AGE REQUIREMENT | 36 | ** | ** | 27 | 36 | ** | 25 | ** | ** | ** | ** | ** | ** |
| | 15% | ** | ** | 14% | 15% | ** | 17% | ** | ** | ** | ** | ** | ** |
| UNAWARE OF MINIMUM AGE REQUIREMENT | 86 | ** | ** | 67 | 86 | ** | 48 | ** | ** | ** | ** | ** | ** |
| | 35% | ** | ** | 35% | 35% | ** | 34% | ** | ** | ** | ** | ** | ** |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP46B. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Instagram? IF YES: What age is that? (SINGLE CODE)

Base : Parents whose child has a social media account on Instagram

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|----|----|----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | e | f | g | h | ~i |
| Unweighted total | 215 | 37 | 72 | 52 | 54 | 109 | 106 | 215 | 186 | 29 |
| Effective Weighted Sample | 207 | 36 | 70 | 50 | 52 | 105 | 102 | 207 | 180 | 27 |
| Total | 246 | 40 | 78 | 61 | 67 | 118 | 127 | 246 | 211 | 35 |
| Aged 10 | 5 | ** | ** | ** | ** | 5 | 1 | 5 | 5 | ** |
| | 2% | ** | ** | ** | ** | 4% | 1% | 2% | 3% | ** |
| Aged 11 | 2 | ** | ** | ** | ** | 2 | - | 2 | 2 | ** |
| | 1% | ** | ** | ** | ** | 2% | -% | 1% | 1% | ** |
| Aged 12 | 13 | ** | ** | ** | ** | 7 | 6 | 13 | 12 | ** |
| | 5% | ** | ** | ** | ** | 6% | 5% | 5% | 6% | ** |
| Aged 13 | 51 | ** | ** | ** | ** | 23 | 27 | 51 | 41 | ** |
| | 21% | ** | ** | ** | ** | 20% | 21% | 21% | 20% | ** |
| Aged 14 | 11 | ** | ** | ** | ** | 5 | 7 | 11 | 11 | ** |
| | 5% | ** | ** | ** | ** | 4% | 5% | 5% | 5% | ** |
| Aged 15 | 6 | ** | ** | ** | ** | 2 | 4 | 6 | 4 | ** |
| | 2% | ** | ** | ** | ** | 2% | 3% | 2% | 2% | ** |
| Aged 16 | 5 | ** | ** | ** | ** | 1 | 4 | 5 | 5 | ** |
| | 2% | ** | ** | ** | ** | 1% | 3% | 2% | 3% | ** |
| Aged 18 or over | 6 | ** | ** | ** | ** | 1 | 4 | 6 | 4 | ** |
| | 2% | ** | ** | ** | ** | 1% | 3% | 2% | 2% | ** |
| Yes - but don't know what age | 24 | ** | ** | ** | ** | 15 | 9 | 24 | 23 | ** |
| | 10% | ** | ** | ** | ** | 13% | 7% | 10% | 11% | ** |
| No minimum age | 36 | ** | ** | ** | ** | 15 | 21 | 36 | 33 | ** |
| | 15% | ** | ** | ** | ** | 13% | 16% | 15% | 15% | ** |
| Don't know whether there is a minimum age | 86 | ** | ** | ** | ** | 42 | 44 | 86 | 69 | ** |
| | 35% | ** | ** | ** | ** | 35% | 35% | 35% | 33% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP46B. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Instagram? IF YES: What age is that? (SINGLE CODE)

Base : Parents whose child has a social media account on Instagram

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|----|----|----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | e | f | g | h | ~i |
| Unweighted total | 215 | 37 | 72 | 52 | 54 | 109 | 106 | 215 | 186 | 29 |
| Effective Weighted Sample | 207 | 36 | 70 | 50 | 52 | 105 | 102 | 207 | 180 | 27 |
| Total | 246 | 40 | 78 | 61 | 67 | 118 | 127 | 246 | 211 | 35 |
| SUMMARY | | | | | | | | | | |
| AWARE OF MINIMUM AGE REQUIREMENT | 124 | ** | ** | ** | ** | 61 | 62 | 124 | 109 | ** |
| | 50% | ** | ** | ** | ** | 52% | 49% | 50% | 52% | ** |
| AWARE AND GIVE THE CORRECT RESPONSE (AGED 13) | 51 | ** | ** | ** | ** | 23 | 27 | 51 | 41 | ** |
| | 21% | ** | ** | ** | ** | 20% | 21% | 21% | 20% | ** |
| AWARE BUT GIVES AN INCORRECT AGE | 73 | ** | ** | ** | ** | 38 | 35 | 73 | 68 | ** |
| | 30% | ** | ** | ** | ** | 32% | 27% | 30% | 32% | ** |
| INCORRECT RESPONSE - THERE IS NO MINIMUM AGE REQUIREMENT | 36 | ** | ** | ** | ** | 15 | 21 | 36 | 33 | ** |
| | 15% | ** | ** | ** | ** | 13% | 16% | 15% | 15% | ** |
| UNAWARE OF MINIMUM AGE REQUIREMENT | 86 | ** | ** | ** | ** | 42 | 44 | 86 | 69 | ** |
| | 35% | ** | ** | ** | ** | 35% | 35% | 35% | 33% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP46C. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Snapchat? IF YES: What age is that? (SINGLE CODE)

Base : Parents whose child has a social media account on Snapchat

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|-------------------------------|-------|-------------|------------|------------|---------------|----------------|-------------|------------------------|---------------------|--------------------|----------------------|---------------------|-----------------------|
| | | 5-7 ~a | 8-11 ~b | 12-15 c | ALL 5-15 d | MALE ~e | FEMALE f | MALE 5-7 ~g | FEMALE 5-7 ~h | MALE 8-11 ~i | FEMALE 8-11 ~j | MALE 12-15 ~k | FEMALE 12-15 ~l |
| Significance Level: 95% | | | | | | | | | | | | | |
| Unweighted total | 213 | 1 | 37 | 175 | 213 | 93 | 120 | 1 | - | 16 | 21 | 76 | 99 |
| Effective Weighted Sample | 205 | 1 | 35 | 168 | 205 | 90 | 115 | 1 | - | 15 | 20 | 74 | 95 |
| Total | 238 | 1 | 44 | 193 | 238 | 104 | 134 | 1 | - | 18 | 26 | 85 | 108 |
| Age under 10 | 1 | ** | ** | - | 1 | ** | 1 | ** | ** | ** | ** | ** | ** |
| | 1% | ** | ** | -% | 1% | ** | 1% | ** | ** | ** | ** | ** | ** |
| Aged 10 | 3 | ** | ** | 2 | 3 | ** | 3 | ** | ** | ** | ** | ** | ** |
| | 1% | ** | ** | 1% | 1% | ** | 2% | ** | ** | ** | ** | ** | ** |
| Aged 11 | 3 | ** | ** | 3 | 3 | ** | 2 | ** | ** | ** | ** | ** | ** |
| | 1% | ** | ** | 1% | 1% | ** | 2% | ** | ** | ** | ** | ** | ** |
| Aged 12 | 15 | ** | ** | 15 | 15 | ** | 8 | ** | ** | ** | ** | ** | ** |
| | 6% | ** | ** | 8% | 6% | ** | 6% | ** | ** | ** | ** | ** | ** |
| Aged 13 | 36 | ** | ** | 33 | 36 | ** | 24 | ** | ** | ** | ** | ** | ** |
| | 15% | ** | ** | 17% | 15% | ** | 18% | ** | ** | ** | ** | ** | ** |
| Aged 14 | 8 | ** | ** | 7 | 8 | ** | 6 | ** | ** | ** | ** | ** | ** |
| | 4% | ** | ** | 4% | 4% | ** | 4% | ** | ** | ** | ** | ** | ** |
| Aged 15 | 1 | ** | ** | 1 | 1 | ** | - | ** | ** | ** | ** | ** | ** |
| | *% | ** | ** | 1% | *% | ** | -% | ** | ** | ** | ** | ** | ** |
| Aged 16 | 4 | ** | ** | 4 | 4 | ** | 3 | ** | ** | ** | ** | ** | ** |
| | 2% | ** | ** | 2% | 2% | ** | 2% | ** | ** | ** | ** | ** | ** |
| Aged 18 or over | 5 | ** | ** | 4 | 5 | ** | 1 | ** | ** | ** | ** | ** | ** |
| | 2% | ** | ** | 2% | 2% | ** | 1% | ** | ** | ** | ** | ** | ** |
| Yes - but don't know what age | 27 | ** | ** | 23 | 27 | ** | 12 | ** | ** | ** | ** | ** | ** |
| | 11% | ** | ** | 12% | 11% | ** | 9% | ** | ** | ** | ** | ** | ** |
| No minimum age | 40 | ** | ** | 30 | 40 | ** | 24 | ** | ** | ** | ** | ** | ** |
| | 17% | ** | ** | 16% | 17% | ** | 18% | ** | ** | ** | ** | ** | ** |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP46C. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Snapchat? IF YES: What age is that? (SINGLE CODE)

Base : Parents whose child has a social media account on Snapchat

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------------|------------|---------------|----------------|-------------|------------------------|---------------------|--------------------|----------------------|---------------------|-----------------------|
| | | 5-7 ~a | 8-11 ~b | 12-15 c | ALL 5-15 d | MALE ~e | FEMALE f | MALE 5-7 ~g | FEMALE 5-7 ~h | MALE 8-11 ~i | FEMALE 8-11 ~j | MALE 12-15 ~k | FEMALE 12-15 ~l |
| Significance Level: 95% | | | | | | | | | | | | | |
| Unweighted total | 213 | 1 | 37 | 175 | 213 | 93 | 120 | 1 | - | 16 | 21 | 76 | 99 |
| Effective Weighted Sample | 205 | 1 | 35 | 168 | 205 | 90 | 115 | 1 | - | 15 | 20 | 74 | 95 |
| Total | 238 | 1 | 44 | 193 | 238 | 104 | 134 | 1 | - | 18 | 26 | 85 | 108 |
| Don't know whether there is a minimum age | 93 | ** | ** | 70 | 93 | ** | 47 | ** | ** | ** | ** | ** | ** |
| | 39% | ** | ** | 36% | 39% | ** | 35% | ** | ** | ** | ** | ** | ** |
| SUMMARY | | | | | | | | | | | | | |
| AWARE OF MINIMUM AGE REQUIREMENT | 104 | ** | ** | 91 | 104 | ** | 61 | ** | ** | ** | ** | ** | ** |
| | 44% | ** | ** | 47% | 44% | ** | 46% | ** | ** | ** | ** | ** | ** |
| AWARE AND GIVE THE CORRECT RESPONSE (AGED 13) | 36 | ** | ** | 33 | 36 | ** | 24 | ** | ** | ** | ** | ** | ** |
| | 15% | ** | ** | 17% | 15% | ** | 18% | ** | ** | ** | ** | ** | ** |
| AWARE BUT GIVES AN INCORRECT AGE | 68 | ** | ** | 59 | 68 | ** | 37 | ** | ** | ** | ** | ** | ** |
| | 28% | ** | ** | 30% | 28% | ** | 27% | ** | ** | ** | ** | ** | ** |
| INCORRECT RESPONSE - THERE IS NO MINIMUM AGE REQUIREMENT | 40 | ** | ** | 30 | 40 | ** | 24 | ** | ** | ** | ** | ** | ** |
| | 17% | ** | ** | 16% | 17% | ** | 18% | ** | ** | ** | ** | ** | ** |
| UNAWARE OF MINIMUM AGE REQUIREMENT | 93 | ** | ** | 70 | 93 | ** | 47 | ** | ** | ** | ** | ** | ** |
| | 39% | ** | ** | 36% | 39% | ** | 35% | ** | ** | ** | ** | ** | ** |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP46C. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Snapchat? IF YES: What age is that? (SINGLE CODE)

Base : Parents whose child has a social media account on Snapchat

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|-------------------------------|-------|--------------|----|----|----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | e | ~f | g | h | ~i |
| Unweighted total | 213 | 45 | 71 | 45 | 52 | 116 | 97 | 213 | 185 | 28 |
| Effective Weighted Sample | 205 | 44 | 68 | 43 | 50 | 112 | 93 | 205 | 178 | 27 |
| Total | 238 | 50 | 75 | 51 | 61 | 125 | 113 | 238 | 205 | 33 |
| Age under 10 | 1 | ** | ** | ** | ** | 1 | ** | 1 | 1 | ** |
| | 1% | ** | ** | ** | ** | 1% | ** | 1% | 1% | ** |
| Aged 10 | 3 | ** | ** | ** | ** | 2 | ** | 3 | 3 | ** |
| | 1% | ** | ** | ** | ** | 2% | ** | 1% | 2% | ** |
| Aged 11 | 3 | ** | ** | ** | ** | 2 | ** | 3 | 3 | ** |
| | 1% | ** | ** | ** | ** | 2% | ** | 1% | 1% | ** |
| Aged 12 | 15 | ** | ** | ** | ** | 6 | ** | 15 | 13 | ** |
| | 6% | ** | ** | ** | ** | 5% | ** | 6% | 6% | ** |
| Aged 13 | 36 | ** | ** | ** | ** | 23 | ** | 36 | 29 | ** |
| | 15% | ** | ** | ** | ** | 18% | ** | 15% | 14% | ** |
| Aged 14 | 8 | ** | ** | ** | ** | 4 | ** | 8 | 7 | ** |
| | 4% | ** | ** | ** | ** | 3% | ** | 4% | 3% | ** |
| Aged 15 | 1 | ** | ** | ** | ** | 1 | ** | 1 | 1 | ** |
| | *% | ** | ** | ** | ** | 1% | ** | *% | 1% | ** |
| Aged 16 | 4 | ** | ** | ** | ** | 2 | ** | 4 | 3 | ** |
| | 2% | ** | ** | ** | ** | 2% | ** | 2% | 2% | ** |
| Aged 18 or over | 5 | ** | ** | ** | ** | 3 | ** | 5 | 5 | ** |
| | 2% | ** | ** | ** | ** | 2% | ** | 2% | 2% | ** |
| Yes - but don't know what age | 27 | ** | ** | ** | ** | 14 | ** | 27 | 23 | ** |
| | 11% | ** | ** | ** | ** | 11% | ** | 11% | 11% | ** |
| No minimum age | 40 | ** | ** | ** | ** | 17 | ** | 40 | 37 | ** |
| | 17% | ** | ** | ** | ** | 13% | ** | 17% | 18% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP46C. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Snapchat? IF YES: What age is that? (SINGLE CODE)

Base : Parents whose child has a social media account on Snapchat

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|----|----|----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | e | ~f | g | h | ~i |
| Unweighted total | 213 | 45 | 71 | 45 | 52 | 116 | 97 | 213 | 185 | 28 |
| Effective Weighted Sample | 205 | 44 | 68 | 43 | 50 | 112 | 93 | 205 | 178 | 27 |
| Total | 238 | 50 | 75 | 51 | 61 | 125 | 113 | 238 | 205 | 33 |
| Don't know whether there is a minimum age | 93 | ** | ** | ** | ** | 51 | ** | 93 | 80 | ** |
| | 39% | ** | ** | ** | ** | 41% | ** | 39% | 39% | ** |
| SUMMARY | | | | | | | | | | |
| AWARE OF MINIMUM AGE REQUIREMENT | 104 | ** | ** | ** | ** | 57 | ** | 104 | 89 | ** |
| | 44% | ** | ** | ** | ** | 46% | ** | 44% | 43% | ** |
| AWARE AND GIVE THE CORRECT RESPONSE (AGED 13) | 36 | ** | ** | ** | ** | 23 | ** | 36 | 29 | ** |
| | 15% | ** | ** | ** | ** | 18% | ** | 15% | 14% | ** |
| AWARE BUT GIVES AN INCORRECT AGE | 68 | ** | ** | ** | ** | 35 | ** | 68 | 60 | ** |
| | 28% | ** | ** | ** | ** | 28% | ** | 28% | 29% | ** |
| INCORRECT RESPONSE - THERE IS NO MINIMUM AGE REQUIREMENT | 40 | ** | ** | ** | ** | 17 | ** | 40 | 37 | ** |
| | 17% | ** | ** | ** | ** | 13% | ** | 17% | 18% | ** |
| UNAWARE OF MINIMUM AGE REQUIREMENT | 93 | ** | ** | ** | ** | 51 | ** | 93 | 80 | ** |
| | 39% | ** | ** | ** | ** | 41% | ** | 39% | 39% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP46D. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on WhatsApp? IF YES: What age is that? (SINGLE CODE)

Base : Parents whose child has a social media account on WhatsApp

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------------|-------------|---------------|----------------|--------------|------------------------|---------------------|--------------------|----------------------|---------------------|-----------------------|
| | | 5-7 ~a | 8-11 ~b | 12-15 ~c | ALL 5-15 d | MALE ~e | FEMALE ~f | MALE 5-7 ~g | FEMALE 5-7 ~h | MALE 8-11 ~i | FEMALE 8-11 ~j | MALE 12-15 ~k | FEMALE 12-15 ~l |
| Significance Level: 95% | | | | | | | | | | | | | |
| Unweighted total | 129 | 2 | 34 | 93 | 129 | 62 | 67 | 1 | 1 | 15 | 19 | 46 | 47 |
| Effective Weighted Sample | 125 | 2 | 32 | 90 | 125 | 60 | 65 | 1 | 1 | 14 | 18 | 45 | 46 |
| Total | 147 | 2 | 39 | 106 | 147 | 70 | 77 | 1 | 1 | 17 | 22 | 52 | 54 |
| Age under 10 | 1 | ** | ** | ** | 1 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 1% | ** | ** | ** | 1% | ** | ** | ** | ** | ** | ** | ** | ** |
| Aged 10 | 1 | ** | ** | ** | 1 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 1% | ** | ** | ** | 1% | ** | ** | ** | ** | ** | ** | ** | ** |
| Aged 11 | 2 | ** | ** | ** | 2 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 1% | ** | ** | ** | 1% | ** | ** | ** | ** | ** | ** | ** | ** |
| Aged 12 | 1 | ** | ** | ** | 1 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 1% | ** | ** | ** | 1% | ** | ** | ** | ** | ** | ** | ** | ** |
| Aged 13 | 10 | ** | ** | ** | 10 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 7% | ** | ** | ** | 7% | ** | ** | ** | ** | ** | ** | ** | ** |
| Aged 14 | 5 | ** | ** | ** | 5 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 3% | ** | ** | ** | 3% | ** | ** | ** | ** | ** | ** | ** | ** |
| Aged 16 | 2 | ** | ** | ** | 2 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 1% | ** | ** | ** | 1% | ** | ** | ** | ** | ** | ** | ** | ** |
| Aged 18 or over | 5 | ** | ** | ** | 5 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 3% | ** | ** | ** | 3% | ** | ** | ** | ** | ** | ** | ** | ** |
| Yes - but don't know what age | 14 | ** | ** | ** | 14 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 9% | ** | ** | ** | 9% | ** | ** | ** | ** | ** | ** | ** | ** |
| No minimum age | 43 | ** | ** | ** | 43 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 30% | ** | ** | ** | 30% | ** | ** | ** | ** | ** | ** | ** | ** |
| Don't know whether there is a minimum age | 62 | ** | ** | ** | 62 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 42% | ** | ** | ** | 42% | ** | ** | ** | ** | ** | ** | ** | ** |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP46D. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on WhatsApp? IF YES: What age is that? (SINGLE CODE)

Base : Parents whose child has a social media account on WhatsApp

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------------|-------------|---------------|----------------|--------------|------------------------|---------------------|--------------------|----------------------|---------------------|-----------------------|
| | | 5-7 ~a | 8-11 ~b | 12-15 ~c | ALL 5-15 d | MALE ~e | FEMALE ~f | MALE 5-7 ~g | FEMALE 5-7 ~h | MALE 8-11 ~i | FEMALE 8-11 ~j | MALE 12-15 ~k | FEMALE 12-15 ~l |
| Significance Level: 95% | | | | | | | | | | | | | |
| Unweighted total | 129 | 2 | 34 | 93 | 129 | 62 | 67 | 1 | 1 | 15 | 19 | 46 | 47 |
| Effective Weighted Sample | 125 | 2 | 32 | 90 | 125 | 60 | 65 | 1 | 1 | 14 | 18 | 45 | 46 |
| Total | 147 | 2 | 39 | 106 | 147 | 70 | 77 | 1 | 1 | 17 | 22 | 52 | 54 |
| SUMMARY | | | | | | | | | | | | | |
| AWARE OF MINIMUM AGE REQUIREMENT | 41 | ** | ** | ** | 41 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 28% | ** | ** | ** | 28% | ** | ** | ** | ** | ** | ** | ** | ** |
| AWARE AND GIVE THE CORRECT RESPONSE (AGED 13) | 10 | ** | ** | ** | 10 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 7% | ** | ** | ** | 7% | ** | ** | ** | ** | ** | ** | ** | ** |
| AWARE BUT GIVES AN INCORRECT AGE | 31 | ** | ** | ** | 31 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 21% | ** | ** | ** | 21% | ** | ** | ** | ** | ** | ** | ** | ** |
| INCORRECT RESPONSE - THERE IS NO MINIMUM AGE REQUIREMENT | 43 | ** | ** | ** | 43 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 30% | ** | ** | ** | 30% | ** | ** | ** | ** | ** | ** | ** | ** |
| UNAWARE OF MINIMUM AGE REQUIREMENT | 62 | ** | ** | ** | 62 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 42% | ** | ** | ** | 42% | ** | ** | ** | ** | ** | ** | ** | ** |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP46D. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on WhatsApp? IF YES: What age is that? (SINGLE CODE)

Base : Parents whose child has a social media account on WhatsApp

| | Total | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|----|----|----|------|------|-----|----------|-------|
| | | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | g | h | ~i |
| Unweighted total | 129 | 26 | 48 | 29 | 26 | 74 | 55 | 129 | 114 | 15 |
| Effective Weighted Sample | 125 | 26 | 46 | 28 | 25 | 72 | 53 | 125 | 110 | 15 |
| Total | 147 | 31 | 52 | 34 | 30 | 83 | 64 | 147 | 128 | 18 |
| Age under 10 | 1 | ** | ** | ** | ** | ** | ** | 1 | 1 | ** |
| | 1% | ** | ** | ** | ** | ** | ** | 1% | 1% | ** |
| Aged 10 | 1 | ** | ** | ** | ** | ** | ** | 1 | 1 | ** |
| | 1% | ** | ** | ** | ** | ** | ** | 1% | 1% | ** |
| Aged 11 | 2 | ** | ** | ** | ** | ** | ** | 2 | 2 | ** |
| | 1% | ** | ** | ** | ** | ** | ** | 1% | 2% | ** |
| Aged 12 | 1 | ** | ** | ** | ** | ** | ** | 1 | 1 | ** |
| | 1% | ** | ** | ** | ** | ** | ** | 1% | 1% | ** |
| Aged 13 | 10 | ** | ** | ** | ** | ** | ** | 10 | 9 | ** |
| | 7% | ** | ** | ** | ** | ** | ** | 7% | 7% | ** |
| Aged 14 | 5 | ** | ** | ** | ** | ** | ** | 5 | 3 | ** |
| | 3% | ** | ** | ** | ** | ** | ** | 3% | 2% | ** |
| Aged 16 | 2 | ** | ** | ** | ** | ** | ** | 2 | 2 | ** |
| | 1% | ** | ** | ** | ** | ** | ** | 1% | 2% | ** |
| Aged 18 or over | 5 | ** | ** | ** | ** | ** | ** | 5 | 5 | ** |
| | 3% | ** | ** | ** | ** | ** | ** | 3% | 4% | ** |
| Yes - but don't know what age | 14 | ** | ** | ** | ** | ** | ** | 14 | 11 | ** |
| | 9% | ** | ** | ** | ** | ** | ** | 9% | 9% | ** |
| No minimum age | 43 | ** | ** | ** | ** | ** | ** | 43 | 37 | ** |
| | 30% | ** | ** | ** | ** | ** | ** | 30% | 29% | ** |
| Don't know whether there is a minimum age | 62 | ** | ** | ** | ** | ** | ** | 62 | 57 | ** |
| | 42% | ** | ** | ** | ** | ** | ** | 42% | 44% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP46D. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on WhatsApp? IF YES: What age is that? (SINGLE CODE)

Base : Parents whose child has a social media account on WhatsApp

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|----|----|----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | g | h | ~i |
| Unweighted total | 129 | 26 | 48 | 29 | 26 | 74 | 55 | 129 | 114 | 15 |
| Effective Weighted Sample | 125 | 26 | 46 | 28 | 25 | 72 | 53 | 125 | 110 | 15 |
| Total | 147 | 31 | 52 | 34 | 30 | 83 | 64 | 147 | 128 | 18 |
| SUMMARY | | | | | | | | | | |
| AWARE OF MINIMUM AGE REQUIREMENT | 41 | ** | ** | ** | ** | ** | ** | 41 | 35 | ** |
| | 28% | ** | ** | ** | ** | ** | ** | 28% | 27% | ** |
| AWARE AND GIVE THE CORRECT RESPONSE (AGED 13) | 10 | ** | ** | ** | ** | ** | ** | 10 | 9 | ** |
| | 7% | ** | ** | ** | ** | ** | ** | 7% | 7% | ** |
| AWARE BUT GIVES AN INCORRECT AGE | 31 | ** | ** | ** | ** | ** | ** | 31 | 26 | ** |
| | 21% | ** | ** | ** | ** | ** | ** | 21% | 20% | ** |
| INCORRECT RESPONSE - THERE IS NO MINIMUM AGE REQUIREMENT | 43 | ** | ** | ** | ** | ** | ** | 43 | 37 | ** |
| | 30% | ** | ** | ** | ** | ** | ** | 30% | 29% | ** |
| UNAWARE OF MINIMUM AGE REQUIREMENT | 62 | ** | ** | ** | ** | ** | ** | 62 | 57 | ** |
| | 42% | ** | ** | ** | ** | ** | ** | 42% | 44% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP47. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT CHILD'S USE OF SOCIAL MEDIA/ MESSAGING SITES OR APPS - I would allow my child to use these sites before they had reached the minimum age required by that site or app (SINGLE CODE)

Base : Parents whose child has a social media account

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|------------|-------------|----------------|-----------------|-----------------|----------------|-------------|------------------------|---------------------|--------------------|----------------------|--------------------|----------------------|
| | | 5-7 ~a | 8-11 b | 12-15 c | ALL 5-15 d | MALE e | FEMALE f | MALE 5-7 ~g | FEMALE 5-7 ~h | MALE 8-11 ~i | FEMALE 8-11 ~j | MALE 12-15 k | FEMALE 12-15 l |
| Significance Level: 95% | | | | | | | | | | | | | |
| Unweighted total | 422 | 10 | 100 | 312 | 422 | 217 | 205 | 6 | 4 | 52 | 48 | 159 | 153 |
| Effective Weighted Sample | 403 | 10 | 95 | 298 | 403 | 207 | 196 | 6 | 4 | 50 | 46 | 152 | 146 |
| Total | 469 | 10 | 117 | 342 | 469 | 236 | 233 | 6 | 4 | 58 | 60 | 172 | 170 |
| Strongly disagree | 91 20% | ** ** | 13 11% | 77 22% b | 91 20% b | 52 22% | 40 17% | ** ** | ** ** | ** ** | ** ** | 45 26% | 31 18% |
| Slightly disagree | 59 13% | ** ** | 9 8% | 48 14% | 59 13% | 23 10% | 36 16% | ** ** | ** ** | ** ** | ** ** | 21 12% | 26 16% |
| TOTAL DISAGREE | 151 32% | ** ** | 22 19% | 124 36% b | 151 32% b | 75 32% | 76 33% | ** ** | ** ** | ** ** | ** ** | 67 39% | 58 34% |
| Neither/ nor | 86 18% | ** ** | 29 25% c | 54 16% | 86 18% | 46 20% | 39 17% | ** ** | ** ** | ** ** | ** ** | 29 17% | 25 15% |
| Slightly agree | 122 26% | ** ** | 35 30% | 86 25% | 122 26% | 59 25% | 63 27% | ** ** | ** ** | ** ** | ** ** | 38 22% | 48 29% |
| Strongly agree | 78 17% | ** ** | 22 19% | 55 16% | 78 17% | 41 17% | 37 16% | ** ** | ** ** | ** ** | ** ** | 30 17% | 25 15% |
| TOTAL AGREE | 200 43% | ** ** | 57 48% | 141 41% | 200 43% | 100 42% | 100 43% | ** ** | ** ** | ** ** | ** ** | 68 39% | 74 43% |
| Don't know | 33 7% | ** ** | 9 8% | 23 7% | 33 7% | 15 7% | 17 7% | ** ** | ** ** | ** ** | ** ** | 9 5% | 13 8% |
| TOTAL NEITHER/ DON'T KNOW | 118 25% | ** ** | 38 33% c | 76 22% | 118 25% | 62 26% | 57 24% | ** ** | ** ** | ** ** | ** ** | 38 22% | 38 23% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP47. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT CHILD'S USE OF SOCIAL MEDIA/ MESSAGING SITES OR APPS - I would allow my child to use these sites before they had reached the minimum age required by that site or app (SINGLE CODE)

Base : Parents whose child has a social media account

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | ~a | b | ~c | d | e | f | g | h | ~i |
| Unweighted total | 422 | 79 | 134 | 90 | 119 | 213 | 209 | 422 | 373 | 49 |
| Effective Weighted Sample | 403 | 76 | 128 | 86 | 114 | 204 | 199 | 403 | 357 | 45 |
| Total | 469 | 85 | 142 | 101 | 142 | 227 | 242 | 469 | 413 | 56 |
| Strongly disagree | 91 | ** | 23 | ** | 29 | 49 | 42 | 91 | 75 | ** |
| | 20% | ** | 16% | ** | 21% | 22% | 17% | 20% | 18% | ** |
| Slightly disagree | 59 | ** | 18 | ** | 24 | 32 | 28 | 59 | 53 | ** |
| | 13% | ** | 12% | ** | 17% | 14% | 11% | 13% | 13% | ** |
| TOTAL DISAGREE | 151 | ** | 41 | ** | 53 | 81 | 70 | 151 | 128 | ** |
| | 32% | ** | 29% | ** | 37% | 36% | 29% | 32% | 31% | ** |
| Neither/ nor | 86 | ** | 29 | ** | 29 | 40 | 46 | 86 | 76 | ** |
| | 18% | ** | 20% | ** | 20% | 18% | 19% | 18% | 18% | ** |
| Slightly agree | 122 | ** | 41 | ** | 27 | 61 | 61 | 122 | 114 | ** |
| | 26% | ** | 29% | ** | 19% | 27% | 25% | 26% | 28% | ** |
| Strongly agree | 78 | ** | 18 | ** | 23 | 30 | 48 | 78 | 68 | ** |
| | 17% | ** | 13% | ** | 16% | 13% | 20% | 17% | 17% | ** |
| TOTAL AGREE | 200 | ** | 60 | ** | 50 | 91 | 109 | 200 | 182 | ** |
| | 43% | ** | 42% | ** | 36% | 40% | 45% | 43% | 44% | ** |
| Don't know | 33 | ** | 13 | ** | 10 | 15 | 18 | 33 | 26 | ** |
| | 7% | ** | 9% | ** | 7% | 6% | 7% | 7% | 6% | ** |
| TOTAL NEITHER/ DON'T KNOW | 118 | ** | 41 | ** | 38 | 55 | 63 | 118 | 102 | ** |
| | 25% | ** | 29% | ** | 27% | 24% | 26% | 25% | 25% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------|------------|------------|------------|------------|----------------|------------|------------------------|------------|------------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1247 | 317 | 458 | 472 | 1247 | 622 | 625 | 152 | 165 | 233 | 225 | 237 | 235 |
| Effective Weighted Sample | 1173 | 304 | 425 | 447 | 1173 | 587 | 586 | 146 | 158 | 217 | 208 | 225 | 222 |
| Total | 1256 | 296 | 467 | 494 | 1256 | 623 | 633 | 144 | 151 | 231 | 235 | 247 | 247 |
| Strongly disagree | 86 7% | 20 7% | 29 6% | 36 7% | 86 7% | 39 6% | 47 7% | 11 8% | 9 6% | 13 6% | 16 7% | 15 6% | 21 9% |
| Slightly disagree | 180 14% | 57 19% | 65 14% | 58 12% | 180 14% | 91 15% | 89 14% | 25 17% | 32 21% | 39 17% | 26 11% | 27 11% | 31 13% |
| | | cd | | | | | | | jkl | | | | |
| TOTAL DISAGREE | 265 21% | 77 26% | 94 20% | 95 19% | 265 21% | 130 21% | 136 21% | 36 25% | 41 27% | 52 22% | 42 18% | 42 17% | 52 21% |
| | | c | | | | | | | jk | | | | |
| Neither/ nor | 237 19% | 48 16% | 100 21% | 89 18% | 237 19% | 120 19% | 117 18% | 24 17% | 24 16% | 49 21% | 51 22% | 47 19% | 42 17% |
| Slightly agree | 430 34% | 102 35% | 161 35% | 167 34% | 430 34% | 206 33% | 224 35% | 49 34% | 53 35% | 73 31% | 88 38% | 84 34% | 83 33% |
| Strongly agree | 301 24% | 63 21% | 100 21% | 137 28% | 301 24% | 157 25% | 143 23% | 33 23% | 30 20% | 54 23% | 46 20% | 71 29% | 67 27% |
| | | | | ab | | | | | | | | j | |
| TOTAL AGREE | 731 58% | 165 56% | 261 56% | 304 62% | 731 58% | 363 58% | 367 58% | 82 57% | 83 55% | 127 55% | 135 57% | 155 63% | 149 60% |
| Don't know | 23 2% | 5 2% | 12 3% | 6 1% | 23 2% | 9 1% | 14 2% | 3 2% | 2 2% | 3 1% | 8 4% | 3 1% | 3 1% |
| TOTAL NEITHER/ DON'T KNOW | 260 21% | 54 18% | 112 24% | 95 19% | 260 21% | 129 21% | 131 21% | 27 19% | 27 18% | 53 23% | 59 25% | 50 20% | 45 18% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|------------|--------------------|----------------|------------|-----------------|------------|------------|------------|-----------------|----------------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1247 | 273 | 405 | 250 | 319 | 678 | 569 | 1247 | 1094 | 153 |
| Effective Weighted Sample | 1173 | 258 | 382 | 236 | 300 | 640 | 536 | 1173 | 1032 | 142 |
| Total | 1256 | 264 | 390 | 259 | 342 | 654 | 602 | 1256 | 1094 | 162 |
| Strongly disagree | 86 7% | 13 5% | 31 8% | 15 6% | 27 8% | 44 7% | 42 7% | 86 7% | 76 7% | 10 6% |
| Slightly disagree | 180 14% | 30 11% | 63 16% | 44 17% | 44 13% | 92 14% | 88 15% | 180 14% | 165 15% i | 14 9% |
| TOTAL DISAGREE | 265 21% | 42 16% | 94 24% a | 59 23% | 71 21% | 136 21% | 129 21% | 265 21% | 241 22% | 25 15% |
| Neither/ nor | 237 19% | 44 17% | 70 18% | 48 18% | 75 22% | 114 17% | 123 20% | 237 19% | 205 19% | 32 20% |
| Slightly agree | 430 34% | 97 37% | 132 34% | 98 38% | 103 30% | 229 35% | 201 33% | 430 34% | 382 35% | 48 30% |
| Strongly agree | 301 24% | 77 29% cf | 88 23% | 52 20% | 83 24% | 165 25% | 135 23% | 301 24% | 248 23% | 52 32% h |
| TOTAL AGREE | 731 58% | 174 66% bdfg | 220 56% | 150 58% | 186 54% | 394 60% | 336 56% | 731 58% | 630 58% | 100 62% |
| Don't know | 23 2% | 3 1% | 6 2% | 3 1% | 11 3% | 10 1% | 13 2% | 23 2% | 18 2% | 5 3% |
| TOTAL NEITHER/ DON'T KNOW | 260 21% | 48 18% | 76 20% | 50 19% | 86 25% ae | 124 19% | 136 23% | 260 21% | 223 20% | 37 23% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------|------------------|-----------------|------------------|------------------|----------------|------------|------------------------|-------------------|------------------|------------------|------------------|--------------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1247 | 317 | 458 | 472 | 1247 | 622 | 625 | 152 | 165 | 233 | 225 | 237 | 235 |
| Effective Weighted Sample | 1173 | 304 | 425 | 447 | 1173 | 587 | 586 | 146 | 158 | 217 | 208 | 225 | 222 |
| Total | 1256 | 296 | 467 | 494 | 1256 | 623 | 633 | 144 | 151 | 231 | 235 | 247 | 247 |
| Strongly disagree | 50 4% | 17 6% b | 13 3% | 19 4% | 50 4% | 18 3% | 32 5% | 6 4% | 11 7% jk | 7 3% | 6 2% | 5 2% | 15 6% k |
| Slightly disagree | 75 6% | 29 10% cd | 29 6% c | 17 3% | 75 6% c | 45 7% | 30 5% | 17 12% jkl | 11 7% l | 17 7% l | 13 5% | 10 4% | 7 3% |
| TOTAL DISAGREE | 125 10% | 46 16% bcd | 43 9% | 36 7% | 125 10% | 63 10% | 62 10% | 23 16% jkl | 23 15% jk | 24 11% | 18 8% | 15 6% | 21 9% |
| Neither/ nor | 110 9% | 42 14% bcd | 33 7% | 35 7% | 110 9% | 55 9% | 55 9% | 18 13% il | 24 16% ijl | 12 5% | 21 9% l | 25 10% l | 10 4% |
| Slightly agree | 378 30% | 83 28% | 143 31% | 151 31% | 378 30% | 203 33% | 175 28% | 42 29% | 42 27% | 78 34% | 65 28% | 83 34% | 68 28% |
| Strongly agree | 635 51% | 120 41% | 245 52% a | 270 55% a | 635 51% a | 298 48% | 338 53% | 60 41% | 61 40% | 115 50% | 130 55% gh | 123 50% | 147 60% ghik |
| TOTAL AGREE | 1013 81% | 203 69% | 388 83% a | 422 85% ad | 1013 81% a | 500 80% | 513 81% | 101 70% | 102 67% | 193 83% gh | 195 83% gh | 206 84% gh | 215 87% gh |
| Don't know | 8 1% | 4 1% c | 3 1% | 1 *% c | 8 1% | 5 1% | 4 1% | 1 1% | 3 2% l | 2 1% | 1 *% l | 1 *% l | - -% |
| TOTAL NEITHER/ DON'T KNOW | 118 9% | 46 16% bcd | 36 8% | 36 7% | 118 9% | 59 10% | 59 9% | 20 14% il | 27 18% ijkl | 14 6% | 22 9% l | 25 10% l | 10 4% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------------|--------------|---------------|------------|---------------|------------|------------|-------------|-----------------|---------------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1247 | 273 | 405 | 250 | 319 | 678 | 569 | 1247 | 1094 | 153 |
| Effective Weighted Sample | 1173 | 258 | 382 | 236 | 300 | 640 | 536 | 1173 | 1032 | 142 |
| Total | 1256 | 264 | 390 | 259 | 342 | 654 | 602 | 1256 | 1094 | 162 |
| Strongly disagree | 50 4% | 10 4% | 11 3% | 12 5% | 17 5% | 21 3% | 29 5% | 50 4% | 37 3% | 13 8% h |
| Slightly disagree | 75 6% | 16 6% | 27 7% c | 8 3% | 24 7% c | 43 7% | 32 5% | 75 6% | 65 6% | 10 6% |
| TOTAL DISAGREE | 125 10% | 26 10% | 38 10% | 20 8% | 41 12% | 63 10% | 62 10% | 125 10% | 102 9% | 23 14% |
| Neither/ nor | 110 9% | 22 8% | 37 9% | 19 7% | 32 9% | 59 9% | 51 8% | 110 9% | 98 9% | 12 7% |
| Slightly agree | 378 30% | 84 32% | 118 30% | 82 31% | 94 27% | 202 31% | 175 29% | 378 30% | 343 31% i | 35 22% |
| Strongly agree | 635 51% | 132 50% | 193 50% | 136 52% | 174 51% | 326 50% | 310 51% | 635 51% | 546 50% | 90 55% |
| TOTAL AGREE | 1013 81% | 217 82% | 311 80% | 218 84% | 268 78% | 528 81% | 485 81% | 1013 81% | 888 81% | 125 77% |
| Don't know | 8 1% | - -% | 4 1% | 3 1% | 1 *% | 4 1% | 4 1% | 8 1% | 6 1% | 2 1% |
| TOTAL NEITHER/ DON'T KNOW | 118 9% | 22 8% | 41 11% | 21 8% | 34 10% | 63 10% | 55 9% | 118 9% | 104 10% | 14 9% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------|------------------|-----------------|----------------|-----------------|----------------|------------|------------------------|----------------|-----------------|-----------------|------------------|-----------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1247 | 317 | 458 | 472 | 1247 | 622 | 625 | 152 | 165 | 233 | 225 | 237 | 235 |
| Effective Weighted Sample | 1173 | 304 | 425 | 447 | 1173 | 587 | 586 | 146 | 158 | 217 | 208 | 225 | 222 |
| Total | 1256 | 296 | 467 | 494 | 1256 | 623 | 633 | 144 | 151 | 231 | 235 | 247 | 247 |
| Strongly disagree | 69 5% | 10 3% | 23 5% | 36 7% a | 69 5% | 34 5% | 35 5% | 5 4% | 5 3% | 11 5% | 12 5% | 18 7% | 18 7% |
| Slightly disagree | 109 9% | 16 5% | 41 9% | 52 11% a | 109 9% | 57 9% | 51 8% | 7 5% | 9 6% | 22 9% | 19 8% | 28 11% g | 24 10% |
| TOTAL DISAGREE | 178 14% | 26 9% | 64 14% a | 88 18% a | 178 14% a | 92 15% | 86 14% | 12 8% | 14 9% | 33 14% | 31 13% | 46 19% gh | 42 17% gh |
| Neither/ nor | 83 7% | 23 8% | 26 6% | 35 7% | 83 7% | 37 6% | 46 7% | 7 5% | 16 10% | 12 5% | 14 6% | 18 7% | 16 7% |
| Slightly agree | 375 30% | 83 28% | 137 29% | 155 31% | 375 30% | 191 31% | 184 29% | 44 30% | 39 26% | 58 25% | 79 33% | 88 36% hil | 67 27% |
| Strongly agree | 619 49% | 165 56% cd | 240 51% c | 214 43% | 619 49% c | 302 49% | 317 50% | 81 56% k | 84 55% k | 128 55% k | 112 48% k | 93 38% | 121 49% k |
| TOTAL AGREE | 994 79% | 248 84% c | 377 81% c | 369 75% | 994 79% | 493 79% | 501 79% | 125 87% kl | 122 81% | 186 80% | 191 81% | 181 74% | 188 76% |
| Don't know | 2 *% | - -% | - -% | 2 *% | 2 *% | 1 *% | 1 *% | - -% | - -% | - -% | - -% | 1 *% | 1 *% |
| TOTAL NEITHER/ DON'T KNOW | 85 7% | 23 8% | 26 6% | 36 7% | 85 7% | 38 6% | 46 7% | 7 5% | 16 10% | 12 5% | 14 6% | 19 8% | 17 7% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1247 | 273 | 405 | 250 | 319 | 678 | 569 | 1247 | 1094 | 153 |
| Effective Weighted Sample | 1173 | 258 | 382 | 236 | 300 | 640 | 536 | 1173 | 1032 | 142 |
| Total | 1256 | 264 | 390 | 259 | 342 | 654 | 602 | 1256 | 1094 | 162 |
| Strongly disagree | 69 | 20 | 18 | 9 | 22 | 38 | 31 | 69 | 56 | 13 |
| | 5% | 8% | 5% | 4% | 6% | 6% | 5% | 5% | 5% | 8% |
| | | c | | | | | | | | |
| Slightly disagree | 109 | 18 | 40 | 23 | 28 | 58 | 51 | 109 | 98 | 11 |
| | 9% | 7% | 10% | 9% | 8% | 9% | 8% | 9% | 9% | 7% |
| TOTAL DISAGREE | 178 | 38 | 58 | 32 | 50 | 96 | 82 | 178 | 154 | 24 |
| | 14% | 14% | 15% | 12% | 15% | 15% | 14% | 14% | 14% | 15% |
| Neither/ nor | 83 | 10 | 33 | 14 | 26 | 43 | 40 | 83 | 72 | 11 |
| | 7% | 4% | 8% | 5% | 8% | 7% | 7% | 7% | 7% | 7% |
| | | | a | | | | | | | |
| Slightly agree | 375 | 82 | 112 | 79 | 102 | 193 | 181 | 375 | 336 | 39 |
| | 30% | 31% | 29% | 30% | 30% | 30% | 30% | 30% | 31% | 24% |
| Strongly agree | 619 | 134 | 186 | 135 | 163 | 321 | 298 | 619 | 531 | 88 |
| | 49% | 51% | 48% | 52% | 48% | 49% | 50% | 49% | 49% | 54% |
| TOTAL AGREE | 994 | 216 | 298 | 214 | 266 | 514 | 480 | 994 | 867 | 127 |
| | 79% | 82% | 76% | 82% | 78% | 79% | 80% | 79% | 79% | 78% |
| Don't know | 2 | - | 1 | - | 1 | 1 | 1 | 2 | 1 | 1 |
| | *% | -% | *% | -% | *% | *% | *% | *% | *% | 1% |
| TOTAL NEITHER/ DON'T KNOW | 85 | 10 | 34 | 14 | 27 | 44 | 41 | 85 | 73 | 11 |
| | 7% | 4% | 9% | 5% | 8% | 7% | 7% | 7% | 7% | 7% |
| | | | a | | a | | | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1247 | 317 | 458 | 472 | 1247 | 622 | 625 | 152 | 165 | 233 | 225 | 237 | 235 |
| Effective Weighted Sample | 1173 | 304 | 425 | 447 | 1173 | 587 | 586 | 146 | 158 | 217 | 208 | 225 | 222 |
| Total | 1256 | 296 | 467 | 494 | 1256 | 623 | 633 | 144 | 151 | 231 | 235 | 247 | 247 |
| Very concerned | 130 | 25 | 44 | 60 | 130 | 60 | 70 | 15 | 10 | 21 | 23 | 24 | 36 |
| | 10% | 9% | 9% | 12% | 10% | 10% | 11% | 10% | 7% | 9% | 10% | 10% | 15% |
| Fairly concerned | 316 | 63 | 111 | 141 | 316 | 171 | 145 | 28 | 35 | 60 | 51 | 83 | 59 |
| | 25% | 21% | 24% | 29% | 25% | 27% | 23% | 20% | 23% | 26% | 22% | 33% | 24% |
| | | | | a | | | | | | | | ghjl | |
| TOTAL CONCERNED | 445 | 88 | 155 | 202 | 445 | 230 | 215 | 43 | 45 | 81 | 74 | 106 | 95 |
| | 35% | 30% | 33% | 41% | 35% | 37% | 34% | 30% | 30% | 35% | 32% | 43% | 39% |
| | | | | abd | | | | | | | | ghj | |
| Neither/ nor | 137 | 29 | 53 | 56 | 137 | 63 | 74 | 16 | 13 | 22 | 31 | 25 | 30 |
| | 11% | 10% | 11% | 11% | 11% | 10% | 12% | 11% | 8% | 9% | 13% | 10% | 12% |
| Not very concerned | 291 | 60 | 113 | 117 | 291 | 149 | 142 | 28 | 33 | 65 | 48 | 56 | 61 |
| | 23% | 20% | 24% | 24% | 23% | 24% | 22% | 19% | 22% | 28% | 20% | 23% | 25% |
| Not at all concerned | 379 | 117 | 145 | 116 | 379 | 177 | 202 | 57 | 61 | 63 | 82 | 57 | 59 |
| | 30% | 40% | 31% | 24% | 30% | 28% | 32% | 39% | 40% | 27% | 35% | 23% | 24% |
| | | bcd | c | | c | | | ikl | ikl | | kl | | |
| TOTAL NOT CONCERNED | 669 | 178 | 258 | 234 | 669 | 326 | 344 | 84 | 93 | 128 | 130 | 113 | 121 |
| | 53% | 60% | 55% | 47% | 53% | 52% | 54% | 58% | 62% | 56% | 55% | 46% | 49% |
| | | cd | c | | c | | | k | kl | k | | | |
| Don't know | 4 | 1 | 1 | 3 | 4 | 3 | 1 | 1 | - | 1 | - | 2 | 1 |
| | 0% | 0% | 0% | 1% | 0% | 1% | 0% | 1% | 0% | 0% | 0% | 1% | 0% |
| TOTAL NEITHER/ DON'T KNOW | 141 | 30 | 53 | 58 | 141 | 67 | 75 | 17 | 13 | 22 | 31 | 27 | 31 |
| | 11% | 10% | 11% | 12% | 11% | 11% | 12% | 12% | 8% | 10% | 13% | 11% | 13% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1247 | 273 | 405 | 250 | 319 | 678 | 569 | 1247 | 1094 | 153 |
| Effective Weighted Sample | 1173 | 258 | 382 | 236 | 300 | 640 | 536 | 1173 | 1032 | 142 |
| Total | 1256 | 264 | 390 | 259 | 342 | 654 | 602 | 1256 | 1094 | 162 |
| Very concerned | 130 | 31 | 42 | 29 | 27 | 74 | 56 | 130 | 111 | 19 |
| | 10% | 12% | 11% | 11% | 8% | 11% | 9% | 10% | 10% | 12% |
| Fairly concerned | 316 | 85 | 100 | 56 | 75 | 185 | 131 | 316 | 285 | 30 |
| | 25% | 32% | 26% | 22% | 22% | 28% | 22% | 25% | 26% | 19% |
| | | cdg | | | | df | | | | |
| TOTAL CONCERNED | 445 | 117 | 142 | 85 | 102 | 258 | 187 | 445 | 396 | 49 |
| | 35% | 44% | 36% | 33% | 30% | 39% | 31% | 35% | 36% | 30% |
| | | bcdg | | | | df | | | | |
| Neither/ nor | 137 | 22 | 46 | 27 | 42 | 69 | 69 | 137 | 121 | 17 |
| | 11% | 8% | 12% | 10% | 12% | 11% | 11% | 11% | 11% | 10% |
| Not very concerned | 291 | 63 | 83 | 60 | 85 | 146 | 144 | 291 | 261 | 30 |
| | 23% | 24% | 21% | 23% | 25% | 22% | 24% | 23% | 24% | 18% |
| Not at all concerned | 379 | 60 | 117 | 87 | 114 | 178 | 201 | 379 | 314 | 65 |
| | 30% | 23% | 30% | 34% | 33% | 27% | 33% | 30% | 29% | 40% |
| | | | a | a | a | | ae | a | | h |
| TOTAL NOT CONCERNED | 669 | 123 | 201 | 147 | 199 | 324 | 346 | 669 | 574 | 95 |
| | 53% | 47% | 51% | 57% | 58% | 50% | 57% | 53% | 53% | 59% |
| | | | | a | ae | | ae | | | |
| Don't know | 4 | 2 | 1 | 1 | - | 3 | 1 | 4 | 3 | 1 |
| | *% | 1% | *% | *% | -% | *% | *% | *% | *% | 1% |
| TOTAL NEITHER/ DON'T KNOW | 141 | 24 | 48 | 28 | 42 | 72 | 69 | 141 | 123 | 18 |
| | 11% | 9% | 12% | 11% | 12% | 11% | 12% | 11% | 11% | 11% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------------|-------------------|-----------------|-------------------|-----------------|----------------|------------|------------------------|-------------------|------------------|------------------|--------------------|-------------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1247 | 317 | 458 | 472 | 1247 | 622 | 625 | 152 | 165 | 233 | 225 | 237 | 235 |
| Effective Weighted Sample | 1173 | 304 | 425 | 447 | 1173 | 587 | 586 | 146 | 158 | 217 | 208 | 225 | 222 |
| Total | 1256 | 296 | 467 | 494 | 1256 | 623 | 633 | 144 | 151 | 231 | 235 | 247 | 247 |
| Very concerned | 167 13% | 29 10% | 56 12% | 82 17% ab | 167 13% | 79 13% | 88 14% | 11 7% | 18 12% | 25 11% | 30 13% | 43 17% g | 39 16% g |
| Fairly concerned | 328 26% | 53 18% | 115 25% a | 160 32% abd | 328 26% a | 175 28% | 153 24% | 27 19% | 26 17% | 67 29% ghj | 48 21% | 81 33% ghj | 80 32% ghj |
| TOTAL CONCERNED | 495 39% | 81 28% | 171 37% a | 243 49% abd | 495 39% a | 254 41% | 241 38% | 38 26% | 44 29% | 92 40% gh | 78 33% | 124 50% ghij | 119 48% ghj |
| Neither/ nor | 126 10% | 25 9% | 53 11% | 48 10% | 126 10% | 69 11% | 58 9% | 15 10% | 10 7% | 29 12% | 24 10% | 25 10% | 24 10% |
| Not very concerned | 294 23% | 69 23% | 119 25% | 106 22% | 294 23% | 144 23% | 150 24% | 35 25% | 34 22% | 60 26% | 59 25% | 49 20% | 57 23% |
| Not at all concerned | 338 27% | 120 41% bcd | 124 27% c | 94 19% | 338 27% c | 154 25% | 184 29% | 56 39% ikl | 64 42% ijkl | 50 22% | 74 32% ikl | 48 19% | 46 19% |
| TOTAL NOT CONCERNED | 632 50% bcd | 189 64% bcd | 243 52% c | 200 41% | 632 50% c | 299 48% | 333 53% | 92 63% ikl | 97 64% ikl | 110 48% | 133 57% kl | 97 39% | 103 42% |
| Don't know | 3 *% | - -% | - -% | 3 1% | 3 *% | 1 *% | 1 *% | - -% | - -% | - -% | - -% | 1 1% | 1 1% |
| TOTAL NEITHER/ DON'T KNOW | 129 10% | 25 9% | 53 11% | 51 10% | 129 10% | 70 11% | 59 9% | 15 10% | 10 7% | 29 12% | 24 10% | 26 10% | 25 10% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|------|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1247 | 273 | 405 | 250 | 319 | 678 | 569 | 1247 | 1094 | 153 |
| Effective Weighted Sample | 1173 | 258 | 382 | 236 | 300 | 640 | 536 | 1173 | 1032 | 142 |
| Total | 1256 | 264 | 390 | 259 | 342 | 654 | 602 | 1256 | 1094 | 162 |
| Very concerned | 167 | 36 | 50 | 38 | 43 | 86 | 81 | 167 | 139 | 28 |
| | 13% | 13% | 13% | 15% | 13% | 13% | 13% | 13% | 13% | 17% |
| Fairly concerned | 328 | 88 | 118 | 61 | 61 | 207 | 121 | 328 | 292 | 36 |
| | 26% | 34% | 30% | 23% | 18% | 32% | 20% | 26% | 27% | 22% |
| | | cdfg | df | | | cdfg | | df | | |
| TOTAL CONCERNED | 495 | 124 | 169 | 98 | 104 | 293 | 202 | 495 | 430 | 65 |
| | 39% | 47% | 43% | 38% | 30% | 45% | 34% | 39% | 39% | 40% |
| | | cdfg | df | | | dfg | | df | | |
| Neither/ nor | 126 | 22 | 43 | 25 | 37 | 64 | 62 | 126 | 113 | 13 |
| | 10% | 8% | 11% | 10% | 11% | 10% | 10% | 10% | 10% | 8% |
| Not very concerned | 294 | 57 | 87 | 55 | 95 | 144 | 150 | 294 | 259 | 35 |
| | 23% | 22% | 22% | 21% | 28% | 22% | 25% | 23% | 24% | 22% |
| | | | | e | | | | | | |
| Not at all concerned | 338 | 61 | 92 | 79 | 106 | 153 | 185 | 338 | 289 | 49 |
| | 27% | 23% | 24% | 31% | 31% | 23% | 31% | 27% | 26% | 30% |
| | | | | e | abe | | abe | | | |
| TOTAL NOT CONCERNED | 632 | 118 | 179 | 134 | 201 | 297 | 335 | 632 | 549 | 84 |
| | 50% | 45% | 46% | 52% | 59% | 45% | 56% | 50% | 50% | 52% |
| | | | | abeg | | abeg | | e | | |
| Don't know | 3 | - | - | 1 | 1 | - | 3 | 3 | 1 | 1 |
| | *% | -% | -% | 1% | *% | -% | *% | *% | *% | 1% |
| TOTAL NEITHER/ DON'T KNOW | 129 | 22 | 43 | 27 | 38 | 64 | 65 | 129 | 115 | 14 |
| | 10% | 8% | 11% | 10% | 11% | 10% | 11% | 10% | 10% | 9% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1247 | 317 | 458 | 472 | 1247 | 622 | 625 | 152 | 165 | 233 | 225 | 237 | 235 |
| Effective Weighted Sample | 1173 | 304 | 425 | 447 | 1173 | 587 | 586 | 146 | 158 | 217 | 208 | 225 | 222 |
| Total | 1256 | 296 | 467 | 494 | 1256 | 623 | 633 | 144 | 151 | 231 | 235 | 247 | 247 |
| Very concerned | 249 | 53 | 92 | 105 | 249 | 123 | 126 | 24 | 29 | 51 | 41 | 48 | 56 |
| | 20% | 18% | 20% | 21% | 20% | 20% | 20% | 17% | 19% | 22% | 17% | 20% | 23% |
| Fairly concerned | 247 | 32 | 91 | 124 | 247 | 123 | 124 | 15 | 17 | 44 | 46 | 64 | 60 |
| | 20% | 11% | 19% | 25% | 20% | 20% | 20% | 10% | 11% | 19% | 20% | 26% | 24% |
| | | | a | abd | a | | | | | gh | gh | gh | gh |
| TOTAL CONCERNED | 496 | 85 | 182 | 229 | 496 | 246 | 250 | 39 | 46 | 95 | 87 | 112 | 116 |
| | 39% | 29% | 39% | 46% | 39% | 40% | 39% | 27% | 30% | 41% | 37% | 46% | 47% |
| | | | a | abd | a | | | | | gh | g | gh | ghj |
| Neither/ nor | 81 | 23 | 26 | 32 | 81 | 43 | 38 | 9 | 14 | 14 | 12 | 21 | 12 |
| | 6% | 8% | 6% | 7% | 6% | 7% | 6% | 6% | 9% | 6% | 5% | 8% | 5% |
| Not very concerned | 249 | 52 | 91 | 106 | 249 | 118 | 131 | 23 | 29 | 43 | 47 | 51 | 54 |
| | 20% | 18% | 19% | 21% | 20% | 19% | 21% | 16% | 19% | 19% | 20% | 21% | 22% |
| Not at all concerned | 427 | 134 | 166 | 127 | 427 | 212 | 215 | 72 | 63 | 78 | 88 | 62 | 65 |
| | 34% | 45% | 36% | 26% | 34% | 34% | 34% | 50% | 41% | 34% | 37% | 25% | 26% |
| | | bcd | c | | c | | | ijkl | kl | k | kl | | |
| TOTAL NOT CONCERNED | 676 | 186 | 257 | 232 | 676 | 330 | 346 | 95 | 91 | 122 | 136 | 114 | 119 |
| | 54% | 63% | 55% | 47% | 54% | 53% | 55% | 66% | 60% | 53% | 58% | 46% | 48% |
| | | bcd | c | | c | | | ikl | kl | | k | | |
| Don't know | 3 | 2 | 1 | - | 3 | 3 | - | 2 | - | 1 | - | - | - |
| | *% | 1% | *% | -% | *% | 1% | -% | 1% | -% | *% | -% | -% | -% |
| TOTAL NEITHER/ DON'T KNOW | 84 | 25 | 27 | 32 | 84 | 46 | 38 | 11 | 14 | 15 | 12 | 21 | 12 |
| | 7% | 8% | 6% | 7% | 7% | 7% | 6% | 8% | 9% | 6% | 5% | 8% | 5% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1247 | 273 | 405 | 250 | 319 | 678 | 569 | 1247 | 1094 | 153 |
| Effective Weighted Sample | 1173 | 258 | 382 | 236 | 300 | 640 | 536 | 1173 | 1032 | 142 |
| Total | 1256 | 264 | 390 | 259 | 342 | 654 | 602 | 1256 | 1094 | 162 |
| Very concerned | 249 | 57 | 78 | 60 | 54 | 135 | 114 | 249 | 208 | 41 |
| | 20% | 21% | 20% | 23% | 16% | 21% | 19% | 20% | 19% | 25% |
| | | | | d | | | | | | |
| Fairly concerned | 247 | 69 | 70 | 47 | 60 | 140 | 107 | 247 | 216 | 31 |
| | 20% | 26% | 18% | 18% | 18% | 21% | 18% | 20% | 20% | 19% |
| | | bcd | f | g | | | | | | |
| TOTAL CONCERNED | 496 | 126 | 149 | 107 | 114 | 275 | 221 | 496 | 424 | 72 |
| | 39% | 48% | 38% | 41% | 33% | 42% | 37% | 39% | 39% | 44% |
| | | bdf | g | | | d | | | | |
| Neither/ nor | 81 | 17 | 24 | 15 | 25 | 41 | 40 | 81 | 78 | 3 |
| | 6% | 7% | 6% | 6% | 7% | 6% | 7% | 6% | 7% | 2% |
| | | | | | | | | | i | |
| Not very concerned | 249 | 46 | 90 | 44 | 69 | 136 | 113 | 249 | 226 | 22 |
| | 20% | 17% | 23% | 17% | 20% | 21% | 19% | 20% | 21% | 14% |
| Not at all concerned | 427 | 74 | 127 | 93 | 133 | 202 | 226 | 427 | 362 | 65 |
| | 34% | 28% | 33% | 36% | 39% | 31% | 38% | 34% | 33% | 40% |
| | | | | | ae | | ae | | | |
| TOTAL NOT CONCERNED | 676 | 120 | 217 | 137 | 202 | 337 | 339 | 676 | 589 | 87 |
| | 54% | 46% | 56% | 53% | 59% | 52% | 56% | 54% | 54% | 54% |
| | | a | | | ae | | a | a | | |
| Don't know | 3 | - | 1 | 1 | 1 | 1 | 2 | 3 | 3 | - |
| | *% | -% | *% | *% | *% | *% | *% | *% | *% | -% |
| TOTAL NEITHER/ DON'T KNOW | 84 | 17 | 25 | 16 | 26 | 42 | 42 | 84 | 81 | 3 |
| | 7% | 7% | 6% | 6% | 8% | 6% | 7% | 7% | 7% | 2% |
| | | | | | | | | | i | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------|-------------------|-----------------|-------------------|-----------------|----------------|-----------------|------------------------|------------------|------------------|------------------|-------------------|--------------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1247 | 317 | 458 | 472 | 1247 | 622 | 625 | 152 | 165 | 233 | 225 | 237 | 235 |
| Effective Weighted Sample | 1173 | 304 | 425 | 447 | 1173 | 587 | 586 | 146 | 158 | 217 | 208 | 225 | 222 |
| Total | 1256 | 296 | 467 | 494 | 1256 | 623 | 633 | 144 | 151 | 231 | 235 | 247 | 247 |
| Very concerned | 219 17% | 44 15% | 84 18% | 91 18% | 219 17% | 95 15% | 124 20% e | 20 14% | 24 16% | 40 17% | 44 19% | 35 14% | 56 23% gk |
| Fairly concerned | 283 23% | 46 16% | 92 20% | 145 29% abd | 283 23% a | 150 24% | 132 21% | 21 15% | 25 16% | 49 21% | 43 18% | 80 32% ghij | 65 26% ghj |
| TOTAL CONCERNED | 502 40% | 90 30% | 176 38% a | 236 48% abd | 502 40% a | 245 39% | 257 40% | 41 28% | 49 32% | 89 39% g | 87 37% | 115 47% ghj | 121 49% ghij |
| Neither/ nor | 102 8% | 22 7% | 32 7% | 48 10% | 102 8% | 52 8% | 50 8% | 9 7% | 12 8% | 18 8% | 14 6% | 24 10% | 23 9% |
| Not very concerned | 225 18% | 40 14% | 92 20% a | 93 19% | 225 18% | 110 18% | 115 18% | 18 13% | 22 15% | 45 19% | 47 20% | 47 19% | 46 19% |
| Not at all concerned | 420 33% | 143 48% bcd | 164 35% c | 113 23% | 420 33% c | 211 34% | 209 33% | 75 52% ijkl | 68 45% ikl | 77 33% kl | 86 37% kl | 58 24% | 54 22% |
| TOTAL NOT CONCERNED | 645 51% | 184 62% bcd | 255 55% c | 206 42% | 645 51% c | 321 52% | 324 51% | 93 65% ikl | 90 60% kl | 122 53% kl | 133 57% kl | 105 43% | 100 41% |
| Don't know | 8 1% | 1 *% | 3 1% | 4 1% | 8 1% | 4 1% | 3 1% | 1 1% | - -% | 2 1% | 1 1% | 2 1% | 2 1% |
| TOTAL NEITHER/ DON'T KNOW | 110 9% | 23 8% | 35 8% | 52 10% | 110 9% | 57 9% | 53 8% | 10 7% | 12 8% | 20 9% | 15 6% | 26 11% | 25 10% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1247 | 273 | 405 | 250 | 319 | 678 | 569 | 1247 | 1094 | 153 |
| Effective Weighted Sample | 1173 | 258 | 382 | 236 | 300 | 640 | 536 | 1173 | 1032 | 142 |
| Total | 1256 | 264 | 390 | 259 | 342 | 654 | 602 | 1256 | 1094 | 162 |
| Very concerned | 219 | 54 | 65 | 48 | 52 | 118 | 101 | 219 | 184 | 34 |
| | 17% | 20% | 17% | 19% | 15% | 18% | 17% | 17% | 17% | 21% |
| Fairly concerned | 283 | 69 | 85 | 51 | 78 | 154 | 129 | 283 | 250 | 33 |
| | 23% | 26% | 22% | 20% | 23% | 23% | 21% | 23% | 23% | 20% |
| TOTAL CONCERNED | 502 | 123 | 149 | 99 | 131 | 272 | 230 | 502 | 434 | 67 |
| | 40% | 46% | 38% | 38% | 38% | 42% | 38% | 40% | 40% | 42% |
| | | bdf | | | | | | | | |
| Neither/ nor | 102 | 16 | 38 | 26 | 22 | 54 | 48 | 102 | 90 | 11 |
| | 8% | 6% | 10% | 10% | 6% | 8% | 8% | 8% | 8% | 7% |
| Not very concerned | 225 | 46 | 74 | 44 | 62 | 119 | 106 | 225 | 206 | 19 |
| | 18% | 17% | 19% | 17% | 18% | 18% | 18% | 18% | 19% | 11% |
| | | | | | | | | | i | |
| Not at all concerned | 420 | 79 | 125 | 89 | 127 | 204 | 216 | 420 | 357 | 63 |
| | 33% | 30% | 32% | 34% | 37% | 31% | 36% | 33% | 33% | 39% |
| TOTAL NOT CONCERNED | 645 | 125 | 198 | 133 | 189 | 323 | 321 | 645 | 563 | 82 |
| | 51% | 47% | 51% | 51% | 55% | 49% | 53% | 51% | 51% | 50% |
| Don't know | 8 | - | 5 | 2 | 1 | 5 | 3 | 8 | 6 | 2 |
| | 1% | -% | 1% | 1% | -% | 1% | -% | 1% | 1% | 1% |
| TOTAL NEITHER/ DON'T KNOW | 110 | 16 | 42 | 28 | 23 | 59 | 51 | 110 | 96 | 13 |
| | 9% | 6% | 11% | 11% | 7% | 9% | 8% | 9% | 9% | 8% |
| | | | a | | | | | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------------|-------------------|-----------------|-------------------|-----------------|----------------|-----------------|------------------------|-----------------|------------------|------------------|--------------------|--------------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1247 | 317 | 458 | 472 | 1247 | 622 | 625 | 152 | 165 | 233 | 225 | 237 | 235 |
| Effective Weighted Sample | 1173 | 304 | 425 | 447 | 1173 | 587 | 586 | 146 | 158 | 217 | 208 | 225 | 222 |
| Total | 1256 | 296 | 467 | 494 | 1256 | 623 | 633 | 144 | 151 | 231 | 235 | 247 | 247 |
| Very concerned | 187 15% | 38 13% | 60 13% | 88 18% b | 187 15% | 72 12% | 114 18% e | 18 13% | 20 13% | 24 11% | 36 15% | 30 12% | 58 24% ghijk |
| Fairly concerned | 274 22% | 40 14% | 95 20% a | 139 28% abd | 274 22% a | 145 23% | 128 20% | 17 11% | 24 16% | 49 21% g | 45 19% g | 79 32% ghij | 59 24% gh |
| TOTAL CONCERNED | 460 37% | 78 26% | 155 33% | 227 46% abd | 460 37% a | 218 35% | 243 38% | 35 24% | 44 29% | 74 32% | 81 35% g | 109 44% ghij | 117 48% ghij |
| Neither/ nor | 137 11% | 32 11% | 54 12% | 51 10% | 137 11% | 72 11% | 65 10% | 13 9% | 19 12% | 31 14% | 23 10% | 27 11% | 24 10% |
| Not very concerned | 224 18% | 48 16% | 87 19% | 89 18% | 224 18% | 112 18% | 112 18% | 26 18% | 22 15% | 42 18% | 45 19% | 44 18% | 45 18% |
| Not at all concerned | 419 33% | 136 46% bcd | 164 35% c | 119 24% | 419 33% c | 214 34% | 205 32% | 70 49% ijkl | 66 44% kl | 81 35% kl | 83 35% kl | 63 26% | 56 23% |
| TOTAL NOT CONCERNED | 643 51% bcd | 184 62% bcd | 251 54% c | 207 42% | 643 51% c | 326 52% | 317 50% | 96 67% ijkl | 88 58% kl | 123 53% kl | 128 54% kl | 107 43% | 101 41% |
| Don't know | 16 1% | 2 1% | 7 1% | 8 2% | 16 1% | 8 1% | 9 1% | 1 1% | 1 1% | 4 2% | 3 1% | 3 1% | 5 2% |
| TOTAL NEITHER/ DON'T KNOW | 153 12% | 33 11% | 61 13% | 59 12% | 153 12% | 79 13% | 74 12% | 14 9% | 19 13% | 35 15% | 26 11% | 31 12% | 29 12% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1247 | 273 | 405 | 250 | 319 | 678 | 569 | 1247 | 1094 | 153 |
| Effective Weighted Sample | 1173 | 258 | 382 | 236 | 300 | 640 | 536 | 1173 | 1032 | 142 |
| Total | 1256 | 264 | 390 | 259 | 342 | 654 | 602 | 1256 | 1094 | 162 |
| Very concerned | 187 | 59 | 49 | 42 | 37 | 108 | 79 | 187 | 161 | 25 |
| | 15% | 22% | 12% | 16% | 11% | 16% | 13% | 15% | 15% | 16% |
| | | bdefg | | | | d | | | | |
| Fairly concerned | 274 | 69 | 96 | 52 | 56 | 165 | 109 | 274 | 244 | 30 |
| | 22% | 26% | 25% | 20% | 16% | 25% | 18% | 22% | 22% | 18% |
| | | df | df | | | df | | d | | |
| TOTAL CONCERNED | 460 | 128 | 145 | 95 | 93 | 273 | 188 | 460 | 405 | 55 |
| | 37% | 48% | 37% | 37% | 27% | 42% | 31% | 37% | 37% | 34% |
| | | bcdfg | d | d | | dfg | | df | | |
| Neither/ nor | 137 | 18 | 56 | 27 | 36 | 74 | 62 | 137 | 120 | 17 |
| | 11% | 7% | 14% | 10% | 10% | 11% | 10% | 11% | 11% | 11% |
| | | | a | | | a | | a | | |
| Not very concerned | 224 | 44 | 63 | 36 | 80 | 107 | 116 | 224 | 197 | 27 |
| | 18% | 17% | 16% | 14% | 23% | 16% | 19% | 18% | 18% | 16% |
| | | | | | abceg | | | | | |
| Not at all concerned | 419 | 71 | 121 | 96 | 131 | 192 | 227 | 419 | 361 | 58 |
| | 33% | 27% | 31% | 37% | 38% | 29% | 38% | 33% | 33% | 36% |
| | | | | ae | ae | | abe | a | | |
| TOTAL NOT CONCERNED | 643 | 115 | 184 | 132 | 211 | 300 | 343 | 643 | 557 | 85 |
| | 51% | 44% | 47% | 51% | 62% | 46% | 57% | 51% | 51% | 52% |
| | | | | | abceg | | abeg | ae | | |
| Don't know | 16 | 3 | 4 | 6 | 3 | 7 | 9 | 16 | 12 | 5 |
| | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 3% |
| TOTAL NEITHER/ DON'T KNOW | 153 | 21 | 61 | 33 | 38 | 82 | 71 | 153 | 131 | 22 |
| | 12% | 8% | 16% | 13% | 11% | 13% | 12% | 12% | 12% | 13% |
| | | | a | | | a | | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1247 | 317 | 458 | 472 | 1247 | 622 | 625 | 152 | 165 | 233 | 225 | 237 | 235 |
| Effective Weighted Sample | 1173 | 304 | 425 | 447 | 1173 | 587 | 586 | 146 | 158 | 217 | 208 | 225 | 222 |
| Total | 1256 | 296 | 467 | 494 | 1256 | 623 | 633 | 144 | 151 | 231 | 235 | 247 | 247 |
| Very concerned | 218 | 52 | 82 | 84 | 218 | 100 | 118 | 25 | 28 | 35 | 47 | 40 | 44 |
| | 17% | 18% | 18% | 17% | 17% | 16% | 19% | 17% | 18% | 15% | 20% | 16% | 18% |
| Fairly concerned | 261 | 37 | 90 | 134 | 261 | 130 | 132 | 16 | 20 | 47 | 43 | 66 | 68 |
| | 21% | 12% | 19% | 27% | 21% | 21% | 21% | 11% | 13% | 20% | 18% | 27% | 28% |
| | | | a | abd | a | | | | | g | | ghj | ghj |
| TOTAL CONCERNED | 479 | 89 | 172 | 218 | 479 | 229 | 250 | 41 | 48 | 82 | 90 | 106 | 112 |
| | 38% | 30% | 37% | 44% | 38% | 37% | 39% | 29% | 32% | 35% | 38% | 43% | 45% |
| | | | | abd | a | | | | | | | gh | ghi |
| Neither/ nor | 118 | 28 | 43 | 48 | 118 | 64 | 54 | 13 | 14 | 27 | 16 | 24 | 24 |
| | 9% | 9% | 9% | 10% | 9% | 10% | 9% | 9% | 9% | 12% | 7% | 10% | 10% |
| Not very concerned | 224 | 43 | 88 | 93 | 224 | 118 | 106 | 23 | 19 | 46 | 42 | 49 | 44 |
| | 18% | 14% | 19% | 19% | 18% | 19% | 17% | 16% | 13% | 20% | 18% | 20% | 18% |
| Not at all concerned | 423 | 133 | 161 | 129 | 423 | 203 | 220 | 65 | 68 | 74 | 86 | 63 | 66 |
| | 34% | 45% | 34% | 26% | 34% | 33% | 35% | 45% | 45% | 32% | 37% | 26% | 27% |
| | | bcd | c | | c | | | ikl | ikl | | kl | | |
| TOTAL NOT CONCERNED | 647 | 176 | 249 | 222 | 647 | 321 | 326 | 89 | 87 | 120 | 128 | 112 | 110 |
| | 52% | 59% | 53% | 45% | 52% | 52% | 51% | 62% | 58% | 52% | 55% | 45% | 45% |
| | | cd | c | | c | | | kl | kl | | l | | |
| Don't know | 12 | 3 | 4 | 5 | 12 | 8 | 4 | 1 | 2 | 3 | 1 | 5 | 1 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% |
| TOTAL NEITHER/ DON'T KNOW | 130 | 31 | 46 | 53 | 130 | 72 | 58 | 14 | 16 | 29 | 17 | 29 | 24 |
| | 10% | 10% | 10% | 11% | 10% | 12% | 9% | 10% | 11% | 13% | 7% | 12% | 10% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1247 | 273 | 405 | 250 | 319 | 678 | 569 | 1247 | 1094 | 153 |
| Effective Weighted Sample | 1173 | 258 | 382 | 236 | 300 | 640 | 536 | 1173 | 1032 | 142 |
| Total | 1256 | 264 | 390 | 259 | 342 | 654 | 602 | 1256 | 1094 | 162 |
| Very concerned | 218 | 54 | 63 | 42 | 58 | 117 | 101 | 218 | 186 | 32 |
| | 17% | 20% | 16% | 16% | 17% | 18% | 17% | 17% | 17% | 20% |
| Fairly concerned | 261 | 62 | 84 | 56 | 58 | 146 | 115 | 261 | 237 | 24 |
| | 21% | 23% | 22% | 22% | 17% | 22% | 19% | 21% | 22% | 15% |
| TOTAL CONCERNED | 479 | 116 | 148 | 99 | 117 | 264 | 216 | 479 | 423 | 56 |
| | 38% | 44% | 38% | 38% | 34% | 40% | 36% | 38% | 39% | 35% |
| | | df | | | | | | | | |
| Neither/ nor | 118 | 21 | 46 | 22 | 29 | 67 | 51 | 118 | 105 | 13 |
| | 9% | 8% | 12% | 9% | 8% | 10% | 8% | 9% | 10% | 8% |
| Not very concerned | 224 | 57 | 67 | 42 | 59 | 123 | 101 | 224 | 201 | 23 |
| | 18% | 21% | 17% | 16% | 17% | 19% | 17% | 18% | 18% | 14% |
| Not at all concerned | 423 | 70 | 125 | 94 | 133 | 195 | 228 | 423 | 356 | 66 |
| | 34% | 27% | 32% | 36% | 39% | 30% | 38% | 34% | 33% | 41% |
| | | | | a | ae | | ae | a | | h |
| TOTAL NOT CONCERNED | 647 | 127 | 192 | 136 | 192 | 319 | 328 | 647 | 557 | 89 |
| | 52% | 48% | 49% | 53% | 56% | 49% | 55% | 52% | 51% | 55% |
| | | | | e | e | | e | | | |
| Don't know | 12 | 1 | 4 | 2 | 5 | 5 | 7 | 12 | 9 | 3 |
| | 1% | *% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% |
| TOTAL NEITHER/ DON'T KNOW | 130 | 22 | 50 | 24 | 34 | 72 | 58 | 130 | 113 | 16 |
| | 10% | 8% | 13% | 9% | 10% | 11% | 10% | 10% | 10% | 10% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------|------------|------------|------------|------------|----------------|------------|------------------------|------------|------------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1247 | 317 | 458 | 472 | 1247 | 622 | 625 | 152 | 165 | 233 | 225 | 237 | 235 |
| Effective Weighted Sample | 1173 | 304 | 425 | 447 | 1173 | 587 | 586 | 146 | 158 | 217 | 208 | 225 | 222 |
| Total | 1256 | 296 | 467 | 494 | 1256 | 623 | 633 | 144 | 151 | 231 | 235 | 247 | 247 |
| Very concerned | 207 16% | 42 14% | 78 17% | 87 18% | 207 16% | 113 18% | 94 15% | 22 16% | 19 13% | 43 19% | 35 15% | 47 19% | 39 16% |
| Fairly concerned | 228 18% | 34 12% | 86 19% | 107 22% | 228 18% | 134 22% | 93 15% | 14 10% | 20 13% | 48 21% | 39 16% | 72 29% | 35 14% |
| | | | a | a | a | f | | | | g | | ghijl | |
| TOTAL CONCERNED | 434 35% | 76 26% | 165 35% | 194 39% | 434 35% | 247 40% | 187 29% | 37 25% | 39 26% | 91 39% | 74 31% | 119 48% | 74 30% |
| | | | a | a | a | f | | | | ghl | | ghjl | |
| Neither/ nor | 145 12% | 29 10% | 56 12% | 60 12% | 145 12% | 71 11% | 74 12% | 15 10% | 14 9% | 31 13% | 25 11% | 25 10% | 36 15% |
| Not very concerned | 243 19% | 56 19% | 88 19% | 99 20% | 243 19% | 109 17% | 134 21% | 30 21% | 26 17% | 39 17% | 50 21% | 41 16% | 58 24% |
| Not at all concerned | 428 34% | 135 46% | 156 33% | 137 28% | 428 34% | 193 31% | 235 37% | 62 43% | 73 48% | 69 30% | 86 37% | 61 25% | 76 31% |
| | | bcd | | | c | e | | ikl | ijkl | | k | | |
| TOTAL NOT CONCERNED | 671 53% | 191 65% | 244 52% | 236 48% | 671 53% | 302 48% | 369 58% | 92 64% | 99 65% | 108 47% | 136 58% | 102 41% | 134 54% |
| | | bcd | | | c | e | | ik | ikl | | ik | | k |
| Don't know | 6 *% | 1 *% | 2 *% | 3 1% | 6 *% | 3 *% | 3 *% | 1 1% | - -% | 1 *% | 1 *% | 1 *% | 3 1% |
| TOTAL NEITHER/ DON'T KNOW | 151 12% | 29 10% | 58 12% | 64 13% | 151 12% | 74 12% | 77 12% | 16 11% | 14 9% | 32 14% | 26 11% | 26 10% | 38 16% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1247 | 273 | 405 | 250 | 319 | 678 | 569 | 1247 | 1094 | 153 |
| Effective Weighted Sample | 1173 | 258 | 382 | 236 | 300 | 640 | 536 | 1173 | 1032 | 142 |
| Total | 1256 | 264 | 390 | 259 | 342 | 654 | 602 | 1256 | 1094 | 162 |
| Very concerned | 207 | 52 | 67 | 39 | 49 | 119 | 88 | 207 | 184 | 22 |
| | 16% | 20% | 17% | 15% | 14% | 18% | 15% | 16% | 17% | 14% |
| Fairly concerned | 228 | 49 | 78 | 43 | 58 | 127 | 100 | 228 | 197 | 30 |
| | 18% | 19% | 20% | 16% | 17% | 19% | 17% | 18% | 18% | 19% |
| TOTAL CONCERNED | 434 | 101 | 145 | 81 | 107 | 246 | 188 | 434 | 382 | 53 |
| | 35% | 38% | 37% | 31% | 31% | 38% | 31% | 35% | 35% | 32% |
| | | f | | | | f | | | | |
| Neither/ nor | 145 | 34 | 48 | 22 | 41 | 82 | 63 | 145 | 132 | 14 |
| | 12% | 13% | 12% | 9% | 12% | 13% | 10% | 12% | 12% | 8% |
| Not very concerned | 243 | 53 | 74 | 59 | 57 | 127 | 116 | 243 | 216 | 27 |
| | 19% | 20% | 19% | 23% | 17% | 19% | 19% | 19% | 20% | 16% |
| Not at all concerned | 428 | 75 | 121 | 94 | 137 | 197 | 231 | 428 | 361 | 67 |
| | 34% | 29% | 31% | 36% | 40% | 30% | 38% | 34% | 33% | 41% |
| | | | | | abe | | abe | | | h |
| TOTAL NOT CONCERNED | 671 | 129 | 195 | 153 | 194 | 324 | 347 | 671 | 577 | 94 |
| | 53% | 49% | 50% | 59% | 57% | 50% | 58% | 53% | 53% | 58% |
| | | | | abe | e | | abe | | | |
| Don't know | 6 | - | 2 | 3 | 1 | 2 | 4 | 6 | 3 | 3 |
| | *% | -% | 1% | 1% | *% | *% | 1% | *% | *% | 2% |
| | | | | | | | | | | h |
| TOTAL NEITHER/ DON'T KNOW | 151 | 34 | 50 | 25 | 42 | 84 | 67 | 151 | 135 | 16 |
| | 12% | 13% | 13% | 10% | 12% | 13% | 11% | 12% | 12% | 10% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1247 | 317 | 458 | 472 | 1247 | 622 | 625 | 152 | 165 | 233 | 225 | 237 | 235 |
| Effective Weighted Sample | 1173 | 304 | 425 | 447 | 1173 | 587 | 586 | 146 | 158 | 217 | 208 | 225 | 222 |
| Total | 1256 | 296 | 467 | 494 | 1256 | 623 | 633 | 144 | 151 | 231 | 235 | 247 | 247 |
| Very concerned | 266 | 60 | 87 | 119 | 266 | 136 | 130 | 32 | 28 | 45 | 43 | 59 | 60 |
| | 21% | 20% | 19% | 24% | 21% | 22% | 21% | 22% | 18% | 19% | 18% | 24% | 24% |
| Fairly concerned | 316 | 48 | 131 | 137 | 316 | 162 | 154 | 24 | 23 | 65 | 66 | 72 | 65 |
| | 25% | 16% | 28% | 28% | 25% | 26% | 24% | 17% | 15% | 28% | 28% | 29% | 26% |
| | | | a | a | a | | | | | gh | gh | gh | gh |
| TOTAL CONCERNED | 582 | 107 | 218 | 256 | 582 | 297 | 285 | 56 | 51 | 110 | 109 | 131 | 125 |
| | 46% | 36% | 47% | 52% | 46% | 48% | 45% | 39% | 34% | 47% | 46% | 53% | 51% |
| | | | a | ad | a | | | | | h | h | gh | gh |
| Neither/ nor | 152 | 34 | 46 | 73 | 152 | 73 | 79 | 13 | 20 | 22 | 23 | 37 | 35 |
| | 12% | 11% | 10% | 15% | 12% | 12% | 12% | 9% | 13% | 10% | 10% | 15% | 14% |
| | | | | b | | | | | | | | | |
| Not very concerned | 175 | 39 | 68 | 68 | 175 | 85 | 90 | 20 | 18 | 36 | 32 | 29 | 40 |
| | 14% | 13% | 15% | 14% | 14% | 14% | 14% | 14% | 12% | 15% | 14% | 12% | 16% |
| Not at all concerned | 324 | 111 | 123 | 90 | 324 | 157 | 167 | 52 | 59 | 58 | 65 | 47 | 43 |
| | 26% | 37% | 26% | 18% | 26% | 25% | 26% | 36% | 39% | 25% | 27% | 19% | 18% |
| | | bcd | c | | c | | | ikl | ijkl | | kl | | |
| TOTAL NOT CONCERNED | 499 | 149 | 191 | 159 | 499 | 242 | 258 | 72 | 77 | 94 | 97 | 76 | 83 |
| | 40% | 51% | 41% | 32% | 40% | 39% | 41% | 50% | 51% | 41% | 41% | 31% | 34% |
| | | bcd | c | | c | | | kl | ikl | k | k | | |
| Don't know | 23 | 5 | 11 | 6 | 23 | 11 | 12 | 3 | 3 | 5 | 6 | 3 | 3 |
| | 2% | 2% | 2% | 1% | 2% | 2% | 2% | 2% | 2% | 2% | 3% | 1% | 1% |
| TOTAL NEITHER/ DON'T KNOW | 175 | 39 | 57 | 79 | 175 | 84 | 91 | 16 | 23 | 28 | 30 | 40 | 39 |
| | 14% | 13% | 12% | 16% | 14% | 13% | 14% | 11% | 15% | 12% | 13% | 16% | 16% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1247 | 273 | 405 | 250 | 319 | 678 | 569 | 1247 | 1094 | 153 |
| Effective Weighted Sample | 1173 | 258 | 382 | 236 | 300 | 640 | 536 | 1173 | 1032 | 142 |
| Total | 1256 | 264 | 390 | 259 | 342 | 654 | 602 | 1256 | 1094 | 162 |
| Very concerned | 266 | 70 | 86 | 56 | 54 | 156 | 110 | 266 | 228 | 38 |
| | 21% | 26% | 22% | 22% | 16% | 24% | 18% | 21% | 21% | 24% |
| | | df | d | | | df | | d | | |
| Fairly concerned | 316 | 80 | 107 | 57 | 73 | 186 | 130 | 316 | 277 | 39 |
| | 25% | 30% | 27% | 22% | 21% | 28% | 22% | 25% | 25% | 24% |
| | | cdf | f | | | df | | | | |
| TOTAL CONCERNED | 582 | 149 | 193 | 113 | 127 | 342 | 240 | 582 | 504 | 78 |
| | 46% | 57% | 49% | 44% | 37% | 52% | 40% | 46% | 46% | 48% |
| | | cdfg | df | | | cdfg | | df | | |
| Neither/ nor | 152 | 24 | 48 | 39 | 42 | 71 | 81 | 152 | 138 | 14 |
| | 12% | 9% | 12% | 15% | 12% | 11% | 13% | 12% | 13% | 9% |
| | | | | a | | | | | | |
| Not very concerned | 175 | 32 | 49 | 36 | 58 | 81 | 94 | 175 | 155 | 20 |
| | 14% | 12% | 13% | 14% | 17% | 12% | 16% | 14% | 14% | 12% |
| Not at all concerned | 324 | 57 | 93 | 63 | 111 | 150 | 174 | 324 | 278 | 46 |
| | 26% | 22% | 24% | 24% | 32% | 23% | 29% | 26% | 25% | 28% |
| | | | | | abceg | | ae | | | |
| TOTAL NOT CONCERNED | 499 | 89 | 143 | 99 | 169 | 231 | 268 | 499 | 433 | 66 |
| | 40% | 34% | 37% | 38% | 49% | 35% | 44% | 40% | 40% | 41% |
| | | | | | abceg | | abe | | | |
| Don't know | 23 | 2 | 7 | 8 | 5 | 9 | 13 | 23 | 18 | 5 |
| | 2% | 1% | 2% | 3% | 2% | 1% | 2% | 2% | 2% | 3% |
| TOTAL NEITHER/ DON'T KNOW | 175 | 26 | 55 | 47 | 47 | 81 | 94 | 175 | 156 | 19 |
| | 14% | 10% | 14% | 18% | 14% | 12% | 16% | 14% | 14% | 12% |
| | | | | ae | | | a | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1247 | 317 | 458 | 472 | 1247 | 622 | 625 | 152 | 165 | 233 | 225 | 237 | 235 |
| Effective Weighted Sample | 1173 | 304 | 425 | 447 | 1173 | 587 | 586 | 146 | 158 | 217 | 208 | 225 | 222 |
| Total | 1256 | 296 | 467 | 494 | 1256 | 623 | 633 | 144 | 151 | 231 | 235 | 247 | 247 |
| Very concerned | 172 | 41 | 60 | 71 | 172 | 76 | 96 | 18 | 23 | 30 | 30 | 27 | 43 |
| | 14% | 14% | 13% | 14% | 14% | 12% | 15% | 12% | 15% | 13% | 13% | 11% | 18% |
| Fairly concerned | 147 | 24 | 47 | 76 | 147 | 79 | 69 | 14 | 10 | 22 | 25 | 43 | 33 |
| | 12% | 8% | 10% | 15% | 12% | 13% | 11% | 10% | 6% | 9% | 11% | 17% | 14% |
| | | | | abd | | | | | | | | ghi | h |
| TOTAL CONCERNED | 319 | 65 | 107 | 147 | 319 | 154 | 165 | 32 | 33 | 52 | 55 | 70 | 77 |
| | 25% | 22% | 23% | 30% | 25% | 25% | 26% | 22% | 22% | 22% | 23% | 28% | 31% |
| | | | | ab | | | | | | | | | hi |
| Neither/ nor | 116 | 29 | 40 | 48 | 116 | 59 | 58 | 17 | 12 | 21 | 18 | 21 | 27 |
| | 9% | 10% | 8% | 10% | 9% | 9% | 9% | 12% | 8% | 9% | 8% | 8% | 11% |
| Not very concerned | 244 | 42 | 90 | 113 | 244 | 130 | 114 | 20 | 22 | 50 | 39 | 59 | 54 |
| | 19% | 14% | 19% | 23% | 19% | 21% | 18% | 14% | 14% | 22% | 17% | 24% | 22% |
| | | | | a | a | | | | | | | gh | |
| Not at all concerned | 567 | 158 | 227 | 182 | 567 | 272 | 296 | 74 | 85 | 105 | 122 | 93 | 89 |
| | 45% | 54% | 49% | 37% | 45% | 44% | 47% | 51% | 56% | 45% | 52% | 38% | 36% |
| | | cd | c | | c | | | kl | ikl | l | kl | | |
| TOTAL NOT CONCERNED | 811 | 200 | 317 | 294 | 811 | 401 | 410 | 94 | 106 | 156 | 161 | 152 | 143 |
| | 65% | 68% | 68% | 60% | 65% | 64% | 65% | 65% | 70% | 67% | 68% | 61% | 58% |
| | | c | c | | | | | | l | l | l | | |
| Don't know | 9 | 2 | 3 | 4 | 9 | 9 | 1 | 2 | - | 3 | 1 | 4 | - |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 2% | 0% |
| | | | | | | f | | | | | | | |
| TOTAL NEITHER/ DON'T KNOW | 126 | 31 | 43 | 52 | 126 | 67 | 59 | 18 | 12 | 24 | 19 | 25 | 27 |
| | 10% | 10% | 9% | 11% | 10% | 11% | 9% | 13% | 8% | 10% | 8% | 10% | 11% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1247 | 273 | 405 | 250 | 319 | 678 | 569 | 1247 | 1094 | 153 |
| Effective Weighted Sample | 1173 | 258 | 382 | 236 | 300 | 640 | 536 | 1173 | 1032 | 142 |
| Total | 1256 | 264 | 390 | 259 | 342 | 654 | 602 | 1256 | 1094 | 162 |
| Very concerned | 172 | 39 | 50 | 40 | 42 | 89 | 82 | 172 | 152 | 20 |
| | 14% | 15% | 13% | 16% | 12% | 14% | 14% | 14% | 14% | 12% |
| Fairly concerned | 147 | 43 | 48 | 23 | 33 | 91 | 56 | 147 | 135 | 12 |
| | 12% | 16% | 12% | 9% | 10% | 14% | 9% | 12% | 12% | 7% |
| | | cd | f | | | | | | | |
| TOTAL CONCERNED | 319 | 82 | 98 | 64 | 75 | 180 | 139 | 319 | 287 | 32 |
| | 25% | 31% | 25% | 25% | 22% | 28% | 23% | 25% | 26% | 20% |
| | | df | | | | | | | | |
| Neither/ nor | 116 | 16 | 43 | 26 | 31 | 59 | 57 | 116 | 102 | 15 |
| | 9% | 6% | 11% | 10% | 9% | 9% | 10% | 9% | 9% | 9% |
| | | a | | | | | | | | |
| Not very concerned | 244 | 61 | 71 | 45 | 67 | 132 | 112 | 244 | 216 | 29 |
| | 19% | 23% | 18% | 17% | 19% | 20% | 19% | 19% | 20% | 18% |
| Not at all concerned | 567 | 105 | 175 | 123 | 164 | 280 | 287 | 567 | 481 | 87 |
| | 45% | 40% | 45% | 47% | 48% | 43% | 48% | 45% | 44% | 53% |
| | | | | | | a | | | | h |
| TOTAL NOT CONCERNED | 811 | 166 | 246 | 168 | 231 | 412 | 399 | 811 | 696 | 115 |
| | 65% | 63% | 63% | 65% | 67% | 63% | 66% | 65% | 64% | 71% |
| Don't know | 9 | - | 3 | 1 | 5 | 3 | 6 | 9 | 8 | 1 |
| | 1% | -% | 1% | 1% | 1% | -% | 1% | 1% | 1% | 1% |
| TOTAL NEITHER/ DON'T KNOW | 126 | 16 | 46 | 28 | 36 | 62 | 64 | 126 | 110 | 15 |
| | 10% | 6% | 12% | 11% | 11% | 9% | 11% | 10% | 10% | 9% |
| | | | a | | | | a | a | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1247 | 317 | 458 | 472 | 1247 | 622 | 625 | 152 | 165 | 233 | 225 | 237 | 235 |
| Effective Weighted Sample | 1173 | 304 | 425 | 447 | 1173 | 587 | 586 | 146 | 158 | 217 | 208 | 225 | 222 |
| Total | 1256 | 296 | 467 | 494 | 1256 | 623 | 633 | 144 | 151 | 231 | 235 | 247 | 247 |
| Never | 376 | 105 | 134 | 138 | 376 | 180 | 196 | 51 | 54 | 64 | 69 | 65 | 73 |
| | 30% | 35% | 29% | 28% | 30% | 29% | 31% | 35% | 35% | 28% | 29% | 26% | 30% |
| | | c | | | | | | | | | | | |
| Every day | 47 | 17 | 18 | 12 | 47 | 22 | 25 | 9 | 8 | 8 | 10 | 5 | 7 |
| | 4% | 6% | 4% | 2% | 4% | 4% | 4% | 6% | 5% | 3% | 4% | 2% | 3% |
| | | c | | | | | | k | | | | | |
| Every week | 168 | 48 | 67 | 53 | 168 | 85 | 83 | 23 | 25 | 34 | 33 | 28 | 25 |
| | 13% | 16% | 14% | 11% | 13% | 14% | 13% | 16% | 16% | 15% | 14% | 11% | 10% |
| | | c | | | | | | | | | | | |
| Every month | 193 | 50 | 70 | 73 | 193 | 99 | 94 | 27 | 23 | 39 | 31 | 33 | 40 |
| | 15% | 17% | 15% | 15% | 15% | 16% | 15% | 18% | 15% | 17% | 13% | 13% | 16% |
| Every couple of months | 141 | 25 | 53 | 62 | 141 | 71 | 69 | 10 | 15 | 29 | 25 | 33 | 30 |
| | 11% | 8% | 11% | 13% | 11% | 11% | 11% | 7% | 10% | 12% | 11% | 13% | 12% |
| Less frequently | 293 | 44 | 112 | 138 | 293 | 145 | 148 | 19 | 24 | 52 | 59 | 74 | 64 |
| | 23% | 15% | 24% | 28% | 23% | 23% | 23% | 13% | 16% | 23% | 25% | 30% | 26% |
| | | | a | a | a | | | | | g | gh | gh | gh |
| SUMMARY | | | | | | | | | | | | | |
| WEEKLY | 215 | 65 | 85 | 65 | 215 | 107 | 107 | 32 | 32 | 41 | 43 | 33 | 32 |
| | 17% | 22% | 18% | 13% | 17% | 17% | 17% | 22% | 21% | 18% | 18% | 14% | 13% |
| | | c | c | | | | | kl | kl | | | | |
| MONTHLY | 407 | 114 | 155 | 138 | 407 | 206 | 202 | 59 | 55 | 80 | 74 | 66 | 72 |
| | 32% | 39% | 33% | 28% | 32% | 33% | 32% | 41% | 37% | 35% | 32% | 27% | 29% |
| | | cd | | | | | | kl | k | | | | |
| EVER | 841 | 183 | 320 | 339 | 841 | 422 | 419 | 88 | 95 | 161 | 158 | 173 | 166 |
| | 67% | 62% | 69% | 69% | 67% | 68% | 66% | 61% | 63% | 70% | 67% | 70% | 67% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|------------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1247 | 317 | 458 | 472 | 1247 | 622 | 625 | 152 | 165 | 233 | 225 | 237 | 235 |
| Effective Weighted Sample | 1173 | 304 | 425 | 447 | 1173 | 587 | 586 | 146 | 158 | 217 | 208 | 225 | 222 |
| Total | 1256 | 296 | 467 | 494 | 1256 | 623 | 633 | 144 | 151 | 231 | 235 | 247 | 247 |
| LESS FREQUENTLY THAN MONTHLY | 434 | 69 | 165 | 200 | 434 | 217 | 217 | 29 | 39 | 81 | 84 | 106 | 94 |
| | 35% | 23% | 35% | 41% | 35% | 35% | 34% | 20% | 26% | 35% | 36% | 43% | 38% |
| | | | a | ad | a | | | | | g | gh | gh | gh |
| Don't know | 38 | 8 | 13 | 17 | 38 | 20 | 19 | 5 | 3 | 5 | 8 | 9 | 8 |
| | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 4% | 2% | 2% | 3% | 4% | 3% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|------------------------------|-------|--------------|------|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1247 | 273 | 405 | 250 | 319 | 678 | 569 | 1247 | 1094 | 153 |
| Effective Weighted Sample | 1173 | 258 | 382 | 236 | 300 | 640 | 536 | 1173 | 1032 | 142 |
| Total | 1256 | 264 | 390 | 259 | 342 | 654 | 602 | 1256 | 1094 | 162 |
| Never | 376 | 88 | 95 | 73 | 120 | 183 | 193 | 376 | 315 | 62 |
| | 30% | 33% | 24% | 28% | 35% | 28% | 32% | 30% | 29% | 38% |
| | | b | | | be | | b | b | | h |
| Every day | 47 | 6 | 20 | 8 | 12 | 26 | 20 | 47 | 43 | 4 |
| | 4% | 2% | 5% | 3% | 4% | 4% | 3% | 4% | 4% | 2% |
| Every week | 168 | 34 | 46 | 36 | 52 | 80 | 88 | 168 | 153 | 15 |
| | 13% | 13% | 12% | 14% | 15% | 12% | 15% | 13% | 14% | 9% |
| Every month | 193 | 37 | 65 | 42 | 50 | 101 | 91 | 193 | 173 | 20 |
| | 15% | 14% | 17% | 16% | 15% | 16% | 15% | 15% | 16% | 12% |
| Every couple of months | 141 | 32 | 45 | 28 | 37 | 76 | 64 | 141 | 119 | 22 |
| | 11% | 12% | 11% | 11% | 11% | 12% | 11% | 11% | 11% | 14% |
| Less frequently | 293 | 59 | 109 | 68 | 57 | 168 | 125 | 293 | 258 | 35 |
| | 23% | 22% | 28% | 26% | 17% | 26% | 21% | 23% | 24% | 22% |
| | | | df | d | | df | | d | | |
| SUMMARY | | | | | | | | | | |
| WEEKLY | 215 | 41 | 66 | 44 | 64 | 106 | 108 | 215 | 196 | 19 |
| | 17% | 15% | 17% | 17% | 19% | 16% | 18% | 17% | 18% | 12% |
| MONTHLY | 407 | 77 | 131 | 86 | 114 | 208 | 200 | 407 | 368 | 39 |
| | 32% | 29% | 33% | 33% | 33% | 32% | 33% | 32% | 34% | 24% |
| | | | | | | | | | i | |
| EVER | 841 | 168 | 284 | 181 | 208 | 452 | 389 | 841 | 745 | 96 |
| | 67% | 64% | 73% | 70% | 61% | 69% | 65% | 67% | 68% | 59% |
| | | | adfg | d | | d | | d | i | |
| LESS FREQUENTLY THAN MONTHLY | 434 | 91 | 154 | 96 | 94 | 244 | 190 | 434 | 377 | 57 |
| | 35% | 34% | 39% | 37% | 27% | 37% | 31% | 35% | 34% | 35% |
| | | | df | d | | df | | d | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1247 | 273 | 405 | 250 | 319 | 678 | 569 | 1247 | 1094 | 153 |
| Effective Weighted Sample | 1173 | 258 | 382 | 236 | 300 | 640 | 536 | 1173 | 1032 | 142 |
| Total | 1256 | 264 | 390 | 259 | 342 | 654 | 602 | 1256 | 1094 | 162 |
| Don't know | 38 | 8 | 11 | 5 | 14 | 19 | 20 | 38 | 34 | 4 |
| | 3% | 3% | 3% | 2% | 4% | 3% | 3% | 3% | 3% | 2% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1247 | 317 | 458 | 472 | 1247 | 622 | 625 | 152 | 165 | 233 | 225 | 237 | 235 |
| Effective Weighted Sample | 1173 | 304 | 425 | 447 | 1173 | 587 | 586 | 146 | 158 | 217 | 208 | 225 | 222 |
| Total | 1256 | 296 | 467 | 494 | 1256 | 623 | 633 | 144 | 151 | 231 | 235 | 247 | 247 |
| Your child's school | 765 | 158 | 294 | 313 | 765 | 376 | 390 | 79 | 79 | 143 | 151 | 154 | 160 |
| | 61% | 53% | 63% | 63% | 61% | 60% | 62% | 55% | 52% | 62% | 64% | 62% | 65% |
| | | | a | a | a | | | | | | h | | h |
| Family or friends | 431 | 90 | 160 | 182 | 431 | 203 | 228 | 44 | 46 | 73 | 86 | 86 | 96 |
| | 34% | 30% | 34% | 37% | 34% | 33% | 36% | 30% | 30% | 32% | 37% | 35% | 39% |
| TV, radio, newspapers or magazines | 191 | 37 | 75 | 78 | 191 | 95 | 96 | 20 | 17 | 38 | 38 | 37 | 41 |
| | 15% | 12% | 16% | 16% | 15% | 15% | 15% | 14% | 11% | 16% | 16% | 15% | 17% |
| Internet service providers/ ISPs | 180 | 34 | 74 | 73 | 180 | 98 | 82 | 17 | 17 | 44 | 29 | 37 | 36 |
| | 14% | 11% | 16% | 15% | 14% | 16% | 13% | 12% | 11% | 19% | 12% | 15% | 14% |
| | | | | | | | | | | h | | | |
| Other websites with information about how to stay safe online | 163 | 27 | 72 | 64 | 163 | 85 | 78 | 15 | 12 | 35 | 36 | 34 | 30 |
| | 13% | 9% | 15% | 13% | 13% | 14% | 12% | 11% | 8% | 15% | 15% | 14% | 12% |
| | | | a | | | | | | | h | h | | |
| From your child themselves | 158 | 17 | 61 | 81 | 158 | 80 | 79 | 10 | 6 | 31 | 30 | 38 | 43 |
| | 13% | 6% | 13% | 16% | 13% | 13% | 12% | 7% | 4% | 13% | 13% | 16% | 17% |
| | | | a | ad | a | | | | | h | h | gh | gh |
| Government or local authority | 112 | 21 | 33 | 58 | 112 | 57 | 55 | 8 | 12 | 18 | 15 | 30 | 29 |
| | 9% | 7% | 7% | 12% | 9% | 9% | 9% | 6% | 8% | 8% | 6% | 12% | 12% |
| | | | | ab | | | | | | | | gj | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------------|------------------|-----------------|-----------------|-----------------|----------------|------------|------------------------|------------------|------------------|------------------|---------------|------------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1247 | 317 | 458 | 472 | 1247 | 622 | 625 | 152 | 165 | 233 | 225 | 237 | 235 |
| Effective Weighted Sample | 1173 | 304 | 425 | 447 | 1173 | 587 | 586 | 146 | 158 | 217 | 208 | 225 | 222 |
| Total | 1256 | 296 | 467 | 494 | 1256 | 623 | 633 | 144 | 151 | 231 | 235 | 247 | 247 |
| Manufacturers or retailers selling the product | 98 8% | 22 7% | 44 9% | 32 7% | 98 8% | 56 9% | 42 7% | 12 8% | 10 6% | 25 11% l | 20 8% | 19 8% | 13 5% |
| BBC | 87 7% | 22 7% | 26 6% | 39 8% | 87 7% | 52 8% | 35 6% | 12 9% | 9 6% | 17 7% | 10 4% | 23 9% j | 16 7% |
| Other sources | 39 3% | 10 3% | 14 3% | 15 3% | 39 3% | 19 3% | 21 3% | 5 3% | 5 3% | 5 2% | 9 4% | 8 3% | 7 3% |
| TOTAL LOOKED FOR OR RECEIVED INFORMATION OR ADVICE | 983 78% | 207 70% | 378 81% a | 398 81% a | 983 78% a | 477 77% | 506 80% | 99 69% | 107 71% | 187 81% gh | 191 81% gh | 191 77% | 207 84% gh |
| No, have not looked for or received any information or advice | 261 21% | 86 29% bcd | 85 18% | 91 18% | 261 21% | 139 22% | 122 19% | 44 30% ijkl | 42 28% ijl | 43 18% | 42 18% | 52 21% | 38 16% |
| Don't know | 11 1% | 3 1% | 4 1% | 5 1% | 11 1% | 6 1% | 5 1% | 1 1% | 2 1% | 2 1% | 2 1% | 4 1% | 1 *% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1247 | 273 | 405 | 250 | 319 | 678 | 569 | 1247 | 1094 | 153 |
| Effective Weighted Sample | 1173 | 258 | 382 | 236 | 300 | 640 | 536 | 1173 | 1032 | 142 |
| Total | 1256 | 264 | 390 | 259 | 342 | 654 | 602 | 1256 | 1094 | 162 |
| Your child's school | 765 | 173 | 239 | 144 | 209 | 412 | 353 | 765 | 662 | 104 |
| | 61% | 66% | 61% | 56% | 61% | 63% | 59% | 61% | 60% | 64% |
| | | c | | | | c | | | | |
| Family or friends | 431 | 96 | 145 | 80 | 110 | 241 | 190 | 431 | 382 | 49 |
| | 34% | 36% | 37% | 31% | 32% | 37% | 32% | 34% | 35% | 30% |
| TV, radio, newspapers or magazines | 191 | 54 | 67 | 32 | 37 | 121 | 70 | 191 | 177 | 13 |
| | 15% | 21% | 17% | 12% | 11% | 18% | 12% | 15% | 16% | 8% |
| | | cdfg | df | | | cdf | | f | i | |
| Internet service providers/ ISPs | 180 | 55 | 55 | 43 | 28 | 109 | 71 | 180 | 161 | 19 |
| | 14% | 21% | 14% | 16% | 8% | 17% | 12% | 14% | 15% | 12% |
| | | bdfg | d | d | | df | | d | | |
| Other websites with information about how to stay safe online | 163 | 54 | 50 | 22 | 36 | 104 | 58 | 163 | 145 | 17 |
| | 13% | 21% | 13% | 9% | 11% | 16% | 10% | 13% | 13% | 11% |
| | | bcdfg | | | | cdf | | | | |
| From your child themselves | 158 | 39 | 50 | 31 | 39 | 89 | 70 | 158 | 145 | 13 |
| | 13% | 15% | 13% | 12% | 11% | 14% | 12% | 13% | 13% | 8% |
| Government or local authority | 112 | 32 | 33 | 21 | 26 | 65 | 47 | 112 | 106 | 6 |
| | 9% | 12% | 8% | 8% | 8% | 10% | 8% | 9% | 10% | 4% |
| | | f | | | | | | | i | |
| Manufacturers or retailers selling the product | 98 | 31 | 30 | 23 | 15 | 61 | 37 | 98 | 95 | 3 |
| | 8% | 12% | 8% | 9% | 4% | 9% | 6% | 8% | 9% | 2% |
| | | dfg | | d | | df | | d | i | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1247 | 273 | 405 | 250 | 319 | 678 | 569 | 1247 | 1094 | 153 |
| Effective Weighted Sample | 1173 | 258 | 382 | 236 | 300 | 640 | 536 | 1173 | 1032 | 142 |
| Total | 1256 | 264 | 390 | 259 | 342 | 654 | 602 | 1256 | 1094 | 162 |
| BBC | 87 | 23 | 31 | 17 | 16 | 54 | 33 | 87 | 81 | 6 |
| | 7% | 9% | 8% | 7% | 5% | 8% | 5% | 7% | 7% | 4% |
| | | | | | | d | | | | |
| Other sources | 39 | 13 | 9 | 9 | 8 | 22 | 18 | 39 | 31 | 8 |
| | 3% | 5% | 2% | 4% | 2% | 3% | 3% | 3% | 3% | 5% |
| TOTAL LOOKED FOR OR RECEIVED INFORMATION OR ADVICE | 983 | 224 | 312 | 194 | 254 | 536 | 447 | 983 | 854 | 130 |
| | 78% | 85% | 80% | 75% | 74% | 82% | 74% | 78% | 78% | 80% |
| | | cd | fg | | | cd | | | | |
| No, have not looked for or received any information or advice | 261 | 38 | 76 | 62 | 86 | 113 | 148 | 261 | 232 | 29 |
| | 21% | 14% | 19% | 24% | 25% | 17% | 25% | 21% | 21% | 18% |
| | | | | ae | ae | | ae | a | | |
| Don't know | 11 | 2 | 3 | 3 | 3 | 5 | 6 | 11 | 8 | 4 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP53. (SHOWCARD) In the past year do you think your child has seen anything hateful on the internet that has been directed at a particular group of people, based on for instance their gender, religion, disability, sexuality or gender identity? Examples of these sorts of things might be nasty or hateful comments or images that have been posted on social media, comments in response to something they've read online, or videos posted on sites like YouTube. Which option best describes whether they have seen things like this online in the past year? (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | ~b | ~c | d | e | f | g | h | ~i | ~j | ~k | ~l |
| Unweighted total | 317 | 317 | - | - | 317 | 152 | 165 | 152 | 165 | - | - | - | - |
| Effective Weighted Sample | 304 | 304 | - | - | 304 | 146 | 158 | 146 | 158 | - | - | - | - |
| Total | 296 | 296 | - | - | 296 | 144 | 151 | 144 | 151 | - | - | - | - |
| They have never seen things like this | 235 | 235 | ** | ** | 235 | 110 | 125 | 110 | 125 | ** | ** | ** | ** |
| | 79% | 79% | ** | ** | 79% | 76% | 82% | 76% | 82% | ** | ** | ** | ** |
| They sometimes see things like this | 36 | 36 | ** | ** | 36 | 18 | 18 | 18 | 18 | ** | ** | ** | ** |
| | 12% | 12% | ** | ** | 12% | 12% | 12% | 12% | 12% | ** | ** | ** | ** |
| They often see things like this | 7 | 7 | ** | ** | 7 | 5 | 2 | 5 | 2 | ** | ** | ** | ** |
| | 2% | 2% | ** | ** | 2% | 3% | 1% | 3% | 1% | ** | ** | ** | ** |
| EVER SEE THIS | 42 | 42 | ** | ** | 42 | 23 | 20 | 23 | 20 | ** | ** | ** | ** |
| | 14% | 14% | ** | ** | 14% | 16% | 13% | 16% | 13% | ** | ** | ** | ** |
| Don't know | 18 | 18 | ** | ** | 18 | 11 | 7 | 11 | 7 | ** | ** | ** | ** |
| | 6% | 6% | ** | ** | 6% | 8% | 5% | 8% | 5% | ** | ** | ** | ** |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP53. (SHOWCARD) In the past year do you think your child has seen anything hateful on the internet that has been directed at a particular group of people, based on for instance their gender, religion, disability, sexuality or gender identity? Examples of these sorts of things might be nasty or hateful comments or images that have been posted on social media, comments in response to something they've read online, or videos posted on sites like YouTube. Which option best describes whether they have seen things like this online in the past year? (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

| | Total | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------------------|-------|--------------|----|----|----|------|------|-----|----------|-------|
| | | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | e | f | g | h | ~i |
| Unweighted total | 317 | 69 | 99 | 65 | 84 | 168 | 149 | 317 | 276 | 41 |
| Effective Weighted Sample | 304 | 66 | 96 | 63 | 80 | 162 | 143 | 304 | 266 | 38 |
| Total | 296 | 59 | 91 | 63 | 83 | 150 | 145 | 296 | 254 | 42 |
| They have never seen things like this | 235 | ** | ** | ** | ** | 117 | 118 | 235 | 202 | ** |
| | 79% | ** | ** | ** | ** | 78% | 81% | 79% | 80% | ** |
| They sometimes see things like this | 36 | ** | ** | ** | ** | 17 | 18 | 36 | 30 | ** |
| | 12% | ** | ** | ** | ** | 11% | 13% | 12% | 12% | ** |
| They often see things like this | 7 | ** | ** | ** | ** | 6 | 1 | 7 | 6 | ** |
| | 2% | ** | ** | ** | ** | 4% | 1% | 2% | 2% | ** |
| EVER SEE THIS | 42 | ** | ** | ** | ** | 23 | 19 | 42 | 36 | ** |
| | 14% | ** | ** | ** | ** | 15% | 13% | 14% | 14% | ** |
| Don't know | 18 | ** | ** | ** | ** | 10 | 8 | 18 | 15 | ** |
| | 6% | ** | ** | ** | ** | 7% | 6% | 6% | 6% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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 (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

| | | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|------------|-------------|-----------------|-------------------|-----------------|-----------------|-----------------|------------------------|-----------|------------------|-------------------|--------------------|--------------------|
| | | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE | MALE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1255 | 317 | 463 | 475 | 1255 | 629 | 626 | 152 | 165 | 239 | 224 | 238 | 237 |
| Effective Weighted Sample | 1180 | 304 | 429 | 450 | 1180 | 594 | 587 | 146 | 158 | 223 | 207 | 226 | 224 |
| Total | 1263 | 296 | 471 | 496 | 1263 | 629 | 634 | 144 | 151 | 237 | 234 | 248 | 249 |
| Change or edit a photo | 504 40% | 61 21% | 170 36% a | 273 55% abd | 504 40% a | 248 39% | 256 40% | 30 21% | 32 21% | 85 36% gh | 85 36% gh | 133 54% ghij | 139 56% ghij |
| Make a drawing or picture | 492 39% | 119 40% | 201 43% c | 172 35% | 492 39% | 225 36% | 267 42% e | 59 41% | 60 40% | 89 37% | 112 48% ikl | 77 31% | 95 38% |
| Make a video | 419 33% | 74 25% | 155 33% a | 190 38% a | 419 33% a | 200 32% | 219 35% | 33 23% | 41 27% | 76 32% | 80 34% g | 91 37% gh | 98 39% gh |
| Make a character (avatar) that lives and plays in games or sites like Moshi Monsters, Minecraft etc | 180 14% | 18 6% | 85 18% a | 77 16% a | 180 14% a | 113 18% f | 67 11% | 11 8% | 7 5% | 52 22% ghl | 34 14% h | 51 20% ghl | 26 11% h |
| Make their own music | 129 10% | 12 4% | 42 9% a | 75 15% abd | 129 10% a | 74 12% | 55 9% | 4 3% | 7 5% | 26 11% gh | 16 7% ghij | 44 18% ghij | 31 13% gh |
| Make an animation/ moving picture or image | 122 10% | 7 2% | 56 12% a | 59 12% a | 122 10% a | 69 11% | 53 8% | 2 2% | 5 3% | 34 14% gh | 22 9% gh | 33 13% gh | 26 10% gh |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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 (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|------------|----------|----------------|----------|------------------------|------------|-----------|-------------|-------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1255 | 317 | 463 | 475 | 1255 | 629 | 626 | 152 | 165 | 239 | 224 | 238 | 237 |
| Effective Weighted Sample | 1180 | 304 | 429 | 450 | 1180 | 594 | 587 | 146 | 158 | 223 | 207 | 226 | 224 |
| Total | 1263 | 296 | 471 | 496 | 1263 | 629 | 634 | 144 | 151 | 237 | 234 | 248 | 249 |
| Make a meme or gif (an image, video or piece of text that is funny that gets spread around online) | 93 | 6 | 35 | 52 | 93 | 56 | 37 | 3 | 2 | 20 | 14 | 32 | 20 |
| | 7% | 2% | a | 11% ad | 7% a | 9% f | 6% h | 2% gh | 1% h | 8% gh | 6% h | 13% ghj | 8% gh |
| Make an app or game | 72 | 5 | 28 | 38 | 72 | 45 | 27 | 3 | 2 | 18 | 11 | 24 | 14 |
| | 6% | 2% | a | 8% a | 6% a | 7% f | 4% h | 2% gh | 1% gh | 7% gh | 5% ghj | 10% ghj | 6% h |
| Change or edit somebody else's music (such as cutting, editing or mixing tracks) | 64 | 2 | 18 | 45 | 64 | 36 | 28 | 1 | 1 | 13 | 5 | 23 | 22 |
| | 5% | 1% | a | 9% abd | 5% a | 6% f | 4% gh | 1% gh | 1% gh | 5% gh | 2% ghj | 9% ghj | 9% ghj |
| Make a website | 62 | 1 | 8 | 52 | 62 | 39 | 23 | - | 1 | 7 | 1 | 32 | 20 |
| | 5% | *% | 2% | 11% abd | 5% ab | 6% f | 4% g | -% g | 1% g | 3% g | 1% ghij | 13% ghij | 8% ghij |
| Write a blog | 61 | 1 | 22 | 38 | 61 | 36 | 25 | 1 | - | 14 | 8 | 22 | 16 |
| | 5% | *% | a | 8% ad | 5% a | 6% gh | 4% gh | 1% gh | -% gh | 6% gh | 3% h | 9% ghj | 7% gh |
| Make a vlog (video blog) | 51 | 3 | 24 | 24 | 51 | 31 | 21 | - | 3 | 16 | 8 | 15 | 9 |
| | 4% | 1% | a | 5% a | 4% a | 5% gh | 3% gh | -% gh | 2% gh | 7% gh | 4% g | 6% g | 4% g |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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 (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|--------|------|--------|-------|--------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1255 | 317 | 463 | 475 | 1255 | 629 | 626 | 152 | 165 | 239 | 224 | 238 | 237 |
| Effective Weighted Sample | 1180 | 304 | 429 | 450 | 1180 | 594 | 587 | 146 | 158 | 223 | 207 | 226 | 224 |
| Total | 1263 | 296 | 471 | 496 | 1263 | 629 | 634 | 144 | 151 | 237 | 234 | 248 | 249 |
| Modify or change a game | 49 | 5 | 12 | 32 | 49 | 41 | 9 | 4 | 1 | 11 | 1 | 26 | 6 |
| | 4% | 2% | 3% | 7% | 4% | 6% | 1% | 2% | 1% | 5% | 1% | 11% | 3% |
| | | | | abd | a | f | | | | hj | | ghijl | |
| Make or design a robot | 48 | 10 | 20 | 18 | 48 | 36 | 12 | 8 | 2 | 15 | 5 | 13 | 5 |
| | 4% | 3% | 4% | 4% | 4% | 6% | 2% | 5% | 1% | 6% | 2% | 5% | 2% |
| | | | | | | f | | | | hjl | | h | |
| ANY OF THESE | 825 | 147 | 317 | 361 | 825 | 396 | 429 | 68 | 79 | 152 | 165 | 176 | 185 |
| | 65% | 50% | 67% | 73% | 65% | 63% | 68% | 47% | 52% | 64% | 71% | 71% | 74% |
| | | | a | ad | a | | | | | gh | gh | gh | ghi |
| None of these | 411 | 135 | 148 | 128 | 411 | 216 | 195 | 70 | 66 | 80 | 68 | 66 | 62 |
| | 33% | 46% | 31% | 26% | 33% | 34% | 31% | 48% | 44% | 34% | 29% | 27% | 25% |
| | | bcd | | | c | | | ijkl | jkl | l | | | |
| Don't know | 27 | 14 | 6 | 8 | 27 | 18 | 9 | 7 | 7 | 5 | 1 | 6 | 2 |
| | 2% | 5% | 1% | 2% | 2% | 3% | 1% | 5% | 4% | 2% | *% | 2% | 1% |
| | | bcd | | | | | | jl | jl | | | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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 (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1255 | 273 | 408 | 254 | 320 | 681 | 574 | 1255 | 1102 | 153 |
| Effective Weighted Sample | 1180 | 258 | 384 | 240 | 301 | 643 | 540 | 1180 | 1039 | 142 |
| Total | 1263 | 264 | 392 | 263 | 344 | 656 | 607 | 1263 | 1101 | 162 |
| Change or edit a photo | 504 | 109 | 170 | 95 | 129 | 280 | 224 | 504 | 446 | 58 |
| | 40% | 41% | 43% | 36% | 38% | 43% | 37% | 40% | 41% | 36% |
| | | | f | | | f | | | | |
| Make a drawing or picture | 492 | 118 | 148 | 96 | 130 | 266 | 226 | 492 | 445 | 48 |
| | 39% | 45% | 38% | 36% | 38% | 41% | 37% | 39% | 40% | 29% |
| | | f | | | | | | | i | |
| Make a video | 419 | 94 | 130 | 87 | 107 | 225 | 194 | 419 | 360 | 58 |
| | 33% | 36% | 33% | 33% | 31% | 34% | 32% | 33% | 33% | 36% |
| Make a character (avatar) that lives and plays in games or sites like Moshi Monsters, Minecraft etc | 180 | 47 | 54 | 32 | 47 | 101 | 79 | 180 | 166 | 15 |
| | 14% | 18% | 14% | 12% | 14% | 15% | 13% | 14% | 15% | 9% |
| Make their own music | 129 | 32 | 54 | 21 | 22 | 86 | 43 | 129 | 115 | 13 |
| | 10% | 12% | 14% | 8% | 6% | 13% | 7% | 10% | 10% | 8% |
| | | df | cdf | | | cdf | | df | | |
| Make an animation/ moving picture or image | 122 | 43 | 47 | 10 | 22 | 90 | 32 | 122 | 102 | 20 |
| | 10% | 16% | 12% | 4% | 6% | 14% | 5% | 10% | 9% | 12% |
| | | cdg | cdf | | | cdg | | cf | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
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.

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 (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|----------|-----------------|-----------------|----------|----------|-----------------|----------|---------------|----------|---------------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1255 | 273 | 408 | 254 | 320 | 681 | 574 | 1255 | 1102 | 153 |
| Effective Weighted Sample | 1180 | 258 | 384 | 240 | 301 | 643 | 540 | 1180 | 1039 | 142 |
| Total | 1263 | 264 | 392 | 263 | 344 | 656 | 607 | 1263 | 1101 | 162 |
| Make a meme or gif (an image, video or piece of text that is funny that gets spread around online) | 93 7% | 14 5% | 37 9% | 18 7% | 23 7% | 51 8% | 41 7% | 93 7% | 82 7% | 11 7% |
| Make an app or game | 72 6% | 24 9% cfg | 21 5% | 8 3% | 18 5% | 45 7% c | 27 4% | 72 6% | 66 6% | 6 4% |
| Change or edit somebody else's music (such as cutting, editing or mixing tracks) | 64 5% | 18 7% df | 28 7% cdf | 8 3% | 9 3% | 47 7% cdf | 18 3% | 64 5% f | 60 5% | 4 3% |
| Make a website | 62 5% | 18 7% df | 23 6% | 10 4% | 10 3% | 41 6% df | 20 3% | 62 5% | 52 5% | 9 6% |
| Write a blog | 61 5% | 15 6% | 18 4% | 12 4% | 16 5% | 33 5% | 28 5% | 61 5% | 46 4% | 15 9% h |
| Make a vlog (video blog) | 51 4% | 8 3% | 17 4% | 7 3% | 19 6% | 25 4% | 27 4% | 51 4% | 43 4% | 9 5% |
| Modify or change a game | 49 4% | 12 5% | 18 5% | 6 2% | 12 3% | 31 5% | 18 3% | 49 4% | 41 4% | 8 5% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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 (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1255 | 273 | 408 | 254 | 320 | 681 | 574 | 1255 | 1102 | 153 |
| Effective Weighted Sample | 1180 | 258 | 384 | 240 | 301 | 643 | 540 | 1180 | 1039 | 142 |
| Total | 1263 | 264 | 392 | 263 | 344 | 656 | 607 | 1263 | 1101 | 162 |
| Make or design a robot | 48 | 10 | 18 | 9 | 11 | 28 | 20 | 48 | 42 | 6 |
| | 4% | 4% | 5% | 3% | 3% | 4% | 3% | 4% | 4% | 4% |
| ANY OF THESE | 825 | 190 | 257 | 159 | 218 | 447 | 378 | 825 | 725 | 99 |
| | 65% | 72% | 66% | 61% | 64% | 68% | 62% | 65% | 66% | 62% |
| | | cdfg | | | | cf | | | | |
| None of these | 411 | 73 | 121 | 101 | 116 | 194 | 217 | 411 | 352 | 60 |
| | 33% | 28% | 31% | 39% | 34% | 30% | 36% | 33% | 32% | 37% |
| | | | | ae | | | ae | | | |
| Don't know | 27 | 2 | 13 | 2 | 10 | 15 | 12 | 27 | 24 | 3 |
| | 2% | 1% | 3% | 1% | 3% | 2% | 2% | 2% | 2% | 2% |
| | | | ac | | | | | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 115

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.

QP55B. Does your child ever use BBC websites or apps for their schoolwork or homework, so sites or apps like BBC Bitesize?

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | ~b | ~c | d | e | f | g | h | ~i | ~j | ~k | ~l |
| Unweighted total | 317 | 317 | - | - | 317 | 152 | 165 | 152 | 165 | - | - | - | - |
| Effective Weighted Sample | 304 | 304 | - | - | 304 | 146 | 158 | 146 | 158 | - | - | - | - |
| Total | 296 | 296 | - | - | 296 | 144 | 151 | 144 | 151 | - | - | - | - |
| Yes | 120 | 120 | ** | ** | 120 | 53 | 67 | 53 | 67 | ** | ** | ** | ** |
| | 41% | 41% | ** | ** | 41% | 37% | 44% | 37% | 44% | ** | ** | ** | ** |
| No | 168 | 168 | ** | ** | 168 | 88 | 80 | 88 | 80 | ** | ** | ** | ** |
| | 57% | 57% | ** | ** | 57% | 61% | 53% | 61% | 53% | ** | ** | ** | ** |
| Don't know | 8 | 8 | ** | ** | 8 | 3 | 4 | 3 | 4 | ** | ** | ** | ** |
| | 3% | 3% | ** | ** | 3% | 2% | 3% | 2% | 3% | ** | ** | ** | ** |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 115

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.

QP55B. Does your child ever use BBC websites or apps for their schoolwork or homework, so sites or apps like BBC Bitesize?

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|----|----|----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | e | f | g | h | ~i |
| Unweighted total | 317 | 69 | 99 | 65 | 84 | 168 | 149 | 317 | 276 | 41 |
| Effective Weighted Sample | 304 | 66 | 96 | 63 | 80 | 162 | 143 | 304 | 266 | 38 |
| Total | 296 | 59 | 91 | 63 | 83 | 150 | 145 | 296 | 254 | 42 |
| Yes | 120 | ** | ** | ** | ** | 74 | 46 | 120 | 101 | ** |
| | 41% | ** | ** | ** | ** | 49% | 32% | 41% | 40% | ** |
| | | | | | | f | | | | |
| No | 168 | ** | ** | ** | ** | 73 | 95 | 168 | 146 | ** |
| | 57% | ** | ** | ** | ** | 49% | 65% | 57% | 58% | ** |
| | | | | | | e | | | | |
| Don't know | 8 | ** | ** | ** | ** | 3 | 5 | 8 | 6 | ** |
| | 3% | ** | ** | ** | ** | 2% | 3% | 3% | 2% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 116

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.

QP56B. (SHOWCARD) To what extent do you agree with the following statement about their use of BBC sites or apps like BBC Bitesize? When my child uses these BBC sites or apps for their schoolwork or homework they find them helpful? (SINGLE CODE)

Base : Parents of children aged 5-7 whose child ever uses the BBC websites or apps (like BBC Bitesize) for their schoolwork or homework

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------------|-------------|---------------|----------------|--------------|------------------------|---------------------|--------------------|----------------------|---------------------|-----------------------|
| | | 5-7 a | 8-11 ~b | 12-15 ~c | ALL 5-15 d | MALE ~e | FEMALE ~f | MALE 5-7 ~g | FEMALE 5-7 ~h | MALE 8-11 ~i | FEMALE 8-11 ~j | MALE 12-15 ~k | FEMALE 12-15 ~l |
| Significance Level: 95% | | | | | | | | | | | | | |
| Unweighted total | 126 | 126 | - | - | 126 | 54 | 72 | 54 | 72 | - | - | - | - |
| Effective Weighted Sample | 122 | 122 | - | - | 122 | 52 | 70 | 52 | 70 | - | - | - | - |
| Total | 120 | 120 | - | - | 120 | 53 | 67 | 53 | 67 | - | - | - | - |
| Strongly disagree | 4 | 4 | ** | ** | 4 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 4% | 4% | ** | ** | 4% | ** | ** | ** | ** | ** | ** | ** | ** |
| Slightly disagree | 2 | 2 | ** | ** | 2 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 1% | 1% | ** | ** | 1% | ** | ** | ** | ** | ** | ** | ** | ** |
| TOTAL DISAGREE | 6 | 6 | ** | ** | 6 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 5% | 5% | ** | ** | 5% | ** | ** | ** | ** | ** | ** | ** | ** |
| Neither/ nor | 11 | 11 | ** | ** | 11 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 9% | 9% | ** | ** | 9% | ** | ** | ** | ** | ** | ** | ** | ** |
| Slightly agree | 37 | 37 | ** | ** | 37 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 31% | 31% | ** | ** | 31% | ** | ** | ** | ** | ** | ** | ** | ** |
| Strongly agree | 66 | 66 | ** | ** | 66 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 55% | 55% | ** | ** | 55% | ** | ** | ** | ** | ** | ** | ** | ** |
| TOTAL AGREE | 103 | 103 | ** | ** | 103 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 86% | 86% | ** | ** | 86% | ** | ** | ** | ** | ** | ** | ** | ** |
| TOTAL NEITHER/ DON'T KNOW | 11 | 11 | ** | ** | 11 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 9% | 9% | ** | ** | 9% | ** | ** | ** | ** | ** | ** | ** | ** |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 116

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.

QP56B. (SHOWCARD) To what extent do you agree with the following statement about their use of BBC sites or apps like BBC Bitesize? When my child uses these BBC sites or apps for their schoolwork or homework they find them helpful? (SINGLE CODE)

Base : Parents of children aged 5-7 whose child ever uses the BBC websites or apps (like BBC Bitesize) for their schoolwork or homework

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|----|----|----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | g | h | ~i |
| Unweighted total | 126 | 36 | 45 | 25 | 20 | 81 | 45 | 126 | 108 | 18 |
| Effective Weighted Sample | 122 | 35 | 44 | 24 | 19 | 78 | 43 | 122 | 105 | 17 |
| Total | 120 | 32 | 43 | 25 | 20 | 74 | 46 | 120 | 101 | 19 |
| Strongly disagree | 4 | ** | ** | ** | ** | ** | ** | 4 | 3 | ** |
| | 4% | ** | ** | ** | ** | ** | ** | 4% | 3% | ** |
| Slightly disagree | 2 | ** | ** | ** | ** | ** | ** | 2 | 2 | ** |
| | 1% | ** | ** | ** | ** | ** | ** | 1% | 2% | ** |
| TOTAL DISAGREE | 6 | ** | ** | ** | ** | ** | ** | 6 | 5 | ** |
| | 5% | ** | ** | ** | ** | ** | ** | 5% | 5% | ** |
| Neither/ nor | 11 | ** | ** | ** | ** | ** | ** | 11 | 7 | ** |
| | 9% | ** | ** | ** | ** | ** | ** | 9% | 7% | ** |
| Slightly agree | 37 | ** | ** | ** | ** | ** | ** | 37 | 33 | ** |
| | 31% | ** | ** | ** | ** | ** | ** | 31% | 32% | ** |
| Strongly agree | 66 | ** | ** | ** | ** | ** | ** | 66 | 57 | ** |
| | 55% | ** | ** | ** | ** | ** | ** | 55% | 56% | ** |
| TOTAL AGREE | 103 | ** | ** | ** | ** | ** | ** | 103 | 90 | ** |
| | 86% | ** | ** | ** | ** | ** | ** | 86% | 88% | ** |
| TOTAL NEITHER/ DON'T KNOW | 11 | ** | ** | ** | ** | ** | ** | 11 | 7 | ** |
| | 9% | ** | ** | ** | ** | ** | ** | 9% | 7% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP57A. Please think about how your child uses their mobile phone on a typical school day. How many hours would you say they spend using their mobile phone at home or elsewhere on a typical school day? IF NECESSARY - This could be for calls, texts, for going online, checking social media, using other messaging apps, playing games, watching videos etc. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents of children with a mobile phone

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|------------|-------------|------------------|----------------|-----------------|-----------------|----------------|------------------------|---------------------|-------------------|----------------------|--------------------|----------------------|
| | | 5-7 ~a | 8-11 b | 12-15 c | ALL 5-15 d | MALE e | FEMALE f | MALE 5-7 ~g | FEMALE 5-7 ~h | MALE 8-11 i | FEMALE 8-11 ~j | MALE 12-15 k | FEMALE 12-15 l |
| Significance Level: 95% | | | | | | | | | | | | | |
| Unweighted total | 633 | 27 | 199 | 407 | 633 | 328 | 305 | 14 | 13 | 111 | 88 | 203 | 204 |
| Effective Weighted Sample | 599 | 26 | 186 | 387 | 599 | 311 | 288 | 14 | 13 | 104 | 83 | 193 | 194 |
| Total | 679 | 29 | 220 | 431 | 679 | 346 | 333 | 16 | 13 | 118 | 102 | 213 | 217 |
| None | 61 9% | ** ** | 36 16% cd | 17 4% | 61 9% c | 36 10% | 25 7% | ** ** | ** ** | 20 17% kl | ** ** | 11 5% | 6 3% |
| Up to 1 hour | 299 44% | ** ** | 122 56% cd | 162 38% | 299 44% c | 176 51% f | 123 37% | ** ** | ** ** | 68 58% l | ** ** | 101 47% l | 61 28% |
| Up to 2 hours | 133 20% | ** ** | 32 14% | 99 23% b | 133 20% | 60 17% | 72 22% | ** ** | ** ** | 13 11% | ** ** | 46 22% i | 53 24% i |
| Up to 3 hours | 72 11% | ** ** | 19 9% | 52 12% | 72 11% | 34 10% | 38 11% | ** ** | ** ** | 10 9% | ** ** | 23 11% | 29 13% |
| Up to 4 hours | 44 6% | ** ** | 3 2% | 39 9% b | 44 6% b | 19 5% | 25 8% | ** ** | ** ** | 3 3% | ** ** | 14 6% | 25 12% i |
| Up to 5 hours | 45 7% | ** ** | 7 3% | 38 9% b | 45 7% | 13 4% | 32 10% e | ** ** | ** ** | 2 2% | ** ** | 11 5% | 27 13% ik |
| Up to 6 hours | 9 1% | ** ** | - -% | 9 2% b | 9 1% | 3 1% | 5 2% | ** ** | ** ** | - -% | ** ** | 3 2% | 5 2% |
| Up to 7 hours | 4 1% | ** ** | - -% | 4 1% | 4 1% | 1 *% | 3 1% | ** ** | ** ** | - -% | ** ** | 1 1% | 3 1% |
| Up to 8 hours | 5 1% | ** ** | - -% | 5 1% | 5 1% | 2 1% | 2 1% | ** ** | ** ** | - -% | ** ** | 2 1% | 2 1% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP57A. Please think about how your child uses their mobile phone on a typical school day. How many hours would you say they spend using their mobile phone at home or elsewhere on a typical school day? IF NECESSARY - This could be for calls, texts, for going online, checking social media, using other messaging apps, playing games, watching videos etc. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents of children with a mobile phone

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|--------|------|--------|------|--------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | ~j | k | l |
| Unweighted total | 633 | 27 | 199 | 407 | 633 | 328 | 305 | 14 | 13 | 111 | 88 | 203 | 204 |
| Effective Weighted Sample | 599 | 26 | 186 | 387 | 599 | 311 | 288 | 14 | 13 | 104 | 83 | 193 | 194 |
| Total | 679 | 29 | 220 | 431 | 679 | 346 | 333 | 16 | 13 | 118 | 102 | 213 | 217 |
| Over 8 hours | 8 | ** | 1 | 7 | 8 | 1 | 7 | ** | ** | - | ** | 1 | 6 |
| | 1% | ** | 1% | 2% | 1% | *% | 2% | ** | ** | -% | ** | *% | 3% |
| | | | | | | | e | | | | | | |
| Mean number of hours | 1.9 | ** | 1.2 | 2.4 | 1.9 | 1.6 | 2.3 | ** | ** | 1.1 | ** | 1.9 | 2.8 |
| | | | | bd | b | | e | | | | | i | ik |
| Standard deviation | 1.82 | ** | 1.30 | 1.95 | 1.82 | 1.52 | 2.03 | ** | ** | 1.10 | ** | 1.66 | 2.10 |
| Standard error | .07 | ** | .09 | .10 | .07 | .08 | .12 | ** | ** | .10 | ** | .12 | .15 |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP57A. Please think about how your child uses their mobile phone on a typical school day. How many hours would you say they spend using their mobile phone at home or elsewhere on a typical school day? IF NECESSARY - This could be for calls, texts, for going online, checking social media, using other messaging apps, playing games, watching videos etc. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents of children with a mobile phone

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|-------------------------------------|-------|--------------|------|------|------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | ~i |
| Unweighted total | 633 | 141 | 205 | 133 | 154 | 346 | 287 | 633 | 550 | 83 |
| Effective Weighted Sample | 599 | 135 | 194 | 126 | 146 | 329 | 272 | 599 | 522 | 77 |
| Total | 679 | 146 | 211 | 144 | 178 | 357 | 322 | 679 | 586 | 93 |
| None | 61 | 12 | 18 | 12 | 18 | 30 | 30 | 61 | 49 | ** |
| | 9% | 9% | 9% | 9% | 10% | 9% | 9% | 9% | 8% | ** |
| Up to 1 hour | 299 | 69 | 104 | 51 | 75 | 173 | 126 | 299 | 264 | ** |
| | 44% | 47% | 49% | 35% | 42% | 49% | 39% | 44% | 45% | ** |
| | | | cf | | | cf | | | | |
| Up to 2 hours | 133 | 32 | 35 | 33 | 32 | 67 | 65 | 133 | 116 | ** |
| | 20% | 22% | 17% | 23% | 18% | 19% | 20% | 20% | 20% | ** |
| Up to 3 hours | 72 | 13 | 20 | 19 | 20 | 33 | 39 | 72 | 61 | ** |
| | 11% | 9% | 10% | 13% | 11% | 9% | 12% | 11% | 10% | ** |
| Up to 4 hours | 44 | 8 | 15 | 11 | 10 | 24 | 20 | 44 | 36 | ** |
| | 6% | 6% | 7% | 7% | 5% | 7% | 6% | 6% | 6% | ** |
| Up to 5 hours | 45 | 5 | 11 | 9 | 19 | 16 | 29 | 45 | 37 | ** |
| | 7% | 3% | 5% | 6% | 11% | 4% | 9% | 7% | 6% | ** |
| | | | | | ae | | ae | | | |
| Up to 6 hours | 9 | 1 | 3 | 3 | 2 | 5 | 4 | 9 | 8 | ** |
| | 1% | 1% | 2% | 2% | 1% | 1% | 1% | 1% | 1% | ** |
| Up to 7 hours | 4 | 1 | 1 | 1 | 1 | 2 | 2 | 4 | 4 | ** |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | ** |
| Up to 8 hours | 5 | 1 | - | 4 | - | 1 | 4 | 5 | 4 | ** |
| | 1% | 1% | -% | 3% | -% | *% | 1% | 1% | 1% | ** |
| | | | | be | | | | | | |
| Over 8 hours | 8 | 3 | 2 | 3 | 1 | 5 | 3 | 8 | 7 | ** |
| | 1% | 2% | 1% | 2% | *% | 1% | 1% | 1% | 1% | ** |
| Mean number of hours | 1.9 | 1.8 | 1.8 | 2.3 | 2.0 | 1.8 | 2.1 | 1.9 | 1.9 | ** |
| | | | | be | | | e | | | |
| Standard deviation | 1.82 | 1.76 | 1.68 | 2.15 | 1.71 | 1.71 | 1.93 | 1.82 | 1.80 | ** |
| Columns Tested: a,b,c,d,e,f,g - h,i | | | | | | | | | | |

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 hours would you say they spend using their mobile phone at home or elsewhere on a typical school day? IF NECESSARY - This could be for calls, texts, for going online, checking social media, using other messaging apps, playing games, watching videos etc. (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents of children with a mobile phone

| | SOCIAL GRADE | | | | | | | LOCATION | |
|-------------------------------------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | a | b | c | d | e | f | g | h | ~i |
| Standard error | .07 | .15 | .12 | .19 | .14 | .09 | .11 | .08 | ** |
| Columns Tested: a,b,c,d,e,f,g - h,i | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP57B. And how many hours would you say they spend using their mobile phone at home or elsewhere on a weekend day? IF NECESSARY - This could be for calls, texts, for going online, checking social media, using other messaging apps, playing games, watching videos etc (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents of children with a mobile phone

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|-----------|------------|---------------|----------------|-------------|------------------------|---------------------|-------------------|----------------------|--------------------|----------------------|
| | | 5-7 ~a | 8-11 b | 12-15 c | ALL 5-15 d | MALE e | FEMALE f | MALE 5-7 ~g | FEMALE 5-7 ~h | MALE 8-11 i | FEMALE 8-11 ~j | MALE 12-15 k | FEMALE 12-15 l |
| Significance Level: 95% | | | | | | | | | | | | | |
| Unweighted total | 633 | 27 | 199 | 407 | 633 | 328 | 305 | 14 | 13 | 111 | 88 | 203 | 204 |
| Effective Weighted Sample | 599 | 26 | 186 | 387 | 599 | 311 | 288 | 14 | 13 | 104 | 83 | 193 | 194 |
| Total | 679 | 29 | 220 | 431 | 679 | 346 | 333 | 16 | 13 | 118 | 102 | 213 | 217 |
| None | 44 | ** | 22 | 17 | 44 | 28 | 16 | ** | ** | 15 | ** | 11 | 6 |
| | 7% | ** | 10% | 4% | 7% | 8% | 5% | ** | ** | 13% | ** | 5% | 3% |
| | | | c | | | | | | | kl | | | |
| Up to 1 hour | 215 | ** | 100 | 100 | 215 | 114 | 101 | ** | ** | 51 | ** | 55 | 45 |
| | 32% | ** | 46% | 23% | 32% | 33% | 30% | ** | ** | 43% | ** | 26% | 21% |
| | | | cd | | c | | | | | kl | | | |
| Up to 2 hours | 136 | ** | 41 | 93 | 136 | 80 | 56 | ** | ** | 24 | ** | 55 | 38 |
| | 20% | ** | 18% | 22% | 20% | 23% | 17% | ** | ** | 20% | ** | 26% | 17% |
| | | | | | | | | | | | | l | |
| Up to 3 hours | 77 | ** | 18 | 56 | 77 | 42 | 35 | ** | ** | 10 | ** | 31 | 25 |
| | 11% | ** | 8% | 13% | 11% | 12% | 10% | ** | ** | 9% | ** | 15% | 11% |
| Up to 4 hours | 65 | ** | 16 | 48 | 65 | 29 | 36 | ** | ** | 8 | ** | 20 | 27 |
| | 10% | ** | 8% | 11% | 10% | 8% | 11% | ** | ** | 7% | ** | 9% | 13% |
| Up to 5 hours | 61 | ** | 11 | 47 | 61 | 27 | 33 | ** | ** | 6 | ** | 20 | 28 |
| | 9% | ** | 5% | 11% | 9% | 8% | 10% | ** | ** | 5% | ** | 9% | 13% |
| | | | b | | | | | | | | | | i |
| Up to 6 hours | 39 | ** | 6 | 31 | 39 | 10 | 28 | ** | ** | 2 | ** | 7 | 24 |
| | 6% | ** | 3% | 7% | 6% | 3% | 9% | ** | ** | 2% | ** | 3% | 11% |
| | | | | b | | | e | | | | | | ik |
| Up to 7 hours | 17 | ** | - | 17 | 17 | 8 | 9 | ** | ** | - | ** | 8 | 9 |
| | 3% | ** | -% | 4% | 3% | 2% | 3% | ** | ** | -% | ** | 4% | 4% |
| | | | | b | b | | | | | | | i | i |
| Up to 8 hours | 7 | ** | - | 7 | 7 | 2 | 5 | ** | ** | - | ** | 2 | 5 |
| | 1% | ** | -% | 2% | 1% | 1% | 1% | ** | ** | -% | ** | 1% | 2% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP57B. And how many hours would you say they spend using their mobile phone at home or elsewhere on a weekend day? IF NECESSARY - This could be for calls, texts, for going online, checking social media, using other messaging apps, playing games, watching videos etc (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents of children with a mobile phone

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|--------|------|--------|------|--------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | ~j | k | l |
| Unweighted total | 633 | 27 | 199 | 407 | 633 | 328 | 305 | 14 | 13 | 111 | 88 | 203 | 204 |
| Effective Weighted Sample | 599 | 26 | 186 | 387 | 599 | 311 | 288 | 14 | 13 | 104 | 83 | 193 | 194 |
| Total | 679 | 29 | 220 | 431 | 679 | 346 | 333 | 16 | 13 | 118 | 102 | 213 | 217 |
| Over 8 hours | 18 | ** | 4 | 14 | 18 | 5 | 14 | ** | ** | 1 | ** | 3 | 11 |
| | 3% | ** | 2% | 3% | 3% | 1% | 4% | ** | ** | 1% | ** | 1% | 5% |
| | | | | | | | e | | | | | | |
| Mean number of hours | 2.7 | ** | 1.9 | 3.2 | 2.7 | 2.3 | 3.1 | ** | ** | 1.8 | ** | 2.7 | 3.7 |
| | | | | bd | b | | e | | | | | i | ik |
| Standard deviation | 2.38 | ** | 1.89 | 2.51 | 2.38 | 2.10 | 2.60 | ** | ** | 1.74 | ** | 2.22 | 2.68 |
| Standard error | .09 | ** | .13 | .12 | .09 | .12 | .15 | ** | ** | .17 | ** | .16 | .19 |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP57B. And how many hours would you say they spend using their mobile phone at home or elsewhere on a weekend day? IF NECESSARY - This could be for calls, texts, for going online, checking social media, using other messaging apps, playing games, watching videos etc (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents of children with a mobile phone

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|-------------------------------------|-------|--------------|------|------|------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | ~i |
| Unweighted total | 633 | 141 | 205 | 133 | 154 | 346 | 287 | 633 | 550 | 83 |
| Effective Weighted Sample | 599 | 135 | 194 | 126 | 146 | 329 | 272 | 599 | 522 | 77 |
| Total | 679 | 146 | 211 | 144 | 178 | 357 | 322 | 679 | 586 | 93 |
| None | 44 | 8 | 12 | 11 | 13 | 21 | 24 | 44 | 35 | ** |
| | 7% | 6% | 6% | 8% | 7% | 6% | 7% | 7% | 6% | ** |
| Up to 1 hour | 215 | 51 | 73 | 33 | 57 | 124 | 90 | 215 | 192 | ** |
| | 32% | 35% | 35% | 23% | 32% | 35% | 28% | 32% | 33% | ** |
| | | c | c | | | c | | | | |
| Up to 2 hours | 136 | 34 | 44 | 27 | 30 | 78 | 58 | 136 | 121 | ** |
| | 20% | 23% | 21% | 19% | 17% | 22% | 18% | 20% | 21% | ** |
| Up to 3 hours | 77 | 17 | 18 | 22 | 20 | 35 | 42 | 77 | 64 | ** |
| | 11% | 12% | 9% | 15% | 11% | 10% | 13% | 11% | 11% | ** |
| Up to 4 hours | 65 | 12 | 25 | 13 | 15 | 37 | 28 | 65 | 53 | ** |
| | 10% | 8% | 12% | 9% | 8% | 10% | 9% | 10% | 9% | ** |
| Up to 5 hours | 61 | 11 | 15 | 18 | 18 | 25 | 35 | 61 | 51 | ** |
| | 9% | 7% | 7% | 12% | 10% | 7% | 11% | 9% | 9% | ** |
| Up to 6 hours | 39 | 6 | 7 | 11 | 15 | 13 | 25 | 39 | 33 | ** |
| | 6% | 4% | 3% | 7% | 8% | 4% | 8% | 6% | 6% | ** |
| | | | | be | | | be | | | |
| Up to 7 hours | 17 | 4 | 10 | 1 | 2 | 14 | 4 | 17 | 16 | ** |
| | 3% | 2% | 5% | 1% | 1% | 4% | 1% | 3% | 3% | ** |
| | | | f | | | f | | | | |
| Up to 8 hours | 7 | - | 2 | 2 | 3 | 2 | 5 | 7 | 7 | ** |
| | 1% | -% | 1% | 1% | 2% | 1% | 2% | 1% | 1% | ** |
| Over 8 hours | 18 | 2 | 4 | 7 | 5 | 7 | 11 | 18 | 15 | ** |
| | 3% | 2% | 2% | 5% | 3% | 2% | 4% | 3% | 2% | ** |
| Mean number of hours | 2.7 | 2.4 | 2.6 | 3.1 | 2.8 | 2.5 | 2.9 | 2.7 | 2.7 | ** |
| | | | | ae | | | ae | | | |
| Standard deviation | 2.38 | 2.04 | 2.26 | 2.69 | 2.51 | 2.17 | 2.59 | 2.38 | 2.40 | ** |
| Columns Tested: a,b,c,d,e,f,g - h,i | | | | | | | | | | |

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 hours would you say they spend using their mobile phone at home or elsewhere on a weekend day? IF NECESSARY - This could be for calls, texts, for going online, checking social media, using other messaging apps, playing games, watching videos etc (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents of children with a mobile phone

| | SOCIAL GRADE | | | | | | | LOCATION | |
|-------------------------|---------------------|-----|-----|-----|------|------|-----|----------|-------|
| Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | a | b | c | d | e | f | g | h | ~i |
| Standard error | .09 | .17 | .16 | .23 | .20 | .15 | .09 | .10 | ** |
| Columns Tested: | a,b,c,d,e,f,g - h,i | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 119

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 HOURS SPENT USING A MOBILE PHONE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents of children with a mobile phone

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | ~j | k | l |
| Unweighted total | 633 | 27 | 199 | 407 | 633 | 328 | 305 | 14 | 13 | 111 | 88 | 203 | 204 |
| Effective Weighted Sample | 599 | 26 | 186 | 387 | 599 | 311 | 288 | 14 | 13 | 104 | 83 | 193 | 194 |
| Total | 679 | 29 | 220 | 431 | 679 | 346 | 333 | 16 | 13 | 118 | 102 | 213 | 217 |
| None | 31 | ** | 17 | 9 | 31 | 20 | 11 | ** | ** | 11 | ** | 6 | 3 |
| | 5% | ** | 8% | 2% | 5% | 6% | 3% | ** | ** | 9% | ** | 3% | 1% |
| | | | c | | c | | | | | kl | | | |
| Up to 5 hours | 128 | ** | 69 | 50 | 128 | 74 | 55 | ** | ** | 34 | ** | 33 | 17 |
| | 19% | ** | 31% | 12% | 19% | 21% | 16% | ** | ** | 29% | ** | 16% | 8% |
| | | | cd | | c | | | | | kl | | l | |
| Up to 10 hours | 185 | ** | 65 | 111 | 185 | 112 | 74 | ** | ** | 40 | ** | 69 | 42 |
| | 27% | ** | 30% | 26% | 27% | 32% | 22% | ** | ** | 34% | ** | 33% | 19% |
| | | | | | | f | | | | l | | l | |
| Up to 15 hours | 77 | ** | 23 | 52 | 77 | 34 | 43 | ** | ** | 11 | ** | 22 | 30 |
| | 11% | ** | 11% | 12% | 11% | 10% | 13% | ** | ** | 9% | ** | 10% | 14% |
| Up to 20 hours | 70 | ** | 14 | 55 | 70 | 33 | 38 | ** | ** | 6 | ** | 27 | 28 |
| | 10% | ** | 6% | 13% | 10% | 9% | 11% | ** | ** | 5% | ** | 13% | 13% |
| | | | | b | | | | | | | | i | i |
| Up to 25 hours | 65 | ** | 14 | 50 | 65 | 33 | 32 | ** | ** | 8 | ** | 23 | 27 |
| | 10% | ** | 6% | 12% | 10% | 9% | 10% | ** | ** | 7% | ** | 11% | 12% |
| | | | | b | | | | | | | | | |
| Up to 30 hours | 33 | ** | 7 | 25 | 33 | 15 | 18 | ** | ** | 4 | ** | 10 | 15 |
| | 5% | ** | 3% | 6% | 5% | 4% | 5% | ** | ** | 3% | ** | 5% | 7% |
| Up to 35 hours | 34 | ** | 4 | 29 | 34 | 10 | 23 | ** | ** | 2 | ** | 8 | 21 |
| | 5% | ** | 2% | 7% | 5% | 3% | 7% | ** | ** | 2% | ** | 4% | 10% |
| | | | | b | | | e | | | | | | ik |
| Up to 40 hours | 23 | ** | 3 | 20 | 23 | 7 | 16 | ** | ** | 1 | ** | 5 | 15 |
| | 3% | ** | 1% | 5% | 3% | 2% | 5% | ** | ** | 1% | ** | 3% | 7% |
| | | | | b | | | | | | | | | i |
| Over 40 hours | 32 | ** | 3 | 29 | 32 | 9 | 23 | ** | ** | - | ** | 9 | 20 |
| | 5% | ** | 1% | 7% | 5% | 3% | 7% | ** | ** | -% | ** | 4% | 9% |
| | | | | b | b | | e | | | | | i | i |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 119

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 HOURS SPENT USING A MOBILE PHONE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents of children with a mobile phone

| | | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|-------------------------|-----------------------------|-------------|------|-------|----------|----------------|--------|------------------------|---------------|--------------|----------------|---------------|-----------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | ~j | k | l |
| Mean number of hours | 15.1 | ** | 10.0 | 18.2 | 15.1 | 12.7 | 17.6 | ** | ** | 9.3 | ** | 14.9 | 21.5 |
| | | | | bd | b | | e | | | | | i | ik |
| Standard deviation | 13.39 | ** | 9.87 | 14.21 | 13.39 | 11.36 | 14.84 | ** | ** | 8.54 | ** | 12.26 | 15.24 |
| Standard error | .53 | ** | .70 | .70 | .53 | .63 | .85 | ** | ** | .81 | ** | .86 | 1.07 |
| Columns Tested: | a,b,c,d - e,f - g,h,i,j,k,l | | | | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 119

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 HOURS SPENT USING A MOBILE PHONE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents of children with a mobile phone

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|---------------------|--------------|-------|-------|-------|-------|-------|-------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | ~i |
| Unweighted total | 633 | 141 | 205 | 133 | 154 | 346 | 287 | 633 | 550 | 83 |
| Effective Weighted Sample | 599 | 135 | 194 | 126 | 146 | 329 | 272 | 599 | 522 | 77 |
| Total | 679 | 146 | 211 | 144 | 178 | 357 | 322 | 679 | 586 | 93 |
| None | 31 | 7 | 7 | 8 | 9 | 14 | 17 | 31 | 24 | ** |
| | 5% | 5% | 3% | 6% | 5% | 4% | 5% | 5% | 4% | ** |
| Up to 5 hours | 128 | 25 | 46 | 26 | 32 | 70 | 58 | 128 | 115 | ** |
| | 19% | 17% | 22% | 18% | 18% | 20% | 18% | 19% | 20% | ** |
| Up to 10 hours | 185 | 45 | 66 | 25 | 49 | 111 | 74 | 185 | 165 | ** |
| | 27% | 31% | 32% | 18% | 28% | 31% | 23% | 27% | 28% | ** |
| | | c | cf | | | cf | | c | | |
| Up to 15 hours | 77 | 22 | 20 | 17 | 18 | 42 | 35 | 77 | 65 | ** |
| | 11% | 15% | 9% | 12% | 10% | 12% | 11% | 11% | 11% | ** |
| Up to 20 hours | 70 | 16 | 20 | 19 | 15 | 36 | 34 | 70 | 61 | ** |
| | 10% | 11% | 10% | 13% | 9% | 10% | 11% | 10% | 10% | ** |
| Up to 25 hours | 65 | 11 | 16 | 17 | 21 | 26 | 39 | 65 | 54 | ** |
| | 10% | 7% | 7% | 12% | 12% | 7% | 12% | 10% | 9% | ** |
| Up to 30 hours | 33 | 7 | 14 | 5 | 7 | 20 | 12 | 33 | 28 | ** |
| | 5% | 5% | 7% | 4% | 4% | 6% | 4% | 5% | 5% | ** |
| Up to 35 hours | 34 | 6 | 7 | 11 | 10 | 13 | 21 | 34 | 26 | ** |
| | 5% | 4% | 4% | 8% | 5% | 4% | 6% | 5% | 4% | ** |
| Up to 40 hours | 23 | 3 | 7 | 4 | 9 | 10 | 13 | 23 | 20 | ** |
| | 3% | 2% | 3% | 3% | 5% | 3% | 4% | 3% | 3% | ** |
| Over 40 hours | 32 | 5 | 8 | 11 | 8 | 13 | 19 | 32 | 27 | ** |
| | 5% | 3% | 4% | 7% | 5% | 4% | 6% | 5% | 5% | ** |
| Mean number of hours | 15.1 | 13.9 | 14.1 | 17.5 | 15.4 | 14.0 | 16.3 | 15.1 | 14.9 | ** |
| | | | | abe | | | e | | | |
| Standard deviation | 13.39 | 12.48 | 12.60 | 15.56 | 12.97 | 12.53 | 14.21 | 13.39 | 13.27 | ** |
| Standard error | .53 | 1.05 | .88 | 1.35 | 1.05 | .67 | .84 | .53 | .57 | ** |
| Columns Tested: | a,b,c,d,e,f,g - h,i | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

Base : Parents of children with a mobile phone

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|-----------|-------|----------|----------------|----------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | ~j | k | l |
| Unweighted total | 633 | 27 | 199 | 407 | 633 | 328 | 305 | 14 | 13 | 111 | 88 | 203 | 204 |
| Effective Weighted Sample | 599 | 26 | 186 | 387 | 599 | 311 | 288 | 14 | 13 | 104 | 83 | 193 | 194 |
| Total | 679 | 29 | 220 | 431 | 679 | 346 | 333 | 16 | 13 | 118 | 102 | 213 | 217 |
| Rules about how much money they can spend on their phone | 312 | ** | 105 | 189 | 312 | 161 | 152 | ** | ** | 56 | ** | 94 | 95 |
| | 46% | ** | 48% | 44% | 46% | 46% | 46% | ** | ** | 48% | ** | 44% | 43% |
| Rules about who they are in contact with on their phone | 308 | ** | 122 | 170 | 308 | 142 | 166 | ** | ** | 59 | ** | 76 | 95 |
| | 45% | ** | 55% cd | 40% | 45% | 41% | 50% e | ** | ** | 50% k | ** | 35% | 44% |
| Rules about how much time they spend using their phone | 304 | ** | 115 | 171 | 304 | 141 | 164 | ** | ** | 56 | ** | 75 | 96 |
| | 45% | ** | 52% c | 40% | 45% | 41% | 49% e | ** | ** | 48% k | ** | 35% | 44% |
| Rules about downloading apps onto their phone | 291 | ** | 113 | 160 | 291 | 144 | 147 | ** | ** | 57 | ** | 77 | 83 |
| | 43% | ** | 51% cd | 37% | 43% | 42% | 44% | ** | ** | 48% k | ** | 36% | 38% |
| Rules about when they can use their phone | 232 | ** | 98 | 114 | 232 | 112 | 119 | ** | ** | 46 | ** | 55 | 59 |
| | 34% | ** | 45% cd | 27% | 34% c | 32% | 36% | ** | ** | 39% kl | ** | 26% | 27% |
| Other rules | 18 | ** | 6 | 10 | 18 | 9 | 9 | ** | ** | 2 | ** | 5 | 5 |
| | 3% | ** | 3% | 2% | 3% | 3% | 3% | ** | ** | 2% | ** | 3% | 2% |
| ANY RULES | 502 | ** | 182 | 295 | 502 | 250 | 252 | ** | ** | 92 | ** | 144 | 151 |
| | 74% | ** | 83% cd | 68% | 74% | 72% | 76% | ** | ** | 78% k | ** | 67% | 69% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

Base : Parents of children with a mobile phone

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | ~j | k | l |
| Unweighted total | 633 | 27 | 199 | 407 | 633 | 328 | 305 | 14 | 13 | 111 | 88 | 203 | 204 |
| Effective Weighted Sample | 599 | 26 | 186 | 387 | 599 | 311 | 288 | 14 | 13 | 104 | 83 | 193 | 194 |
| Total | 679 | 29 | 220 | 431 | 679 | 346 | 333 | 16 | 13 | 118 | 102 | 213 | 217 |
| No, do not have any rules | 177 | ** | 38 | 136 | 177 | 96 | 81 | ** | ** | 26 | ** | 69 | 66 |
| | 26% | ** | 17% | 32% | 26% | 28% | 24% | ** | ** | 22% | ** | 33% | 31% |
| | | | | b | b | | | | | | | i | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

Base : Parents of children with a mobile phone

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|------------|-------------------|------------------|----------------|------------|------------------|------------|-----------------|------------|----------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | ~i |
| Unweighted total | 633 | 141 | 205 | 133 | 154 | 346 | 287 | 633 | 550 | 83 |
| Effective Weighted Sample | 599 | 135 | 194 | 126 | 146 | 329 | 272 | 599 | 522 | 77 |
| Total | 679 | 146 | 211 | 144 | 178 | 357 | 322 | 679 | 586 | 93 |
| Rules about how much money they can spend on their phone | 312 46% | 76 52% | 98 46% | 67 46% | 72 40% | 174 49% | 139 43% | 312 46% | 273 47% | ** ** |
| Rules about who they are in contact with on their phone | 308 45% | 77 53% df | 105 50% df | 66 45% | 61 34% | 182 51% df | 127 39% | 308 45% d | 275 47% | ** ** |
| Rules about how much time they spend using their phone | 304 45% | 71 49% | 99 47% | 63 44% | 71 40% | 170 48% | 135 42% | 304 45% | 264 45% | ** ** |
| Rules about downloading apps onto their phone | 291 43% | 82 56% bdfg | 90 43% d | 64 44% d | 55 31% | 172 48% df | 119 37% | 291 43% d | 251 43% | ** ** |
| Rules about when they can use their phone | 232 34% | 57 39% d | 78 37% d | 52 36% d | 45 25% | 135 38% df | 97 30% | 232 34% d | 201 34% | ** ** |
| Other rules | 18 3% | 4 3% | 6 3% | 3 2% | 5 3% | 10 3% | 8 3% | 18 3% | 13 2% | ** ** |
| ANY RULES | 502 74% | 117 80% b | 148 70% | 108 75% | 128 72% | 266 75% | 236 73% | 502 74% | 433 74% | ** ** |
| No, do not have any rules | 177 26% | 29 20% | 62 30% a | 37 25% | 50 28% | 91 25% | 86 27% | 177 26% | 153 26% | ** ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | ~j | k | l |
| Unweighted total | 633 | 27 | 199 | 407 | 633 | 328 | 305 | 14 | 13 | 111 | 88 | 203 | 204 |
| Effective Weighted Sample | 599 | 26 | 186 | 387 | 599 | 311 | 288 | 14 | 13 | 104 | 83 | 193 | 194 |
| Total | 679 | 29 | 220 | 431 | 679 | 346 | 333 | 16 | 13 | 118 | 102 | 213 | 217 |
| Very concerned | 78 | ** | 27 | 47 | 78 | 36 | 43 | ** | ** | 13 | ** | 21 | 26 |
| | 12% | ** | 12% | 11% | 12% | 10% | 13% | ** | ** | 11% | ** | 10% | 12% |
| Fairly concerned | 166 | ** | 37 | 127 | 166 | 84 | 82 | ** | ** | 23 | ** | 59 | 68 |
| | 24% | ** | 17% | 30% | 24% | 24% | 25% | ** | ** | 20% | ** | 28% | 31% |
| | | | | b | b | | | | | | | | i |
| TOTAL CONCERNED | 244 | ** | 64 | 174 | 244 | 120 | 124 | ** | ** | 36 | ** | 80 | 94 |
| | 36% | ** | 29% | 40% | 36% | 35% | 37% | ** | ** | 31% | ** | 37% | 43% |
| | | | | b | | | | | | | | | i |
| Neither/ nor | 67 | ** | 20 | 42 | 67 | 31 | 36 | ** | ** | 11 | ** | 18 | 24 |
| | 10% | ** | 9% | 10% | 10% | 9% | 11% | ** | ** | 9% | ** | 8% | 11% |
| Not very concerned | 155 | ** | 60 | 91 | 155 | 83 | 72 | ** | ** | 29 | ** | 51 | 40 |
| | 23% | ** | 27% | 21% | 23% | 24% | 22% | ** | ** | 25% | ** | 24% | 18% |
| Not at all concerned | 212 | ** | 75 | 123 | 212 | 111 | 101 | ** | ** | 41 | ** | 64 | 59 |
| | 31% | ** | 34% | 29% | 31% | 32% | 30% | ** | ** | 35% | ** | 30% | 27% |
| TOTAL NOT CONCERNED | 367 | ** | 135 | 214 | 367 | 195 | 173 | ** | ** | 71 | ** | 115 | 99 |
| | 54% | ** | 62% | 50% | 54% | 56% | 52% | ** | ** | 60% | ** | 54% | 46% |
| | | | c | | | | | | | l | | | |
| TOTAL NEITHER/ DON'T KNOW | 67 | ** | 20 | 42 | 67 | 31 | 36 | ** | ** | 11 | ** | 18 | 24 |
| | 10% | ** | 9% | 10% | 10% | 9% | 11% | ** | ** | 9% | ** | 8% | 11% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | ~i |
| Unweighted total | 633 | 141 | 205 | 133 | 154 | 346 | 287 | 633 | 550 | 83 |
| Effective Weighted Sample | 599 | 135 | 194 | 126 | 146 | 329 | 272 | 599 | 522 | 77 |
| Total | 679 | 146 | 211 | 144 | 178 | 357 | 322 | 679 | 586 | 93 |
| Very concerned | 78 | 20 | 24 | 12 | 24 | 43 | 35 | 78 | 63 | ** |
| | 12% | 13% | 11% | 8% | 13% | 12% | 11% | 12% | 11% | ** |
| Fairly concerned | 166 | 47 | 52 | 36 | 32 | 99 | 67 | 166 | 151 | ** |
| | 24% | 32% | 25% | 25% | 18% | 28% | 21% | 24% | 26% | ** |
| | | df | | | | d | | | | |
| TOTAL CONCERNED | 244 | 66 | 75 | 47 | 55 | 142 | 103 | 244 | 214 | ** |
| | 36% | 45% | 36% | 33% | 31% | 40% | 32% | 36% | 37% | ** |
| | | cdfg | | | | f | | | | |
| Neither/ nor | 67 | 15 | 20 | 17 | 15 | 35 | 32 | 67 | 55 | ** |
| | 10% | 10% | 10% | 12% | 9% | 10% | 10% | 10% | 9% | ** |
| Not very concerned | 155 | 37 | 48 | 29 | 42 | 85 | 70 | 155 | 134 | ** |
| | 23% | 25% | 23% | 20% | 23% | 24% | 22% | 23% | 23% | ** |
| Not at all concerned | 212 | 28 | 67 | 51 | 66 | 95 | 117 | 212 | 183 | ** |
| | 31% | 19% | 32% | 36% | 37% | 27% | 36% | 31% | 31% | ** |
| | | | a | a | ae | | ae | a | | |
| TOTAL NOT CONCERNED | 367 | 65 | 115 | 80 | 107 | 180 | 188 | 367 | 317 | ** |
| | 54% | 45% | 54% | 56% | 60% | 50% | 58% | 54% | 54% | ** |
| | | | | | ae | | a | a | | |
| TOTAL NEITHER/ DON'T KNOW | 67 | 15 | 20 | 17 | 15 | 35 | 32 | 67 | 55 | ** |
| | 10% | 10% | 10% | 12% | 9% | 10% | 10% | 10% | 9% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 122

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | ~j | k | l |
| Unweighted total | 633 | 27 | 199 | 407 | 633 | 328 | 305 | 14 | 13 | 111 | 88 | 203 | 204 |
| Effective Weighted Sample | 599 | 26 | 186 | 387 | 599 | 311 | 288 | 14 | 13 | 104 | 83 | 193 | 194 |
| Total | 679 | 29 | 220 | 431 | 679 | 346 | 333 | 16 | 13 | 118 | 102 | 213 | 217 |
| Very concerned | 75 | ** | 21 | 50 | 75 | 31 | 44 | ** | ** | 9 | ** | 20 | 30 |
| | 11% | ** | 9% | 12% | 11% | 9% | 13% | ** | ** | 8% | ** | 9% | 14% |
| Fairly concerned | 117 | ** | 27 | 87 | 117 | 58 | 59 | ** | ** | 12 | ** | 43 | 44 |
| | 17% | ** | 12% | 20% | 17% | 17% | 18% | ** | ** | 10% | ** | 20% | 20% |
| | | | | b | | | | | | | | i | i |
| TOTAL CONCERNED | 191 | ** | 48 | 137 | 191 | 89 | 103 | ** | ** | 21 | ** | 63 | 74 |
| | 28% | ** | 22% | 32% | 28% | 26% | 31% | ** | ** | 18% | ** | 30% | 34% |
| | | | | b | | | | | | | | i | i |
| Neither/ nor | 46 | ** | 16 | 29 | 46 | 27 | 19 | ** | ** | 9 | ** | 18 | 11 |
| | 7% | ** | 7% | 7% | 7% | 8% | 6% | ** | ** | 8% | ** | 8% | 5% |
| Not very concerned | 193 | ** | 67 | 120 | 193 | 108 | 84 | ** | ** | 41 | ** | 64 | 57 |
| | 28% | ** | 31% | 28% | 28% | 31% | 25% | ** | ** | 35% | ** | 30% | 26% |
| Not at all concerned | 248 | ** | 88 | 143 | 248 | 121 | 126 | ** | ** | 46 | ** | 68 | 76 |
| | 36% | ** | 40% | 33% | 36% | 35% | 38% | ** | ** | 39% | ** | 32% | 35% |
| TOTAL NOT CONCERNED | 441 | ** | 156 | 264 | 441 | 230 | 211 | ** | ** | 87 | ** | 131 | 132 |
| | 65% | ** | 71% | 61% | 65% | 66% | 63% | ** | ** | 74% | ** | 62% | 61% |
| | | | c | | | | | | | kl | | | |
| Don't know | 1 | ** | - | 1 | 1 | 1 | - | ** | ** | - | ** | 1 | - |
| | *% | ** | -% | *% | *% | *% | -% | ** | ** | -% | ** | 1% | -% |
| TOTAL NEITHER/ DON'T KNOW | 47 | ** | 16 | 30 | 47 | 28 | 19 | ** | ** | 9 | ** | 19 | 11 |
| | 7% | ** | 7% | 7% | 7% | 8% | 6% | ** | ** | 8% | ** | 9% | 5% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 122

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 633 | 141 | 205 | 133 | 154 | 346 | 287 | 633 | 550 | 83 |
| Effective Weighted Sample | 599 | 135 | 194 | 126 | 146 | 329 | 272 | 599 | 522 | 77 |
| Total | 679 | 146 | 211 | 144 | 178 | 357 | 322 | 679 | 586 | 93 |
| Very concerned | 75 | 21 | 22 | 13 | 18 | 43 | 31 | 75 | 65 | ** |
| | 11% | 14% | 11% | 9% | 10% | 12% | 10% | 11% | 11% | ** |
| Fairly concerned | 117 | 31 | 35 | 24 | 27 | 66 | 51 | 117 | 101 | ** |
| | 17% | 21% | 17% | 17% | 15% | 18% | 16% | 17% | 17% | ** |
| TOTAL CONCERNED | 191 | 52 | 58 | 37 | 45 | 109 | 82 | 191 | 166 | ** |
| | 28% | 35% | 27% | 26% | 25% | 31% | 25% | 28% | 28% | ** |
| | | f | | | | | | | | |
| Neither/ nor | 46 | 8 | 14 | 15 | 9 | 22 | 24 | 46 | 36 | ** |
| | 7% | 5% | 7% | 10% | 5% | 6% | 7% | 7% | 6% | ** |
| Not very concerned | 193 | 54 | 61 | 36 | 42 | 114 | 78 | 193 | 173 | ** |
| | 28% | 37% | 29% | 25% | 24% | 32% | 24% | 28% | 30% | ** |
| | | cdf | | | | f | | | | |
| Not at all concerned | 248 | 32 | 78 | 57 | 81 | 110 | 138 | 248 | 209 | ** |
| | 36% | 22% | 37% | 39% | 46% | 31% | 43% | 36% | 36% | ** |
| | | | a | a | aeg | | ae | a | | |
| TOTAL NOT CONCERNED | 441 | 86 | 139 | 93 | 124 | 224 | 216 | 441 | 383 | ** |
| | 65% | 59% | 66% | 64% | 70% | 63% | 67% | 65% | 65% | ** |
| Don't know | 1 | 1 | - | - | - | 1 | - | 1 | 1 | ** |
| | *% | 1% | -% | -% | -% | *% | -% | *% | *% | ** |
| TOTAL NEITHER/ DON'T KNOW | 47 | 9 | 14 | 15 | 9 | 23 | 24 | 47 | 37 | ** |
| | 7% | 6% | 7% | 10% | 5% | 6% | 7% | 7% | 6% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 123

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|-----------|----------|----------|----------------|----------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | ~j | k | l |
| Unweighted total | 633 | 27 | 199 | 407 | 633 | 328 | 305 | 14 | 13 | 111 | 88 | 203 | 204 |
| Effective Weighted Sample | 599 | 26 | 186 | 387 | 599 | 311 | 288 | 14 | 13 | 104 | 83 | 193 | 194 |
| Total | 679 | 29 | 220 | 431 | 679 | 346 | 333 | 16 | 13 | 118 | 102 | 213 | 217 |
| Very concerned | 91 | ** | 29 | 56 | 91 | 40 | 51 | ** | ** | 12 | ** | 23 | 33 |
| | 13% | ** | 13% | 13% | 13% | 12% | 15% | ** | ** | 11% | ** | 11% | 15% |
| Fairly concerned | 152 | ** | 31 | 119 | 152 | 70 | 82 | ** | ** | 13 | ** | 57 | 62 |
| | 22% | ** | 14% | 28% b | 22% b | 20% | 25% | ** | ** | 11% | ** | 27% i | 28% i |
| TOTAL CONCERNED | 244 | ** | 60 | 175 | 244 | 110 | 133 | ** | ** | 25 | ** | 81 | 95 |
| | 36% | ** | 27% | 41% b | 36% b | 32% | 40% e | ** | ** | 21% | ** | 38% i | 43% i |
| Neither/ nor | 57 | ** | 16 | 39 | 57 | 37 | 20 | ** | ** | 12 | ** | 23 | 15 |
| | 8% | ** | 7% | 9% | 8% | 11% | 6% | ** | ** | 10% | ** | 11% | 7% |
| Not very concerned | 126 | ** | 43 | 81 | 126 | 69 | 57 | ** | ** | 25 | ** | 42 | 40 |
| | 19% | ** | 20% | 19% | 19% | 20% | 17% | ** | ** | 21% | ** | 20% | 18% |
| Not at all concerned | 250 | ** | 100 | 134 | 250 | 129 | 120 | ** | ** | 55 | ** | 66 | 68 |
| | 37% | ** | 46% cd | 31% | 37% | 37% | 36% | ** | ** | 47% kl | ** | 31% | 31% |
| TOTAL NOT CONCERNED | 376 | ** | 143 | 216 | 376 | 198 | 178 | ** | ** | 80 | ** | 108 | 107 |
| | 55% | ** | 65% cd | 50% | 55% | 57% | 53% | ** | ** | 68% kl | ** | 51% | 49% |
| Don't know | 2 | ** | 1 | 1 | 2 | 1 | 1 | ** | ** | - | ** | 1 | - |
| | *% | ** | 1% | *% | *% | *% | *% | ** | ** | -% | ** | 1% | -% |
| TOTAL NEITHER/ DON'T KNOW | 60 | ** | 17 | 40 | 60 | 38 | 22 | ** | ** | 12 | ** | 24 | 15 |
| | 9% | ** | 8% | 9% | 9% | 11% | 7% | ** | ** | 10% | ** | 11% | 7% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 123

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | ~i |
| Unweighted total | 633 | 141 | 205 | 133 | 154 | 346 | 287 | 633 | 550 | 83 |
| Effective Weighted Sample | 599 | 135 | 194 | 126 | 146 | 329 | 272 | 599 | 522 | 77 |
| Total | 679 | 146 | 211 | 144 | 178 | 357 | 322 | 679 | 586 | 93 |
| Very concerned | 91 | 25 | 28 | 15 | 23 | 53 | 38 | 91 | 80 | ** |
| | 13% | 17% | 13% | 10% | 13% | 15% | 12% | 13% | 14% | ** |
| Fairly concerned | 152 | 34 | 41 | 40 | 37 | 74 | 78 | 152 | 136 | ** |
| | 22% | 23% | 19% | 28% | 21% | 21% | 24% | 22% | 23% | ** |
| TOTAL CONCERNED | 244 | 59 | 69 | 55 | 61 | 128 | 116 | 244 | 216 | ** |
| | 36% | 40% | 33% | 38% | 34% | 36% | 36% | 36% | 37% | ** |
| Neither/ nor | 57 | 14 | 21 | 8 | 14 | 35 | 22 | 57 | 45 | ** |
| | 8% | 10% | 10% | 6% | 8% | 10% | 7% | 8% | 8% | ** |
| Not very concerned | 126 | 32 | 41 | 22 | 31 | 73 | 53 | 126 | 108 | ** |
| | 19% | 22% | 20% | 15% | 17% | 21% | 16% | 19% | 19% | ** |
| Not at all concerned | 250 | 40 | 79 | 58 | 72 | 119 | 130 | 250 | 215 | ** |
| | 37% | 28% | 38% | 40% | 40% | 34% | 40% | 37% | 37% | ** |
| | | | | a | a | | a | a | | |
| TOTAL NOT CONCERNED | 376 | 72 | 121 | 80 | 102 | 193 | 183 | 376 | 323 | ** |
| | 55% | 49% | 57% | 56% | 58% | 54% | 57% | 55% | 55% | ** |
| Don't know | 2 | 1 | - | - | 1 | 1 | 1 | 2 | 1 | ** |
| | *% | 1% | -% | -% | 1% | *% | *% | *% | *% | ** |
| TOTAL NEITHER/ DON'T KNOW | 60 | 15 | 21 | 8 | 15 | 36 | 23 | 60 | 46 | ** |
| | 9% | 10% | 10% | 6% | 8% | 10% | 7% | 9% | 8% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 124

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 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 the user's phone. Did you know about this bar on adult content before today?

Base : Parents of children with a mobile phone

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|--------|------|--------|-------|--------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE |
| | | ~a | b | c | d | e | f | 5-7 | 5-7 | 8-11 | 8-11 | 12-15 | 12-15 |
| | | | | | | | | ~g | ~h | i | ~j | k | l |
| Significance Level: 95% | | | | | | | | | | | | | |
| Unweighted total | 633 | 27 | 199 | 407 | 633 | 328 | 305 | 14 | 13 | 111 | 88 | 203 | 204 |
| Effective Weighted Sample | 599 | 26 | 186 | 387 | 599 | 311 | 288 | 14 | 13 | 104 | 83 | 193 | 194 |
| Total | 679 | 29 | 220 | 431 | 679 | 346 | 333 | 16 | 13 | 118 | 102 | 213 | 217 |
| Yes | 373 | ** | 123 | 232 | 373 | 188 | 185 | ** | ** | 67 | ** | 112 | 120 |
| | 55% | ** | 56% | 54% | 55% | 54% | 56% | ** | ** | 57% | ** | 53% | 55% |
| No | 281 | ** | 92 | 179 | 281 | 143 | 138 | ** | ** | 47 | ** | 89 | 90 |
| | 41% | ** | 42% | 42% | 41% | 41% | 42% | ** | ** | 40% | ** | 42% | 41% |
| Don't know | 24 | ** | 4 | 19 | 24 | 15 | 10 | ** | ** | 3 | ** | 12 | 7 |
| | 4% | ** | 2% | 5% | 4% | 4% | 3% | ** | ** | 3% | ** | 6% | 3% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 124

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 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 the user's phone. Did you know about this bar on adult content before today?

Base : Parents of children with a mobile phone

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-------|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 633 | 141 | 205 | 133 | 154 | 346 | 287 | 633 | 550 | 83 |
| Effective Weighted Sample | 599 | 135 | 194 | 126 | 146 | 329 | 272 | 599 | 522 | 77 |
| Total | 679 | 146 | 211 | 144 | 178 | 357 | 322 | 679 | 586 | 93 |
| Yes | 373 | 78 | 112 | 96 | 86 | 190 | 183 | 373 | 327 | ** |
| | 55% | 54% | 53% | 67% | 49% | 53% | 57% | 55% | 56% | ** |
| | | | | abdeg | | | | | | |
| No | 281 | 60 | 90 | 46 | 84 | 151 | 131 | 281 | 236 | ** |
| | 41% | 41% | 43% | 32% | 47% | 42% | 41% | 41% | 40% | ** |
| | | | | c | | | | | | |
| Don't know | 24 | 7 | 8 | 2 | 7 | 16 | 9 | 24 | 23 | ** |
| | 4% | 5% | 4% | 1% | 4% | 4% | 3% | 4% | 4% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP62. Do you know whether this bar on accessing adult content is set up on your child's mobile phone? (SINGLE CODE)

Base : Parents whose child has a mobile phone aware of the bar on adult content that can be set on the child's phone

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 351 | 17 | 113 | 221 | 351 | 180 | 171 | 8 | 9 | 66 | 47 | 106 | 115 |
| Effective Weighted Sample | 331 | 17 | 105 | 210 | 331 | 170 | 161 | 8 | 9 | 61 | 45 | 101 | 109 |
| Total | 373 | 17 | 123 | 232 | 373 | 188 | 185 | 8 | 9 | 67 | 56 | 112 | 120 |
| Bar on adult content is in place | 232 | ** | 89 | 128 | 232 | 112 | 120 | ** | ** | ** | ** | 63 | 65 |
| | 62% | ** | 72% | 55% | 62% | 60% | 65% | ** | ** | ** | ** | 56% | 54% |
| | | | c | | | | | | | | | | |
| Bar on adult content is not in place | 44 | ** | 11 | 33 | 44 | 25 | 18 | ** | ** | ** | ** | 16 | 17 |
| | 12% | ** | 9% | 14% | 12% | 14% | 10% | ** | ** | ** | ** | 14% | 14% |
| Don't know whether bar on adult content is in place | 78 | ** | 15 | 59 | 78 | 37 | 41 | ** | ** | ** | ** | 26 | 34 |
| | 21% | ** | 12% | 26% | 21% | 20% | 22% | ** | ** | ** | ** | 23% | 28% |
| | | | | b | | | | | | | | | |
| Not applicable - child's phone cannot be used to go online | 20 | ** | 8 | 11 | 20 | 14 | 6 | ** | ** | ** | ** | 7 | 4 |
| | 5% | ** | 7% | 5% | 5% | 7% | 3% | ** | ** | ** | ** | 7% | 3% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP62. Do you know whether this bar on accessing adult content is set up on your child's mobile phone? (SINGLE CODE)

Base : Parents whose child has a mobile phone aware of the bar on adult content that can be set on the child's phone

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|-----|----|----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | ~a | b | ~c | ~d | e | f | g | h | ~i |
| Unweighted total | 351 | 75 | 110 | 89 | 77 | 185 | 166 | 351 | 310 | 41 |
| Effective Weighted Sample | 331 | 72 | 104 | 84 | 72 | 176 | 156 | 331 | 294 | 38 |
| Total | 373 | 78 | 112 | 96 | 86 | 190 | 183 | 373 | 327 | 46 |
| Bar on adult content is in place | 232 | ** | 64 | ** | ** | 119 | 112 | 232 | 210 | ** |
| | 62% | ** | 57% | ** | ** | 63% | 61% | 62% | 64% | ** |
| Bar on adult content is not in place | 44 | ** | 17 | ** | ** | 24 | 20 | 44 | 36 | ** |
| | 12% | ** | 15% | ** | ** | 12% | 11% | 12% | 11% | ** |
| Don't know whether bar on adult content is in place | 78 | ** | 23 | ** | ** | 36 | 42 | 78 | 64 | ** |
| | 21% | ** | 21% | ** | ** | 19% | 23% | 21% | 20% | ** |
| Not applicable - child's phone cannot be used to go online | 20 | ** | 8 | ** | ** | 11 | 8 | 20 | 17 | ** |
| | 5% | ** | 7% | ** | ** | 6% | 5% | 5% | 5% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP62. Do you know whether this bar on accessing adult content is set up on your child's mobile phone? (SINGLE CODE)

Base : Parents of children with a mobile phone

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | ~j | k | l |
| Unweighted total | 633 | 27 | 199 | 407 | 633 | 328 | 305 | 14 | 13 | 111 | 88 | 203 | 204 |
| Effective Weighted Sample | 599 | 26 | 186 | 387 | 599 | 311 | 288 | 14 | 13 | 104 | 83 | 193 | 194 |
| Total | 679 | 29 | 220 | 431 | 679 | 346 | 333 | 16 | 13 | 118 | 102 | 213 | 217 |
| Bar on adult content is in place | 232 | ** | 89 | 128 | 232 | 112 | 120 | ** | ** | 42 | ** | 63 | 65 |
| | 34% | ** | 41% | 30% | 34% | 32% | 36% | ** | ** | 36% | ** | 30% | 30% |
| | | | c | | | | | | | | | | |
| Bar on adult content is not in place | 44 | ** | 11 | 33 | 44 | 25 | 18 | ** | ** | 9 | ** | 16 | 17 |
| | 6% | ** | 5% | 8% | 6% | 7% | 6% | ** | ** | 8% | ** | 8% | 8% |
| Don't know whether bar on adult content is in place | 78 | ** | 15 | 59 | 78 | 37 | 41 | ** | ** | 9 | ** | 26 | 34 |
| | 11% | ** | 7% | 14% | 11% | 11% | 12% | ** | ** | 8% | ** | 12% | 15% |
| | | | b | | | | | | | | | | |
| Not applicable - child's phone cannot be used to go online | 20 | ** | 8 | 11 | 20 | 14 | 6 | ** | ** | 6 | ** | 7 | 4 |
| | 3% | ** | 4% | 3% | 3% | 4% | 2% | ** | ** | 6% | ** | 3% | 2% |
| NOT AWARE OF BAR ON AULT CONTENT | 306 | ** | 96 | 198 | 306 | 158 | 148 | ** | ** | 50 | ** | 101 | 97 |
| | 45% | ** | 44% | 46% | 45% | 46% | 44% | ** | ** | 43% | ** | 47% | 45% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP62. Do you know whether this bar on accessing adult content is set up on your child's mobile phone? (SINGLE CODE)

Base : Parents of children with a mobile phone

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|-----|------|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | ~i |
| Unweighted total | 633 | 141 | 205 | 133 | 154 | 346 | 287 | 633 | 550 | 83 |
| Effective Weighted Sample | 599 | 135 | 194 | 126 | 146 | 329 | 272 | 599 | 522 | 77 |
| Total | 679 | 146 | 211 | 144 | 178 | 357 | 322 | 679 | 586 | 93 |
| Bar on adult content is in place | 232 | 55 | 64 | 63 | 49 | 119 | 112 | 232 | 210 | ** |
| | 34% | 38% | 31% | 44% | 28% | 33% | 35% | 34% | 36% | ** |
| | | | | bdeg | | | | | | |
| Bar on adult content is not in place | 44 | 7 | 17 | 13 | 7 | 24 | 20 | 44 | 36 | ** |
| | 6% | 5% | 8% | 9% | 4% | 7% | 6% | 6% | 6% | ** |
| Don't know whether bar on adult content is in place | 78 | 13 | 23 | 18 | 24 | 36 | 42 | 78 | 64 | ** |
| | 11% | 9% | 11% | 12% | 13% | 10% | 13% | 11% | 11% | ** |
| Not applicable - child's phone cannot be used to go online | 20 | 4 | 8 | 2 | 6 | 11 | 8 | 20 | 17 | ** |
| | 3% | 2% | 4% | 2% | 3% | 3% | 3% | 3% | 3% | ** |
| NOT AWARE OF BAR ON AULT CONTENT | 306 | 68 | 98 | 48 | 92 | 166 | 140 | 306 | 259 | ** |
| | 45% | 46% | 47% | 33% | 51% | 47% | 43% | 45% | 44% | ** |
| | | c | c | | c | c | | c | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP65. (SHOWCARD) Does your child ever play games at home or elsewhere in any of these ways? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|------------|-----------------|------------------|-------------------|-----------------|-----------------|------------|------------------------|------------|--------------------|-----------------|---------------------|--------------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| On a games console connected to a TV (like an Xbox/ PlayStation/ Wii) | 629 46% | 96 26% | 257 51% ad | 276 55% ad | 629 46% a | 437 64% f | 192 28% | 69 37% h | 27 14% | 172 69% ghjl | 84 34% h | 195 78% ghijl | 81 32% h |
| On a tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab) | 482 35% | 138 37% c | 197 39% c | 147 29% | 482 35% c | 253 37% | 229 33% | 77 41% l | 61 33% | 96 38% l | 101 41% l | 81 32% | 66 26% |
| On a mobile phone or Smartphone (like an iPhone, Samsung Galaxy/ BlackBerry) | 434 32% | 74 20% | 149 30% a | 211 42% abd | 434 32% a | 225 33% | 209 30% | 41 22% | 34 18% | 76 30% gh | 73 29% h | 109 44% ghij | 102 41% ghij |
| On a desktop computer/ laptop/ netbook | 283 21% | 51 14% | 124 25% a | 107 21% a | 283 21% a | 166 24% f | 117 17% | 31 17% | 20 11% | 66 27% ghl | 58 23% hl | 68 27% ghl | 39 16% |
| On a hand held games console (like a Nintendo DS or 3DS or Sony PS Vita or Wii U) | 266 19% | 66 18% | 112 22% | 88 18% | 266 19% | 173 25% f | 93 14% | 45 24% hl | 22 12% | 69 28% hjl | 43 17% | 59 24% hl | 29 11% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP65. (SHOWCARD) Does your child ever play games at home or elsewhere in any of these ways? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| On a Smart TV directly - not using a games console connected to the TV | 43 | 9 | 15 | 19 | 43 | 25 | 18 | 5 | 4 | 8 | 7 | 12 | 7 |
| | 3% | 2% | 3% | 4% | 3% | 4% | 3% | 2% | 2% | 3% | 3% | 5% | 3% |
| USE ANY OF THESE DEVICES TO PLAY GAMES | 1038 | 248 | 403 | 387 | 1038 | 604 | 434 | 145 | 103 | 227 | 176 | 232 | 155 |
| | 75% | 66% | 81% | 77% | 75% | 88% | 63% | 77% | 55% | 91% | 71% | 93% | 62% |
| | | | ad | a | a | f | | hl | | ghjl | h | ghjl | |
| USES HANDHELD PLAYER OR GAMES CONSOLE TO PLAY GAMES | 729 | 135 | 294 | 300 | 729 | 495 | 234 | 92 | 42 | 193 | 101 | 210 | 91 |
| | 53% | 36% | 59% | 60% | 53% | 72% | 34% | 49% | 23% | 77% | 41% | 84% | 36% |
| | | | ad | ad | a | f | | hl | | ghjl | h | ghjl | h |
| No, never/ Does not play games | 337 | 127 | 97 | 113 | 337 | 83 | 253 | 42 | 84 | 23 | 74 | 18 | 96 |
| | 25% | 34% | 19% | 23% | 25% | 12% | 37% | 23% | 45% | 9% | 29% | 7% | 38% |
| | | bcd | | b | b | e | | ik | gijk | | ik | | gik |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP65. (SHOWCARD) Does your child ever play games at home or elsewhere in any of these ways? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| On a games console connected to a TV (like an Xbox/ PlayStation/ Wii) | 629 | 118 | 193 | 123 | 195 | 311 | 318 | 629 | 554 | 75 |
| | 46% | 42% | 46% | 43% | 51% | 44% | 47% | 46% | 46% | 42% |
| | | | | | ac | | | | | |
| On a tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab) | 482 | 119 | 159 | 93 | 112 | 277 | 205 | 482 | 417 | 65 |
| | 35% | 42% | 38% | 32% | 29% | 40% | 30% | 35% | 35% | 36% |
| | | cd | fg | | | cd | | df | | |
| On a mobile phone or Smartphone (like an iPhone, Samsung Galaxy/ BlackBerry) | 434 | 94 | 148 | 92 | 100 | 242 | 192 | 434 | 383 | 51 |
| | 32% | 34% | 35% | 32% | 26% | 35% | 28% | 32% | 32% | 28% |
| | | d | df | | | df | | d | | |
| On a desktop computer/ laptop/ netbook | 283 | 67 | 99 | 60 | 58 | 165 | 117 | 283 | 258 | 25 |
| | 21% | 24% | 23% | 21% | 15% | 24% | 17% | 21% | 22% | 14% |
| | | df | df | | | df | | d | i | |
| On a hand held games console (like a Nintendo DS or 3DS or Sony PS Vita or Wii U) | 266 | 52 | 82 | 63 | 69 | 134 | 132 | 266 | 230 | 36 |
| | 19% | 19% | 19% | 22% | 18% | 19% | 20% | 19% | 19% | 20% |
| On a Smart TV directly - not using a games console connected to the TV | 43 | 9 | 18 | 8 | 8 | 27 | 16 | 43 | 40 | 3 |
| | 3% | 3% | 4% | 3% | 2% | 4% | 2% | 3% | 3% | 2% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP65. (SHOWCARD) Does your child ever play games at home or elsewhere in any of these ways? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|-----|----------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| USE ANY OF THESE DEVICES TO PLAY GAMES | 1038 | 203 | 329 | 212 | 295 | 531 | 507 | 1038 | 903 | 135 |
| | 75% | 72% | 78% | 73% | 77% | 76% | 75% | 75% | 75% | 76% |
| USES HANDHELD PLAYER OR GAMES CONSOLE TO PLAY GAMES | 729 | 136 | 224 | 148 | 221 | 359 | 369 | 729 | 636 | 93 |
| | 53% | 48% | 53% | 51% | 58% a | 51% | 55% | 53% | 53% | 52% |
| No, never/ Does not play games | 337 | 78 | 93 | 77 | 90 | 170 | 167 | 337 | 293 | 44 |
| | 25% | 28% | 22% | 27% | 23% | 24% | 25% | 25% | 25% | 24% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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. 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? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child ever plays games

| | | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-----------------------------|-------------|-----|------|-------|----------------|------|------------------------|------|--------|------|--------|------|
| | | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE | MALE |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1028 | 266 | 393 | 369 | 1028 | 603 | 425 | 153 | 113 | 228 | 165 | 222 | 147 |
| Effective Weighted Sample | 968 | 256 | 365 | 350 | 968 | 570 | 398 | 147 | 109 | 213 | 153 | 211 | 139 |
| Total | 1038 | 248 | 403 | 387 | 1038 | 604 | 434 | 145 | 103 | 227 | 176 | 232 | 155 |
| None | 127 | 46 | 49 | 32 | 127 | 53 | 74 | 22 | 24 | 19 | 30 | 12 | 20 |
| | 12% | 18% | 12% | 8% | 12% | 9% | 17% | 15% | 23% | 8% | 17% | 5% | 13% |
| Up to 1 hour | | bcd | | | | | e | ik | ikl | | ik | | k |
| | 610 | 171 | 237 | 202 | 610 | 317 | 293 | 99 | 71 | 122 | 115 | 96 | 106 |
| | 59% | 69% | 59% | 52% | 59% | 53% | 67% | 69% | 69% | 54% | 66% | 41% | 68% |
| | | bcd | | | c | | e | ik | ik | k | ik | | ik |
| Up to 2 hours | 196 | 26 | 80 | 90 | 196 | 149 | 47 | 18 | 7 | 58 | 22 | 72 | 18 |
| | 19% | 10% | 20% | 23% | 19% | 25% | 11% | 13% | 7% | 26% | 12% | 31% | 11% |
| | | | a | a | a | f | | | | ghjl | | ghjl | |
| Up to 3 hours | 70 | 5 | 24 | 40 | 70 | 56 | 13 | 4 | 1 | 18 | 6 | 34 | 7 |
| | 7% | 2% | 6% | 10% | 7% | 9% | 3% | 3% | 1% | 8% | 3% | 14% | 4% |
| | | | a | abd | a | f | | | | h | | ghjl | |
| Up to 4 hours | 25 | 1 | 10 | 14 | 25 | 20 | 4 | 1 | - | 8 | 2 | 11 | 3 |
| | 2% | *% | 2% | 4% | 2% | 3% | 1% | 1% | -% | 4% | 1% | 5% | 2% |
| | | | a | a | a | f | | | | h | | ghj | |
| Up to 5 hours | 6 | - | 1 | 5 | 6 | 4 | 2 | - | - | - | 1 | 4 | 1 |
| | 1% | -% | *% | 1% | 1% | 1% | 1% | -% | -% | -% | 1% | 2% | 1% |
| Up to 6 hours | 4 | - | 1 | 3 | 4 | 4 | - | - | - | 1 | - | 3 | - |
| | *% | -% | *% | 1% | *% | 1% | -% | -% | -% | 1% | -% | 1% | -% |
| Up to 7 hours | 1 | - | - | 1 | 1 | 1 | - | - | - | - | - | 1 | - |
| | *% | -% | -% | *% | *% | *% | -% | -% | -% | -% | -% | 1% | -% |
| Mean number of hours | 1.2 | .8 | 1.2 | 1.5 | 1.2 | 1.4 | .9 | .9 | .7 | 1.4 | .9 | 1.8 | 1.0 |
| | | | a | abd | a | f | | h | | ghjl | h | ghijl | h |
| Standard deviation | 1.01 | .66 | .96 | 1.15 | 1.01 | 1.09 | .80 | .71 | .56 | 1.02 | .81 | 1.21 | .89 |
| Standard error | .03 | .04 | .05 | .06 | .03 | .04 | .04 | .06 | .05 | .07 | .06 | .08 | .07 |
| Columns Tested: | a,b,c,d - e,f - g,h,i,j,k,l | | | | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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. 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? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child ever plays games

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|---------------------|--------------|------|-----|------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1028 | 209 | 340 | 204 | 275 | 549 | 479 | 1028 | 902 | 126 |
| Effective Weighted Sample | 968 | 198 | 321 | 193 | 258 | 519 | 451 | 968 | 851 | 118 |
| Total | 1038 | 203 | 329 | 212 | 295 | 531 | 507 | 1038 | 903 | 135 |
| None | 127 | 27 | 43 | 26 | 31 | 69 | 58 | 127 | 101 | 26 |
| | 12% | 13% | 13% | 12% | 11% | 13% | 11% | 12% | 11% | 19% |
| | | | | | | | | | | h |
| Up to 1 hour | 610 | 126 | 195 | 121 | 168 | 321 | 289 | 610 | 535 | 75 |
| | 59% | 62% | 59% | 57% | 57% | 60% | 57% | 59% | 59% | 55% |
| Up to 2 hours | 196 | 37 | 52 | 46 | 60 | 89 | 106 | 196 | 173 | 22 |
| | 19% | 19% | 16% | 22% | 20% | 17% | 21% | 19% | 19% | 17% |
| Up to 3 hours | 70 | 10 | 25 | 12 | 23 | 35 | 35 | 70 | 59 | 10 |
| | 7% | 5% | 8% | 6% | 8% | 7% | 7% | 7% | 7% | 8% |
| Up to 4 hours | 25 | 3 | 12 | 5 | 4 | 16 | 9 | 25 | 23 | 2 |
| | 2% | 2% | 4% | 2% | 1% | 3% | 2% | 2% | 3% | 1% |
| Up to 5 hours | 6 | - | 2 | 1 | 3 | 2 | 4 | 6 | 6 | - |
| | 1% | -% | 1% | 1% | 1% | *% | 1% | 1% | 1% | -% |
| Up to 6 hours | 4 | - | - | - | 4 | - | 4 | 4 | 4 | - |
| | *% | -% | -% | -% | 1% | -% | 1% | *% | *% | -% |
| | | | | | be | | e | | | |
| Up to 7 hours | 1 | - | - | - | 1 | - | 1 | 1 | 1 | - |
| | *% | -% | -% | -% | *% | -% | *% | *% | *% | -% |
| Mean number of hours | 1.2 | 1.0 | 1.2 | 1.2 | 1.3 | 1.1 | 1.3 | 1.2 | 1.2 | 1.1 |
| | | | a | | ae | | a | a | | |
| Standard deviation | 1.01 | .83 | 1.01 | .95 | 1.14 | .95 | 1.07 | 1.01 | 1.02 | .90 |
| Standard error | .03 | .06 | .05 | .07 | .07 | .04 | .05 | .03 | .03 | .08 |
| Columns Tested: | a,b,c,d,e,f,g - h,i | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP66B. And how many hours would you say they spend playing these games at home or elsewhere on a weekend day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child ever plays games

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|------------|-------------------|----------------|------------------|-----------------|-----------------|-----------------|------------------------|-----------------|-------------------|-----------------|--------------------|-----------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1028 | 266 | 393 | 369 | 1028 | 603 | 425 | 153 | 113 | 228 | 165 | 222 | 147 |
| Effective Weighted Sample | 968 | 256 | 365 | 350 | 968 | 570 | 398 | 147 | 109 | 213 | 153 | 211 | 139 |
| Total | 1038 | 248 | 403 | 387 | 1038 | 604 | 434 | 145 | 103 | 227 | 176 | 232 | 155 |
| None | 47 5% | 12 5% | 21 5% | 13 3% | 47 5% | 20 3% | 27 6% e | 5 4% | 7 7% | 8 4% | 13 7% k | 6 3% | 7 4% |
| Up to 1 hour | 439 42% | 139 56% bcd | 167 41% | 133 34% | 439 42% c | 195 32% | 244 56% e | 77 53% ik | 63 61% ik | 74 33% k | 93 53% ik | 44 19% | 89 58% ik |
| Up to 2 hours | 230 22% | 57 23% | 91 23% | 83 21% | 230 22% | 148 25% f | 82 19% | 34 24% | 22 22% | 57 25% | 34 19% | 57 25% | 26 17% |
| Up to 3 hours | 133 13% | 17 7% | 48 12% a | 68 18% abd | 133 13% a | 94 16% f | 39 9% | 10 7% | 6 6% | 32 14% gh | 16 9% | 52 22% ghijl | 16 10% |
| Up to 4 hours | 79 8% | 8 3% | 35 9% a | 36 9% a | 79 8% a | 55 9% f | 24 6% | 5 4% | 3 3% | 24 10% gh | 11 6% | 26 11% gh | 10 7% |
| Up to 5 hours | 61 6% | 7 3% | 28 7% a | 27 7% a | 61 6% a | 51 8% f | 10 2% | 6 4% | 1 1% | 22 10% ghjl | 5 3% | 23 10% ghjl | 4 2% |
| Up to 6 hours | 31 3% | 5 2% | 11 3% | 16 4% | 31 3% | 26 4% f | 6 1% | 4 3% | 1 1% | 8 3% | 3 2% | 14 6% hjl | 2 1% |
| Up to 7 hours | 3 *% | - -% | 1 *% | 2 1% | 3 *% | 3 1% | - -% | - -% | - -% | 1 1% | - -% | 2 1% | - -% |
| Up to 8 hours | 8 1% | 4 1% b | - -% | 5 1% b | 8 1% | 7 1% | 1 *% | 4 2% i | - -% | - -% | - -% | 3 1% | 1 1% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP66B. And how many hours would you say they spend playing these games at home or elsewhere on a weekend day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child ever plays games

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1028 | 266 | 393 | 369 | 1028 | 603 | 425 | 153 | 113 | 228 | 165 | 222 | 147 |
| Effective Weighted Sample | 968 | 256 | 365 | 350 | 968 | 570 | 398 | 147 | 109 | 213 | 153 | 211 | 139 |
| Total | 1038 | 248 | 403 | 387 | 1038 | 604 | 434 | 145 | 103 | 227 | 176 | 232 | 155 |
| Over 8 hours | 5 | - | 1 | 4 | 5 | 5 | - | - | - | 1 | - | 4 | - |
| | *% | -% | *% | 1% | *% | 1% | -% | -% | -% | 1% | -% | 2% | -% |
| Mean number of hours | 2.1 | 1.6 | 2.1 | 2.4 | 2.1 | 2.5 | 1.5 | 1.8 | 1.3 | 2.4 | 1.6 | 3.0 | 1.6 |
| | | | a | abd | a | f | | h | | ghij | h | ghijl | |
| Standard deviation | 1.71 | 1.45 | 1.59 | 1.91 | 1.71 | 1.87 | 1.29 | 1.65 | 1.06 | 1.69 | 1.33 | 2.01 | 1.39 |
| Standard error | .05 | .09 | .08 | .10 | .05 | .08 | .06 | .13 | .10 | .11 | .10 | .13 | .11 |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP66B. And how many hours would you say they spend playing these games at home or elsewhere on a weekend day? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child ever plays games

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|---------------------|--------------|------|------|------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1028 | 209 | 340 | 204 | 275 | 549 | 479 | 1028 | 902 | 126 |
| Effective Weighted Sample | 968 | 198 | 321 | 193 | 258 | 519 | 451 | 968 | 851 | 118 |
| Total | 1038 | 203 | 329 | 212 | 295 | 531 | 507 | 1038 | 903 | 135 |
| None | 47 | 8 | 15 | 14 | 10 | 23 | 24 | 47 | 40 | 7 |
| | 5% | 4% | 5% | 7% | 3% | 4% | 5% | 5% | 4% | 5% |
| Up to 1 hour | 439 | 95 | 144 | 82 | 119 | 239 | 201 | 439 | 382 | 58 |
| | 42% | 47% | 44% | 39% | 40% | 45% | 40% | 42% | 42% | 43% |
| Up to 2 hours | 230 | 46 | 69 | 53 | 63 | 115 | 115 | 230 | 197 | 33 |
| | 22% | 23% | 21% | 25% | 21% | 22% | 23% | 22% | 22% | 24% |
| Up to 3 hours | 133 | 27 | 43 | 23 | 40 | 70 | 63 | 133 | 120 | 14 |
| | 13% | 13% | 13% | 11% | 13% | 13% | 12% | 13% | 13% | 10% |
| Up to 4 hours | 79 | 14 | 21 | 17 | 27 | 35 | 44 | 79 | 70 | 10 |
| | 8% | 7% | 6% | 8% | 9% | 7% | 9% | 8% | 8% | 7% |
| Up to 5 hours | 61 | 7 | 18 | 17 | 20 | 25 | 37 | 61 | 54 | 8 |
| | 6% | 3% | 6% | 8% | 7% | 5% | 7% | 6% | 6% | 6% |
| | | | | a | | | a | | | |
| Up to 6 hours | 31 | 6 | 13 | 5 | 8 | 18 | 13 | 31 | 26 | 5 |
| | 3% | 3% | 4% | 2% | 3% | 3% | 3% | 3% | 3% | 4% |
| Up to 7 hours | 3 | - | 3 | - | - | 3 | - | 3 | 2 | 1 |
| | *% | -% | 1% | -% | -% | 1% | -% | *% | *% | 1% |
| | | | f | | | | | | | |
| Up to 8 hours | 8 | - | 2 | 1 | 5 | 2 | 6 | 8 | 8 | - |
| | 1% | -% | 1% | *% | 2% | *% | 1% | 1% | 1% | -% |
| Over 8 hours | 5 | - | 1 | - | 4 | 1 | 4 | 5 | 5 | - |
| | *% | -% | *% | -% | 1% | *% | 1% | *% | 1% | -% |
| Mean number of hours | 2.1 | 1.8 | 2.1 | 2.0 | 2.3 | 2.0 | 2.2 | 2.1 | 2.1 | 2.0 |
| | | | | | ae | | a | a | | |
| Standard deviation | 1.71 | 1.39 | 1.71 | 1.57 | 1.98 | 1.60 | 1.82 | 1.71 | 1.73 | 1.59 |
| Standard error | .05 | .10 | .09 | .11 | .12 | .07 | .08 | .05 | .06 | .14 |
| Columns Tested: | a,b,c,d,e,f,g - h,i | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP66A-B HOURS SPENT PLAYING GAMES IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child ever plays games

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1028 | 266 | 393 | 369 | 1028 | 603 | 425 | 153 | 113 | 228 | 165 | 222 | 147 |
| Effective Weighted Sample | 968 | 256 | 365 | 350 | 968 | 570 | 398 | 147 | 109 | 213 | 153 | 211 | 139 |
| Total | 1038 | 248 | 403 | 387 | 1038 | 604 | 434 | 145 | 103 | 227 | 176 | 232 | 155 |
| None | 25 | 8 | 10 | 7 | 25 | 14 | 11 | 4 | 4 | 5 | 5 | 5 | 2 |
| | 2% | 3% | 2% | 2% | 2% | 2% | 3% | 3% | 4% | 2% | 3% | 2% | 1% |
| Up to 5 hours | 287 | 100 | 111 | 76 | 287 | 111 | 176 | 52 | 48 | 43 | 68 | 16 | 60 |
| | 28% | 40% | 28% | 20% | 28% | 18% | 41% | 36% | 46% | 19% | 39% | 7% | 39% |
| | | bcd | c | | c | | e | ik | ik | k | ik | | ik |
| Up to 10 hours | 341 | 94 | 133 | 114 | 341 | 186 | 155 | 55 | 39 | 71 | 61 | 59 | 55 |
| | 33% | 38% | 33% | 30% | 33% | 31% | 36% | 38% | 37% | 31% | 35% | 26% | 35% |
| | | c | | | | | | k | k | | | | k |
| Up to 15 hours | 173 | 26 | 67 | 81 | 173 | 126 | 47 | 18 | 8 | 47 | 19 | 61 | 19 |
| | 17% | 10% | 17% | 21% | 17% | 21% | 11% | 12% | 8% | 21% | 11% | 26% | 13% |
| | | | a | a | a | f | | | | ghjl | | ghjl | |
| Up to 20 hours | 107 | 10 | 48 | 49 | 107 | 82 | 25 | 7 | 3 | 33 | 14 | 41 | 8 |
| | 10% | 4% | 12% | 13% | 10% | 14% | 6% | 5% | 3% | 15% | 8% | 18% | 5% |
| | | | a | a | a | f | | | | ghl | | ghjl | |
| Up to 25 hours | 52 | 5 | 16 | 30 | 52 | 40 | 12 | 3 | 2 | 14 | 3 | 22 | 8 |
| | 5% | 2% | 4% | 8% | 5% | 7% | 3% | 2% | 2% | 6% | 1% | 10% | 5% |
| | | | | abd | a | f | | | | j | | ghj | |
| Up to 30 hours | 37 | 6 | 15 | 16 | 37 | 33 | 4 | 6 | - | 11 | 4 | 16 | - |
| | 4% | 2% | 4% | 4% | 4% | 5% | 1% | 4% | -% | 5% | 3% | 7% | -% |
| | | | | | | f | | hl | | hl | | hl | |
| Up to 35 hours | 8 | - | 2 | 6 | 8 | 6 | 2 | - | - | 1 | 1 | 5 | 2 |
| | 1% | -% | 1% | 2% | 1% | 1% | 1% | -% | -% | 1% | *% | 2% | 1% |
| | | | | a | | | | | | | | | |
| Over 40 hours | 8 | - | 1 | 7 | 8 | 7 | 1 | - | - | 1 | - | 6 | 1 |
| | 1% | -% | *% | 2% | 1% | 1% | *% | -% | -% | 1% | -% | 2% | 1% |
| | | | | a | | | | | | | | | |
| Mean number of hours | 10.2 | 7.3 | 10.0 | 12.2 | 10.2 | 12.0 | 7.6 | 8.1 | 6.1 | 11.6 | 7.9 | 14.8 | 8.2 |
| | | | a | abd | a | f | | h | | ghjl | h | ghjl | h |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

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 (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child ever plays games

| | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | | |
|---|-------------|------|------|-------|----------------|------|------------------------|----------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Standard deviation | 7.87 | 5.62 | 7.34 | 8.96 | 7.87 | 8.48 | 6.04 | 6.23 | 4.40 | 7.79 | 6.13 | 9.29 | 6.72 |
| Standard error | .25 | .34 | .37 | .47 | .25 | .35 | .29 | .50 | .41 | .52 | .48 | .62 | .55 |
| Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l | | | | | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP66A-B HOURS SPENT PLAYING GAMES IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child ever plays games

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|-------------------------------------|-------|--------------|---------|------|------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1028 | 209 | 340 | 204 | 275 | 549 | 479 | 1028 | 902 | 126 |
| Effective Weighted Sample | 968 | 198 | 321 | 193 | 258 | 519 | 451 | 968 | 851 | 118 |
| Total | 1038 | 203 | 329 | 212 | 295 | 531 | 507 | 1038 | 903 | 135 |
| None | 25 | 5 | 10 | 4 | 6 | 15 | 10 | 25 | 22 | 3 |
| | 2% | 2% | 3% | 2% | 2% | 3% | 2% | 2% | 2% | 2% |
| Up to 5 hours | 287 | 69 | 85 | 64 | 68 | 154 | 132 | 287 | 244 | 43 |
| | 28% | 34% df | 26% | 30% | 23% | 29% | 26% | 28% | 27% | 31% |
| Up to 10 hours | 341 | 60 | 115 | 62 | 103 | 175 | 166 | 341 | 296 | 45 |
| | 33% | 30% | 35% | 29% | 35% | 33% | 33% | 33% | 33% | 33% |
| Up to 15 hours | 173 | 39 | 48 | 37 | 48 | 88 | 85 | 173 | 155 | 18 |
| | 17% | 19% | 15% | 18% | 16% | 16% | 17% | 17% | 17% | 13% |
| Up to 20 hours | 107 | 18 | 31 | 24 | 35 | 49 | 58 | 107 | 91 | 16 |
| | 10% | 9% | 9% | 11% | 12% | 9% | 11% | 10% | 10% | 12% |
| Up to 25 hours | 52 | 7 | 16 | 13 | 16 | 23 | 29 | 52 | 44 | 8 |
| | 5% | 4% | 5% | 6% | 5% | 4% | 6% | 5% | 5% | 6% |
| Up to 30 hours | 37 | 2 | 19 | 6 | 9 | 21 | 16 | 37 | 34 | 3 |
| | 4% | 1% | 6% a | 3% | 3% | 4% | 3% | 4% | 4% | 2% |
| Up to 35 hours | 8 | 2 | 3 | - | 3 | 5 | 3 | 8 | 8 | 1 |
| | 1% | 1% | 1% | -% | 1% | 1% | 1% | 1% | 1% | 1% |
| Over 40 hours | 8 | - | 1 | 1 | 7 | 1 | 7 | 8 | 8 | - |
| | 1% | -% | *% | *% | 2% | *% | 1% | 1% | 1% | -% |
| | | | | | abe | | e | | | |
| Mean number of hours | 10.2 | 8.8 | 10.2 | 9.9 | 11.2 | 9.7 | 10.7 | 10.2 | 10.3 | 9.3 |
| | | | a | | ae | | ae | a | | |
| Standard deviation | 7.87 | 6.34 | 7.84 | 7.18 | 9.10 | 7.33 | 8.37 | 7.87 | 7.99 | 6.94 |
| Standard error | .25 | .44 | .43 | .50 | .55 | .31 | .38 | .25 | .27 | .62 |
| Columns Tested: a,b,c,d,e,f,g - h,i | | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP67. (SHOWCARD) Do you have any of these rules 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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1028 | 266 | 393 | 369 | 1028 | 604 | 424 | 153 | 113 | 229 | 164 | 222 | 147 |
| Effective Weighted Sample | 968 | 256 | 365 | 350 | 968 | 571 | 397 | 147 | 109 | 214 | 152 | 211 | 139 |
| Total | 1037 | 248 | 400 | 389 | 1037 | 605 | 432 | 145 | 103 | 227 | 173 | 233 | 156 |
| Rules about only playing games with an age appropriate rating | 599 | 170 | 264 | 166 | 599 | 359 | 241 | 95 | 75 | 155 | 108 | 108 | 57 |
| | 58% | 68% | 66% | 43% | 58% | 59% | 56% | 65% | 73% | 68% | 63% | 46% | 37% |
| | | cd | cd | | c | | | kl | kl | kl | kl | | |
| Rules about only playing games with appropriate content (no violence/ nudity/ swearing etc) | 485 | 115 | 217 | 152 | 485 | 293 | 192 | 64 | 51 | 130 | 87 | 99 | 54 |
| | 47% | 46% | 54% | 39% | 47% | 48% | 44% | 44% | 49% | 57% | 50% | 42% | 34% |
| | | | cd | | c | | | | l | gkl | l | | |
| Rules about how much time they spend playing games | 484 | 119 | 215 | 150 | 484 | 310 | 174 | 72 | 47 | 136 | 79 | 102 | 47 |
| | 47% | 48% | 54% | 38% | 47% | 51% | 40% | 49% | 46% | 60% | 46% | 44% | 30% |
| | | c | cd | | c | f | | l | l | ghjkl | l | l | |
| Rules about when they can play games | 409 | 115 | 183 | 112 | 409 | 249 | 161 | 68 | 46 | 110 | 73 | 70 | 41 |
| | 39% | 46% | 46% | 29% | 39% | 41% | 37% | 47% | 45% | 49% | 42% | 30% | 27% |
| | | c | cd | | c | | | kl | kl | kl | kl | | |
| Rules about purchasing or downloading games or apps / in-app purchasing | 366 | 84 | 159 | 123 | 366 | 222 | 145 | 49 | 35 | 90 | 69 | 83 | 40 |
| | 35% | 34% | 40% | 32% | 35% | 37% | 33% | 34% | 34% | 40% | 40% | 35% | 26% |
| | | | c | | | | | | | l | l | | |
| Rules about who they can play games with | 342 | 82 | 162 | 97 | 342 | 214 | 128 | 53 | 30 | 91 | 71 | 70 | 27 |
| | 33% | 33% | 41% | 25% | 33% | 35% | 30% | 36% | 29% | 40% | 41% | 30% | 17% |
| | | c | cd | | c | | | l | l | hkl | hkl | l | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP67. (SHOWCARD) Do you have any of these rules 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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1028 | 266 | 393 | 369 | 1028 | 604 | 424 | 153 | 113 | 229 | 164 | 222 | 147 |
| Effective Weighted Sample | 968 | 256 | 365 | 350 | 968 | 571 | 397 | 147 | 109 | 214 | 152 | 211 | 139 |
| Total | 1037 | 248 | 400 | 389 | 1037 | 605 | 432 | 145 | 103 | 227 | 173 | 233 | 156 |
| Rules about whether they can play games online | 297 | 79 | 124 | 94 | 297 | 180 | 117 | 50 | 29 | 69 | 55 | 61 | 33 |
| | 29% | 32% | 31% | 24% | 29% | 30% | 27% | 35% | 28% | 30% | 32% | 26% | 21% |
| | | c | c | | | | | l | | | l | | |
| Other rules | 10 | 3 | 2 | 5 | 10 | 5 | 5 | 2 | 2 | 1 | 1 | 3 | 2 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | *% | 1% | 1% | 1% |
| ANY RULES | 817 | 211 | 342 | 264 | 817 | 487 | 330 | 125 | 86 | 196 | 146 | 166 | 97 |
| | 79% | 85% | 86% | 68% | 79% | 80% | 76% | 86% | 83% | 86% | 85% | 71% | 62% |
| | | cd | cd | | c | | | kl | kl | kl | kl | | |
| No, do not have any rules | 220 | 38 | 57 | 125 | 220 | 118 | 102 | 20 | 17 | 31 | 26 | 67 | 58 |
| | 21% | 15% | 14% | 32% | 21% | 20% | 24% | 14% | 17% | 14% | 15% | 29% | 38% |
| | | | | abd | ab | | | | | | | ghij | ghij |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
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.

QP67. (SHOWCARD) Do you have any of these rules 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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|------------|----------------------|------------------|------------|------------|-------------------|------------|------------------|------------|-----------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1028 | 209 | 340 | 203 | 276 | 549 | 479 | 1028 | 897 | 131 |
| Effective Weighted Sample | 968 | 198 | 320 | 192 | 260 | 518 | 452 | 968 | 846 | 122 |
| Total | 1037 | 202 | 328 | 211 | 296 | 530 | 507 | 1037 | 899 | 138 |
| Rules about only playing games with an age appropriate rating | 599 58% | 127 63% | 190 58% | 118 56% | 164 56% | 316 60% | 283 56% | 599 58% | 513 57% | 86 62% |
| Rules about only playing games with appropriate content (no violence/ nudity/ swearing etc) | 485 47% | 116 57% bcdfg | 153 47% | 99 47% | 118 40% | 268 51% df | 217 43% | 485 47% d | 421 47% | 63 46% |
| Rules about how much time they spend playing games | 484 47% | 121 60% bcdefg | 152 46% | 95 45% | 115 39% | 273 52% df | 210 42% | 484 47% d | 415 46% | 68 49% |
| Rules about when they can play games | 409 39% | 104 52% bcdefg | 123 37% | 86 41% | 97 33% | 227 43% df | 182 36% | 409 39% d | 359 40% | 50 36% |
| Rules about purchasing or downloading games or apps / in-app purchasing | 366 35% | 101 50% bcdefg | 112 34% | 70 33% | 83 28% | 213 40% df | 153 30% | 366 35% d | 316 35% | 50 36% |
| Rules about who they can play games with | 342 33% | 86 42% cdfg | 116 35% df | 66 31% | 74 25% | 202 38% dfg | 140 28% | 342 33% df | 298 33% | 44 32% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP67. (SHOWCARD) Do you have any of these rules 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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1028 | 209 | 340 | 203 | 276 | 549 | 479 | 1028 | 897 | 131 |
| Effective Weighted Sample | 968 | 198 | 320 | 192 | 260 | 518 | 452 | 968 | 846 | 122 |
| Total | 1037 | 202 | 328 | 211 | 296 | 530 | 507 | 1037 | 899 | 138 |
| Rules about whether they can play games online | 297 | 80 | 101 | 58 | 58 | 181 | 117 | 297 | 257 | 41 |
| | 29% | 39% | 31% | 28% | 20% | 34% | 23% | 29% | 29% | 29% |
| | | bcdgf | df | d | | dfg | | df | | |
| Other rules | 10 | 2 | 3 | 2 | 2 | 5 | 5 | 10 | 9 | 1 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| ANY RULES | 817 | 172 | 262 | 156 | 228 | 434 | 383 | 817 | 703 | 114 |
| | 79% | 85% | 80% | 74% | 77% | 82% | 76% | 79% | 78% | 82% |
| | | cdgf | | | | cf | | | | |
| No, do not have any rules | 220 | 30 | 66 | 55 | 68 | 96 | 124 | 220 | 195 | 25 |
| | 21% | 15% | 20% | 26% | 23% | 18% | 24% | 21% | 22% | 18% |
| | | | | ae | a | | ae | a | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Yes | 1056 | 254 | 406 | 396 | 1056 | 546 | 510 | 129 | 124 | 207 | 199 | 210 | 186 |
| | 77% | 68% | 81% | 79% | 77% | 79% | 74% | 69% | 66% | 83% | 80% | 84% | 74% |
| | | | ad | a | a | f | | | | ghl | gh | ghl | |
| No | 294 | 111 | 86 | 97 | 294 | 129 | 164 | 52 | 59 | 40 | 46 | 38 | 59 |
| | 21% | 30% | 17% | 19% | 21% | 19% | 24% | 28% | 32% | 16% | 18% | 15% | 24% |
| | | bcd | | | | e | | ijk | ijk | | | | ik |
| Don't know | 25 | 10 | 8 | 7 | 25 | 12 | 13 | 6 | 4 | 3 | 5 | 2 | 5 |
| | 2% | 3% | 2% | 1% | 2% | 2% | 2% | 3% | 2% | 1% | 2% | 1% | 2% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Yes | 1056 | 213 | 332 | 221 | 289 | 546 | 510 | 1056 | 919 | 137 |
| | 77% | 76% | 79% | 77% | 75% | 78% | 76% | 77% | 77% | 76% |
| No | 294 | 61 | 82 | 63 | 88 | 143 | 151 | 294 | 255 | 39 |
| | 21% | 22% | 19% | 22% | 23% | 20% | 22% | 21% | 21% | 22% |
| Don't know | 25 | 5 | 8 | 5 | 7 | 13 | 12 | 25 | 22 | 3 |
| | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|------------|-------------|-----------------|-------------------|-----------------|-----------------|------------|------------------------|-----------|--------------------|-----------------|---------------------|-----------------|
| | | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1028 | 266 | 393 | 369 | 1028 | 604 | 424 | 153 | 113 | 229 | 164 | 222 | 147 |
| Effective Weighted Sample | 968 | 256 | 365 | 350 | 968 | 571 | 397 | 147 | 109 | 214 | 152 | 211 | 139 |
| Total | 1037 | 248 | 400 | 389 | 1037 | 605 | 432 | 145 | 103 | 227 | 173 | 233 | 156 |
| Playing on their own/ against the computer or games console/ player | 489 47% | 78 31% | 201 50% a | 210 54% ad | 489 47% a | 327 54% f | 162 38% | 51 35% | 26 25% | 128 56% ghjl | 73 42% h | 148 63% ghjl | 63 40% h |
| Playing against or with someone else in the same room as them | 347 33% | 38 15% | 136 34% a | 174 45% abd | 347 33% a | 246 41% f | 101 24% | 22 15% | 16 15% | 95 42% ghjl | 40 23% | 129 55% ghijl | 45 29% gh |
| Playing against or with someone else they have met in person who is playing somewhere else | 287 28% | 18 7% | 115 29% a | 154 40% abd | 287 28% a | 220 36% f | 67 16% | 11 8% | 6 6% | 88 39% ghjl | 27 16% gh | 120 51% ghijl | 34 22% gh |
| Playing against or with one or more other people they have not met in person who are playing somewhere else | 143 14% | 12 5% | 52 13% a | 79 20% abd | 143 14% a | 115 19% f | 28 6% | 9 6% | 3 3% | 39 17% ghjl | 13 7% | 67 29% ghijl | 12 8% |
| TOTAL - PLAYS GAMES ONLINE | 619 60% | 91 37% | 252 63% a | 275 71% abd | 619 60% a | 401 66% f | 217 50% | 55 38% | 36 35% | 156 69% ghil | 96 56% qh | 190 81% qhiil | 85 55% qh |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1028 | 266 | 393 | 369 | 1028 | 604 | 424 | 153 | 113 | 229 | 164 | 222 | 147 |
| Effective Weighted Sample | 968 | 256 | 365 | 350 | 968 | 571 | 397 | 147 | 109 | 214 | 152 | 211 | 139 |
| Total | 1037 | 248 | 400 | 389 | 1037 | 605 | 432 | 145 | 103 | 227 | 173 | 233 | 156 |
| No - child does not play online games | 401 | 154 | 142 | 105 | 401 | 192 | 209 | 87 | 68 | 67 | 75 | 38 | 67 |
| | 39% | 62% | 36% | 27% | 39% | 32% | 48% | 60% | 65% | 30% | 43% | 16% | 43% |
| | | bcd | c | | c | | e | ijkl | ijkl | k | ik | | ik |
| Don't know | 17 | 3 | 5 | 9 | 17 | 12 | 5 | 3 | - | 4 | 1 | 5 | 4 |
| | 2% | 1% | 1% | 2% | 2% | 2% | 1% | 2% | -% | 2% | 1% | 2% | 2% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1028 | 209 | 340 | 203 | 276 | 549 | 479 | 1028 | 897 | 131 |
| Effective Weighted Sample | 968 | 198 | 320 | 192 | 260 | 518 | 452 | 968 | 846 | 122 |
| Total | 1037 | 202 | 328 | 211 | 296 | 530 | 507 | 1037 | 899 | 138 |
| Playing on their own/ against the computer or games console/ player | 489 | 98 | 154 | 89 | 148 | 252 | 237 | 489 | 432 | 57 |
| | 47% | 48% | 47% | 42% | 50% | 47% | 47% | 47% | 48% | 41% |
| Playing against or with someone else in the same room as them | 347 | 70 | 122 | 51 | 105 | 192 | 156 | 347 | 291 | 56 |
| | 33% | 35% | 37% | 24% | 35% | 36% | 31% | 33% | 32% | 41% |
| | | c | c | | c | c | | c | | |
| Playing against or with someone else they have met in person who is playing somewhere else | 287 | 55 | 90 | 60 | 83 | 144 | 142 | 287 | 250 | 37 |
| | 28% | 27% | 27% | 28% | 28% | 27% | 28% | 28% | 28% | 27% |
| Playing against or with one or more other people they have not met in person who are playing somewhere else | 143 | 36 | 49 | 19 | 40 | 84 | 59 | 143 | 126 | 17 |
| | 14% | 18% | 15% | 9% | 14% | 16% | 12% | 14% | 14% | 12% |
| | | cf | c | | | c | | | | |
| TOTAL - PLAYS GAMES ONLINE | 619 | 120 | 197 | 117 | 185 | 317 | 302 | 619 | 533 | 86 |
| | 60% | 59% | 60% | 55% | 63% | 60% | 60% | 60% | 59% | 62% |
| No - child does not play online games | 401 | 78 | 124 | 92 | 107 | 202 | 199 | 401 | 350 | 51 |
| | 39% | 38% | 38% | 44% | 36% | 38% | 39% | 39% | 39% | 37% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1028 | 209 | 340 | 203 | 276 | 549 | 479 | 1028 | 897 | 131 |
| Effective Weighted Sample | 968 | 198 | 320 | 192 | 260 | 518 | 452 | 968 | 846 | 122 |
| Total | 1037 | 202 | 328 | 211 | 296 | 530 | 507 | 1037 | 899 | 138 |
| Don't know | 17 | 5 | 7 | 2 | 3 | 12 | 5 | 17 | 16 | 1 |
| | 2% | 2% | 2% | 1% | 1% | 2% | 1% | 2% | 2% | 1% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP71. Are there any controls set on either the handheld games player or the games console connected to a TV? IF NECESSARY - 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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|--------|------|--------|------|--------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE |
| Significance Level: 95% | | a | b | c | d | e | f | ~g | ~h | i | ~j | k | ~l |
| Unweighted total | 711 | 139 | 290 | 282 | 711 | 486 | 225 | 94 | 45 | 193 | 97 | 199 | 83 |
| Effective Weighted Sample | 672 | 134 | 271 | 268 | 672 | 460 | 212 | 91 | 43 | 180 | 91 | 189 | 79 |
| Total | 737 | 135 | 300 | 302 | 737 | 498 | 239 | 92 | 42 | 194 | 106 | 211 | 91 |
| Yes | 263 | 60 | 122 | 81 | 263 | 181 | 81 | ** | ** | 76 | ** | 64 | ** |
| | 36% | 45% | 41% | 27% | 36% | 36% | 34% | ** | ** | 39% | ** | 30% | ** |
| | | c | c | | c | | | | | | | | |
| No | 425 | 67 | 159 | 199 | 425 | 287 | 137 | ** | ** | 109 | ** | 133 | ** |
| | 58% | 50% | 53% | 66% | 58% | 58% | 57% | ** | ** | 56% | ** | 63% | ** |
| | | | | abd | | | | | | | | | |
| Don't know | 49 | 8 | 19 | 22 | 49 | 29 | 20 | ** | ** | 10 | ** | 13 | ** |
| | 7% | 6% | 6% | 7% | 7% | 6% | 9% | ** | ** | 5% | ** | 6% | ** |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QP71. Are there any controls set on either the handheld games player or the games console connected to a TV? IF NECESSARY - 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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | ~i |
| Unweighted total | 711 | 145 | 223 | 140 | 203 | 368 | 343 | 711 | 621 | 90 |
| Effective Weighted Sample | 672 | 138 | 211 | 133 | 191 | 349 | 325 | 672 | 588 | 84 |
| Total | 737 | 143 | 219 | 152 | 223 | 362 | 374 | 737 | 639 | 98 |
| Yes | 263 | 58 | 75 | 56 | 73 | 133 | 129 | 263 | 222 | ** |
| | 36% | 41% | 34% | 37% | 33% | 37% | 35% | 36% | 35% | ** |
| No | 425 | 73 | 130 | 82 | 139 | 203 | 221 | 425 | 375 | ** |
| | 58% | 51% | 59% | 54% | 63% | 56% | 59% | 58% | 59% | ** |
| | | | | a | | | | | | |
| Don't know | 49 | 12 | 14 | 13 | 10 | 26 | 24 | 49 | 43 | ** |
| | 7% | 8% | 6% | 9% | 5% | 7% | 6% | 7% | 7% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1028 | 266 | 393 | 369 | 1028 | 604 | 424 | 153 | 113 | 229 | 164 | 222 | 147 |
| Effective Weighted Sample | 968 | 256 | 365 | 350 | 968 | 571 | 397 | 147 | 109 | 214 | 152 | 211 | 139 |
| Total | 1037 | 248 | 400 | 389 | 1037 | 605 | 432 | 145 | 103 | 227 | 173 | 233 | 156 |
| Very concerned | 100 | 20 | 38 | 41 | 100 | 61 | 39 | 12 | 9 | 22 | 16 | 27 | 14 |
| | 10% | 8% | 10% | 11% | 10% | 10% | 9% | 8% | 9% | 10% | 9% | 12% | 9% |
| Fairly concerned | 204 | 33 | 84 | 87 | 204 | 144 | 60 | 24 | 9 | 55 | 29 | 64 | 22 |
| | 20% | 13% | 21% | 22% | 20% | 24% | 14% | 16% | 9% | 24% | 17% | 28% | 14% |
| | | | a | a | a | f | | | | hl | | ghjl | |
| TOTAL CONCERNED | 304 | 53 | 123 | 128 | 304 | 204 | 99 | 35 | 18 | 78 | 45 | 91 | 36 |
| | 29% | 21% | 31% | 33% | 29% | 34% | 23% | 24% | 17% | 34% | 26% | 39% | 23% |
| | | | a | a | a | f | | | | ghl | | ghjl | |
| Neither/ nor | 123 | 23 | 50 | 50 | 123 | 70 | 53 | 15 | 8 | 28 | 23 | 28 | 22 |
| | 12% | 9% | 13% | 13% | 12% | 12% | 12% | 10% | 8% | 12% | 13% | 12% | 14% |
| Not very concerned | 204 | 48 | 83 | 73 | 204 | 125 | 79 | 28 | 19 | 48 | 35 | 48 | 25 |
| | 20% | 19% | 21% | 19% | 20% | 21% | 18% | 20% | 19% | 21% | 20% | 21% | 16% |
| Not at all concerned | 402 | 123 | 143 | 136 | 402 | 203 | 198 | 66 | 57 | 73 | 70 | 64 | 72 |
| | 39% | 49% | 36% | 35% | 39% | 34% | 46% | 45% | 55% | 32% | 40% | 28% | 46% |
| | | bcd | | | | e | | ik | ijk | | k | | ik |
| TOTAL NOT CONCERNED | 605 | 171 | 226 | 209 | 605 | 328 | 277 | 94 | 77 | 122 | 104 | 113 | 96 |
| | 58% | 69% | 57% | 54% | 58% | 54% | 64% | 65% | 74% | 54% | 60% | 48% | 62% |
| | | bcd | | | | e | | ik | ijkl | | k | | k |
| Don't know | 4 | 2 | 1 | 2 | 4 | 2 | 2 | 1 | 1 | - | 1 | 1 | 1 |
| | 0.4% | 1% | 0.3% | 1% | 0.4% | 0.3% | 0.5% | 1% | 1% | 0% | 0.6% | 1% | 0.6% |
| TOTAL NEITHER/ DON'T KNOW | 128 | 25 | 51 | 52 | 128 | 73 | 55 | 16 | 9 | 28 | 23 | 29 | 23 |
| | 12% | 10% | 13% | 13% | 12% | 12% | 13% | 11% | 9% | 12% | 13% | 13% | 15% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|------|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1028 | 209 | 340 | 203 | 276 | 549 | 479 | 1028 | 897 | 131 |
| Effective Weighted Sample | 968 | 198 | 320 | 192 | 260 | 518 | 452 | 968 | 846 | 122 |
| Total | 1037 | 202 | 328 | 211 | 296 | 530 | 507 | 1037 | 899 | 138 |
| Very concerned | 100 | 19 | 36 | 24 | 21 | 55 | 45 | 100 | 86 | 14 |
| | 10% | 9% | 11% | 11% | 7% | 10% | 9% | 10% | 10% | 10% |
| Fairly concerned | 204 | 49 | 63 | 28 | 64 | 112 | 92 | 204 | 175 | 29 |
| | 20% | 24% | 19% | 13% | 22% | 21% | 18% | 20% | 19% | 21% |
| | | c | | | c | c | | c | | |
| TOTAL CONCERNED | 304 | 68 | 99 | 52 | 85 | 167 | 137 | 304 | 261 | 43 |
| | 29% | 34% | 30% | 25% | 29% | 32% | 27% | 29% | 29% | 31% |
| | | c | | | | | | | | |
| Neither/ nor | 123 | 29 | 39 | 20 | 36 | 68 | 55 | 123 | 110 | 13 |
| | 12% | 14% | 12% | 9% | 12% | 13% | 11% | 12% | 12% | 10% |
| Not very concerned | 204 | 37 | 67 | 41 | 60 | 103 | 101 | 204 | 184 | 19 |
| | 20% | 18% | 20% | 19% | 20% | 19% | 20% | 20% | 21% | 14% |
| Not at all concerned | 402 | 68 | 120 | 98 | 116 | 188 | 214 | 402 | 340 | 62 |
| | 39% | 34% | 36% | 47% | 39% | 35% | 42% | 39% | 38% | 45% |
| | | | | abeg | | | ae | | | |
| TOTAL NOT CONCERNED | 605 | 105 | 186 | 139 | 175 | 291 | 315 | 605 | 524 | 81 |
| | 58% | 52% | 57% | 66% | 59% | 55% | 62% | 58% | 58% | 59% |
| | | | | abe | | | ae | | | |
| Don't know | 4 | - | 4 | 1 | - | 4 | 1 | 4 | 3 | 1 |
| | *% | -% | 1% | *% | -% | 1% | *% | *% | *% | 1% |
| TOTAL NEITHER/ DON'T KNOW | 128 | 29 | 43 | 20 | 36 | 72 | 56 | 128 | 113 | 15 |
| | 12% | 14% | 13% | 10% | 12% | 14% | 11% | 12% | 13% | 11% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1028 | 266 | 393 | 369 | 1028 | 604 | 424 | 153 | 113 | 229 | 164 | 222 | 147 |
| Effective Weighted Sample | 968 | 256 | 365 | 350 | 968 | 571 | 397 | 147 | 109 | 214 | 152 | 211 | 139 |
| Total | 1037 | 248 | 400 | 389 | 1037 | 605 | 432 | 145 | 103 | 227 | 173 | 233 | 156 |
| Very concerned | 124 | 23 | 49 | 53 | 124 | 79 | 45 | 12 | 11 | 27 | 22 | 40 | 12 |
| | 12% | 9% | 12% | 14% | 12% | 13% | 10% | 8% | 11% | 12% | 12% | 17% | 8% |
| Fairly concerned | 238 | 33 | 106 | 99 | 238 | 172 | 66 | 19 | 14 | 75 | 31 | 78 | 21 |
| | 23% | 13% | 27% | 25% | 23% | 28% | 15% | 13% | 14% | 33% | 18% | 34% | 13% |
| | | | a | a | a | f | | | | ghjl | | ghjl | |
| TOTAL CONCERNED | 362 | 56 | 155 | 151 | 362 | 251 | 111 | 30 | 25 | 102 | 53 | 118 | 33 |
| | 35% | 22% | 39% | 39% | 35% | 41% | 26% | 21% | 25% | 45% | 31% | 51% | 21% |
| | | | a | a | a | f | | | | ghjl | | ghjl | |
| Neither/ nor | 99 | 20 | 37 | 42 | 99 | 47 | 52 | 10 | 9 | 16 | 20 | 20 | 22 |
| | 10% | 8% | 9% | 11% | 10% | 8% | 12% | 7% | 9% | 7% | 12% | 9% | 14% |
| | | | | | | e | | | | | | | i |
| Not very concerned | 217 | 51 | 93 | 73 | 217 | 129 | 88 | 38 | 14 | 51 | 42 | 41 | 33 |
| | 21% | 21% | 23% | 19% | 21% | 21% | 20% | 26% | 13% | 22% | 24% | 17% | 21% |
| | | | | | | | | h | | h | h | | |
| Not at all concerned | 356 | 121 | 114 | 121 | 356 | 176 | 180 | 66 | 55 | 56 | 57 | 54 | 67 |
| | 34% | 49% | 28% | 31% | 34% | 29% | 42% | 45% | 53% | 25% | 33% | 23% | 43% |
| | | bcd | | | b | e | | ijk | ijk | | k | | ik |
| TOTAL NOT CONCERNED | 573 | 172 | 207 | 195 | 573 | 305 | 268 | 103 | 68 | 107 | 100 | 95 | 100 |
| | 55% | 69% | 52% | 50% | 55% | 50% | 62% | 71% | 66% | 47% | 58% | 41% | 64% |
| | | bcd | | | | e | | ijk | ik | | k | | ik |
| Don't know | 3 | 1 | 1 | 1 | 3 | 2 | 1 | 1 | - | 1 | - | - | 1 |
| | *% | *% | *% | *% | *% | *% | *% | 1% | -% | 1% | -% | -% | *% |
| TOTAL NEITHER/ DON'T KNOW | 102 | 21 | 38 | 43 | 102 | 49 | 52 | 11 | 9 | 17 | 20 | 20 | 22 |
| | 10% | 8% | 9% | 11% | 10% | 8% | 12% | 8% | 9% | 8% | 12% | 9% | 14% |
| | | | | | | e | | | | | | | i |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1028 | 209 | 340 | 203 | 276 | 549 | 479 | 1028 | 897 | 131 |
| Effective Weighted Sample | 968 | 198 | 320 | 192 | 260 | 518 | 452 | 968 | 846 | 122 |
| Total | 1037 | 202 | 328 | 211 | 296 | 530 | 507 | 1037 | 899 | 138 |
| Very concerned | 124 | 19 | 43 | 30 | 32 | 62 | 62 | 124 | 102 | 22 |
| | 12% | 10% | 13% | 14% | 11% | 12% | 12% | 12% | 11% | 16% |
| Fairly concerned | 238 | 58 | 75 | 40 | 64 | 133 | 105 | 238 | 206 | 32 |
| | 23% | 29% | 23% | 19% | 22% | 25% | 21% | 23% | 23% | 23% |
| | | cf | | | | | | | | |
| TOTAL CONCERNED | 362 | 77 | 118 | 70 | 96 | 195 | 167 | 362 | 308 | 54 |
| | 35% | 38% | 36% | 33% | 33% | 37% | 33% | 35% | 34% | 39% |
| Neither/ nor | 99 | 24 | 32 | 21 | 22 | 56 | 43 | 99 | 88 | 10 |
| | 10% | 12% | 10% | 10% | 7% | 11% | 8% | 10% | 10% | 8% |
| Not very concerned | 217 | 42 | 76 | 34 | 66 | 117 | 100 | 217 | 191 | 26 |
| | 21% | 21% | 23% | 16% | 22% | 22% | 20% | 21% | 21% | 19% |
| Not at all concerned | 356 | 58 | 101 | 85 | 112 | 159 | 197 | 356 | 308 | 47 |
| | 34% | 29% | 31% | 40% | 38% | 30% | 39% | 34% | 34% | 34% |
| | | | | abe | ae | | abe | | | |
| TOTAL NOT CONCERNED | 573 | 100 | 176 | 119 | 178 | 276 | 297 | 573 | 500 | 74 |
| | 55% | 49% | 54% | 56% | 60% | 52% | 59% | 55% | 56% | 53% |
| | | | | ae | ae | | ae | | | |
| Don't know | 3 | 1 | 1 | - | - | 3 | - | 3 | 2 | 1 |
| | *% | 1% | *% | -% | -% | 1% | -% | *% | *% | *% |
| TOTAL NEITHER/ DON'T KNOW | 102 | 25 | 34 | 21 | 22 | 59 | 43 | 102 | 91 | 11 |
| | 10% | 12% | 10% | 10% | 7% | 11% | 8% | 10% | 10% | 8% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | ~j | k | ~l |
| Unweighted total | 594 | 96 | 239 | 259 | 594 | 391 | 203 | 59 | 37 | 151 | 88 | 181 | 78 |
| Effective Weighted Sample | 560 | 92 | 223 | 245 | 560 | 368 | 191 | 56 | 36 | 141 | 82 | 172 | 74 |
| Total | 619 | 91 | 252 | 275 | 619 | 401 | 217 | 55 | 36 | 156 | 96 | 190 | 85 |
| Very concerned | 73 | ** | 32 | 31 | 73 | 50 | 23 | ** | ** | 21 | ** | 24 | ** |
| | 12% | ** | 13% | 11% | 12% | 12% | 11% | ** | ** | 14% | ** | 12% | ** |
| Fairly concerned | 108 | ** | 52 | 43 | 108 | 81 | 27 | ** | ** | 38 | ** | 31 | ** |
| | 18% | ** | 20% | 16% | 18% | 20% | 12% | ** | ** | 25% | ** | 16% | ** |
| | | | | | | f | | | | | | | |
| TOTAL CONCERNED | 181 | ** | 84 | 74 | 181 | 131 | 50 | ** | ** | 60 | ** | 55 | ** |
| | 29% | ** | 33% | 27% | 29% | 33% | 23% | ** | ** | 38% | ** | 29% | ** |
| | | | | | | f | | | | | | | |
| Neither/ nor | 62 | ** | 24 | 30 | 62 | 40 | 21 | ** | ** | 13 | ** | 21 | ** |
| | 10% | ** | 9% | 11% | 10% | 10% | 10% | ** | ** | 8% | ** | 11% | ** |
| Not very concerned | 137 | ** | 47 | 73 | 137 | 101 | 36 | ** | ** | 31 | ** | 60 | ** |
| | 22% | ** | 18% | 27% | 22% | 25% | 17% | ** | ** | 20% | ** | 32% | ** |
| | | | | b | | f | | | | | | i | |
| Not at all concerned | 237 | ** | 98 | 96 | 237 | 128 | 109 | ** | ** | 53 | ** | 54 | ** |
| | 38% | ** | 39% | 35% | 38% | 32% | 50% | ** | ** | 34% | ** | 28% | ** |
| | | | | | | e | | | | | | | |
| TOTAL NOT CONCERNED | 374 | ** | 145 | 169 | 374 | 229 | 145 | ** | ** | 84 | ** | 113 | ** |
| | 60% | ** | 57% | 62% | 60% | 57% | 67% | ** | ** | 54% | ** | 60% | ** |
| | | | | | | e | | | | | | | |
| Don't know | 2 | ** | - | 2 | 2 | 2 | 1 | ** | ** | - | ** | 1 | ** |
| | % | ** | -% | 1% | % | % | % | ** | ** | -% | ** | % | ** |
| TOTAL NEITHER/ DON'T KNOW | 64 | ** | 24 | 32 | 64 | 42 | 22 | ** | ** | 13 | ** | 22 | ** |
| | 10% | ** | 9% | 12% | 10% | 10% | 10% | ** | ** | 8% | ** | 11% | ** |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|------|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | ~i |
| Unweighted total | 594 | 123 | 200 | 106 | 165 | 323 | 271 | 594 | 517 | 77 |
| Effective Weighted Sample | 560 | 116 | 188 | 101 | 156 | 305 | 257 | 560 | 488 | 72 |
| Total | 619 | 120 | 197 | 117 | 185 | 317 | 302 | 619 | 533 | 86 |
| Very concerned | 73 | 15 | 20 | 17 | 22 | 35 | 38 | 73 | 62 | ** |
| | 12% | 13% | 10% | 14% | 12% | 11% | 13% | 12% | 12% | ** |
| Fairly concerned | 108 | 29 | 40 | 17 | 22 | 69 | 39 | 108 | 90 | ** |
| | 18% | 25% | 20% | 15% | 12% | 22% | 13% | 18% | 17% | ** |
| | | df | df | | | df | | | | |
| TOTAL CONCERNED | 181 | 45 | 59 | 34 | 44 | 104 | 78 | 181 | 152 | ** |
| | 29% | 37% | 30% | 29% | 24% | 33% | 26% | 29% | 29% | ** |
| | | df | | | | d | | | | |
| Neither/ nor | 62 | 12 | 21 | 9 | 19 | 34 | 28 | 62 | 56 | ** |
| | 10% | 10% | 11% | 7% | 10% | 11% | 9% | 10% | 10% | ** |
| Not very concerned | 137 | 30 | 49 | 16 | 42 | 79 | 58 | 137 | 121 | ** |
| | 22% | 25% | 25% | 14% | 23% | 25% | 19% | 22% | 23% | ** |
| | | c | c | | | c | | | | |
| Not at all concerned | 237 | 32 | 67 | 58 | 80 | 99 | 138 | 237 | 203 | ** |
| | 38% | 27% | 34% | 49% | 43% | 31% | 46% | 38% | 38% | ** |
| | | | | abeg | ae | | abeg | ae | | |
| TOTAL NOT CONCERNED | 374 | 62 | 116 | 74 | 122 | 178 | 196 | 374 | 324 | ** |
| | 60% | 52% | 59% | 63% | 66% | 56% | 65% | 60% | 61% | ** |
| | | | | ae | ae | | ae | | | |
| Don't know | 2 | 1 | 1 | 1 | - | 2 | 1 | 2 | 1 | ** |
| | *% | 1% | *% | 1% | -% | 1% | *% | *% | *% | ** |
| TOTAL NEITHER/ DON'T KNOW | 64 | 13 | 22 | 9 | 19 | 35 | 29 | 64 | 56 | ** |
| | 10% | 11% | 11% | 8% | 10% | 11% | 9% | 10% | 11% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1028 | 266 | 393 | 369 | 1028 | 604 | 424 | 153 | 113 | 229 | 164 | 222 | 147 |
| Effective Weighted Sample | 968 | 256 | 365 | 350 | 968 | 571 | 397 | 147 | 109 | 214 | 152 | 211 | 139 |
| Total | 1037 | 248 | 400 | 389 | 1037 | 605 | 432 | 145 | 103 | 227 | 173 | 233 | 156 |
| Very concerned | 137 | 27 | 56 | 54 | 137 | 87 | 50 | 17 | 11 | 34 | 21 | 36 | 18 |
| | 13% | 11% | 14% | 14% | 13% | 14% | 12% | 12% | 10% | 15% | 12% | 15% | 12% |
| Fairly concerned | 171 | 32 | 76 | 63 | 171 | 114 | 57 | 23 | 10 | 49 | 27 | 43 | 20 |
| | 17% | 13% | 19% | 16% | 17% | 19% | 13% | 16% | 9% | 21% | 16% | 18% | 13% |
| | | | a | | | f | | | | hl | | h | |
| TOTAL CONCERNED | 308 | 60 | 132 | 116 | 308 | 201 | 107 | 40 | 20 | 83 | 49 | 78 | 38 |
| | 30% | 24% | 33% | 30% | 30% | 33% | 25% | 27% | 19% | 37% | 28% | 34% | 24% |
| | | | a | | | f | | | | hl | | h | |
| Neither/ nor | 106 | 20 | 39 | 47 | 106 | 66 | 40 | 11 | 9 | 24 | 15 | 30 | 16 |
| | 10% | 8% | 10% | 12% | 10% | 11% | 9% | 8% | 8% | 11% | 9% | 13% | 10% |
| Not very concerned | 177 | 34 | 69 | 73 | 177 | 106 | 70 | 23 | 11 | 35 | 35 | 49 | 24 |
| | 17% | 14% | 17% | 19% | 17% | 18% | 16% | 16% | 11% | 15% | 20% | 21% | 16% |
| | | | | | | | | | | | | h | |
| Not at all concerned | 434 | 131 | 157 | 146 | 434 | 221 | 213 | 68 | 63 | 83 | 74 | 70 | 75 |
| | 42% | 53% | 39% | 38% | 42% | 37% | 49% | 47% | 61% | 36% | 43% | 30% | 48% |
| | | bcd | | | | | e | ik | gijk | | k | | ik |
| TOTAL NOT CONCERNED | 611 | 165 | 226 | 219 | 611 | 328 | 283 | 91 | 75 | 117 | 109 | 120 | 100 |
| | 59% | 67% | 57% | 56% | 59% | 54% | 66% | 63% | 72% | 52% | 63% | 51% | 64% |
| | | bcd | | | | | e | ik | ik | | ik | | ik |
| Don't know | 12 | 3 | 3 | 7 | 12 | 10 | 2 | 3 | - | 3 | - | 5 | 2 |
| | 1% | 1% | 1% | 2% | 1% | 2% | 1% | 2% | - | 1% | - | 2% | 1% |
| TOTAL NEITHER/ DON'T KNOW | 118 | 23 | 42 | 53 | 118 | 76 | 42 | 14 | 9 | 27 | 15 | 35 | 18 |
| | 11% | 9% | 10% | 14% | 11% | 13% | 10% | 10% | 8% | 12% | 9% | 15% | 12% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1028 | 209 | 340 | 203 | 276 | 549 | 479 | 1028 | 897 | 131 |
| Effective Weighted Sample | 968 | 198 | 320 | 192 | 260 | 518 | 452 | 968 | 846 | 122 |
| Total | 1037 | 202 | 328 | 211 | 296 | 530 | 507 | 1037 | 899 | 138 |
| Very concerned | 137 | 31 | 39 | 35 | 31 | 70 | 67 | 137 | 122 | 15 |
| | 13% | 15% | 12% | 17% | 11% | 13% | 13% | 13% | 14% | 11% |
| Fairly concerned | 171 | 40 | 49 | 27 | 56 | 88 | 83 | 171 | 142 | 29 |
| | 17% | 20% | 15% | 13% | 19% | 17% | 16% | 17% | 16% | 21% |
| TOTAL CONCERNED | 308 | 70 | 88 | 62 | 87 | 158 | 150 | 308 | 264 | 44 |
| | 30% | 35% | 27% | 30% | 30% | 30% | 30% | 30% | 29% | 32% |
| Neither/ nor | 106 | 21 | 40 | 19 | 26 | 61 | 45 | 106 | 100 | 6 |
| | 10% | 10% | 12% | 9% | 9% | 11% | 9% | 10% | 11% | 4% |
| | | | | | | | | | i | |
| Not very concerned | 177 | 33 | 67 | 32 | 45 | 99 | 77 | 177 | 155 | 21 |
| | 17% | 16% | 20% | 15% | 15% | 19% | 15% | 17% | 17% | 15% |
| Not at all concerned | 434 | 75 | 126 | 96 | 137 | 201 | 233 | 434 | 372 | 62 |
| | 42% | 37% | 38% | 46% | 46% | 38% | 46% | 42% | 41% | 45% |
| | | | | | e | | abe | | | |
| TOTAL NOT CONCERNED | 611 | 108 | 193 | 128 | 182 | 301 | 310 | 611 | 527 | 83 |
| | 59% | 54% | 59% | 61% | 62% | 57% | 61% | 59% | 59% | 60% |
| Don't know | 12 | 3 | 8 | 1 | 1 | 10 | 2 | 12 | 7 | 5 |
| | 1% | 1% | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 4% |
| | | | df | | | f | | | | h |
| TOTAL NEITHER/ DON'T KNOW | 118 | 24 | 47 | 21 | 27 | 71 | 47 | 118 | 107 | 11 |
| | 11% | 12% | 14% | 10% | 9% | 13% | 9% | 11% | 12% | 8% |
| | | | df | | | f | | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------|-------------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------------------|-------------------|----------------|-----------------|-------------------|-----------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1028 | 266 | 393 | 369 | 1028 | 604 | 424 | 153 | 113 | 229 | 164 | 222 | 147 |
| Effective Weighted Sample | 968 | 256 | 365 | 350 | 968 | 571 | 397 | 147 | 109 | 214 | 152 | 211 | 139 |
| Total | 1037 | 248 | 400 | 389 | 1037 | 605 | 432 | 145 | 103 | 227 | 173 | 233 | 156 |
| Very concerned | 107 10% | 22 9% | 45 11% | 39 10% | 107 10% | 61 10% | 45 10% | 11 8% | 11 10% | 24 11% | 21 12% | 26 11% | 13 9% |
| Fairly concerned | 138 13% | 21 8% | 53 13% | 64 17% a | 138 13% a | 86 14% | 52 12% | 12 8% | 9 8% | 32 14% | 21 12% | 42 18% gh | 22 14% |
| TOTAL CONCERNED | 245 24% | 42 17% | 99 25% a | 104 27% a | 245 24% a | 148 24% | 97 22% | 23 16% | 19 19% | 56 25% g | 42 24% | 68 29% gh | 36 23% |
| Neither/ nor | 116 11% | 20 8% | 42 10% | 55 14% a | 116 11% | 78 13% | 39 9% | 12 8% | 8 7% | 28 12% | 14 8% | 38 16% ghj | 17 11% |
| Not very concerned | 164 16% | 23 9% | 65 16% a | 76 19% a | 164 16% a | 112 19% f | 51 12% | 17 12% | 6 6% | 41 18% h | 24 14% h | 54 23% ghjl | 22 14% h |
| Not at all concerned | 503 48% | 162 65% bcd | 189 47% c | 152 39% | 503 48% c | 261 43% | 242 56% e | 91 63% ik | 71 68% ijkl | 98 43% k | 91 53% k | 71 31% | 80 52% k |
| TOTAL NOT CONCERNED | 667 64% | 185 75% bcd | 254 64% | 227 58% | 667 64% | 373 62% | 294 68% e | 109 75% ik | 77 74% ik | 139 61% | 115 67% k | 125 54% | 102 66% k |
| Don't know | 10 1% | 1 *% | 5 1% | 4 1% | 10 1% | 7 1% | 2 1% | 1 1% | - -% | 4 2% | 1 1% | 2 1% | 1 1% |
| TOTAL NEITHER/ DON'T KNOW | 126 12% | 21 8% | 47 12% | 58 15% a | 126 12% | 85 14% f | 41 10% | 13 9% | 8 7% | 32 14% | 15 9% | 40 17% ghj | 18 12% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1028 | 209 | 340 | 203 | 276 | 549 | 479 | 1028 | 897 | 131 |
| Effective Weighted Sample | 968 | 198 | 320 | 192 | 260 | 518 | 452 | 968 | 846 | 122 |
| Total | 1037 | 202 | 328 | 211 | 296 | 530 | 507 | 1037 | 899 | 138 |
| Very concerned | 107 | 20 | 29 | 29 | 29 | 48 | 58 | 107 | 93 | 13 |
| | 10% | 10% | 9% | 14% | 10% | 9% | 11% | 10% | 10% | 10% |
| Fairly concerned | 138 | 44 | 43 | 22 | 29 | 87 | 51 | 138 | 119 | 19 |
| | 13% | 22% | 13% | 11% | 10% | 16% | 10% | 13% | 13% | 14% |
| | | bcd | fg | | | df | | | | |
| TOTAL CONCERNED | 245 | 63 | 72 | 51 | 58 | 135 | 109 | 245 | 212 | 33 |
| | 24% | 31% | 22% | 24% | 20% | 26% | 22% | 24% | 24% | 24% |
| | | bdf | | | | | | | | |
| Neither/ nor | 116 | 25 | 38 | 21 | 33 | 63 | 54 | 116 | 108 | 9 |
| | 11% | 12% | 11% | 10% | 11% | 12% | 11% | 11% | 12% | 6% |
| Not very concerned | 164 | 29 | 60 | 25 | 50 | 89 | 75 | 164 | 146 | 18 |
| | 16% | 14% | 18% | 12% | 17% | 17% | 15% | 16% | 16% | 13% |
| Not at all concerned | 503 | 81 | 154 | 114 | 154 | 235 | 268 | 503 | 426 | 77 |
| | 48% | 40% | 47% | 54% | 52% | 44% | 53% | 48% | 47% | 55% |
| | | | | ae | ae | | ae | a | | |
| TOTAL NOT CONCERNED | 667 | 110 | 214 | 139 | 204 | 324 | 343 | 667 | 572 | 95 |
| | 64% | 54% | 65% | 66% | 69% | 61% | 68% | 64% | 64% | 68% |
| | | | a | a | ae | | ae | a | | |
| Don't know | 10 | 4 | 5 | - | 1 | 8 | 1 | 10 | 7 | 3 |
| | 1% | 2% | 1% | -% | 1% | 2% | 1% | 1% | 1% | 2% |
| | | f | | | | f | | | | |
| TOTAL NEITHER/ DON'T KNOW | 126 | 29 | 42 | 21 | 34 | 71 | 55 | 126 | 115 | 11 |
| | 12% | 14% | 13% | 10% | 11% | 13% | 11% | 12% | 13% | 8% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1028 | 266 | 393 | 369 | 1028 | 604 | 424 | 153 | 113 | 229 | 164 | 222 | 147 |
| Effective Weighted Sample | 968 | 256 | 365 | 350 | 968 | 571 | 397 | 147 | 109 | 214 | 152 | 211 | 139 |
| Total | 1037 | 248 | 400 | 389 | 1037 | 605 | 432 | 145 | 103 | 227 | 173 | 233 | 156 |
| Very concerned | 93 | 25 | 34 | 35 | 93 | 53 | 40 | 16 | 8 | 17 | 17 | 21 | 14 |
| | 9% | 10% | 8% | 9% | 9% | 9% | 9% | 11% | 8% | 7% | 10% | 9% | 9% |
| Fairly concerned | 188 | 44 | 79 | 66 | 188 | 115 | 74 | 22 | 22 | 51 | 27 | 42 | 24 |
| | 18% | 18% | 20% | 17% | 18% | 19% | 17% | 15% | 21% | 23% | 16% | 18% | 16% |
| TOTAL CONCERNED | 282 | 68 | 113 | 101 | 282 | 168 | 114 | 38 | 30 | 68 | 45 | 62 | 39 |
| | 27% | 28% | 28% | 26% | 27% | 28% | 26% | 26% | 29% | 30% | 26% | 27% | 25% |
| Neither/ nor | 126 | 28 | 50 | 48 | 126 | 69 | 56 | 15 | 13 | 27 | 22 | 27 | 21 |
| | 12% | 11% | 12% | 12% | 12% | 11% | 13% | 10% | 13% | 12% | 13% | 12% | 14% |
| Not very concerned | 206 | 38 | 87 | 81 | 206 | 134 | 72 | 26 | 12 | 53 | 34 | 55 | 26 |
| | 20% | 15% | 22% | 21% | 20% | 22% | 17% | 18% | 12% | 23% | 19% | 23% | 17% |
| | | a | | | | f | | | | h | | h | |
| Not at all concerned | 392 | 109 | 141 | 142 | 392 | 217 | 175 | 63 | 45 | 71 | 70 | 83 | 60 |
| | 38% | 44% | 35% | 37% | 38% | 36% | 41% | 44% | 44% | 31% | 41% | 35% | 38% |
| | | b | | | | | | i | i | | | | |
| TOTAL NOT CONCERNED | 598 | 147 | 228 | 223 | 598 | 350 | 247 | 89 | 58 | 124 | 104 | 137 | 86 |
| | 58% | 59% | 57% | 57% | 58% | 58% | 57% | 61% | 56% | 55% | 60% | 59% | 55% |
| Don't know | 32 | 5 | 10 | 17 | 32 | 18 | 14 | 3 | 2 | 8 | 2 | 7 | 10 |
| | 3% | 2% | 2% | 4% | 3% | 3% | 3% | 2% | 2% | 3% | 1% | 3% | 6% |
| | | | | | | | | | | | | | j |
| TOTAL NEITHER/ DON'T KNOW | 157 | 33 | 59 | 65 | 157 | 87 | 70 | 18 | 15 | 35 | 24 | 34 | 31 |
| | 15% | 13% | 15% | 17% | 15% | 14% | 16% | 12% | 15% | 15% | 14% | 15% | 20% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1028 | 209 | 340 | 203 | 276 | 549 | 479 | 1028 | 897 | 131 |
| Effective Weighted Sample | 968 | 198 | 320 | 192 | 260 | 518 | 452 | 968 | 846 | 122 |
| Total | 1037 | 202 | 328 | 211 | 296 | 530 | 507 | 1037 | 899 | 138 |
| Very concerned | 93 | 18 | 34 | 22 | 20 | 51 | 42 | 93 | 84 | 9 |
| | 9% | 9% | 10% | 10% | 7% | 10% | 8% | 9% | 9% | 7% |
| Fairly concerned | 188 | 52 | 52 | 32 | 52 | 104 | 84 | 188 | 168 | 21 |
| | 18% | 26% | 16% | 15% | 18% | 20% | 17% | 18% | 19% | 15% |
| | | bcd | fg | | | | | | | |
| TOTAL CONCERNED | 282 | 70 | 86 | 54 | 72 | 156 | 126 | 282 | 252 | 30 |
| | 27% | 35% | 26% | 26% | 24% | 29% | 25% | 27% | 28% | 22% |
| | | bdf | g | | | | | | | |
| Neither/ nor | 126 | 23 | 39 | 28 | 36 | 62 | 64 | 126 | 112 | 14 |
| | 12% | 11% | 12% | 13% | 12% | 12% | 13% | 12% | 12% | 10% |
| Not very concerned | 206 | 37 | 72 | 32 | 65 | 109 | 97 | 206 | 178 | 28 |
| | 20% | 18% | 22% | 15% | 22% | 20% | 19% | 20% | 20% | 20% |
| Not at all concerned | 392 | 69 | 120 | 89 | 114 | 189 | 203 | 392 | 333 | 58 |
| | 38% | 34% | 36% | 42% | 39% | 36% | 40% | 38% | 37% | 42% |
| TOTAL NOT CONCERNED | 598 | 106 | 192 | 121 | 179 | 297 | 301 | 598 | 512 | 86 |
| | 58% | 52% | 58% | 58% | 61% | 56% | 59% | 58% | 57% | 62% |
| Don't know | 32 | 4 | 12 | 7 | 9 | 16 | 16 | 32 | 23 | 8 |
| | 3% | 2% | 4% | 3% | 3% | 3% | 3% | 3% | 3% | 6% |
| | | | | | | | | | | h |
| TOTAL NEITHER/ DON'T KNOW | 157 | 27 | 51 | 35 | 45 | 77 | 80 | 157 | 135 | 22 |
| | 15% | 13% | 15% | 17% | 15% | 15% | 16% | 15% | 15% | 16% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Disagree a lot | 584 | 212 | 207 | 165 | 584 | 268 | 316 | 107 | 105 | 93 | 114 | 68 | 97 |
| | 42% | 57% | 41% | 33% | 42% | 39% | 46% | 57% | 56% | 37% | 46% | 27% | 39% |
| | | bcd | c | | c | | e | ijkl | ijkl | k | k | | k |
| Disagree a little | 224 | 60 | 84 | 80 | 224 | 122 | 103 | 27 | 33 | 45 | 39 | 50 | 31 |
| | 16% | 16% | 17% | 16% | 16% | 18% | 15% | 15% | 17% | 18% | 16% | 20% | 12% |
| | | | | | | | | | | | l | | |
| TOTAL DISAGREE | 808 | 273 | 291 | 245 | 808 | 389 | 419 | 134 | 138 | 138 | 153 | 117 | 127 |
| | 59% | 73% | 58% | 49% | 59% | 57% | 61% | 72% | 74% | 55% | 61% | 47% | 51% |
| | | bcd | c | | c | | | ijkl | ijkl | | kl | | |
| Neither/ nor | 119 | 29 | 43 | 46 | 119 | 63 | 55 | 17 | 13 | 27 | 17 | 20 | 26 |
| | 9% | 8% | 9% | 9% | 9% | 9% | 8% | 9% | 7% | 11% | 7% | 8% | 10% |
| Agree a little | 278 | 50 | 111 | 116 | 278 | 137 | 141 | 26 | 25 | 53 | 58 | 58 | 58 |
| | 20% | 13% | 22% | 23% | 20% | 20% | 20% | 14% | 13% | 21% | 23% | 23% | 23% |
| | | | a | a | a | | | | | gh | gh | gh | gh |
| Agree a lot | 162 | 21 | 52 | 89 | 162 | 96 | 66 | 11 | 11 | 33 | 19 | 53 | 36 |
| | 12% | 6% | 10% | 18% | 12% | 14% | 10% | 6% | 6% | 13% | 8% | 21% | 14% |
| | | | a | abd | a | f | | | | gh | | ghij | ghj |
| TOTAL AGREE | 440 | 72 | 163 | 205 | 440 | 234 | 206 | 36 | 35 | 86 | 77 | 111 | 94 |
| | 32% | 19% | 33% | 41% | 32% | 34% | 30% | 19% | 19% | 34% | 31% | 45% | 37% |
| | | | a | abd | a | | | | | gh | gh | ghij | gh |
| Don't know | 8 | 1 | 2 | 4 | 8 | 1 | 7 | - | 1 | - | 2 | 1 | 3 |
| | 1% | *% | *% | 1% | 1% | *% | 1% | -% | 1% | -% | 1% | *% | 1% |
| TOTAL NEITHER/ DON'T KNOW | 126 | 31 | 45 | 50 | 126 | 64 | 62 | 17 | 14 | 27 | 19 | 21 | 29 |
| | 9% | 8% | 9% | 10% | 9% | 9% | 9% | 9% | 7% | 11% | 8% | 8% | 12% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Disagree a lot | 584 | 114 | 169 | 124 | 176 | 284 | 300 | 584 | 504 | 80 |
| | 42% | 41% | 40% | 43% | 46% | 40% | 45% | 42% | 42% | 45% |
| Disagree a little | 224 | 50 | 78 | 45 | 51 | 128 | 96 | 224 | 198 | 26 |
| | 16% | 18% | 18% | 16% | 13% | 18% | 14% | 16% | 17% | 15% |
| | | | | | d | | | | | |
| TOTAL DISAGREE | 808 | 164 | 248 | 169 | 227 | 412 | 397 | 808 | 703 | 106 |
| | 59% | 59% | 59% | 59% | 59% | 59% | 59% | 59% | 59% | 59% |
| Neither/ nor | 119 | 22 | 38 | 29 | 30 | 60 | 58 | 119 | 103 | 15 |
| | 9% | 8% | 9% | 10% | 8% | 9% | 9% | 9% | 9% | 8% |
| Agree a little | 278 | 55 | 86 | 64 | 73 | 141 | 136 | 278 | 241 | 36 |
| | 20% | 20% | 20% | 22% | 19% | 20% | 20% | 20% | 20% | 20% |
| Agree a lot | 162 | 37 | 47 | 26 | 52 | 84 | 78 | 162 | 144 | 19 |
| | 12% | 13% | 11% | 9% | 14% | 12% | 12% | 12% | 12% | 11% |
| TOTAL AGREE | 440 | 92 | 133 | 90 | 125 | 226 | 214 | 440 | 385 | 55 |
| | 32% | 33% | 32% | 31% | 32% | 32% | 32% | 32% | 32% | 31% |
| Don't know | 8 | 1 | 3 | 1 | 3 | 4 | 4 | 8 | 5 | 2 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| TOTAL NEITHER/ DON'T KNOW | 126 | 23 | 41 | 30 | 32 | 64 | 62 | 126 | 109 | 18 |
| | 9% | 8% | 10% | 10% | 8% | 9% | 9% | 9% | 9% | 10% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------|-------------------|-----------------|-------------------|------------------|-----------------|-----------------|------------------------|--------------------|-----------------|-------------------|-------------------|-------------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Disagree a lot | 87 6% | 12 3% | 24 5% | 52 10% abd | 87 6% a | 49 7% | 38 6% | 8 4% | 4 2% | 14 6% | 10 4% | 27 11% ghij | 25 10% ghj |
| Disagree a little | 106 8% | 19 5% | 32 6% | 56 11% abd | 106 8% a | 62 9% | 44 6% | 13 7% | 6 3% | 19 8% h | 13 5% | 30 12% hj | 26 10% hj |
| TOTAL DISAGREE | 194 14% | 31 8% | 56 11% | 107 21% abd | 194 14% a | 111 16% f | 83 12% | 21 11% h | 10 5% | 33 13% h | 23 9% | 57 23% ghij | 51 20% ghij |
| Neither/ nor | 148 11% | 39 10% | 53 11% | 56 11% | 148 11% | 80 12% | 68 10% | 22 12% | 17 9% | 32 13% | 21 8% | 27 11% | 30 12% |
| Agree a little | 380 28% | 74 20% | 159 32% a | 147 29% a | 380 28% a | 198 29% | 183 27% | 38 20% | 36 19% | 78 31% gh | 81 32% gh | 82 33% gh | 66 26% |
| Agree a lot | 651 47% | 230 61% bcd | 232 46% c | 189 38% | 651 47% c | 298 43% | 353 51% e | 106 57% ikl | 123 66% ijkl | 108 43% k | 125 50% k | 84 34% | 105 42% |
| TOTAL AGREE | 1031 75% | 304 81% cd | 391 78% c | 336 67% | 1031 75% c | 496 72% | 535 78% e | 144 77% kl | 159 85% gikl | 186 74% | 206 82% ikl | 166 67% | 170 68% |
| Don't know | 2 *% | 2 *% | - -% | - -% | 2 *% | - -% | 2 *% | - -% | 2 1% | - -% | - -% | - -% | - -% |
| TOTAL NEITHER/ DON'T KNOW | 150 11% | 41 11% | 53 11% | 56 11% | 150 11% | 80 12% | 70 10% | 22 12% | 19 10% | 32 13% | 21 8% | 27 11% | 30 12% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------------|--------------|------------|-------------------|---------------|------------|-----------------|-------------|------------|------------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Disagree a lot | 87 6% | 19 7% | 28 7% | 10 4% | 30 8% c | 47 7% | 40 6% | 87 6% | 77 6% | 11 6% |
| Disagree a little | 106 8% | 26 9% | 35 8% | 24 8% | 22 6% | 60 9% | 46 7% | 106 8% | 96 8% | 11 6% |
| TOTAL DISAGREE | 194 14% | 45 16% | 63 15% | 34 12% | 53 14% | 107 15% | 86 13% | 194 14% | 172 14% | 21 12% |
| Neither/ nor | 148 11% | 28 10% | 53 13% | 31 11% | 36 9% | 81 12% | 67 10% | 148 11% | 128 11% | 20 11% |
| Agree a little | 380 28% | 84 30% | 116 28% | 70 24% | 110 29% | 201 29% | 179 27% | 380 28% | 331 28% | 49 28% |
| Agree a lot | 651 47% | 122 44% | 189 45% | 154 53% abe | 186 48% | 311 44% | 340 51% e | 651 47% | 563 47% | 88 49% |
| TOTAL AGREE | 1031 75% | 207 74% | 305 72% | 224 77% | 296 77% | 512 73% | 519 77% | 1031 75% | 894 75% | 137 77% |
| Don't know | 2 *% | 1 *% | 1 *% | - -% | - -% | 2 *% | - -% | 2 *% | 2 *% | - -% |
| TOTAL NEITHER/ DON'T KNOW | 150 11% | 28 10% | 54 13% | 31 11% | 36 9% | 83 12% | 67 10% | 150 11% | 130 11% | 20 11% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QC0. WAS THE CHILD TO BE INTERVIEWED PRESENT DURING THIS INTERVIEW WITH THEIR PARENT

Base : All parents of children aged 5-15

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Yes, and child conferred with parent as the interview was taking place | 454 | 129 | 159 | 166 | 454 | 232 | 222 | 68 | 61 | 80 | 79 | 84 | 82 |
| | 33% | 34% | 32% | 33% | 33% | 34% | 32% | 36% | 33% | 32% | 32% | 34% | 33% |
| Yes, but they did not comment during the interview | 582 | 154 | 225 | 203 | 582 | 281 | 301 | 76 | 78 | 107 | 118 | 98 | 105 |
| | 42% | 41% | 45% | 41% | 42% | 41% | 44% | 41% | 42% | 43% | 47% | 39% | 42% |
| No, they were not present | 339 | 92 | 116 | 131 | 339 | 175 | 164 | 44 | 48 | 64 | 52 | 67 | 64 |
| | 25% | 25% | 23% | 26% | 25% | 25% | 24% | 23% | 26% | 25% | 21% | 27% | 25% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QC0. WAS THE CHILD TO BE INTERVIEWED PRESENT DURING THIS INTERVIEW WITH THEIR PARENT

Base : All parents of children aged 5-15

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|------------|--------------|------------|------------|------------|------------|------------|------------|------------|-----------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Yes, and child conferred with parent as the interview was taking place | 454 33% | 96 34% | 129 30% | 98 34% | 131 34% | 224 32% | 229 34% | 454 33% | 384 32% | 69 39% |
| Yes, but they did not comment during the interview | 582 42% | 128 46% | 177 42% | 124 43% | 153 40% | 305 43% | 278 41% | 582 42% | 512 43% | 71 40% |
| No, they were not present | 339 25% | 56 20% | 116 28% | 66 23% | 100 26% | 173 25% | 166 25% | 339 25% | 300 25% | 39 22% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QC4A. (SHOWCARD) ATTITUDES TOWARDS TV PROGRAMMES - There are enough programmes for children my age

Base : Children aged 8-15 who watch TV at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | j | k | l |
| Unweighted total | 955 | - | 488 | 467 | 955 | 482 | 473 | - | - | 249 | 239 | 233 | 234 |
| Effective Weighted Sample | 894 | - | 452 | 442 | 894 | 453 | 441 | - | - | 232 | 221 | 221 | 221 |
| Total | 977 | - | 490 | 487 | 977 | 486 | 491 | - | - | 244 | 246 | 242 | 245 |
| Yes | 689 | ** | 375 | 315 | 689 | 343 | 346 | ** | ** | 179 | 195 | 163 | 151 |
| | 71% | ** | 76% | 65% | 71% | 71% | 71% | ** | ** | 74% | 79% | 68% | 62% |
| | | | cd | | c | | | | | l | kl | | |
| No | 243 | ** | 99 | 144 | 243 | 121 | 122 | ** | ** | 55 | 44 | 66 | 78 |
| | 25% | ** | 20% | 30% | 25% | 25% | 25% | ** | ** | 22% | 18% | 27% | 32% |
| | | | | b | | | | | | | j | ij | |
| Don't know | 44 | ** | 16 | 28 | 44 | 22 | 23 | ** | ** | 9 | 7 | 12 | 16 |
| | 5% | ** | 3% | 6% | 5% | 4% | 5% | ** | ** | 4% | 3% | 5% | 6% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QC4A. (SHOWCARD) ATTITUDES TOWARDS TV PROGRAMMES - There are enough programmes for children my age

Base : Children aged 8-15 who watch TV at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 955 | 205 | 314 | 196 | 240 | 519 | 436 | 955 | 841 | 114 |
| Effective Weighted Sample | 894 | 194 | 294 | 184 | 225 | 488 | 408 | 894 | 790 | 105 |
| Total | 977 | 205 | 304 | 206 | 262 | 509 | 468 | 977 | 856 | 121 |
| Yes | 689 | 152 | 214 | 145 | 178 | 367 | 323 | 689 | 608 | 81 |
| | 71% | 74% | 70% | 70% | 68% | 72% | 69% | 71% | 71% | 67% |
| No | 243 | 48 | 75 | 52 | 69 | 123 | 120 | 243 | 206 | 38 |
| | 25% | 23% | 25% | 25% | 26% | 24% | 26% | 25% | 24% | 31% |
| Don't know | 44 | 5 | 15 | 9 | 15 | 20 | 25 | 44 | 42 | 3 |
| | 5% | 2% | 5% | 5% | 6% | 4% | 5% | 5% | 5% | 2% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 145

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.

QC4B. (SHOWCARD) ATTITUDES TOWARDS TV PROGRAMMES - There are enough programmes that show children that look like me

Base : Children aged 8-15 who watch TV at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | j | k | l |
| Unweighted total | 955 | - | 488 | 467 | 955 | 482 | 473 | - | - | 249 | 239 | 233 | 234 |
| Effective Weighted Sample | 894 | - | 452 | 442 | 894 | 453 | 441 | - | - | 232 | 221 | 221 | 221 |
| Total | 977 | - | 490 | 487 | 977 | 486 | 491 | - | - | 244 | 246 | 242 | 245 |
| Yes | 498 | ** | 253 | 245 | 498 | 233 | 265 | ** | ** | 117 | 136 | 115 | 130 |
| | 51% | ** | 52% | 50% | 51% | 48% | 54% | ** | ** | 48% | 55% | 48% | 53% |
| No | 338 | ** | 173 | 165 | 338 | 182 | 156 | ** | ** | 94 | 79 | 88 | 77 |
| | 35% | ** | 35% | 34% | 35% | 37% | 32% | ** | ** | 38% | 32% | 36% | 31% |
| Don't know | 141 | ** | 64 | 77 | 141 | 71 | 70 | ** | ** | 33 | 31 | 39 | 39 |
| | 14% | ** | 13% | 16% | 14% | 15% | 14% | ** | ** | 13% | 13% | 16% | 16% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 145

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.

QC4B. (SHOWCARD) ATTITUDES TOWARDS TV PROGRAMMES - There are enough programmes that show children that look like me

Base : Children aged 8-15 who watch TV at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 955 | 205 | 314 | 196 | 240 | 519 | 436 | 955 | 841 | 114 |
| Effective Weighted Sample | 894 | 194 | 294 | 184 | 225 | 488 | 408 | 894 | 790 | 105 |
| Total | 977 | 205 | 304 | 206 | 262 | 509 | 468 | 977 | 856 | 121 |
| Yes | 498 | 114 | 155 | 107 | 122 | 269 | 229 | 498 | 437 | 61 |
| | 51% | 56% | 51% | 52% | 46% | 53% | 49% | 51% | 51% | 50% |
| No | 338 | 65 | 98 | 77 | 99 | 162 | 175 | 338 | 300 | 38 |
| | 35% | 32% | 32% | 37% | 38% | 32% | 37% | 35% | 35% | 32% |
| Don't know | 141 | 27 | 51 | 21 | 42 | 77 | 63 | 141 | 119 | 22 |
| | 14% | 13% | 17% | 10% | 16% | 15% | 14% | 14% | 14% | 18% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 146

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.

QC4C. (SHOWCARD) ATTITUDES TOWARDS TV PROGRAMMES - There are enough programmes that show children that live in the same part of the country as me

Base : Children aged 8-15 who watch TV at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | j | k | l |
| Unweighted total | 955 | - | 488 | 467 | 955 | 482 | 473 | - | - | 249 | 239 | 233 | 234 |
| Effective Weighted Sample | 894 | - | 452 | 442 | 894 | 453 | 441 | - | - | 232 | 221 | 221 | 221 |
| Total | 977 | - | 490 | 487 | 977 | 486 | 491 | - | - | 244 | 246 | 242 | 245 |
| Yes | 454 | ** | 236 | 218 | 454 | 227 | 227 | ** | ** | 123 | 113 | 104 | 114 |
| | 46% | ** | 48% | 45% | 46% | 47% | 46% | ** | ** | 50% | 46% | 43% | 46% |
| No | 359 | ** | 159 | 200 | 359 | 174 | 185 | ** | ** | 75 | 85 | 99 | 100 |
| | 37% | ** | 33% | 41% | 37% | 36% | 38% | ** | ** | 31% | 34% | 41% | 41% |
| | | | | b | | | | | | | | i | i |
| Don't know | 164 | ** | 95 | 69 | 164 | 85 | 79 | ** | ** | 47 | 48 | 38 | 31 |
| | 17% | ** | 19% | 14% | 17% | 17% | 16% | ** | ** | 19% | 20% | 16% | 13% |
| | | | c | | | | | | | | l | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 146

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.

QC4C. (SHOWCARD) ATTITUDES TOWARDS TV PROGRAMMES - There are enough programmes that show children that live in the same part of the country as me

Base : Children aged 8-15 who watch TV at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 955 | 205 | 314 | 196 | 240 | 519 | 436 | 955 | 841 | 114 |
| Effective Weighted Sample | 894 | 194 | 294 | 184 | 225 | 488 | 408 | 894 | 790 | 105 |
| Total | 977 | 205 | 304 | 206 | 262 | 509 | 468 | 977 | 856 | 121 |
| Yes | 454 | 83 | 141 | 100 | 129 | 225 | 229 | 454 | 416 | 38 |
| | 46% | 41% | 47% | 48% | 49% | 44% | 49% | 46% | 49% | 31% |
| | | | | | | | | | i | |
| No | 359 | 87 | 113 | 71 | 89 | 199 | 160 | 359 | 297 | 62 |
| | 37% | 42% | 37% | 34% | 34% | 39% | 34% | 37% | 35% | 51% |
| | | | | | | | | | | h |
| Don't know | 164 | 35 | 50 | 35 | 44 | 85 | 79 | 164 | 143 | 22 |
| | 17% | 17% | 16% | 17% | 17% | 17% | 17% | 17% | 17% | 18% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
Table 147

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.

QC4D. (SHOWCARD) ATTITUDES TOWARDS TV PROGRAMMES - There are enough programmes that show children doing the sorts of things that me and my friends do

Base : Children aged 8-15 who watch TV at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | j | k | l |
| Unweighted total | 955 | - | 488 | 467 | 955 | 482 | 473 | - | - | 249 | 239 | 233 | 234 |
| Effective Weighted Sample | 894 | - | 452 | 442 | 894 | 453 | 441 | - | - | 232 | 221 | 221 | 221 |
| Total | 977 | - | 490 | 487 | 977 | 486 | 491 | - | - | 244 | 246 | 242 | 245 |
| Yes | 571 | ** | 307 | 264 | 571 | 279 | 292 | ** | ** | 144 | 163 | 135 | 129 |
| | 58% | ** | 63% | 54% | 58% | 57% | 59% | ** | ** | 59% | 66% | 56% | 53% |
| | | | c | | | | | | | | kl | | |
| No | 303 | ** | 127 | 176 | 303 | 160 | 144 | ** | ** | 74 | 53 | 86 | 90 |
| | 31% | ** | 26% | 36% | 31% | 33% | 29% | ** | ** | 30% | 22% | 36% | 37% |
| | | | | b | | | | | | j | | j | j |
| Don't know | 102 | ** | 56 | 46 | 102 | 47 | 55 | ** | ** | 26 | 30 | 21 | 25 |
| | 10% | ** | 11% | 10% | 10% | 10% | 11% | ** | ** | 11% | 12% | 9% | 10% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 147

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.

QC4D. (SHOWCARD) ATTITUDES TOWARDS TV PROGRAMMES - There are enough programmes that show children doing the sorts of things that me and my friends do

Base : Children aged 8-15 who watch TV at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 955 | 205 | 314 | 196 | 240 | 519 | 436 | 955 | 841 | 114 |
| Effective Weighted Sample | 894 | 194 | 294 | 184 | 225 | 488 | 408 | 894 | 790 | 105 |
| Total | 977 | 205 | 304 | 206 | 262 | 509 | 468 | 977 | 856 | 121 |
| Yes | 571 | 124 | 169 | 128 | 150 | 293 | 278 | 571 | 508 | 63 |
| | 58% | 61% | 55% | 62% | 57% | 58% | 60% | 58% | 59% | 52% |
| No | 303 | 57 | 106 | 57 | 84 | 162 | 141 | 303 | 257 | 47 |
| | 31% | 28% | 35% | 28% | 32% | 32% | 30% | 31% | 30% | 38% |
| Don't know | 102 | 24 | 30 | 20 | 28 | 54 | 48 | 102 | 90 | 12 |
| | 10% | 12% | 10% | 10% | 11% | 11% | 10% | 10% | 11% | 10% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
Table 148

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.

(SHOWCARD) SUMMARY OF ATTITUDES TOWARDS TV PROGRAMMES

Base : Children aged 8-15 who watch TV at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|-----------|----------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | j | k | l |
| Unweighted total | 955 | - | 488 | 467 | 955 | 482 | 473 | - | - | 249 | 239 | 233 | 234 |
| Effective Weighted Sample | 894 | - | 452 | 442 | 894 | 453 | 441 | - | - | 232 | 221 | 221 | 221 |
| Total | 977 | - | 490 | 487 | 977 | 486 | 491 | - | - | 244 | 246 | 242 | 245 |
| THERE ARE ENOUGH PROGRAMMES FOR CHILDREN MY AGE | | | | | | | | | | | | | |
| Yes | 689 | ** | 375 | 315 | 689 | 343 | 346 | ** | ** | 179 | 195 | 163 | 151 |
| | 71% | ** | 76% cd | 65% c | 71% c | 71% | 71% | ** | ** | 74% l | 79% kl | 68% | 62% |
| No | 243 | ** | 99 | 144 | 243 | 121 | 122 | ** | ** | 55 | 44 | 66 | 78 |
| | 25% | ** | 20% | 30% b | 25% | 25% | 25% | ** | ** | 22% | 18% j | 27% ij | 32% ij |
| Don't know | 44 | ** | 16 | 28 | 44 | 22 | 23 | ** | ** | 9 | 7 | 12 | 16 |
| | 5% | ** | 3% | 6% | 5% | 4% | 5% | ** | ** | 4% | 3% | 5% | 6% |
| THERE ARE ENOUGH PROGRAMMES THAT SHOW CHILDREN THAT LOOK LIKE ME | | | | | | | | | | | | | |
| Yes | 498 | ** | 253 | 245 | 498 | 233 | 265 | ** | ** | 117 | 136 | 115 | 130 |
| | 51% | ** | 52% | 50% | 51% | 48% | 54% | ** | ** | 48% | 55% | 48% | 53% |
| No | 338 | ** | 173 | 165 | 338 | 182 | 156 | ** | ** | 94 | 79 | 88 | 77 |
| | 35% | ** | 35% | 34% | 35% | 37% | 32% | ** | ** | 38% | 32% | 36% | 31% |
| Don't know | 141 | ** | 64 | 77 | 141 | 71 | 70 | ** | ** | 33 | 31 | 39 | 39 |
| | 14% | ** | 13% | 16% | 14% | 15% | 14% | ** | ** | 13% | 13% | 16% | 16% |
| THERE ARE ENOUGH PROGRAMMES THAT SHOW CHILDREN THAT LIVE IN THE SAME PART OF THE COUNTRY AS ME | | | | | | | | | | | | | |
| Yes | 454 | ** | 236 | 218 | 454 | 227 | 227 | ** | ** | 123 | 113 | 104 | 114 |
| | 46% | ** | 48% | 45% | 46% | 47% | 46% | ** | ** | 50% | 46% | 43% | 46% |
| No | 359 | ** | 159 | 200 | 359 | 174 | 185 | ** | ** | 75 | 85 | 99 | 100 |
| | 37% | ** | 33% | 41% b | 37% | 36% | 38% | ** | ** | 31% | 34% | 41% i | 41% i |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 148

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.

(SHOWCARD) SUMMARY OF ATTITUDES TOWARDS TV PROGRAMMES

Base : Children aged 8-15 who watch TV at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | j | k | l |
| Unweighted total | 955 | - | 488 | 467 | 955 | 482 | 473 | - | - | 249 | 239 | 233 | 234 |
| Effective Weighted Sample | 894 | - | 452 | 442 | 894 | 453 | 441 | - | - | 232 | 221 | 221 | 221 |
| Total | 977 | - | 490 | 487 | 977 | 486 | 491 | - | - | 244 | 246 | 242 | 245 |
| Don't know | 164 | ** | 95 | 69 | 164 | 85 | 79 | ** | ** | 47 | 48 | 38 | 31 |
| | 17% | ** | 19% | 14% | 17% | 17% | 16% | ** | ** | 19% | 20% | 16% | 13% |
| | | | c | | | | | | | | l | | |

THERE ARE ENOUGH PROGRAMMES THAT SHOW CHILDREN DOING THE SORTS OF THINGS ME AND MY FRIENDS DO

| | | | | | | | | | | | | | |
|------------|-----|----|-----|-----|-----|-----|-----|----|----|-----|-----|-----|-----|
| Yes | 571 | ** | 307 | 264 | 571 | 279 | 292 | ** | ** | 144 | 163 | 135 | 129 |
| | 58% | ** | 63% | 54% | 58% | 57% | 59% | ** | ** | 59% | 66% | 56% | 53% |
| | | | c | | | | | | | | kl | | |
| No | 303 | ** | 127 | 176 | 303 | 160 | 144 | ** | ** | 74 | 53 | 86 | 90 |
| | 31% | ** | 26% | 36% | 31% | 33% | 29% | ** | ** | 30% | 22% | 36% | 37% |
| | | | | b | | | | | | j | | j | j |
| Don't know | 102 | ** | 56 | 46 | 102 | 47 | 55 | ** | ** | 26 | 30 | 21 | 25 |
| | 10% | ** | 11% | 10% | 10% | 10% | 11% | ** | ** | 11% | 12% | 9% | 10% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 148

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.

(SHOWCARD) SUMMARY OF ATTITUDES TOWARDS TV PROGRAMMES

Base : Children aged 8-15 who watch TV at home or elsewhere

| | Total | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 955 | 205 | 314 | 196 | 240 | 519 | 436 | 955 | 841 | 114 |
| Effective Weighted Sample | 894 | 194 | 294 | 184 | 225 | 488 | 408 | 894 | 790 | 105 |
| Total | 977 | 205 | 304 | 206 | 262 | 509 | 468 | 977 | 856 | 121 |
| THERE ARE ENOUGH PROGRAMMES FOR CHILDREN MY AGE | | | | | | | | | | |
| Yes | 689 | 152 | 214 | 145 | 178 | 367 | 323 | 689 | 608 | 81 |
| | 71% | 74% | 70% | 70% | 68% | 72% | 69% | 71% | 71% | 67% |
| No | 243 | 48 | 75 | 52 | 69 | 123 | 120 | 243 | 206 | 38 |
| | 25% | 23% | 25% | 25% | 26% | 24% | 26% | 25% | 24% | 31% |
| Don't know | 44 | 5 | 15 | 9 | 15 | 20 | 25 | 44 | 42 | 3 |
| | 5% | 2% | 5% | 5% | 6% | 4% | 5% | 5% | 5% | 2% |
| THERE ARE ENOUGH PROGRAMMES THAT SHOW CHILDREN THAT LOOK LIKE ME | | | | | | | | | | |
| Yes | 498 | 114 | 155 | 107 | 122 | 269 | 229 | 498 | 437 | 61 |
| | 51% | 56% | 51% | 52% | 46% | 53% | 49% | 51% | 51% | 50% |
| No | 338 | 65 | 98 | 77 | 99 | 162 | 175 | 338 | 300 | 38 |
| | 35% | 32% | 32% | 37% | 38% | 32% | 37% | 35% | 35% | 32% |
| Don't know | 141 | 27 | 51 | 21 | 42 | 77 | 63 | 141 | 119 | 22 |
| | 14% | 13% | 17% | 10% | 16% | 15% | 14% | 14% | 14% | 18% |
| THERE ARE ENOUGH PROGRAMMES THAT SHOW CHILDREN THAT LIVE IN THE SAME PART OF THE COUNTRY AS ME | | | | | | | | | | |
| Yes | 454 | 83 | 141 | 100 | 129 | 225 | 229 | 454 | 416 | 38 |
| | 46% | 41% | 47% | 48% | 49% | 44% | 49% | 46% | 49% | 31% |
| No | 359 | 87 | 113 | 71 | 89 | 199 | 160 | 359 | 297 | 62 |
| | 37% | 42% | 37% | 34% | 34% | 39% | 34% | 37% | 35% | 51% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 148

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.

(SHOWCARD) SUMMARY OF ATTITUDES TOWARDS TV PROGRAMMES

Base : Children aged 8-15 who watch TV at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 955 | 205 | 314 | 196 | 240 | 519 | 436 | 955 | 841 | 114 |
| Effective Weighted Sample | 894 | 194 | 294 | 184 | 225 | 488 | 408 | 894 | 790 | 105 |
| Total | 977 | 205 | 304 | 206 | 262 | 509 | 468 | 977 | 856 | 121 |
| Don't know | 164 | 35 | 50 | 35 | 44 | 85 | 79 | 164 | 143 | 22 |
| | 17% | 17% | 16% | 17% | 17% | 17% | 17% | 17% | 17% | 18% |
| THERE ARE ENOUGH PROGRAMMES THAT SHOW CHILDREN DOING THE SORTS OF THINGS ME AND MY FRIENDS DO | | | | | | | | | | |
| Yes | 571 | 124 | 169 | 128 | 150 | 293 | 278 | 571 | 508 | 63 |
| | 58% | 61% | 55% | 62% | 57% | 58% | 60% | 58% | 59% | 52% |
| No | 303 | 57 | 106 | 57 | 84 | 162 | 141 | 303 | 257 | 47 |
| | 31% | 28% | 35% | 28% | 32% | 32% | 30% | 31% | 30% | 38% |
| Don't know | 102 | 24 | 30 | 20 | 28 | 54 | 48 | 102 | 90 | 12 |
| | 10% | 12% | 10% | 10% | 11% | 11% | 10% | 10% | 11% | 10% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 149

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.

QC5. (SHOWCARD) Where do you think the BBC mainly gets its money from? (SINGLE CODE)

Base : Children aged 12-15 who watch TV at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 467 | - | - | 467 | 467 | 233 | 234 | - | - | - | - | 233 | 234 |
| Effective Weighted Sample | 442 | - | - | 442 | 442 | 221 | 221 | - | - | - | - | 221 | 221 |
| Total | 487 | - | - | 487 | 487 | 242 | 245 | - | - | - | - | 242 | 245 |
| From everyone that uses the BBC | 127 | ** | ** | 127 | 127 | 67 | 60 | ** | ** | ** | ** | 67 | 60 |
| | 26% | ** | ** | 26% | 26% | 28% | 25% | ** | ** | ** | ** | 28% | 25% |
| From companies that advertise with the BBC | 125 | ** | ** | 125 | 125 | 64 | 61 | ** | ** | ** | ** | 64 | 61 |
| | 26% | ** | ** | 26% | 26% | 26% | 25% | ** | ** | ** | ** | 26% | 25% |
| From the government/ council | 96 | ** | ** | 96 | 96 | 53 | 44 | ** | ** | ** | ** | 53 | 44 |
| | 20% | ** | ** | 20% | 20% | 22% | 18% | ** | ** | ** | ** | 22% | 18% |
| Don't know | 138 | ** | ** | 138 | 138 | 59 | 80 | ** | ** | ** | ** | 59 | 80 |
| | 28% | ** | ** | 28% | 28% | 24% | 33% | ** | ** | ** | ** | 24% | 33% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 149

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.

QC5. (SHOWCARD) Where do you think the BBC mainly gets its money from? (SINGLE CODE)

Base : Children aged 12-15 who watch TV at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | ~c | d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 467 | 111 | 141 | 96 | 119 | 252 | 215 | 467 | 411 | 56 |
| Effective Weighted Sample | 442 | 106 | 134 | 91 | 113 | 240 | 204 | 442 | 390 | 52 |
| Total | 487 | 110 | 140 | 102 | 135 | 250 | 237 | 487 | 425 | 62 |
| From everyone that uses the BBC | 127 | 35 | 34 | ** | 33 | 69 | 58 | 127 | 109 | ** |
| | 26% | 32% | 25% | ** | 25% | 28% | 24% | 26% | 26% | ** |
| From companies that advertise with the BBC | 125 | 41 | 32 | ** | 24 | 73 | 52 | 125 | 113 | ** |
| | 26% | 38% | 23% | ** | 18% | 29% | 22% | 26% | 27% | ** |
| | | bdfg | | | | d | | | | |
| From the government/ council | 96 | 16 | 30 | ** | 33 | 46 | 50 | 96 | 87 | ** |
| | 20% | 14% | 21% | ** | 25% | 18% | 21% | 20% | 20% | ** |
| Don't know | 138 | 18 | 44 | ** | 45 | 62 | 77 | 138 | 115 | ** |
| | 28% | 16% | 31% | ** | 33% | 25% | 32% | 28% | 27% | ** |
| | | | a | | a | | a | a | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 150

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.

QC5A. (SHOWCARD) Which one of these answers best describes how often you see adverts when you watch TV? IF NECESSARY: This could be watching TV on any type of device as it is broadcast, anything recorded from the TV to view later or any use of catch up services or other On-demand content (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|-------------------------------|-------|-------------|-----------|------------|---------------|----------------|-------------|------------------------|---------------------|-------------------|---------------------|--------------------|----------------------|
| | | 5-7 ~a | 8-11 b | 12-15 c | ALL 5-15 d | MALE e | FEMALE f | MALE 5-7 ~g | FEMALE 5-7 ~h | MALE 8-11 i | FEMALE 8-11 j | MALE 12-15 k | FEMALE 12-15 l |
| Significance Level: 95% | | | | | | | | | | | | | |
| Unweighted total | 955 | - | 488 | 467 | 955 | 482 | 473 | - | - | 249 | 239 | 233 | 234 |
| Effective Weighted Sample | 894 | - | 452 | 442 | 894 | 453 | 441 | - | - | 232 | 221 | 221 | 221 |
| Total | 977 | - | 490 | 487 | 977 | 486 | 491 | - | - | 244 | 246 | 242 | 245 |
| I often see adverts on TV | 562 | ** | 282 | 279 | 562 | 264 | 297 | ** | ** | 134 | 148 | 130 | 149 |
| | 57% | ** | 58% | 57% | 57% | 54% | 61% | ** | ** | 55% | 60% | 54% | 61% |
| I sometimes see adverts on TV | 324 | ** | 164 | 160 | 324 | 176 | 148 | ** | ** | 85 | 79 | 91 | 69 |
| | 33% | ** | 33% | 33% | 33% | 36% | 30% | ** | ** | 35% | 32% | 38% | 28% |
| EVER SEE ADVERTS ON TV | 886 | ** | 446 | 440 | 886 | 440 | 445 | ** | ** | 218 | 227 | 222 | 218 |
| | 91% | ** | 91% | 90% | 91% | 91% | 91% | ** | ** | 90% | 92% | 92% | 89% |
| I never see adverts on TV | 68 | ** | 36 | 31 | 68 | 34 | 34 | ** | ** | 21 | 15 | 13 | 18 |
| | 7% | ** | 7% | 6% | 7% | 7% | 7% | ** | ** | 9% | 6% | 5% | 8% |
| Don't know | 24 | ** | 8 | 16 | 24 | 12 | 12 | ** | ** | 5 | 4 | 7 | 8 |
| | 2% | ** | 2% | 3% | 2% | 2% | 2% | ** | ** | 2% | 1% | 3% | 3% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 150

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.

QC5A. (SHOWCARD) Which one of these answers best describes how often you see adverts when you watch TV? IF NECESSARY: This could be watching TV on any type of device as it is broadcast, anything recorded from the TV to view later or any use of catch up services or other On-demand content (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|-------------------------------|-------|--------------|---------|----------|---------|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 955 | 205 | 314 | 196 | 240 | 519 | 436 | 955 | 841 | 114 |
| Effective Weighted Sample | 894 | 194 | 294 | 184 | 225 | 488 | 408 | 894 | 790 | 105 |
| Total | 977 | 205 | 304 | 206 | 262 | 509 | 468 | 977 | 856 | 121 |
| I often see adverts on TV | 562 | 119 | 176 | 131 | 136 | 294 | 267 | 562 | 487 | 75 |
| | 57% | 58% | 58% | 64% d | 52% | 58% | 57% | 57% | 57% | 62% |
| I sometimes see adverts on TV | 324 | 70 | 95 | 62 | 97 | 165 | 159 | 324 | 293 | 31 |
| | 33% | 34% | 31% | 30% | 37% | 32% | 34% | 33% | 34% | 25% |
| EVER SEE ADVERTS ON TV | 886 | 189 | 270 | 193 | 233 | 460 | 426 | 886 | 780 | 106 |
| | 91% | 92% | 89% | 94% | 89% | 90% | 91% | 91% | 91% | 87% |
| I never see adverts on TV | 68 | 15 | 23 | 7 | 23 | 37 | 30 | 68 | 54 | 14 |
| | 7% | 7% | 7% | 3% | 9% c | 7% | 6% | 7% | 6% | 11% |
| Don't know | 24 | 1 | 11 | 6 | 6 | 12 | 12 | 24 | 22 | 2 |
| | 2% | 1% | 4% a | 3% | 2% | 2% | 2% | 2% | 3% | 1% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 151

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.

QC5B. (SHOWCARD) Which one of these answers best describes how you feel about these TV adverts? I think the TV adverts.... (SINGLE CODE)

Base : Children aged 8-15 who say they ever see adverts on TV

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | j | k | l |
| Unweighted total | 872 | - | 447 | 425 | 872 | 440 | 432 | - | - | 226 | 221 | 214 | 211 |
| Effective Weighted Sample | 816 | - | 414 | 402 | 816 | 413 | 403 | - | - | 210 | 204 | 203 | 199 |
| Total | 886 | - | 446 | 440 | 886 | 440 | 445 | - | - | 218 | 227 | 222 | 218 |
| always tell the truth about what they are selling | 55 | ** | 36 | 19 | 55 | 24 | 31 | ** | ** | 18 | 18 | 7 | 12 |
| | 6% | ** | 8% | 4% | 6% | 6% | 7% | ** | ** | 8% | 8% | 3% | 6% |
| | | | c | | | | | | | k | k | | |
| mostly tell the truth about what they are selling | 287 | ** | 138 | 148 | 287 | 142 | 145 | ** | ** | 68 | 71 | 74 | 74 |
| | 32% | ** | 31% | 34% | 32% | 32% | 33% | ** | ** | 31% | 31% | 33% | 34% |
| sometimes tell the truth about what they are selling | 416 | ** | 201 | 216 | 416 | 211 | 206 | ** | ** | 101 | 99 | 109 | 107 |
| | 47% | ** | 45% | 49% | 47% | 48% | 46% | ** | ** | 46% | 44% | 49% | 49% |
| EVER TELL THE TRUTH ABOUT WHAT THEY ARE SELLING | 758 | ** | 375 | 383 | 758 | 377 | 381 | ** | ** | 187 | 188 | 190 | 193 |
| | 86% | ** | 84% | 87% | 86% | 86% | 86% | ** | ** | 86% | 83% | 86% | 89% |
| never tell the truth about what they are selling | 36 | ** | 11 | 25 | 36 | 18 | 18 | ** | ** | 6 | 5 | 12 | 13 |
| | 4% | ** | 3% | 6% | 4% | 4% | 4% | ** | ** | 3% | 2% | 5% | 6% |
| | | | | b | | | | | | | | | |
| Don't know | 91 | ** | 59 | 32 | 91 | 45 | 46 | ** | ** | 25 | 34 | 20 | 12 |
| | 10% | ** | 13% | 7% | 10% | 10% | 10% | ** | ** | 12% | 15% | 9% | 6% |
| | | | c | | | | | | | l | l | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 151

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.

QC5B. (SHOWCARD) Which one of these answers best describes how you feel about these TV adverts? I think the TV adverts.... (SINGLE CODE)

Base : Children aged 8-15 who say they ever see adverts on TV

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 872 | 190 | 281 | 184 | 217 | 471 | 401 | 872 | 772 | 100 |
| Effective Weighted Sample | 816 | 180 | 262 | 173 | 203 | 442 | 375 | 816 | 724 | 92 |
| Total | 886 | 189 | 270 | 193 | 233 | 460 | 426 | 886 | 780 | 106 |
| always tell the truth about what they are selling | 55 | 11 | 17 | 12 | 15 | 28 | 27 | 55 | 51 | 4 |
| | 6% | 6% | 6% | 6% | 6% | 6% | 6% | 6% | 6% | 4% |
| mostly tell the truth about what they are selling | 287 | 63 | 77 | 65 | 81 | 141 | 146 | 287 | 254 | 33 |
| | 32% | 33% | 29% | 34% | 35% | 31% | 34% | 32% | 33% | 31% |
| sometimes tell the truth about what they are selling | 416 | 91 | 137 | 88 | 101 | 227 | 189 | 416 | 365 | 51 |
| | 47% | 48% | 51% | 46% | 43% | 49% | 44% | 47% | 47% | 48% |
| EVER TELL THE TRUTH ABOUT WHAT THEY ARE SELLING | 758 | 165 | 231 | 165 | 196 | 396 | 362 | 758 | 669 | 88 |
| | 86% | 87% | 85% | 86% | 84% | 86% | 85% | 86% | 86% | 83% |
| never tell the truth about what they are selling | 36 | 9 | 14 | 5 | 8 | 23 | 14 | 36 | 30 | 7 |
| | 4% | 5% | 5% | 3% | 4% | 5% | 3% | 4% | 4% | 6% |
| Don't know | 91 | 15 | 26 | 22 | 28 | 41 | 51 | 91 | 81 | 11 |
| | 10% | 8% | 10% | 12% | 12% | 9% | 12% | 10% | 10% | 10% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 152

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.

QC7C. Do you prefer to watch YouTube videos, TV programmes on a TV set, or do you like both the same? (SINGLE CODE)

Base : Children aged 8-15 who ever use YouTube

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | j | k | l |
| Unweighted total | 815 | - | 388 | 427 | 815 | 414 | 401 | - | - | 199 | 189 | 215 | 212 |
| Effective Weighted Sample | 766 | - | 362 | 405 | 766 | 391 | 376 | - | - | 186 | 176 | 205 | 200 |
| Total | 853 | - | 403 | 449 | 853 | 428 | 425 | - | - | 201 | 202 | 227 | 223 |
| Prefer to watch YouTube videos | 381 | ** | 165 | 216 | 381 | 215 | 165 | ** | ** | 100 | 65 | 116 | 100 |
| | 45% | ** | 41% | 48% | 45% | 50% | 39% | ** | ** | 50% | 32% | 51% | 45% |
| | | | | b | | f | | | | j | | j | j |
| Prefer to watch TV programmes on a TV set | 132 | ** | 68 | 64 | 132 | 54 | 78 | ** | ** | 24 | 44 | 29 | 35 |
| | 15% | ** | 17% | 14% | 15% | 13% | 18% | ** | ** | 12% | 22% | 13% | 16% |
| | | | | | | e | | | | ik | | | |
| Like both the same | 331 | ** | 166 | 165 | 331 | 153 | 178 | ** | ** | 75 | 90 | 77 | 88 |
| | 39% | ** | 41% | 37% | 39% | 36% | 42% | ** | ** | 37% | 45% | 34% | 39% |
| | | | | | | | | | | k | | | |
| Don't know | 9 | ** | 5 | 4 | 9 | 6 | 3 | ** | ** | 2 | 3 | 4 | - |
| | 1% | ** | 1% | 1% | 1% | 1% | 1% | ** | ** | 1% | 2% | 2% | -% |
| | | | | | | | | | | | l | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 152

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.

QC7C. Do you prefer to watch YouTube videos, TV programmes on a TV set, or do you like both the same? (SINGLE CODE)

Base : Children aged 8-15 who ever use YouTube

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 815 | 171 | 267 | 164 | 213 | 438 | 377 | 815 | 717 | 98 |
| Effective Weighted Sample | 766 | 162 | 251 | 155 | 200 | 413 | 355 | 766 | 676 | 91 |
| Total | 853 | 173 | 265 | 174 | 240 | 439 | 414 | 853 | 748 | 105 |
| Prefer to watch YouTube videos | 381 | 74 | 117 | 65 | 125 | 192 | 189 | 381 | 334 | ** |
| | 45% | 43% | 44% | 37% | 52% | 44% | 46% | 45% | 45% | ** |
| | | | | c | | | | | | |
| Prefer to watch TV programmes on a TV set | 132 | 31 | 46 | 26 | 29 | 76 | 55 | 132 | 109 | ** |
| | 15% | 18% | 17% | 15% | 12% | 17% | 13% | 15% | 15% | ** |
| Like both the same | 331 | 67 | 101 | 80 | 82 | 168 | 162 | 331 | 297 | ** |
| | 39% | 39% | 38% | 46% | 34% | 38% | 39% | 39% | 40% | ** |
| | | | | d | | | | | | |
| Don't know | 9 | 1 | 1 | 3 | 4 | 2 | 7 | 9 | 8 | ** |
| | 1% | 1% | *% | 2% | 2% | 1% | 2% | 1% | 1% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 153

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.

QC9. (SHOWCARD) Where do you think YouTube mainly gets its money from? (SINGLE CODE)

Base : Children aged 12-15 who ever use YouTube

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 427 | - | - | 427 | 427 | 215 | 212 | - | - | - | - | 215 | 212 |
| Effective Weighted Sample | 405 | - | - | 405 | 405 | 205 | 200 | - | - | - | - | 205 | 200 |
| Total | 449 | - | - | 449 | 449 | 227 | 223 | - | - | - | - | 227 | 223 |
| From companies that advertise with YouTube | 225 | ** | ** | 225 | 225 | 124 | 101 | ** | ** | ** | ** | 124 | 101 |
| | 50% | ** | ** | 50% | 50% | 55% | 45% | ** | ** | ** | ** | 55% | 45% |
| From everyone that uses YouTube | 80 | ** | ** | 80 | 80 | 38 | 42 | ** | ** | ** | ** | 38 | 42 |
| | 18% | ** | ** | 18% | 18% | 17% | 19% | ** | ** | ** | ** | 17% | 19% |
| From the government/ council | 29 | ** | ** | 29 | 29 | 17 | 12 | ** | ** | ** | ** | 17 | 12 |
| | 6% | ** | ** | 6% | 6% | 8% | 5% | ** | ** | ** | ** | 8% | 5% |
| Don't know | 116 | ** | ** | 116 | 116 | 48 | 68 | ** | ** | ** | ** | 48 | 68 |
| | 26% | ** | ** | 26% | 26% | 21% | 31% | ** | ** | ** | ** | 21% | 31% |
| | | | | | | e | | | | | | k | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 153

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.

QC9. (SHOWCARD) Where do you think YouTube mainly gets its money from? (SINGLE CODE)

Base : Children aged 12-15 who ever use YouTube

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|-----|----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | ~a | b | ~c | d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 427 | 95 | 130 | 91 | 111 | 225 | 202 | 427 | 373 | 54 |
| Effective Weighted Sample | 405 | 91 | 123 | 86 | 106 | 214 | 192 | 405 | 355 | 50 |
| Total | 449 | 95 | 129 | 97 | 128 | 225 | 225 | 449 | 390 | 59 |
| From companies that advertise with YouTube | 225 | ** | 61 | ** | 60 | 118 | 107 | 225 | 199 | ** |
| | 50% | ** | 47% | ** | 47% | 53% | 47% | 50% | 51% | ** |
| From everyone that uses YouTube | 80 | ** | 24 | ** | 16 | 44 | 35 | 80 | 67 | ** |
| | 18% | ** | 19% | ** | 13% | 20% | 16% | 18% | 17% | ** |
| From the government/ council | 29 | ** | 10 | ** | 12 | 13 | 16 | 29 | 26 | ** |
| | 6% | ** | 8% | ** | 10% | 6% | 7% | 6% | 7% | ** |
| Don't know | 116 | ** | 34 | ** | 39 | 49 | 67 | 116 | 98 | ** |
| | 26% | ** | 27% | ** | 31% | 22% | 30% | 26% | 25% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 154

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.

QC14. When you go online do you ever do things like sign petitions, share news stories on sites like Facebook or Twitter or write comments or talk online about the news?

Base : Children aged 8-15 who go online at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | j | k | l |
| Unweighted total | 938 | - | 463 | 475 | 938 | 477 | 461 | - | - | 239 | 224 | 238 | 237 |
| Effective Weighted Sample | 879 | - | 429 | 450 | 879 | 449 | 431 | - | - | 223 | 207 | 226 | 224 |
| Total | 967 | - | 471 | 496 | 967 | 485 | 482 | - | - | 237 | 234 | 248 | 249 |
| Yes | 147 | ** | 20 | 127 | 147 | 81 | 66 | ** | ** | 11 | 9 | 70 | 57 |
| | 15% | ** | 4% | 26% | 15% | 17% | 14% | ** | ** | 5% | 4% | 28% | 23% |
| | | | | bd | b | | | | | | | ij | ij |
| No | 807 | ** | 447 | 361 | 807 | 399 | 409 | ** | ** | 224 | 223 | 175 | 185 |
| | 83% | ** | 95% | 73% | 83% | 82% | 85% | ** | ** | 94% | 96% | 71% | 75% |
| | | | cd | c | | | | | | kl | kl | | |
| Don't know | 13 | ** | 4 | 9 | 13 | 5 | 8 | ** | ** | 2 | 1 | 3 | 7 |
| | 1% | ** | 1% | 2% | 1% | 1% | 2% | ** | ** | 1% | 1% | 1% | 3% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 154

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.

QC14. When you go online do you ever do things like sign petitions, share news stories on sites like Facebook or Twitter or write comments or talk online about the news?

Base : Children aged 8-15 who go online at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 938 | 204 | 309 | 189 | 236 | 513 | 425 | 938 | 826 | 112 |
| Effective Weighted Sample | 879 | 193 | 289 | 178 | 221 | 482 | 399 | 879 | 776 | 103 |
| Total | 967 | 205 | 301 | 200 | 261 | 506 | 462 | 967 | 847 | 120 |
| Yes | 147 | 29 | 42 | 28 | 48 | 72 | 75 | 147 | 128 | 19 |
| | 15% | 14% | 14% | 14% | 18% | 14% | 16% | 15% | 15% | 16% |
| No | 807 | 174 | 256 | 170 | 206 | 431 | 377 | 807 | 706 | 101 |
| | 83% | 85% | 85% | 85% | 79% | 85% | 82% | 83% | 83% | 84% |
| | | | | | | d | | | | |
| Don't know | 13 | 1 | 2 | 3 | 7 | 3 | 9 | 13 | 13 | - |
| | 1% | 1% | 1% | 1% | 3% | 1% | 2% | 1% | 2% | -% |
| | | | | | e | | | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 155

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.

QC15A. (SHOWCARD) When you go online do you visit social media sites or apps like Facebook, Instagram, SnapChat, Twitter, or You Tube? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|------------|-------------|------------------|------------------|-----------------|----------------|-------------|------------------------|---------------------|-------------------|---------------------|--------------------|----------------------|
| | | 5-7 ~a | 8-11 b | 12-15 c | ALL 5-15 d | MALE e | FEMALE f | MALE 5-7 ~g | FEMALE 5-7 ~h | MALE 8-11 i | FEMALE 8-11 j | MALE 12-15 k | FEMALE 12-15 l |
| Significance Level: 95% | | | | | | | | | | | | | |
| Unweighted total | 938 | - | 463 | 475 | 938 | 477 | 461 | - | - | 239 | 224 | 238 | 237 |
| Effective Weighted Sample | 879 | - | 429 | 450 | 879 | 449 | 431 | - | - | 223 | 207 | 226 | 224 |
| Total | 967 | - | 471 | 496 | 967 | 485 | 482 | - | - | 237 | 234 | 248 | 249 |
| All is true | 22 2% | ** ** | 15 3% | 7 1% | 22 2% | 12 3% | 10 2% | ** ** | ** ** | 10 4% k | 5 2% | 2 1% | 5 2% |
| Most is true | 144 15% | ** ** | 50 11% | 94 19% b | 144 15% b | 72 15% | 72 15% | ** ** | ** ** | 24 10% | 25 11% | 48 19% ij | 47 19% ij |
| ALL/ MOST IS TRUE | 166 17% | ** ** | 64 14% | 102 21% b | 166 17% b | 85 17% | 82 17% | ** ** | ** ** | 34 14% | 30 13% | 50 20% j | 52 21% j |
| Some is true | 436 45% | ** ** | 143 30% | 293 59% bd | 436 45% b | 226 47% | 210 43% | ** ** | ** ** | 78 33% | 65 28% | 148 60% ij | 145 58% ij |
| Don't know | 80 8% | ** ** | 44 9% | 36 7% | 80 8% | 37 8% | 43 9% | ** ** | ** ** | 22 9% | 22 9% | 15 6% | 22 9% |
| Don't do this | 285 29% | ** ** | 220 47% cd | 65 13% | 285 29% c | 137 28% | 147 31% | ** ** | ** ** | 103 43% kl | 117 50% kl | 35 14% | 30 12% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
Table 155

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.

QC15A. (SHOWCARD) When you go online do you visit social media sites or apps like Facebook, Instagram, SnapChat, Twitter, or You Tube? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|------|------|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 938 | 204 | 309 | 189 | 236 | 513 | 425 | 938 | 826 | 112 |
| Effective Weighted Sample | 879 | 193 | 289 | 178 | 221 | 482 | 399 | 879 | 776 | 103 |
| Total | 967 | 205 | 301 | 200 | 261 | 506 | 462 | 967 | 847 | 120 |
| All is true | 22 | 2 | 2 | 4 | 14 | 4 | 18 | 22 | 20 | 3 |
| | 2% | 1% | 1% | 2% | 5% | 1% | 4% | 2% | 2% | 2% |
| | | | | abeg | | | be | e | | |
| Most is true | 144 | 31 | 45 | 33 | 36 | 76 | 69 | 144 | 119 | 25 |
| | 15% | 15% | 15% | 16% | 14% | 15% | 15% | 15% | 14% | 21% |
| ALL/ MOST IS TRUE | 166 | 33 | 46 | 37 | 49 | 80 | 87 | 166 | 138 | 28 |
| | 17% | 16% | 15% | 19% | 19% | 16% | 19% | 17% | 16% | 23% |
| Some is true | 436 | 91 | 127 | 86 | 132 | 218 | 218 | 436 | 392 | 44 |
| | 45% | 45% | 42% | 43% | 51% | 43% | 47% | 45% | 46% | 37% |
| Don't know | 80 | 9 | 37 | 16 | 17 | 47 | 34 | 80 | 68 | 12 |
| | 8% | 5% | 12% | 8% | 7% | 9% | 7% | 8% | 8% | 10% |
| | | | adfg | | | a | | | | |
| Don't do this | 285 | 71 | 90 | 61 | 62 | 162 | 123 | 285 | 248 | 36 |
| | 29% | 35% | 30% | 30% | 24% | 32% | 27% | 29% | 29% | 30% |
| | | df | | | | d | | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 156

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.

QC15B. (SHOWCARD) When you go online do you visit sites or apps for school work or homework, for instance BBC Bitesize or sites suggested by your teachers? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|-----------|------------|---------------|----------------|-------------|------------------------|---------------------|-------------------|---------------------|--------------------|----------------------|
| | | 5-7 ~a | 8-11 b | 12-15 c | ALL 5-15 d | MALE e | FEMALE f | MALE 5-7 ~g | FEMALE 5-7 ~h | MALE 8-11 i | FEMALE 8-11 j | MALE 12-15 k | FEMALE 12-15 l |
| Significance Level: 95% | | | | | | | | | | | | | |
| Unweighted total | 938 | - | 463 | 475 | 938 | 477 | 461 | - | - | 239 | 224 | 238 | 237 |
| Effective Weighted Sample | 879 | - | 429 | 450 | 879 | 449 | 431 | - | - | 223 | 207 | 226 | 224 |
| Total | 967 | - | 471 | 496 | 967 | 485 | 482 | - | - | 237 | 234 | 248 | 249 |
| All is true | 193 | ** | 91 | 103 | 193 | 84 | 109 | ** | ** | 40 | 51 | 44 | 59 |
| | 20% | ** | 19% | 21% | 20% | 17% | 23% | ** | ** | 17% | 22% | 18% | 24% |
| Most is true | 361 | ** | 157 | 204 | 361 | 187 | 173 | ** | ** | 81 | 76 | 106 | 98 |
| | 37% | ** | 33% | 41% | 37% | 39% | 36% | ** | ** | 34% | 32% | 43% | 39% |
| | | | | b | | | | | | | | j | |
| ALL/ MOST IS TRUE | 554 | ** | 248 | 306 | 554 | 272 | 282 | ** | ** | 121 | 126 | 150 | 156 |
| | 57% | ** | 53% | 62% | 57% | 56% | 59% | ** | ** | 51% | 54% | 61% | 63% |
| | | | | b | | | | | | | | i | i |
| Some is true | 195 | ** | 83 | 113 | 195 | 104 | 92 | ** | ** | 45 | 38 | 59 | 54 |
| | 20% | ** | 18% | 23% | 20% | 21% | 19% | ** | ** | 19% | 16% | 24% | 22% |
| Don't know | 55 | ** | 35 | 21 | 55 | 29 | 27 | ** | ** | 18 | 17 | 11 | 10 |
| | 6% | ** | 7% | 4% | 6% | 6% | 6% | ** | ** | 8% | 7% | 4% | 4% |
| | | | | c | | | | | | | | | |
| Don't do this | 162 | ** | 106 | 57 | 162 | 81 | 81 | ** | ** | 53 | 53 | 28 | 29 |
| | 17% | ** | 22% | 11% | 17% | 17% | 17% | ** | ** | 22% | 22% | 11% | 12% |
| | | | cd | | c | | | | | kl | kl | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 156

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.

QC15B. (SHOWCARD) When you go online do you visit sites or apps for school work or homework, for instance BBC Bitesize or sites suggested by your teachers? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 938 | 204 | 309 | 189 | 236 | 513 | 425 | 938 | 826 | 112 |
| Effective Weighted Sample | 879 | 193 | 289 | 178 | 221 | 482 | 399 | 879 | 776 | 103 |
| Total | 967 | 205 | 301 | 200 | 261 | 506 | 462 | 967 | 847 | 120 |
| All is true | 193 | 48 | 60 | 40 | 45 | 108 | 85 | 193 | 158 | 36 |
| | 20% | 24% | 20% | 20% | 17% | 21% | 18% | 20% | 19% | 30% |
| | | | | | | | | | | h |
| Most is true | 361 | 88 | 113 | 77 | 82 | 201 | 159 | 361 | 321 | 39 |
| | 37% | 43% | 38% | 39% | 31% | 40% | 34% | 37% | 38% | 33% |
| | | df | | | | d | | | | |
| ALL/ MOST IS TRUE | 554 | 137 | 173 | 117 | 127 | 310 | 244 | 554 | 479 | 75 |
| | 57% | 67% | 58% | 58% | 49% | 61% | 53% | 57% | 57% | 63% |
| | | bdfg | d | | | df | | d | | |
| Some is true | 195 | 36 | 63 | 35 | 61 | 99 | 97 | 195 | 173 | 23 |
| | 20% | 18% | 21% | 18% | 24% | 19% | 21% | 20% | 20% | 19% |
| Don't know | 55 | 9 | 16 | 13 | 17 | 26 | 30 | 55 | 49 | 6 |
| | 6% | 4% | 5% | 6% | 7% | 5% | 6% | 6% | 6% | 5% |
| Don't do this | 162 | 23 | 48 | 35 | 55 | 71 | 91 | 162 | 147 | 16 |
| | 17% | 11% | 16% | 18% | 21% | 14% | 20% | 17% | 17% | 13% |
| | | | | | ae | | ae | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 157

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.

QC15C. (SHOWCARD) When you go online do you visit sites or apps about news and what is going on in the world, for instance BBC news, CBBC Newsround, newspaper websites like the Daily Mail or the Guardian, or news apps or sites like Buzzfeed? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | j | k | l |
| Unweighted total | 938 | - | 463 | 475 | 938 | 477 | 461 | - | - | 239 | 224 | 238 | 237 |
| Effective Weighted Sample | 879 | - | 429 | 450 | 879 | 449 | 431 | - | - | 223 | 207 | 226 | 224 |
| Total | 967 | - | 471 | 496 | 967 | 485 | 482 | - | - | 237 | 234 | 248 | 249 |
| All is true | 94 | ** | 59 | 34 | 94 | 46 | 47 | ** | ** | 33 | 27 | 14 | 20 |
| | 10% | ** | 13% | 7% | 10% | 10% | 10% | ** | ** | 14% | 11% | 5% | 8% |
| | | | c | | | | | | | k | k | | |
| Most is true | 245 | ** | 108 | 137 | 245 | 130 | 115 | ** | ** | 58 | 50 | 72 | 65 |
| | 25% | ** | 23% | 28% | 25% | 27% | 24% | ** | ** | 24% | 22% | 29% | 26% |
| ALL/ MOST IS TRUE | 339 | ** | 168 | 171 | 339 | 176 | 162 | ** | ** | 91 | 77 | 86 | 85 |
| | 35% | ** | 36% | 34% | 35% | 36% | 34% | ** | ** | 38% | 33% | 35% | 34% |
| Some is true | 225 | ** | 74 | 151 | 225 | 110 | 115 | ** | ** | 38 | 35 | 72 | 80 |
| | 23% | ** | 16% | 31% | 23% | 23% | 24% | ** | ** | 16% | 15% | 29% | 32% |
| | | | | bd | b | | | | | | | ij | ij |
| Don't know | 49 | ** | 24 | 25 | 49 | 29 | 20 | ** | ** | 17 | 7 | 12 | 13 |
| | 5% | ** | 5% | 5% | 5% | 6% | 4% | ** | ** | 7% | 3% | 5% | 5% |
| Don't do this | 354 | ** | 205 | 149 | 354 | 170 | 185 | ** | ** | 91 | 114 | 78 | 71 |
| | 37% | ** | 44% | 30% | 37% | 35% | 38% | ** | ** | 38% | 49% | 32% | 29% |
| | | | cd | | c | | | | | l | ikl | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 157

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.

QC15C. (SHOWCARD) When you go online do you visit sites or apps about news and what is going on in the world, for instance BBC news, CBBC Newsround, newspaper websites like the Daily Mail or the Guardian, or news apps or sites like Buzzfeed? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 938 | 204 | 309 | 189 | 236 | 513 | 425 | 938 | 826 | 112 |
| Effective Weighted Sample | 879 | 193 | 289 | 178 | 221 | 482 | 399 | 879 | 776 | 103 |
| Total | 967 | 205 | 301 | 200 | 261 | 506 | 462 | 967 | 847 | 120 |
| All is true | 94 | 23 | 25 | 24 | 21 | 49 | 45 | 94 | 79 | 14 |
| | 10% | 11% | 8% | 12% | 8% | 10% | 10% | 10% | 9% | 12% |
| Most is true | 245 | 58 | 81 | 44 | 62 | 138 | 107 | 245 | 213 | 32 |
| | 25% | 28% | 27% | 22% | 24% | 27% | 23% | 25% | 25% | 26% |
| ALL/ MOST IS TRUE | 339 | 81 | 106 | 68 | 83 | 187 | 151 | 339 | 293 | 46 |
| | 35% | 40% | 35% | 34% | 32% | 37% | 33% | 35% | 35% | 38% |
| Some is true | 225 | 53 | 67 | 45 | 61 | 120 | 106 | 225 | 203 | 22 |
| | 23% | 26% | 22% | 22% | 23% | 24% | 23% | 23% | 24% | 19% |
| Don't know | 49 | 7 | 19 | 11 | 13 | 25 | 24 | 49 | 44 | 5 |
| | 5% | 3% | 6% | 6% | 5% | 5% | 5% | 5% | 5% | 4% |
| Don't do this | 354 | 64 | 109 | 76 | 105 | 173 | 181 | 354 | 308 | 47 |
| | 37% | 31% | 36% | 38% | 40% | 34% | 39% | 37% | 36% | 39% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 158

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.

QC15A. (SHOWCARD) When you go online do you visit social media sites or apps like Facebook, Instagram, SnapChat, Twitter, or You Tube? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online who say they do this

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|------------|-------------|-----------------|-----------------|---------------|----------------|-------------|------------------------|---------------------|-------------------|---------------------|--------------------|----------------------|
| | | 5-7 ~a | 8-11 b | 12-15 c | ALL 5-15 d | MALE e | FEMALE f | MALE 5-7 ~g | FEMALE 5-7 ~h | MALE 8-11 i | FEMALE 8-11 j | MALE 12-15 k | FEMALE 12-15 l |
| Significance Level: 95% | | | | | | | | | | | | | |
| Unweighted total | 634 | - | 231 | 403 | 634 | 328 | 306 | - | - | 129 | 102 | 199 | 204 |
| Effective Weighted Sample | 600 | - | 216 | 384 | 600 | 311 | 289 | - | - | 121 | 95 | 190 | 194 |
| Total | 682 | - | 251 | 432 | 682 | 348 | 335 | - | - | 135 | 116 | 213 | 218 |
| All is true | 22 3% | ** ** | 15 6% c | 7 2% | 22 3% | 12 4% | 10 3% | ** ** | ** ** | 10 7% kl | 5 4% | 2 1% | 5 2% |
| Most is true | 144 21% | ** ** | 50 20% | 94 22% | 144 21% | 72 21% | 72 21% | ** ** | ** ** | 24 18% | 25 22% | 48 23% | 47 21% |
| ALL/ MOST IS TRUE | 166 24% | ** ** | 64 26% | 102 24% | 166 24% | 85 24% | 82 24% | ** ** | ** ** | 34 25% | 30 26% | 50 24% | 52 24% |
| Some is true | 436 64% | ** ** | 143 57% | 293 68% b | 436 64% | 226 65% | 210 63% | ** ** | ** ** | 78 58% | 65 55% | 148 69% ij | 145 66% |
| Don't know | 80 12% | ** ** | 44 17% cd | 36 8% | 80 12% | 37 11% | 43 13% | ** ** | ** ** | 22 16% k | 22 19% kl | 15 7% | 22 10% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 158

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.

QC15A. (SHOWCARD) When you go online do you visit social media sites or apps like Facebook, Instagram, SnapChat, Twitter, or You Tube? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online who say they do this

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|------|-----|------|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | ~i |
| Unweighted total | 634 | 127 | 207 | 127 | 173 | 334 | 300 | 634 | 559 | 75 |
| Effective Weighted Sample | 600 | 122 | 196 | 120 | 163 | 317 | 283 | 600 | 530 | 69 |
| Total | 682 | 134 | 210 | 140 | 199 | 344 | 338 | 682 | 599 | 84 |
| All is true | 22 | 2 | 2 | 4 | 14 | 4 | 18 | 22 | 20 | ** |
| | 3% | 2% | 1% | 3% | 7% | 1% | 5% | 3% | 3% | ** |
| | | | | | abeg | | be | | | |
| Most is true | 144 | 31 | 45 | 33 | 36 | 76 | 69 | 144 | 119 | ** |
| | 21% | 23% | 21% | 24% | 18% | 22% | 20% | 21% | 20% | ** |
| ALL/ MOST IS TRUE | 166 | 33 | 46 | 37 | 49 | 80 | 87 | 166 | 138 | ** |
| | 24% | 25% | 22% | 27% | 25% | 23% | 26% | 24% | 23% | ** |
| Some is true | 436 | 91 | 127 | 86 | 132 | 218 | 218 | 436 | 392 | ** |
| | 64% | 68% | 60% | 61% | 67% | 63% | 64% | 64% | 65% | ** |
| Don't know | 80 | 9 | 37 | 16 | 17 | 47 | 34 | 80 | 68 | ** |
| | 12% | 7% | 18% | 12% | 9% | 14% | 10% | 12% | 11% | ** |
| | | | adfg | | | | | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 159

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.

QC15B. (SHOWCARD) When you go online do you visit sites or apps for school work or homework, for instance BBC Bitesize or sites suggested by your teachers? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online who say they do this

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|-----------|------------|---------------|----------------|-------------|------------------------|---------------------|-------------------|---------------------|--------------------|----------------------|
| | | 5-7 ~a | 8-11 b | 12-15 c | ALL 5-15 d | MALE e | FEMALE f | MALE 5-7 ~g | FEMALE 5-7 ~h | MALE 8-11 i | FEMALE 8-11 j | MALE 12-15 k | FEMALE 12-15 l |
| Significance Level: 95% | | | | | | | | | | | | | |
| Unweighted total | 772 | - | 352 | 420 | 772 | 394 | 378 | - | - | 184 | 168 | 210 | 210 |
| Effective Weighted Sample | 726 | - | 328 | 398 | 726 | 372 | 355 | - | - | 172 | 156 | 200 | 199 |
| Total | 805 | - | 365 | 440 | 805 | 404 | 401 | - | - | 184 | 181 | 220 | 220 |
| All is true | 193 | ** | 91 | 103 | 193 | 84 | 109 | ** | ** | 40 | 51 | 44 | 59 |
| | 24% | ** | 25% | 23% | 24% | 21% | 27% | ** | ** | 22% | 28% | 20% | 27% |
| | | | | | | | e | | | | | | |
| Most is true | 361 | ** | 157 | 204 | 361 | 187 | 173 | ** | ** | 81 | 76 | 106 | 98 |
| | 45% | ** | 43% | 46% | 45% | 46% | 43% | ** | ** | 44% | 42% | 48% | 44% |
| ALL/ MOST IS TRUE | 554 | ** | 248 | 306 | 554 | 272 | 282 | ** | ** | 121 | 126 | 150 | 156 |
| | 69% | ** | 68% | 70% | 69% | 67% | 70% | ** | ** | 66% | 70% | 68% | 71% |
| Some is true | 195 | ** | 83 | 113 | 195 | 104 | 92 | ** | ** | 45 | 38 | 59 | 54 |
| | 24% | ** | 23% | 26% | 24% | 26% | 23% | ** | ** | 24% | 21% | 27% | 24% |
| Don't know | 55 | ** | 35 | 21 | 55 | 29 | 27 | ** | ** | 18 | 17 | 11 | 10 |
| | 7% | ** | 10% | 5% | 7% | 7% | 7% | ** | ** | 10% | 9% | 5% | 4% |
| | | | c | | | | | | | i | | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 159

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.

QC15B. (SHOWCARD) When you go online do you visit sites or apps for school work or homework, for instance BBC Bitesize or sites suggested by your teachers? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online who say they do this

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | ~i |
| Unweighted total | 772 | 179 | 254 | 155 | 184 | 433 | 339 | 772 | 677 | 95 |
| Effective Weighted Sample | 726 | 170 | 239 | 146 | 172 | 409 | 318 | 726 | 638 | 89 |
| Total | 805 | 182 | 252 | 165 | 206 | 434 | 371 | 805 | 701 | 104 |
| All is true | 193 | 48 | 60 | 40 | 45 | 108 | 85 | 193 | 158 | ** |
| | 24% | 27% | 24% | 24% | 22% | 25% | 23% | 24% | 22% | ** |
| Most is true | 361 | 88 | 113 | 77 | 82 | 201 | 159 | 361 | 321 | ** |
| | 45% | 49% | 45% | 47% | 40% | 46% | 43% | 45% | 46% | ** |
| ALL/ MOST IS TRUE | 554 | 137 | 173 | 117 | 127 | 310 | 244 | 554 | 479 | ** |
| | 69% | 75% | 69% | 71% | 62% | 71% | 66% | 69% | 68% | ** |
| | | df | | | | d | | | | |
| Some is true | 195 | 36 | 63 | 35 | 61 | 99 | 97 | 195 | 173 | ** |
| | 24% | 20% | 25% | 21% | 30% | 23% | 26% | 24% | 25% | ** |
| | | | | a | | | | | | |
| Don't know | 55 | 9 | 16 | 13 | 17 | 26 | 30 | 55 | 49 | ** |
| | 7% | 5% | 7% | 8% | 8% | 6% | 8% | 7% | 7% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 160

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.

QC15C. (SHOWCARD) When you go online do you visit sites or apps about news and what is going on in the world, for instance BBC news, CBBC Newsround, newspaper websites like the Daily Mail or the Guardian, or news apps or sites like Buzzfeed? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online who say they do this

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|--------|------|--------|------|--------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | j | k | l |
| Unweighted total | 587 | - | 255 | 332 | 587 | 308 | 279 | - | - | 146 | 109 | 162 | 170 |
| Effective Weighted Sample | 552 | - | 237 | 314 | 552 | 290 | 262 | - | - | 137 | 101 | 154 | 161 |
| Total | 613 | - | 266 | 347 | 613 | 315 | 298 | - | - | 146 | 120 | 169 | 178 |
| All is true | 94 | ** | 59 | 34 | 94 | 46 | 47 | ** | ** | 33 | 27 | 14 | 20 |
| | 15% | ** | 22% | 10% | 15% | 15% | 16% | ** | ** | 22% | 22% | 8% | 11% |
| | | | cd | | c | | | | | kl | kl | | |
| Most is true | 245 | ** | 108 | 137 | 245 | 130 | 115 | ** | ** | 58 | 50 | 72 | 65 |
| | 40% | ** | 41% | 39% | 40% | 41% | 39% | ** | ** | 40% | 42% | 43% | 36% |
| ALL/ MOST IS TRUE | 339 | ** | 168 | 171 | 339 | 176 | 162 | ** | ** | 91 | 77 | 86 | 85 |
| | 55% | ** | 63% | 49% | 55% | 56% | 55% | ** | ** | 62% | 64% | 51% | 48% |
| | | | cd | | | | | | | l | kl | | |
| Some is true | 225 | ** | 74 | 151 | 225 | 110 | 115 | ** | ** | 38 | 35 | 72 | 80 |
| | 37% | ** | 28% | 44% | 37% | 35% | 39% | ** | ** | 26% | 30% | 42% | 45% |
| | | | | bd | b | | | | | | | ij | ij |
| Don't know | 49 | ** | 24 | 25 | 49 | 29 | 20 | ** | ** | 17 | 7 | 12 | 13 |
| | 8% | ** | 9% | 7% | 8% | 9% | 7% | ** | ** | 12% | 6% | 7% | 7% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 160

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.

QC15C. (SHOWCARD) When you go online do you visit sites or apps about news and what is going on in the world, for instance BBC news, CBBC Newsround, newspaper websites like the Daily Mail or the Guardian, or news apps or sites like Buzzfeed? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online who say they do this

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 587 | 136 | 194 | 116 | 141 | 330 | 257 | 587 | 521 | 66 |
| Effective Weighted Sample | 552 | 129 | 182 | 109 | 132 | 311 | 241 | 552 | 490 | 62 |
| Total | 613 | 141 | 191 | 124 | 156 | 332 | 281 | 613 | 540 | 73 |
| All is true | 94 | 23 | 25 | 24 | 21 | 49 | 45 | 94 | 79 | ** |
| | 15% | 17% | 13% | 19% | 13% | 15% | 16% | 15% | 15% | ** |
| Most is true | 245 | 58 | 81 | 44 | 62 | 138 | 107 | 245 | 213 | ** |
| | 40% | 41% | 42% | 36% | 40% | 42% | 38% | 40% | 40% | ** |
| ALL/ MOST IS TRUE | 339 | 81 | 106 | 68 | 83 | 187 | 151 | 339 | 293 | ** |
| | 55% | 58% | 55% | 55% | 53% | 56% | 54% | 55% | 54% | ** |
| Some is true | 225 | 53 | 67 | 45 | 61 | 120 | 106 | 225 | 203 | ** |
| | 37% | 38% | 35% | 36% | 39% | 36% | 38% | 37% | 38% | ** |
| Don't know | 49 | 7 | 19 | 11 | 13 | 25 | 24 | 49 | 44 | ** |
| | 8% | 5% | 10% | 9% | 8% | 8% | 8% | 8% | 8% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 161

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.

QC17. (SHOWCARD) Thinking about all the things you use to go online, in a normal week, would you say that you (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | j | k | l |
| Unweighted total | 938 | - | 463 | 475 | 938 | 477 | 461 | - | - | 239 | 224 | 238 | 237 |
| Effective Weighted Sample | 879 | - | 429 | 450 | 879 | 449 | 431 | - | - | 223 | 207 | 226 | 224 |
| Total | 967 | - | 471 | 496 | 967 | 485 | 482 | - | - | 237 | 234 | 248 | 249 |
| Only use websites or apps that you've used before | 547 | ** | 283 | 264 | 547 | 254 | 293 | ** | ** | 140 | 143 | 114 | 150 |
| | 57% | ** | 60% | 53% | 57% | 52% | 61% | ** | ** | 59% | 61% | 46% | 60% |
| | | | c | | | | e | | | k | k | | k |
| Use one or two websites or apps that you've not used before | 291 | ** | 129 | 162 | 291 | 159 | 131 | ** | ** | 64 | 65 | 96 | 66 |
| | 30% | ** | 27% | 33% | 30% | 33% | 27% | ** | ** | 27% | 28% | 39% | 27% |
| | | | | | | | | | | | | ijl | |
| Use lots of websites or apps that you've not used before | 78 | ** | 26 | 52 | 78 | 43 | 35 | ** | ** | 16 | 10 | 27 | 25 |
| | 8% | ** | 6% | 11% | 8% | 9% | 7% | ** | ** | 7% | 4% | 11% | 10% |
| | | | | b | | | | | | | | j | j |
| Don't know | 51 | ** | 33 | 18 | 51 | 28 | 23 | ** | ** | 17 | 16 | 11 | 8 |
| | 5% | ** | 7% | 4% | 5% | 6% | 5% | ** | ** | 7% | 7% | 4% | 3% |
| | | | c | | | | | | | l | | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 161

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.

QC17. (SHOWCARD) Thinking about all the things you use to go online, in a normal week, would you say that you (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

| | Total | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 938 | 204 | 309 | 189 | 236 | 513 | 425 | 938 | 826 | 112 |
| Effective Weighted Sample | 879 | 193 | 289 | 178 | 221 | 482 | 399 | 879 | 776 | 103 |
| Total | 967 | 205 | 301 | 200 | 261 | 506 | 462 | 967 | 847 | 120 |
| Only use websites or apps that you've used before | 547 | 116 | 159 | 115 | 157 | 275 | 272 | 547 | 470 | 77 |
| | 57% | 57% | 53% | 57% | 60% | 54% | 59% | 57% | 55% | 64% |
| Use one or two websites or apps that you've not used before | 291 | 60 | 90 | 69 | 72 | 150 | 141 | 291 | 258 | 33 |
| | 30% | 29% | 30% | 35% | 27% | 30% | 31% | 30% | 30% | 28% |
| Use lots of websites or apps that you've not used before | 78 | 22 | 30 | 9 | 18 | 51 | 27 | 78 | 72 | 6 |
| | 8% | 10% | 10% | 5% | 7% | 10% | 6% | 8% | 9% | 5% |
| | | cf | c | | | cf | | | | |
| Don't know | 51 | 7 | 23 | 7 | 15 | 30 | 22 | 51 | 47 | 4 |
| | 5% | 3% | 8% | 3% | 6% | 6% | 5% | 5% | 6% | 3% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 162

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.

QC18. (SHOWCARD) If you were using a website or app you hadn't visited before to look for information online and you weren't sure whether you could trust the website or app, which of these things, if any might you check? (MULTI CODE)

Base : Children aged 12-15 who go online who use websites they've not used before

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | ~f | ~g | ~h | ~i | ~j | k | ~l |
| Unweighted total | 205 | - | - | 205 | 205 | 115 | 90 | - | - | - | - | 115 | 90 |
| Effective Weighted Sample | 194 | - | - | 194 | 194 | 109 | 85 | - | - | - | - | 109 | 85 |
| Total | 214 | - | - | 214 | 214 | 123 | 91 | - | - | - | - | 123 | 91 |
| Check the general look of the website, for example the layout, colours or how professional it looks | 96 | ** | ** | 96 | 96 | 57 | ** | ** | ** | ** | ** | 57 | ** |
| | 45% | ** | ** | 45% | 45% | 47% | ** | ** | ** | ** | ** | 47% | ** |
| Check some types of information across a number of websites to be sure it's correct | 88 | ** | ** | 88 | 88 | 52 | ** | ** | ** | ** | ** | 52 | ** |
| | 41% | ** | ** | 41% | 41% | 42% | ** | ** | ** | ** | ** | 42% | ** |
| Look at how up to date the information on the website is | 71 | ** | ** | 71 | 71 | 45 | ** | ** | ** | ** | ** | 45 | ** |
| | 33% | ** | ** | 33% | 33% | 37% | ** | ** | ** | ** | ** | 37% | ** |
| Ask someone else if they have been to the website | 70 | ** | ** | 70 | 70 | 38 | ** | ** | ** | ** | ** | 38 | ** |
| | 33% | ** | ** | 33% | 33% | 31% | ** | ** | ** | ** | ** | 31% | ** |
| See whether it is a company you have heard of | 50 | ** | ** | 50 | 50 | 29 | ** | ** | ** | ** | ** | 29 | ** |
| | 24% | ** | ** | 24% | 24% | 23% | ** | ** | ** | ** | ** | 23% | ** |
| Something else | 4 | ** | ** | 4 | 4 | 1 | ** | ** | ** | ** | ** | 1 | ** |
| | 2% | ** | ** | 2% | 2% | 1% | ** | ** | ** | ** | ** | 1% | ** |
| Don't know | 39 | ** | ** | 39 | 39 | 23 | ** | ** | ** | ** | ** | 23 | ** |
| | 18% | ** | ** | 18% | 18% | 19% | ** | ** | ** | ** | ** | 19% | ** |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 162

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.

QC18. (SHOWCARD) If you were using a website or app you hadn't visited before to look for information online and you weren't sure whether you could trust the website or app, which of these things, if any might you check? (MULTI CODE)

Base : Children aged 12-15 who go online who use websites they've not used before

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|----|----|----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | e | ~f | g | h | ~i |
| Unweighted total | 205 | 50 | 65 | 40 | 50 | 115 | 90 | 205 | 184 | 21 |
| Effective Weighted Sample | 194 | 48 | 61 | 38 | 48 | 109 | 85 | 194 | 175 | 19 |
| Total | 214 | 50 | 63 | 42 | 58 | 114 | 100 | 214 | 191 | 23 |
| Check the general look of the website, for example the layout, colours or how professional it looks | 96 | ** | ** | ** | ** | 45 | ** | 96 | 87 | ** |
| | 45% | ** | ** | ** | ** | 40% | ** | 45% | 45% | ** |
| Check some types of information across a number of websites to be sure it's correct | 88 | ** | ** | ** | ** | 44 | ** | 88 | 79 | ** |
| | 41% | ** | ** | ** | ** | 39% | ** | 41% | 41% | ** |
| Look at how up to date the information on the website is | 71 | ** | ** | ** | ** | 36 | ** | 71 | 65 | ** |
| | 33% | ** | ** | ** | ** | 32% | ** | 33% | 34% | ** |
| Ask someone else if they have been to the website | 70 | ** | ** | ** | ** | 41 | ** | 70 | 64 | ** |
| | 33% | ** | ** | ** | ** | 36% | ** | 33% | 34% | ** |
| See whether it is a company you have heard of | 50 | ** | ** | ** | ** | 28 | ** | 50 | 46 | ** |
| | 24% | ** | ** | ** | ** | 25% | ** | 24% | 24% | ** |
| Something else | 4 | ** | ** | ** | ** | 2 | ** | 4 | 3 | ** |
| | 2% | ** | ** | ** | ** | 2% | ** | 2% | 2% | ** |
| Don't know | 39 | ** | ** | ** | ** | 24 | ** | 39 | 37 | ** |
| | 18% | ** | ** | ** | ** | 21% | ** | 18% | 19% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 163

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.

QC22A. (SHOWCARD) ATTITUDES TOWARDS SOCIAL MEDIA - There is pressure to look popular on social media (SINGLE CODE)

Base : Children aged 8-15 with a social media account

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 439 | - | 96 | 343 | 439 | 222 | 217 | - | - | 54 | 42 | 168 | 175 |
| Effective Weighted Sample | 419 | - | 92 | 327 | 419 | 213 | 207 | - | - | 52 | 41 | 161 | 167 |
| Total | 487 | - | 115 | 372 | 487 | 243 | 245 | - | - | 61 | 54 | 181 | 191 |
| All the time | 56 | ** | ** | 47 | 56 | 22 | 33 | ** | ** | ** | ** | 18 | 30 |
| | 11% | ** | ** | 13% | 11% | 9% | 14% | ** | ** | ** | ** | 10% | 16% |
| Most of the time | 112 | ** | ** | 89 | 112 | 55 | 57 | ** | ** | ** | ** | 43 | 46 |
| | 23% | ** | ** | 24% | 23% | 23% | 23% | ** | ** | ** | ** | 24% | 24% |
| ALL/ MOST OF THE TIME | 168 | ** | ** | 137 | 168 | 78 | 90 | ** | ** | ** | ** | 61 | 76 |
| | 34% | ** | ** | 37% | 34% | 32% | 37% | ** | ** | ** | ** | 34% | 40% |
| Sometimes | 169 | ** | ** | 135 | 169 | 92 | 77 | ** | ** | ** | ** | 67 | 68 |
| | 35% | ** | ** | 36% | 35% | 38% | 32% | ** | ** | ** | ** | 37% | 36% |
| EVER | 337 | ** | ** | 272 | 337 | 169 | 167 | ** | ** | ** | ** | 127 | 144 |
| | 69% | ** | ** | 73% | 69% | 70% | 68% | ** | ** | ** | ** | 70% | 75% |
| Never | 129 | ** | ** | 86 | 129 | 60 | 68 | ** | ** | ** | ** | 45 | 41 |
| | 26% | ** | ** | 23% | 26% | 25% | 28% | ** | ** | ** | ** | 25% | 22% |
| Don't know | 22 | ** | ** | 15 | 22 | 13 | 9 | ** | ** | ** | ** | 9 | 6 |
| | 5% | ** | ** | 4% | 5% | 5% | 4% | ** | ** | ** | ** | 5% | 3% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 163

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.

QC22A. (SHOWCARD) ATTITUDES TOWARDS SOCIAL MEDIA - There is pressure to look popular on social media (SINGLE CODE)

Base : Children aged 8-15 with a social media account

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | ~a | b | ~c | d | e | f | g | h | ~i |
| Unweighted total | 439 | 88 | 133 | 95 | 123 | 221 | 218 | 439 | 386 | 53 |
| Effective Weighted Sample | 419 | 85 | 127 | 91 | 117 | 212 | 208 | 419 | 370 | 49 |
| Total | 487 | 95 | 140 | 107 | 145 | 236 | 252 | 487 | 427 | 60 |
| All the time | 56 | ** | 14 | ** | 16 | 23 | 32 | 56 | 52 | ** |
| | 11% | ** | 10% | ** | 11% | 10% | 13% | 11% | 12% | ** |
| Most of the time | 112 | ** | 35 | ** | 35 | 59 | 53 | 112 | 96 | ** |
| | 23% | ** | 25% | ** | 25% | 25% | 21% | 23% | 22% | ** |
| ALL/ MOST OF THE TIME | 168 | ** | 49 | ** | 51 | 83 | 85 | 168 | 148 | ** |
| | 34% | ** | 35% | ** | 36% | 35% | 34% | 34% | 35% | ** |
| Sometimes | 169 | ** | 34 | ** | 54 | 74 | 95 | 169 | 143 | ** |
| | 35% | ** | 24% | ** | 38% | 31% | 38% | 35% | 34% | ** |
| | | | | | b | | b | b | | |
| EVER | 337 | ** | 83 | ** | 106 | 157 | 180 | 337 | 291 | ** |
| | 69% | ** | 59% | ** | 73% | 66% | 72% | 69% | 68% | ** |
| | | | | | b | | b | b | | |
| Never | 129 | ** | 44 | ** | 32 | 66 | 62 | 129 | 117 | ** |
| | 26% | ** | 31% | ** | 22% | 28% | 25% | 26% | 27% | ** |
| Don't know | 22 | ** | 13 | ** | 7 | 13 | 9 | 22 | 19 | ** |
| | 5% | ** | 9% | ** | 5% | 5% | 4% | 5% | 5% | ** |
| | | | f | | | | | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 164

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.

QC22B. (SHOWCARD) ATTITUDES TOWARDS SOCIAL MEDIA - People are mean to each other on social media (SINGLE CODE)

Base : Children aged 8-15 with a social media account

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 439 | - | 96 | 343 | 439 | 222 | 217 | - | - | 54 | 42 | 168 | 175 |
| Effective Weighted Sample | 419 | - | 92 | 327 | 419 | 213 | 207 | - | - | 52 | 41 | 161 | 167 |
| Total | 487 | - | 115 | 372 | 487 | 243 | 245 | - | - | 61 | 54 | 181 | 191 |
| All the time | 41 | ** | ** | 36 | 41 | 19 | 22 | ** | ** | ** | ** | 17 | 19 |
| | 9% | ** | ** | 10% | 9% | 8% | 9% | ** | ** | ** | ** | 9% | 10% |
| Most of the time | 107 | ** | ** | 79 | 107 | 54 | 52 | ** | ** | ** | ** | 37 | 42 |
| | 22% | ** | ** | 21% | 22% | 22% | 21% | ** | ** | ** | ** | 20% | 22% |
| ALL/ MOST OF THE TIME | 148 | ** | ** | 115 | 148 | 74 | 74 | ** | ** | ** | ** | 54 | 62 |
| | 30% | ** | ** | 31% | 30% | 30% | 30% | ** | ** | ** | ** | 30% | 32% |
| Sometimes | 288 | ** | ** | 225 | 288 | 144 | 144 | ** | ** | ** | ** | 110 | 115 |
| | 59% | ** | ** | 60% | 59% | 60% | 59% | ** | ** | ** | ** | 61% | 60% |
| EVER | 436 | ** | ** | 340 | 436 | 218 | 218 | ** | ** | ** | ** | 164 | 176 |
| | 89% | ** | ** | 91% | 89% | 90% | 89% | ** | ** | ** | ** | 91% | 92% |
| Never | 23 | ** | ** | 11 | 23 | 11 | 12 | ** | ** | ** | ** | 6 | 6 |
| | 5% | ** | ** | 3% | 5% | 5% | 5% | ** | ** | ** | ** | 3% | 3% |
| Don't know | 29 | ** | ** | 21 | 29 | 14 | 15 | ** | ** | ** | ** | 11 | 9 |
| | 6% | ** | ** | 6% | 6% | 6% | 6% | ** | ** | ** | ** | 6% | 5% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 164

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.

QC22B. (SHOWCARD) ATTITUDES TOWARDS SOCIAL MEDIA - People are mean to each other on social media (SINGLE CODE)

Base : Children aged 8-15 with a social media account

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | ~a | b | ~c | d | e | f | g | h | ~i |
| Unweighted total | 439 | 88 | 133 | 95 | 123 | 221 | 218 | 439 | 386 | 53 |
| Effective Weighted Sample | 419 | 85 | 127 | 91 | 117 | 212 | 208 | 419 | 370 | 49 |
| Total | 487 | 95 | 140 | 107 | 145 | 236 | 252 | 487 | 427 | 60 |
| All the time | 41 | ** | 8 | ** | 15 | 17 | 24 | 41 | 36 | ** |
| | 9% | ** | 6% | ** | 10% | 7% | 10% | 9% | 8% | ** |
| Most of the time | 107 | ** | 28 | ** | 37 | 44 | 62 | 107 | 94 | ** |
| | 22% | ** | 20% | ** | 26% | 19% | 25% | 22% | 22% | ** |
| ALL/ MOST OF THE TIME | 148 | ** | 36 | ** | 52 | 61 | 87 | 148 | 130 | ** |
| | 30% | ** | 26% | ** | 36% | 26% | 34% | 30% | 30% | ** |
| Sometimes | 288 | ** | 81 | ** | 79 | 143 | 145 | 288 | 255 | ** |
| | 59% | ** | 58% | ** | 55% | 61% | 58% | 59% | 60% | ** |
| EVER | 436 | ** | 117 | ** | 131 | 204 | 232 | 436 | 385 | ** |
| | 89% | ** | 84% | ** | 91% | 87% | 92% | 89% | 90% | ** |
| | | | | | | | b | | | |
| Never | 23 | ** | 13 | ** | 5 | 14 | 9 | 23 | 18 | ** |
| | 5% | ** | 9% | ** | 4% | 6% | 3% | 5% | 4% | ** |
| | | | f | | | | | | | |
| Don't know | 29 | ** | 10 | ** | 8 | 17 | 11 | 29 | 25 | ** |
| | 6% | ** | 7% | ** | 5% | 7% | 4% | 6% | 6% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 165

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.

QC23. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT SOCIAL MEDIA - Getting likes or followers is more important to me than keeping my posts, comments or photos private (SINGLE CODE)

Base : Children aged 12-15 with a social media account

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|----------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 343 | - | - | 343 | 343 | 168 | 175 | - | - | - | - | 168 | 175 |
| Effective Weighted Sample | 327 | - | - | 327 | 327 | 161 | 167 | - | - | - | - | 161 | 167 |
| Total | 372 | - | - | 372 | 372 | 181 | 191 | - | - | - | - | 181 | 191 |
| Disagree | 214 | ** | ** | 214 | 214 | 99 | 115 | ** | ** | ** | ** | 99 | 115 |
| | 58% | ** | ** | 58% | 58% | 55% | 60% | ** | ** | ** | ** | 55% | 60% |
| Neither agree nor disagree | 92 | ** | ** | 92 | 92 | 51 | 41 | ** | ** | ** | ** | 51 | 41 |
| | 25% | ** | ** | 25% | 25% | 28% | 22% | ** | ** | ** | ** | 28% | 22% |
| Agree | 49 | ** | ** | 49 | 49 | 22 | 27 | ** | ** | ** | ** | 22 | 27 |
| | 13% | ** | ** | 13% | 13% | 12% | 14% | ** | ** | ** | ** | 12% | 14% |
| Don't know | 17 | ** | ** | 17 | 17 | 9 | 8 | ** | ** | ** | ** | 9 | 8 |
| | 5% | ** | ** | 5% | 5% | 5% | 4% | ** | ** | ** | ** | 5% | 4% |
| TOTAL NEITHER/ DON'T KNOW | 109 | ** | ** | 109 | 109 | 60 | 49 | ** | ** | ** | ** | 60 | 49 |
| | 29% | ** | ** | 29% | 29% | 33% | 26% | ** | ** | ** | ** | 33% | 26% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 165

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.

QC23. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT SOCIAL MEDIA - Getting likes or followers is more important to me than keeping my posts, comments or photos private (SINGLE CODE)

Base : Children aged 12-15 with a social media account

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|----------------------------|-------|--------------|-----|----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | ~a | b | ~c | ~d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 343 | 73 | 104 | 73 | 93 | 177 | 166 | 343 | 297 | 46 |
| Effective Weighted Sample | 327 | 70 | 99 | 70 | 89 | 170 | 159 | 327 | 285 | 43 |
| Total | 372 | 77 | 106 | 79 | 110 | 183 | 189 | 372 | 321 | 52 |
| Disagree | 214 | ** | 62 | ** | ** | 105 | 109 | 214 | 180 | ** |
| | 58% | ** | 59% | ** | ** | 57% | 58% | 58% | 56% | ** |
| Neither agree nor disagree | 92 | ** | 20 | ** | ** | 40 | 52 | 92 | 84 | ** |
| | 25% | ** | 18% | ** | ** | 22% | 27% | 25% | 26% | ** |
| Agree | 49 | ** | 15 | ** | ** | 26 | 23 | 49 | 43 | ** |
| | 13% | ** | 14% | ** | ** | 14% | 12% | 13% | 13% | ** |
| Don't know | 17 | ** | 9 | ** | ** | 11 | 6 | 17 | 14 | ** |
| | 5% | ** | 9% | ** | ** | 6% | 3% | 5% | 4% | ** |
| | | | f | | | | | | | |
| TOTAL NEITHER/ DON'T KNOW | 109 | ** | 29 | ** | ** | 52 | 58 | 109 | 98 | ** |
| | 29% | ** | 27% | ** | ** | 28% | 30% | 29% | 31% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 166

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.

QC24A. I'd now like to ask you a question about live streaming. This allows you to 'go live' by sharing live videos with others using services like Facebook Live, YouTube Live or Instagram Live. Before today, had you heard about live streaming?

Base : Children aged 12-15 who go online

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 475 | - | - | 475 | 475 | 238 | 237 | - | - | - | - | 238 | 237 |
| Effective Weighted Sample | 450 | - | - | 450 | 450 | 226 | 224 | - | - | - | - | 226 | 224 |
| Total | 496 | - | - | 496 | 496 | 248 | 249 | - | - | - | - | 248 | 249 |
| Yes | 378 | ** | ** | 378 | 378 | 193 | 185 | ** | ** | ** | ** | 193 | 185 |
| | 76% | ** | ** | 76% | 76% | 78% | 74% | ** | ** | ** | ** | 78% | 74% |
| No | 107 | ** | ** | 107 | 107 | 49 | 57 | ** | ** | ** | ** | 49 | 57 |
| | 21% | ** | ** | 21% | 21% | 20% | 23% | ** | ** | ** | ** | 20% | 23% |
| Don't know | 12 | ** | ** | 12 | 12 | 5 | 6 | ** | ** | ** | ** | 5 | 6 |
| | 2% | ** | ** | 2% | 2% | 2% | 3% | ** | ** | ** | ** | 2% | 3% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 166

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.

QC24A. I'd now like to ask you a question about live streaming. This allows you to 'go live' by sharing live videos with others using services like Facebook Live, YouTube Live or Instagram Live. Before today, had you heard about live streaming?

Base : Children aged 12-15 who go online

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | ~c | d | e | f | g | h | ~i |
| Unweighted total | 475 | 112 | 143 | 98 | 122 | 255 | 220 | 475 | 418 | 57 |
| Effective Weighted Sample | 450 | 107 | 136 | 93 | 116 | 242 | 209 | 450 | 397 | 53 |
| Total | 496 | 111 | 142 | 104 | 139 | 253 | 243 | 496 | 433 | 63 |
| Yes | 378 | 80 | 107 | ** | 105 | 187 | 191 | 378 | 329 | ** |
| | 76% | 72% | 75% | ** | 76% | 74% | 79% | 76% | 76% | ** |
| No | 107 | 29 | 31 | ** | 32 | 61 | 46 | 107 | 94 | ** |
| | 21% | 27% | 22% | ** | 23% | 24% | 19% | 21% | 22% | ** |
| Don't know | 12 | 1 | 4 | ** | 2 | 6 | 6 | 12 | 11 | ** |
| | 2% | 1% | 3% | ** | 2% | 2% | 3% | 2% | 2% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 167

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.

QC24B. (SHOWCARD). Which one of these best describes your experience of live streaming services? (SINGLE CODE)

Base : Children aged 12-15 who are aware of live streaming

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 359 | - | - | 359 | 359 | 186 | 173 | - | - | - | - | 186 | 173 |
| Effective Weighted Sample | 341 | - | - | 341 | 341 | 177 | 164 | - | - | - | - | 177 | 164 |
| Total | 378 | - | - | 378 | 378 | 193 | 185 | - | - | - | - | 193 | 185 |
| I've never used live streaming services | 150 | ** | ** | 150 | 150 | 82 | 68 | ** | ** | ** | ** | 82 | 68 |
| | 40% | ** | ** | 40% | 40% | 42% | 37% | ** | ** | ** | ** | 42% | 37% |
| I've only watched other people's livestreams/ live videos | 176 | ** | ** | 176 | 176 | 94 | 82 | ** | ** | ** | ** | 94 | 82 |
| | 47% | ** | ** | 47% | 47% | 49% | 44% | ** | ** | ** | ** | 49% | 44% |
| I've 'gone live'/ shared my own videos with others | 52 | ** | ** | 52 | 52 | 18 | 35 | ** | ** | ** | ** | 18 | 35 |
| | 14% | ** | ** | 14% | 14% | 9% | 19% | ** | ** | ** | ** | 9% | 19% |
| | | | | | | e | | | | | | | k |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 167

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.

QC24B. (SHOWCARD). Which one of these best describes your experience of live streaming services? (SINGLE CODE)

Base : Children aged 12-15 who are aware of live streaming

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | ~a | b | ~c | ~d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 359 | 80 | 107 | 80 | 92 | 187 | 172 | 359 | 314 | 45 |
| Effective Weighted Sample | 341 | 77 | 101 | 76 | 88 | 178 | 164 | 341 | 299 | 42 |
| Total | 378 | 80 | 107 | 86 | 105 | 187 | 191 | 378 | 329 | 49 |
| I've never used live streaming services | 150 | ** | 42 | ** | ** | 75 | 75 | 150 | 127 | ** |
| | 40% | ** | 39% | ** | ** | 40% | 39% | 40% | 39% | ** |
| I've only watched other people's livestreams/ live videos | 176 | ** | 47 | ** | ** | 84 | 92 | 176 | 154 | ** |
| | 47% | ** | 44% | ** | ** | 45% | 48% | 47% | 47% | ** |
| I've 'gone live'/ shared my own videos with others | 52 | ** | 18 | ** | ** | 28 | 24 | 52 | 47 | ** |
| | 14% | ** | 17% | ** | ** | 15% | 13% | 14% | 14% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 168

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.

QC24B. (SHOWCARD). Which one of these best describes your experience of live streaming services? (SINGLE CODE)

Base : Children aged 12-15 who go online

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 475 | - | - | 475 | 475 | 238 | 237 | - | - | - | - | 238 | 237 |
| Effective Weighted Sample | 450 | - | - | 450 | 450 | 226 | 224 | - | - | - | - | 226 | 224 |
| Total | 496 | - | - | 496 | 496 | 248 | 249 | - | - | - | - | 248 | 249 |
| I've never used live streaming services | 150 | ** | ** | 150 | 150 | 82 | 68 | ** | ** | ** | ** | 82 | 68 |
| | 30% | ** | ** | 30% | 30% | 33% | 27% | ** | ** | ** | ** | 33% | 27% |
| I've only watched other people's livestreams/ live videos | 176 | ** | ** | 176 | 176 | 94 | 82 | ** | ** | ** | ** | 94 | 82 |
| | 35% | ** | ** | 35% | 35% | 38% | 33% | ** | ** | ** | ** | 38% | 33% |
| I've 'gone live'/ shared my own videos with others | 52 | ** | ** | 52 | 52 | 18 | 35 | ** | ** | ** | ** | 18 | 35 |
| | 10% | ** | ** | 10% | 10% | 7% | 14% | ** | ** | ** | ** | 7% | 14% |
| | | | | | | e | | | | | | | k |
| NOT AWARE OF LIVE STREAMING SERVICES | 118 | ** | ** | 118 | 118 | 55 | 64 | ** | ** | ** | ** | 55 | 64 |
| | 24% | ** | ** | 24% | 24% | 22% | 26% | ** | ** | ** | ** | 22% | 26% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 168

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.

QC24B. (SHOWCARD). Which one of these best describes your experience of live streaming services? (SINGLE CODE)

Base : Children aged 12-15 who go online

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | ~c | d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 475 | 112 | 143 | 98 | 122 | 255 | 220 | 475 | 418 | 57 |
| Effective Weighted Sample | 450 | 107 | 136 | 93 | 116 | 242 | 209 | 450 | 397 | 53 |
| Total | 496 | 111 | 142 | 104 | 139 | 253 | 243 | 496 | 433 | 63 |
| I've never used live streaming services | 150 | 33 | 42 | ** | 44 | 75 | 75 | 150 | 127 | ** |
| | 30% | 30% | 29% | ** | 31% | 30% | 31% | 30% | 29% | ** |
| I've only watched other people's livestreams/ live videos | 176 | 37 | 47 | ** | 46 | 84 | 92 | 176 | 154 | ** |
| | 35% | 33% | 33% | ** | 33% | 33% | 38% | 35% | 36% | ** |
| I've 'gone live'/ shared my own videos with others | 52 | 10 | 18 | ** | 15 | 28 | 24 | 52 | 47 | ** |
| | 10% | 9% | 13% | ** | 11% | 11% | 10% | 10% | 11% | ** |
| NOT AWARE OF LIVE STREAMING SERVICES | 118 | 31 | 36 | ** | 34 | 66 | 52 | 118 | 105 | ** |
| | 24% | 28% | 25% | ** | 24% | 26% | 21% | 24% | 24% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 169

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.

QC25. Do you ever use Google, or similar sites like Bing or Yahoo to look for or find out things online?

Base : Children aged 8-15 who go online at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | j | k | l |
| Unweighted total | 938 | - | 463 | 475 | 938 | 477 | 461 | - | - | 239 | 224 | 238 | 237 |
| Effective Weighted Sample | 879 | - | 429 | 450 | 879 | 449 | 431 | - | - | 223 | 207 | 226 | 224 |
| Total | 967 | - | 471 | 496 | 967 | 485 | 482 | - | - | 237 | 234 | 248 | 249 |
| Yes | 855 | ** | 405 | 450 | 855 | 428 | 427 | ** | ** | 202 | 203 | 226 | 223 |
| | 88% | ** | 86% | 91% | 88% | 88% | 88% | ** | ** | 85% | 87% | 91% | 90% |
| | | | | b | | | | | | | | i | |
| No | 101 | ** | 60 | 40 | 101 | 50 | 51 | ** | ** | 33 | 28 | 17 | 23 |
| | 10% | ** | 13% | 8% | 10% | 10% | 11% | ** | ** | 14% | 12% | 7% | 9% |
| | | | c | | | | | | | k | | | |
| Don't know | 12 | ** | 5 | 6 | 12 | 7 | 5 | ** | ** | 2 | 3 | 4 | 2 |
| | 1% | ** | 1% | 1% | 1% | 1% | 1% | ** | ** | 1% | 1% | 2% | 1% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 169

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.

QC25. Do you ever use Google, or similar sites like Bing or Yahoo to look for or find out things online?

Base : Children aged 8-15 who go online at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 938 | 204 | 309 | 189 | 236 | 513 | 425 | 938 | 826 | 112 |
| Effective Weighted Sample | 879 | 193 | 289 | 178 | 221 | 482 | 399 | 879 | 776 | 103 |
| Total | 967 | 205 | 301 | 200 | 261 | 506 | 462 | 967 | 847 | 120 |
| Yes | 855 | 186 | 260 | 178 | 232 | 446 | 410 | 855 | 748 | 107 |
| | 88% | 91% | 86% | 89% | 89% | 88% | 89% | 88% | 88% | 89% |
| No | 101 | 18 | 36 | 20 | 26 | 55 | 46 | 101 | 89 | 12 |
| | 10% | 9% | 12% | 10% | 10% | 11% | 10% | 10% | 10% | 10% |
| Don't know | 12 | 1 | 5 | 3 | 3 | 5 | 6 | 12 | 11 | 1 |
| | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 170

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.

QC26. (SHOWCARD) When you use Google to look for something online, you are given a list of websites in the Google results page. Which one of these sentences about these results do you agree with most? (SINGLE CODE)

Base : Children aged 8-15 who go online and use search engine websites or apps

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | j | k | l |
| Unweighted total | 824 | - | 392 | 432 | 824 | 417 | 407 | - | - | 199 | 193 | 218 | 214 |
| Effective Weighted Sample | 773 | - | 364 | 409 | 773 | 393 | 381 | - | - | 186 | 179 | 207 | 202 |
| Total | 855 | - | 405 | 450 | 855 | 428 | 427 | - | - | 202 | 203 | 226 | 223 |
| I think that some of these websites can be trusted and some can't | 487 | ** | 210 | 277 | 487 | 240 | 247 | ** | ** | 103 | 107 | 137 | 140 |
| | 57% | ** | 52% | 62% | 57% | 56% | 58% | ** | ** | 51% | 53% | 61% | 62% |
| | | | b | b | | | | | | | | | i |
| I think that if they have been listed by Google these websites can be trusted | 214 | ** | 104 | 110 | 214 | 123 | 91 | ** | ** | 68 | 35 | 54 | 56 |
| | 25% | ** | 26% | 24% | 25% | 29% | 21% | ** | ** | 34% | 17% | 24% | 25% |
| | | | | | | f | | | | jk | | | |
| I don't really think about whether the websites can be trusted | 91 | ** | 43 | 48 | 91 | 38 | 53 | ** | ** | 13 | 31 | 25 | 22 |
| | 11% | ** | 11% | 11% | 11% | 9% | 12% | ** | ** | 6% | 15% | 11% | 10% |
| | | | | | | | | | | i | | | |
| Don't know | 63 | ** | 48 | 15 | 63 | 27 | 36 | ** | ** | 18 | 30 | 9 | 6 |
| | 7% | ** | 12% | 3% | 7% | 6% | 8% | ** | ** | 9% | 15% | 4% | 3% |
| | | | cd | | c | | | | | l | kl | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 170

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.

QC26. (SHOWCARD) When you use Google to look for something online, you are given a list of websites in the Google results page. Which one of these sentences about these results do you agree with most? (SINGLE CODE)

Base : Children aged 8-15 who go online and use search engine websites or apps

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 824 | 184 | 266 | 166 | 208 | 450 | 374 | 824 | 725 | 99 |
| Effective Weighted Sample | 773 | 175 | 249 | 156 | 196 | 423 | 352 | 773 | 682 | 92 |
| Total | 855 | 186 | 260 | 178 | 232 | 446 | 410 | 855 | 748 | 107 |
| I think that some of these websites can be trusted and some can't | 487 | 117 | 147 | 98 | 124 | 265 | 223 | 487 | 420 | ** |
| | 57% | 63% | 57% | 55% | 54% | 59% | 54% | 57% | 56% | ** |
| I think that if they have been listed by Google these websites can be trusted | 214 | 39 | 59 | 41 | 74 | 99 | 115 | 214 | 189 | ** |
| | 25% | 21% | 23% | 23% | 32% | 22% | 28% | 25% | 25% | ** |
| | | | | abe | | | | | | |
| I don't really think about whether the websites can be trusted | 91 | 19 | 30 | 25 | 17 | 49 | 42 | 91 | 86 | ** |
| | 11% | 10% | 12% | 14% | 7% | 11% | 10% | 11% | 11% | ** |
| | | | | d | | | | | | |
| Don't know | 63 | 10 | 23 | 13 | 17 | 33 | 30 | 63 | 53 | ** |
| | 7% | 6% | 9% | 7% | 7% | 7% | 7% | 7% | 7% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 171

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.

QC27. (SHOWCARD) Where do you think Google mainly gets its money from? (SINGLE CODE)

Base : Children aged 12-15 who go online and use search engine websites or apps

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 432 | - | - | 432 | 432 | 218 | 214 | - | - | - | - | 218 | 214 |
| Effective Weighted Sample | 409 | - | - | 409 | 409 | 207 | 202 | - | - | - | - | 207 | 202 |
| Total | 450 | - | - | 450 | 450 | 226 | 223 | - | - | - | - | 226 | 223 |
| From companies that advertise with Google | 232 | ** | ** | 232 | 232 | 117 | 115 | ** | ** | ** | ** | 117 | 115 |
| | 52% | ** | ** | 52% | 52% | 52% | 51% | ** | ** | ** | ** | 52% | 51% |
| From everyone that uses Google | 89 | ** | ** | 89 | 89 | 51 | 38 | ** | ** | ** | ** | 51 | 38 |
| | 20% | ** | ** | 20% | 20% | 23% | 17% | ** | ** | ** | ** | 23% | 17% |
| From the government/ council | 33 | ** | ** | 33 | 33 | 18 | 15 | ** | ** | ** | ** | 18 | 15 |
| | 7% | ** | ** | 7% | 7% | 8% | 7% | ** | ** | ** | ** | 8% | 7% |
| Don't know | 96 | ** | ** | 96 | 96 | 40 | 56 | ** | ** | ** | ** | 40 | 56 |
| | 21% | ** | ** | 21% | 21% | 18% | 25% | ** | ** | ** | ** | 18% | 25% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 171

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.

QC27. (SHOWCARD) Where do you think Google mainly gets its money from? (SINGLE CODE)

Base : Children aged 12-15 who go online and use search engine websites or apps

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | ~c | d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 432 | 102 | 126 | 89 | 115 | 228 | 204 | 432 | 382 | 50 |
| Effective Weighted Sample | 409 | 97 | 119 | 84 | 109 | 217 | 193 | 409 | 363 | 47 |
| Total | 450 | 101 | 125 | 94 | 130 | 226 | 224 | 450 | 395 | 55 |
| From companies that advertise with Google | 232 | 60 | 65 | ** | 58 | 125 | 107 | 232 | 210 | ** |
| | 52% | 60% | 52% | ** | 44% | 56% | 48% | 52% | 53% | ** |
| | | df | | | | | | | | |
| From everyone that uses Google | 89 | 21 | 21 | ** | 28 | 42 | 47 | 89 | 73 | ** |
| | 20% | 21% | 17% | ** | 21% | 18% | 21% | 20% | 19% | ** |
| From the government/ council | 33 | 4 | 11 | ** | 14 | 15 | 18 | 33 | 30 | ** |
| | 7% | 4% | 9% | ** | 11% | 7% | 8% | 7% | 7% | ** |
| Don't know | 96 | 16 | 28 | ** | 31 | 44 | 52 | 96 | 82 | ** |
| | 21% | 16% | 22% | ** | 24% | 19% | 23% | 21% | 21% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 172

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.

QC28. (SHOWCARD OF IMAGE) This is a picture from a Google search for 'children's trainers' (SHOWCARD) Do you know why the first two results shown under the pictures have been listed first? (MULTI CODE)

Base : Children aged 8-15 who go online and use search engine websites or apps

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | j | k | l |
| Unweighted total | 824 | - | 392 | 432 | 824 | 417 | 407 | - | - | 199 | 193 | 218 | 214 |
| Effective Weighted Sample | 773 | - | 364 | 409 | 773 | 393 | 381 | - | - | 186 | 179 | 207 | 202 |
| Total | 855 | - | 405 | 450 | 855 | 428 | 427 | - | - | 202 | 203 | 226 | 223 |
| These are adverts / they have paid to be here | 307 | ** | 112 | 195 | 307 | 149 | 158 | ** | ** | 52 | 60 | 97 | 97 |
| | 36% | ** | 28% | 43% | 36% | 35% | 37% | ** | ** | 26% | 30% | 43% | 44% |
| | | | | bd | b | | | | | | | ij | ij |
| These are the most popular results | 291 | ** | 128 | 163 | 291 | 150 | 141 | ** | ** | 60 | 68 | 90 | 73 |
| | 34% | ** | 32% | 36% | 34% | 35% | 33% | ** | ** | 30% | 34% | 40% | 33% |
| | | | | | | | | | | | | i | |
| These are the best results | 159 | ** | 73 | 86 | 159 | 89 | 70 | ** | ** | 40 | 33 | 49 | 37 |
| | 19% | ** | 18% | 19% | 19% | 21% | 16% | ** | ** | 20% | 16% | 22% | 17% |
| Anything else | 12 | ** | 7 | 5 | 12 | 4 | 8 | ** | ** | 3 | 4 | 1 | 4 |
| | 1% | ** | 2% | 1% | 1% | 1% | 2% | ** | ** | 1% | 2% | 1% | 2% |
| Don't know | 211 | ** | 129 | 82 | 211 | 98 | 113 | ** | ** | 66 | 64 | 33 | 49 |
| | 25% | ** | 32% | 18% | 25% | 23% | 26% | ** | ** | 33% | 31% | 14% | 22% |
| | | | cd | | c | | | | | kl | kl | | k |
| ONLY GAVE THE CORRECT RESPONSE | 232 | ** | 88 | 144 | 232 | 112 | 120 | ** | ** | 43 | 45 | 69 | 74 |
| | 27% | ** | 22% | 32% | 27% | 26% | 28% | ** | ** | 21% | 22% | 31% | 33% |
| | | | | b | | | | | | | | i | ij |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 172

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.

QC28. (SHOWCARD OF IMAGE) This is a picture from a Google search for 'children's trainers' (SHOWCARD) Do you know why the first two results shown under the pictures have been listed first? (MULTI CODE)

Base : Children aged 8-15 who go online and use search engine websites or apps

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | ~i |
| Unweighted total | 824 | 184 | 266 | 166 | 208 | 450 | 374 | 824 | 725 | 99 |
| Effective Weighted Sample | 773 | 175 | 249 | 156 | 196 | 423 | 352 | 773 | 682 | 92 |
| Total | 855 | 186 | 260 | 178 | 232 | 446 | 410 | 855 | 748 | 107 |
| These are adverts / they have paid to be here | 307 | 83 | 97 | 62 | 65 | 180 | 127 | 307 | 278 | ** |
| | 36% | 45% | 37% | 35% | 28% | 40% | 31% | 36% | 37% | ** |
| | | dfg | d | | | df | | d | | |
| These are the most popular results | 291 | 71 | 89 | 57 | 73 | 160 | 131 | 291 | 265 | ** |
| | 34% | 38% | 34% | 32% | 32% | 36% | 32% | 34% | 35% | ** |
| These are the best results | 159 | 24 | 46 | 37 | 52 | 71 | 89 | 159 | 141 | ** |
| | 19% | 13% | 18% | 21% | 22% | 16% | 22% | 19% | 19% | ** |
| | | | | | ae | | ae | | | |
| Anything else | 12 | 2 | 7 | 3 | - | 9 | 3 | 12 | 10 | ** |
| | 1% | 1% | 3% | 2% | -% | 2% | 1% | 1% | 1% | ** |
| | | | d | | | d | | | | |
| Don't know | 211 | 35 | 60 | 46 | 71 | 94 | 117 | 211 | 175 | ** |
| | 25% | 19% | 23% | 26% | 30% | 21% | 28% | 25% | 23% | ** |
| | | | | | ae | | ae | | | |
| ONLY GAVE THE CORRECT RESPONSE | 232 | 64 | 71 | 50 | 47 | 135 | 97 | 232 | 205 | ** |
| | 27% | 34% | 27% | 28% | 20% | 30% | 24% | 27% | 27% | ** |
| | | df | | | | df | | d | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 173

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.

QC29A. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PERSONAL INFORMATION ONLINE - I will give details about myself to a website or app to be able to get something that I want (SINGLE CODE)

Base : Children aged 12-15 who go online

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|----------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 475 | - | - | 475 | 475 | 238 | 237 | - | - | - | - | 238 | 237 |
| Effective Weighted Sample | 450 | - | - | 450 | 450 | 226 | 224 | - | - | - | - | 226 | 224 |
| Total | 496 | - | - | 496 | 496 | 248 | 249 | - | - | - | - | 248 | 249 |
| Disagree | 234 | ** | ** | 234 | 234 | 112 | 122 | ** | ** | ** | ** | 112 | 122 |
| | 47% | ** | ** | 47% | 47% | 45% | 49% | ** | ** | ** | ** | 45% | 49% |
| Neither agree nor disagree | 134 | ** | ** | 134 | 134 | 69 | 65 | ** | ** | ** | ** | 69 | 65 |
| | 27% | ** | ** | 27% | 27% | 28% | 26% | ** | ** | ** | ** | 28% | 26% |
| Agree | 94 | ** | ** | 94 | 94 | 51 | 43 | ** | ** | ** | ** | 51 | 43 |
| | 19% | ** | ** | 19% | 19% | 21% | 17% | ** | ** | ** | ** | 21% | 17% |
| Don't know | 35 | ** | ** | 35 | 35 | 16 | 19 | ** | ** | ** | ** | 16 | 19 |
| | 7% | ** | ** | 7% | 7% | 6% | 8% | ** | ** | ** | ** | 6% | 8% |
| TOTAL NEITHER/ DON'T KNOW | 169 | ** | ** | 169 | 169 | 85 | 84 | ** | ** | ** | ** | 85 | 84 |
| | 34% | ** | ** | 34% | 34% | 34% | 34% | ** | ** | ** | ** | 34% | 34% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 173

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.

QC29A. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PERSONAL INFORMATION ONLINE - I will give details about myself to a website or app to be able to get something that I want (SINGLE CODE)

Base : Children aged 12-15 who go online

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|----------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | ~c | d | e | f | g | h | ~i |
| Unweighted total | 475 | 112 | 143 | 98 | 122 | 255 | 220 | 475 | 418 | 57 |
| Effective Weighted Sample | 450 | 107 | 136 | 93 | 116 | 242 | 209 | 450 | 397 | 53 |
| Total | 496 | 111 | 142 | 104 | 139 | 253 | 243 | 496 | 433 | 63 |
| Disagree | 234 | 53 | 68 | ** | 61 | 121 | 113 | 234 | 204 | ** |
| | 47% | 48% | 48% | ** | 44% | 48% | 46% | 47% | 47% | ** |
| Neither agree nor disagree | 134 | 27 | 38 | ** | 44 | 66 | 68 | 134 | 120 | ** |
| | 27% | 25% | 27% | ** | 32% | 26% | 28% | 27% | 28% | ** |
| Agree | 94 | 24 | 28 | ** | 22 | 52 | 42 | 94 | 81 | ** |
| | 19% | 22% | 19% | ** | 16% | 20% | 17% | 19% | 19% | ** |
| Don't know | 35 | 7 | 8 | ** | 12 | 15 | 20 | 35 | 29 | ** |
| | 7% | 6% | 6% | ** | 8% | 6% | 8% | 7% | 7% | ** |
| TOTAL NEITHER/ DON'T KNOW | 169 | 34 | 47 | ** | 56 | 81 | 88 | 169 | 149 | ** |
| | 34% | 31% | 33% | ** | 40% | 32% | 36% | 34% | 34% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 174

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.

QC29B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PERSONAL INFORMATION ONLINE - I can easily delete information that I have posted about myself online if I don't want people to see it (SINGLE CODE)

Base : Children aged 12-15 who go online

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|----------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 475 | - | - | 475 | 475 | 238 | 237 | - | - | - | - | 238 | 237 |
| Effective Weighted Sample | 450 | - | - | 450 | 450 | 226 | 224 | - | - | - | - | 226 | 224 |
| Total | 496 | - | - | 496 | 496 | 248 | 249 | - | - | - | - | 248 | 249 |
| Disagree | 87 | ** | ** | 87 | 87 | 49 | 38 | ** | ** | ** | ** | 49 | 38 |
| | 18% | ** | ** | 18% | 18% | 20% | 15% | ** | ** | ** | ** | 20% | 15% |
| Neither agree nor disagree | 102 | ** | ** | 102 | 102 | 50 | 52 | ** | ** | ** | ** | 50 | 52 |
| | 21% | ** | ** | 21% | 21% | 20% | 21% | ** | ** | ** | ** | 20% | 21% |
| Agree | 266 | ** | ** | 266 | 266 | 134 | 132 | ** | ** | ** | ** | 134 | 132 |
| | 53% | ** | ** | 53% | 53% | 54% | 53% | ** | ** | ** | ** | 54% | 53% |
| Don't know | 42 | ** | ** | 42 | 42 | 15 | 27 | ** | ** | ** | ** | 15 | 27 |
| | 8% | ** | ** | 8% | 8% | 6% | 11% | ** | ** | ** | ** | 6% | 11% |
| TOTAL NEITHER/ DON'T KNOW | 144 | ** | ** | 144 | 144 | 65 | 79 | ** | ** | ** | ** | 65 | 79 |
| | 29% | ** | ** | 29% | 29% | 26% | 32% | ** | ** | ** | ** | 26% | 32% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 174

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.

QC29B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT PERSONAL INFORMATION ONLINE - I can easily delete information that I have posted about myself online if I don't want people to see it (SINGLE CODE)

Base : Children aged 12-15 who go online

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|----------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | ~c | d | e | f | g | h | ~i |
| Unweighted total | 475 | 112 | 143 | 98 | 122 | 255 | 220 | 475 | 418 | 57 |
| Effective Weighted Sample | 450 | 107 | 136 | 93 | 116 | 242 | 209 | 450 | 397 | 53 |
| Total | 496 | 111 | 142 | 104 | 139 | 253 | 243 | 496 | 433 | 63 |
| Disagree | 87 | 21 | 23 | ** | 22 | 44 | 43 | 87 | 75 | ** |
| | 18% | 19% | 16% | ** | 16% | 17% | 18% | 18% | 17% | ** |
| Neither agree nor disagree | 102 | 24 | 22 | ** | 28 | 46 | 56 | 102 | 91 | ** |
| | 21% | 21% | 16% | ** | 20% | 18% | 23% | 21% | 21% | ** |
| Agree | 266 | 56 | 84 | ** | 78 | 140 | 126 | 266 | 233 | ** |
| | 53% | 50% | 59% | ** | 56% | 55% | 52% | 53% | 54% | ** |
| Don't know | 42 | 10 | 13 | ** | 11 | 23 | 19 | 42 | 35 | ** |
| | 8% | 9% | 9% | ** | 8% | 9% | 8% | 8% | 8% | ** |
| TOTAL NEITHER/ DON'T KNOW | 144 | 34 | 35 | ** | 39 | 69 | 75 | 144 | 126 | ** |
| | 29% | 31% | 25% | ** | 28% | 27% | 31% | 29% | 29% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
Table 175

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.

QC30. When you go online to do things like visit websites or apps, play games online, watch TV programmes or video clips or visit social media sites, if you saw something online that you found worrying or nasty in some way that you didn't like would you tell someone about it? IF YES - Who would you tell? (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--------------------------------------|-------|-------------|-----------|------------|---------------|----------------|-------------|------------------------|---------------------|-------------------|---------------------|--------------------|----------------------|
| | | 5-7 ~a | 8-11 b | 12-15 c | ALL 5-15 d | MALE e | FEMALE f | MALE 5-7 ~g | FEMALE 5-7 ~h | MALE 8-11 i | FEMALE 8-11 j | MALE 12-15 k | FEMALE 12-15 l |
| Significance Level: 95% | | | | | | | | | | | | | |
| Unweighted total | 938 | - | 463 | 475 | 938 | 477 | 461 | - | - | 239 | 224 | 238 | 237 |
| Effective Weighted Sample | 879 | - | 429 | 450 | 879 | 449 | 431 | - | - | 223 | 207 | 226 | 224 |
| Total | 967 | - | 471 | 496 | 967 | 485 | 482 | - | - | 237 | 234 | 248 | 249 |
| Would not let anyone know about this | 44 | ** | 12 | 33 | 44 | 25 | 19 | ** | ** | 6 | 5 | 19 | 14 |
| | 5% | ** | 2% | 7% b | 5% | 5% | 4% | ** | ** | 3% | 2% | 8% ij | 6% |
| Parent | 785 | ** | 420 | 365 | 785 | 384 | 401 | ** | ** | 211 | 210 | 173 | 192 |
| | 81% | ** | 89% cd | 73% | 81% c | 79% | 83% | ** | ** | 89% kl | 90% kl | 70% | 77% |
| Teacher | 186 | ** | 109 | 76 | 186 | 85 | 100 | ** | ** | 46 | 63 | 39 | 37 |
| | 19% | ** | 23% c | 15% | 19% | 18% | 21% | ** | ** | 20% | 27% kl | 16% | 15% |
| Friend | 183 | ** | 57 | 127 | 183 | 92 | 91 | ** | ** | 30 | 26 | 62 | 65 |
| | 19% | ** | 12% | 26% bd | 19% b | 19% | 19% | ** | ** | 13% | 11% | 25% ij | 26% ij |
| Brother/ sister | 134 | ** | 62 | 71 | 134 | 72 | 62 | ** | ** | 33 | 29 | 38 | 33 |
| | 14% | ** | 13% | 14% | 14% | 15% | 13% | ** | ** | 14% | 12% | 15% | 13% |
| Other relative | 77 | ** | 43 | 35 | 77 | 32 | 46 | ** | ** | 19 | 24 | 13 | 21 |
| | 8% | ** | 9% | 7% | 8% | 7% | 10% | ** | ** | 8% | 10% k | 5% | 9% |
| The websites themselves | 53 | ** | 8 | 45 | 53 | 34 | 19 | ** | ** | 8 | - | 25 | 19 |
| | 5% | ** | 2% | 9% bd | 5% b | 7% | 4% | ** | ** | 3% j | -% | 10% ij | 8% j |
| The police | 47 | ** | 18 | 29 | 47 | 26 | 22 | ** | ** | 11 | 7 | 15 | 14 |
| | 5% | ** | 4% | 6% | 5% | 5% | 5% | ** | ** | 5% | 3% | 6% | 6% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 175

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.

QC30. When you go online to do things like visit websites or apps, play games online, watch TV programmes or video clips or visit social media sites, if you saw something online that you found worrying or nasty in some way that you didn't like would you tell someone about it? IF YES - Who would you tell? (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|-----------|------------|---------------|----------------|-------------|------------------------|---------------------|-------------------|---------------------|--------------------|----------------------|
| | | 5-7 ~a | 8-11 b | 12-15 c | ALL 5-15 d | MALE e | FEMALE f | MALE 5-7 ~g | FEMALE 5-7 ~h | MALE 8-11 i | FEMALE 8-11 j | MALE 12-15 k | FEMALE 12-15 l |
| Significance Level: 95% | | | | | | | | | | | | | |
| Unweighted total | 938 | - | 463 | 475 | 938 | 477 | 461 | - | - | 239 | 224 | 238 | 237 |
| Effective Weighted Sample | 879 | - | 429 | 450 | 879 | 449 | 431 | - | - | 223 | 207 | 226 | 224 |
| Total | 967 | - | 471 | 496 | 967 | 485 | 482 | - | - | 237 | 234 | 248 | 249 |
| The internet service providers (e.g. Virgin / SKY/ BT) | 19 | ** | 7 | 12 | 19 | 13 | 6 | ** | ** | 5 | 2 | 8 | 4 |
| | 2% | ** | 2% | 2% | 2% | 3% | 1% | ** | ** | 2% | 1% | 3% | 2% |
| The person who posted the content | 13 | ** | 5 | 8 | 13 | 6 | 7 | ** | ** | 2 | 3 | 4 | 4 |
| | 1% | ** | 1% | 2% | 1% | 1% | 1% | ** | ** | 1% | 1% | 2% | 2% |
| Ofcom | 8 | ** | 2 | 6 | 8 | 6 | 3 | ** | ** | 1 | 1 | 5 | 2 |
| | 1% | ** | 1% | 1% | 1% | 1% | 1% | ** | ** | 1% | 1% | 2% | 1% |
| CEOP/ Child Exploitation and Online Protection Centre | 7 | ** | 2 | 5 | 7 | 4 | 3 | ** | ** | 2 | - | 2 | 3 |
| | 1% | ** | 1% | 1% | 1% | 1% | 1% | ** | ** | 1% | - | 1% | 1% |
| Other | 9 | ** | 4 | 5 | 9 | 5 | 4 | ** | ** | 1 | 2 | 3 | 2 |
| | 1% | ** | 1% | 1% | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 1% |
| Unsure who I would tell | 7 | ** | 1 | 6 | 7 | 3 | 4 | ** | ** | - | 1 | 3 | 4 |
| | 1% | ** | 1% | 1% | 1% | 1% | 1% | ** | ** | - | 1% | 1% | 1% |
| Don't know if I would let someone know | 28 | ** | 10 | 18 | 28 | 15 | 13 | ** | ** | 6 | 4 | 9 | 9 |
| | 3% | ** | 2% | 4% | 3% | 3% | 3% | ** | ** | 2% | 2% | 4% | 3% |
| SUMMARY | | | | | | | | | | | | | |
| TOTAL WOULD TELL SOMEONE | 887 | ** | 448 | 439 | 887 | 442 | 446 | ** | ** | 225 | 223 | 217 | 223 |
| | 92% | ** | 95% | 88% | 92% | 91% | 92% | ** | ** | 95% | 95% | 88% | 89% |
| | | | cd | | | | | | | kl | kl | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 175

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.

QC30. When you go online to do things like visit websites or apps, play games online, watch TV programmes or video clips or visit social media sites, if you saw something online that you found worrying or nasty in some way that you didn't like would you tell someone about it? IF YES - Who would you tell? (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|-----------|------------|---------------|----------------|-------------|------------------------|---------------------|-------------------|---------------------|--------------------|----------------------|
| | | 5-7 ~a | 8-11 b | 12-15 c | ALL 5-15 d | MALE e | FEMALE f | MALE 5-7 ~g | FEMALE 5-7 ~h | MALE 8-11 i | FEMALE 8-11 j | MALE 12-15 k | FEMALE 12-15 l |
| Significance Level: 95% | | | | | | | | | | | | | |
| Unweighted total | 938 | - | 463 | 475 | 938 | 477 | 461 | - | - | 239 | 224 | 238 | 237 |
| Effective Weighted Sample | 879 | - | 429 | 450 | 879 | 449 | 431 | - | - | 223 | 207 | 226 | 224 |
| Total | 967 | - | 471 | 496 | 967 | 485 | 482 | - | - | 237 | 234 | 248 | 249 |
| TOTAL WOULD TELL SOMEONE - INCLUDING 'UNSURE WHO' | 895 | ** | 449 | 446 | 895 | 445 | 450 | ** | ** | 225 | 224 | 219 | 226 |
| | 92% | ** | 95% cd | 90% | 92% | 92% | 93% | ** | ** | 95% k | 96% kl | 89% | 91% |
| TOTAL WOULD TELL FAMILY MEMBER | 805 | ** | 428 | 377 | 805 | 395 | 410 | ** | ** | 215 | 213 | 181 | 197 |
| | 83% | ** | 91% cd | 76% | 83% c | 82% | 85% | ** | ** | 91% kl | 91% kl | 73% | 79% |
| TOTAL WOULD TELL FAMILY MEMBER OR TEACHER | 818 | ** | 435 | 383 | 818 | 400 | 418 | ** | ** | 218 | 217 | 183 | 200 |
| | 85% | ** | 92% cd | 77% | 85% c | 83% | 87% | ** | ** | 92% kl | 93% kl | 74% | 81% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 175

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.

QC30. When you go online to do things like visit websites or apps, play games online, watch TV programmes or video clips or visit social media sites, if you saw something online that you found worrying or nasty in some way that you didn't like would you tell someone about it? IF YES - Who would you tell? (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|-----|------|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 938 | 204 | 309 | 189 | 236 | 513 | 425 | 938 | 826 | 112 |
| Effective Weighted Sample | 879 | 193 | 289 | 178 | 221 | 482 | 399 | 879 | 776 | 103 |
| Total | 967 | 205 | 301 | 200 | 261 | 506 | 462 | 967 | 847 | 120 |
| Would not let anyone know about this | 44 | 11 | 16 | 8 | 9 | 27 | 17 | 44 | 38 | 7 |
| | 5% | 5% | 5% | 4% | 3% | 5% | 4% | 5% | 4% | 6% |
| Parent | 785 | 167 | 247 | 163 | 208 | 414 | 371 | 785 | 689 | 97 |
| | 81% | 81% | 82% | 81% | 80% | 82% | 80% | 81% | 81% | 81% |
| Teacher | 186 | 44 | 60 | 40 | 41 | 104 | 81 | 186 | 170 | 16 |
| | 19% | 21% | 20% | 20% | 16% | 21% | 18% | 19% | 20% | 13% |
| Friend | 183 | 43 | 63 | 31 | 46 | 106 | 77 | 183 | 163 | 20 |
| | 19% | 21% | 21% | 16% | 18% | 21% | 17% | 19% | 19% | 17% |
| Brother/ sister | 134 | 23 | 41 | 35 | 35 | 64 | 70 | 134 | 122 | 11 |
| | 14% | 11% | 14% | 17% | 13% | 13% | 15% | 14% | 14% | 9% |
| Other relative | 77 | 15 | 20 | 18 | 24 | 35 | 42 | 77 | 69 | 9 |
| | 8% | 7% | 7% | 9% | 9% | 7% | 9% | 8% | 8% | 7% |
| The websites themselves | 53 | 11 | 18 | 14 | 10 | 29 | 24 | 53 | 42 | 11 |
| | 5% | 5% | 6% | 7% | 4% | 6% | 5% | 5% | 5% | 9% |
| The police | 47 | 12 | 20 | 10 | 6 | 32 | 16 | 47 | 44 | 3 |
| | 5% | 6% | 7% | 5% | 2% | 6% | 3% | 5% | 5% | 2% |
| | | | df | | | df | | | | |
| The internet service providers (e.g. Virgin / SKY/ BT) | 19 | 3 | 4 | 10 | 3 | 7 | 12 | 19 | 18 | 1 |
| | 2% | 1% | 1% | 5% | 1% | 1% | 3% | 2% | 2% | 1% |
| | | | | bdeg | | | | | | |
| The person who posted the content | 13 | 3 | 6 | 1 | 3 | 9 | 4 | 13 | 12 | 1 |
| | 1% | 1% | 2% | 1% | 1% | 2% | 1% | 1% | 1% | 1% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 175

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.

QC30. When you go online to do things like visit websites or apps, play games online, watch TV programmes or video clips or visit social media sites, if you saw something online that you found worrying or nasty in some way that you didn't like would you tell someone about it? IF YES - Who would you tell? (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 938 | 204 | 309 | 189 | 236 | 513 | 425 | 938 | 826 | 112 |
| Effective Weighted Sample | 879 | 193 | 289 | 178 | 221 | 482 | 399 | 879 | 776 | 103 |
| Total | 967 | 205 | 301 | 200 | 261 | 506 | 462 | 967 | 847 | 120 |
| Ofcom | 8 | 1 | 2 | 5 | 1 | 3 | 6 | 8 | 8 | - |
| | 1% | *% | 1% | 2% | *% | 1% | 1% | 1% | 1% | -% |
| | | | | e | | | | | | |
| CEOP/ Child Exploitation and Online Protection Centre | 7 | - | 5 | 1 | 1 | 5 | 2 | 7 | 7 | - |
| | 1% | -% | 2% | *% | *% | 1% | *% | 1% | 1% | -% |
| Other | 9 | 1 | 3 | 1 | 4 | 4 | 5 | 9 | 8 | 1 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| Unsure who I would tell | 7 | 2 | 1 | 2 | 3 | 3 | 5 | 7 | 7 | - |
| | 1% | 1% | *% | 1% | 1% | *% | 1% | 1% | 1% | -% |
| Don't know if I would let someone know | 28 | 6 | 5 | 9 | 8 | 11 | 17 | 28 | 23 | 5 |
| | 3% | 3% | 2% | 5% | 3% | 2% | 4% | 3% | 3% | 4% |
| | | | | b | | | | | | |
| SUMMARY | | | | | | | | | | |
| TOTAL WOULD TELL SOMEONE | 887 | 186 | 279 | 181 | 241 | 465 | 422 | 887 | 779 | 108 |
| | 92% | 91% | 93% | 90% | 92% | 92% | 92% | 92% | 92% | 90% |
| TOTAL WOULD TELL SOMEONE - INCLUDING 'UNSURE WHO' | 895 | 188 | 280 | 183 | 244 | 468 | 427 | 895 | 786 | 108 |
| | 92% | 92% | 93% | 91% | 93% | 92% | 93% | 92% | 93% | 90% |
| TOTAL WOULD TELL FAMILY MEMBER | 805 | 169 | 252 | 168 | 215 | 422 | 383 | 805 | 708 | 98 |
| | 83% | 83% | 84% | 84% | 83% | 83% | 83% | 83% | 84% | 81% |
| Columns Tested: a,b,c,d,e,f,g - h,i | | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 175

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.

QC30. When you go online to do things like visit websites or apps, play games online, watch TV programmes or video clips or visit social media sites, if you saw something online that you found worrying or nasty in some way that you didn't like would you tell someone about it? IF YES - Who would you tell? (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 938 | 204 | 309 | 189 | 236 | 513 | 425 | 938 | 826 | 112 |
| Effective Weighted Sample | 879 | 193 | 289 | 178 | 221 | 482 | 399 | 879 | 776 | 103 |
| Total | 967 | 205 | 301 | 200 | 261 | 506 | 462 | 967 | 847 | 120 |
| TOTAL WOULD TELL FAMILY MEMBER OR TEACHER | 818 | 172 | 255 | 169 | 222 | 427 | 391 | 818 | 718 | 100 |
| | 85% | 84% | 85% | 84% | 85% | 84% | 85% | 85% | 85% | 83% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 176

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.

QC31. And, have you ever seen anything online that you found worrying or nasty in some way that you didn't like?

Base : Children aged 8-15 who go online at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | j | k | l |
| Unweighted total | 938 | - | 463 | 475 | 938 | 477 | 461 | - | - | 239 | 224 | 238 | 237 |
| Effective Weighted Sample | 879 | - | 429 | 450 | 879 | 449 | 431 | - | - | 223 | 207 | 226 | 224 |
| Total | 967 | - | 471 | 496 | 967 | 485 | 482 | - | - | 237 | 234 | 248 | 249 |
| Yes | 224 | ** | 80 | 144 | 224 | 128 | 96 | ** | ** | 50 | 31 | 79 | 65 |
| | 23% | ** | 17% | 29% | 23% | 26% | 20% | ** | ** | 21% | 13% | 32% | 26% |
| | | | | bd | b | f | | | | j | | ij | j |
| No | 711 | ** | 373 | 338 | 711 | 341 | 370 | ** | ** | 178 | 195 | 163 | 175 |
| | 73% | ** | 79% | 68% | 73% | 70% | 77% | ** | ** | 75% | 83% | 66% | 70% |
| | | | cd | | c | e | | | | k | ikl | | |
| Don't know | 33 | ** | 18 | 15 | 33 | 16 | 17 | ** | ** | 9 | 8 | 6 | 9 |
| | 3% | ** | 4% | 3% | 3% | 3% | 4% | ** | ** | 4% | 4% | 3% | 3% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 176

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.

QC31. And, have you ever seen anything online that you found worrying or nasty in some way that you didn't like?

Base : Children aged 8-15 who go online at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 938 | 204 | 309 | 189 | 236 | 513 | 425 | 938 | 826 | 112 |
| Effective Weighted Sample | 879 | 193 | 289 | 178 | 221 | 482 | 399 | 879 | 776 | 103 |
| Total | 967 | 205 | 301 | 200 | 261 | 506 | 462 | 967 | 847 | 120 |
| Yes | 224 | 50 | 59 | 53 | 62 | 108 | 116 | 224 | 194 | 29 |
| | 23% | 24% | 19% | 27% | 24% | 21% | 25% | 23% | 23% | 24% |
| No | 711 | 149 | 233 | 146 | 182 | 383 | 328 | 711 | 623 | 87 |
| | 73% | 73% | 78% | 73% | 70% | 76% | 71% | 73% | 74% | 73% |
| | | | d | | | | | | | |
| Don't know | 33 | 6 | 9 | 2 | 16 | 15 | 18 | 33 | 30 | 3 |
| | 3% | 3% | 3% | 1% | 6% | 3% | 4% | 3% | 3% | 3% |
| | | | | ce | | | c | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 177

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.

QC32. Did you know that many websites, apps and online games have a report function so that you can let them know if you see something worrying or nasty? IF NECESSARY: The report function could be a button, a link, an email address or online form through which you can point out the worrying or nasty content

Base : Children aged 12-15 who go online

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------------|-------|-------------|------------|------------|---------------|----------------|-------------|------------------------|---------------------|--------------------|----------------------|--------------------|----------------------|
| | | 5-7 ~a | 8-11 ~b | 12-15 c | ALL 5-15 d | MALE e | FEMALE f | MALE 5-7 ~g | FEMALE 5-7 ~h | MALE 8-11 ~i | FEMALE 8-11 ~j | MALE 12-15 k | FEMALE 12-15 l |
| Significance Level: 95% | | | | | | | | | | | | | |
| Unweighted total | 475 | - | - | 475 | 475 | 238 | 237 | - | - | - | - | 238 | 237 |
| Effective Weighted Sample | 450 | - | - | 450 | 450 | 226 | 224 | - | - | - | - | 226 | 224 |
| Total | 496 | - | - | 496 | 496 | 248 | 249 | - | - | - | - | 248 | 249 |
| Yes, aware of report function | 368 | ** | ** | 368 | 368 | 180 | 188 | ** | ** | ** | ** | 180 | 188 |
| | 74% | ** | ** | 74% | 74% | 72% | 76% | ** | ** | ** | ** | 72% | 76% |
| No,not aware of report function | 99 | ** | ** | 99 | 99 | 53 | 46 | ** | ** | ** | ** | 53 | 46 |
| | 20% | ** | ** | 20% | 20% | 21% | 19% | ** | ** | ** | ** | 21% | 19% |
| Don't know | 30 | ** | ** | 30 | 30 | 16 | 14 | ** | ** | ** | ** | 16 | 14 |
| | 6% | ** | ** | 6% | 6% | 6% | 6% | ** | ** | ** | ** | 6% | 6% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 177

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.

QC32. Did you know that many websites, apps and online games have a report function so that you can let them know if you see something worrying or nasty? IF NECESSARY: The report function could be a button, a link, an email address or online form through which you can point out the worrying or nasty content

Base : Children aged 12-15 who go online

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | ~c | d | e | f | g | h | ~i |
| Unweighted total | 475 | 112 | 143 | 98 | 122 | 255 | 220 | 475 | 418 | 57 |
| Effective Weighted Sample | 450 | 107 | 136 | 93 | 116 | 242 | 209 | 450 | 397 | 53 |
| Total | 496 | 111 | 142 | 104 | 139 | 253 | 243 | 496 | 433 | 63 |
| Yes, aware of report function | 368 | 82 | 103 | ** | 101 | 186 | 182 | 368 | 321 | ** |
| | 74% | 74% | 73% | ** | 72% | 73% | 75% | 74% | 74% | ** |
| No,not aware of report function | 99 | 20 | 27 | ** | 32 | 47 | 52 | 99 | 90 | ** |
| | 20% | 18% | 19% | ** | 23% | 19% | 21% | 20% | 21% | ** |
| Don't know | 30 | 8 | 12 | ** | 6 | 20 | 9 | 30 | 23 | ** |
| | 6% | 8% | 8% | ** | 4% | 8% | 4% | 6% | 5% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 178

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.

QC33. Have you ever used this report function to report what you saw online that you found worrying or nasty?

Base : Children aged 12-15 who saw something online they found worrying or nasty that are aware of the online reporting function

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | ~e | ~f | ~g | ~h | ~i | ~j | ~k | ~l |
| Unweighted total | 116 | - | - | 116 | 116 | 64 | 52 | - | - | - | - | 64 | 52 |
| Effective Weighted Sample | 111 | - | - | 111 | 111 | 62 | 49 | - | - | - | - | 62 | 49 |
| Total | 127 | - | - | 127 | 127 | 70 | 57 | - | - | - | - | 70 | 57 |
| Yes | 62 | ** | ** | 62 | 62 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 49% | ** | ** | 49% | 49% | ** | ** | ** | ** | ** | ** | ** | ** |
| No | 64 | ** | ** | 64 | 64 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 50% | ** | ** | 50% | 50% | ** | ** | ** | ** | ** | ** | ** | ** |
| Don't know | 1 | ** | ** | 1 | 1 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 1% | ** | ** | 1% | 1% | ** | ** | ** | ** | ** | ** | ** | ** |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 178

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.

QC33. Have you ever used this report function to report what you saw online that you found worrying or nasty?

Base : Children aged 12-15 who saw something online they found worrying or nasty that are aware of the online reporting function

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|----|----|----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | ~a | ~b | ~c | ~d | ~e | ~f | g | h | ~i |
| Unweighted total | 116 | 28 | 34 | 25 | 29 | 62 | 54 | 116 | 103 | 13 |
| Effective Weighted Sample | 111 | 27 | 33 | 24 | 28 | 60 | 52 | 111 | 99 | 12 |
| Total | 127 | 29 | 35 | 27 | 35 | 65 | 62 | 127 | 112 | 15 |
| Yes | 62 | ** | ** | ** | ** | ** | ** | 62 | 54 | ** |
| | 49% | ** | ** | ** | ** | ** | ** | 49% | 48% | ** |
| No | 64 | ** | ** | ** | ** | ** | ** | 64 | 57 | ** |
| | 50% | ** | ** | ** | ** | ** | ** | 50% | 51% | ** |
| Don't know | 1 | ** | ** | ** | ** | ** | ** | 1 | 1 | ** |
| | 1% | ** | ** | ** | ** | ** | ** | 1% | 1% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
Table 179

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 AWARENESS AND USE OF REPORTING FUNCTION FOR WORRYING OR NASTY CONTENT

Base : Children aged 12-15 who go online

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 475 | - | - | 475 | 475 | 238 | 237 | - | - | - | - | 238 | 237 |
| Effective Weighted Sample | 450 | - | - | 450 | 450 | 226 | 224 | - | - | - | - | 226 | 224 |
| Total | 496 | - | - | 496 | 496 | 248 | 249 | - | - | - | - | 248 | 249 |
| AWARE OF REPORT FUNCTION AND REPORTED WORRYING OR NASTY CONTENT SEEN | 62 | ** | ** | 62 | 62 | 31 | 31 | ** | ** | ** | ** | 31 | 31 |
| | 12% | ** | ** | 12% | 12% | 13% | 12% | ** | ** | ** | ** | 13% | 12% |
| AWARE OF REPORT FUNCTION AND NOT REPORTED WORRYING OR NASTY CONTENT | 65 | ** | ** | 65 | 65 | 39 | 26 | ** | ** | ** | ** | 39 | 26 |
| | 13% | ** | ** | 13% | 13% | 16% | 11% | ** | ** | ** | ** | 16% | 11% |
| AWARE OF REPORT FUNCTION AND NOT SEEN WORRYING OR NASTY CONTENT | 241 | ** | ** | 241 | 241 | 109 | 131 | ** | ** | ** | ** | 109 | 131 |
| | 49% | ** | ** | 49% | 49% | 44% | 53% | ** | ** | ** | ** | 44% | 53% |
| TOTAL AWARE OF REPORT FUNCTION | 368 | ** | ** | 368 | 368 | 180 | 188 | ** | ** | ** | ** | 180 | 188 |
| | 74% | ** | ** | 74% | 74% | 72% | 76% | ** | ** | ** | ** | 72% | 76% |
| NOT AWARE OF REPORT FUNCTION BUT SEEN SOMETHING WORRYING OR NASTY | 17 | ** | ** | 17 | 17 | 9 | 8 | ** | ** | ** | ** | 9 | 8 |
| | 3% | ** | ** | 3% | 3% | 3% | 3% | ** | ** | ** | ** | 3% | 3% |
| NOT AWARE OF REPORT FUNCTION AND NOT SEEN SOMETHING WORRYING OR NASTY | 112 | ** | ** | 112 | 112 | 60 | 52 | ** | ** | ** | ** | 60 | 52 |
| | 23% | ** | ** | 23% | 23% | 24% | 21% | ** | ** | ** | ** | 24% | 21% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
Table 179

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 AWARENESS AND USE OF REPORTING FUNCTION FOR WORRYING OR NASTY CONTENT

Base : Children aged 12-15 who go online

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|----------|-----|-----|------|----------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | ~c | d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 475 | 112 | 143 | 98 | 122 | 255 | 220 | 475 | 418 | 57 |
| Effective Weighted Sample | 450 | 107 | 136 | 93 | 116 | 242 | 209 | 450 | 397 | 53 |
| Total | 496 | 111 | 142 | 104 | 139 | 253 | 243 | 496 | 433 | 63 |
| AWARE OF REPORT FUNCTION AND REPORTED WORRYING OR NASTY CONTENT SEEN | 62 | 13 | 25 | ** | 17 | 38 | 24 | 62 | 54 | ** |
| | 12% | 12% | 17% f | ** | 12% | 15% | 10% | 12% | 12% | ** |
| AWARE OF REPORT FUNCTION AND NOT REPORTED WORRYING OR NASTY CONTENT | 65 | 16 | 11 | ** | 18 | 27 | 38 | 65 | 58 | ** |
| | 13% | 14% | 7% | ** | 13% | 11% | 16% b | 13% | 13% | ** |
| AWARE OF REPORT FUNCTION AND NOT SEEN WORRYING OR NASTY CONTENT | 241 | 53 | 68 | ** | 65 | 121 | 120 | 241 | 209 | ** |
| | 49% | 48% | 48% | ** | 47% | 48% | 49% | 49% | 48% | ** |
| TOTAL AWARE OF REPORT FUNCTION | 368 | 82 | 103 | ** | 101 | 186 | 182 | 368 | 321 | ** |
| | 74% | 74% | 73% | ** | 72% | 73% | 75% | 74% | 74% | ** |
| NOT AWARE OF REPORT FUNCTION BUT SEEN SOMETHING WORRYING OR NASTY | 17 | 6 | 3 | ** | 4 | 9 | 8 | 17 | 16 | ** |
| | 3% | 5% | 2% | ** | 3% | 4% | 3% | 3% | 4% | ** |
| NOT AWARE OF REPORT FUNCTION AND NOT SEEN SOMETHING WORRYING OR NASTY | 112 | 23 | 36 | ** | 34 | 59 | 53 | 112 | 97 | ** |
| | 23% | 20% | 25% | ** | 25% | 23% | 22% | 23% | 22% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 180

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.

QC34. Has anyone ever told you about how to use the internet safely? IF YES: Who was it that told you about this? (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | j | k | l |
| Unweighted total | 938 | - | 463 | 475 | 938 | 477 | 461 | - | - | 239 | 224 | 238 | 237 |
| Effective Weighted Sample | 879 | - | 429 | 450 | 879 | 449 | 431 | - | - | 223 | 207 | 226 | 224 |
| Total | 967 | - | 471 | 496 | 967 | 485 | 482 | - | - | 237 | 234 | 248 | 249 |
| Yes - from parent | 816 | ** | 403 | 413 | 816 | 409 | 407 | ** | ** | 199 | 203 | 209 | 203 |
| | 84% | ** | 86% | 83% | 84% | 84% | 84% | ** | ** | 84% | 87% | 85% | 82% |
| Yes - from teacher at school | 745 | ** | 351 | 394 | 745 | 377 | 369 | ** | ** | 179 | 172 | 198 | 197 |
| | 77% | ** | 75% | 79% | 77% | 78% | 76% | ** | ** | 76% | 74% | 80% | 79% |
| Yes - from other member of family | 188 | ** | 78 | 110 | 188 | 100 | 87 | ** | ** | 41 | 37 | 59 | 51 |
| | 19% | ** | 17% | 22% | 19% | 21% | 18% | ** | ** | 17% | 16% | 24% | 20% |
| | | | | b | | | | | | | | j | |
| Yes - from friends | 156 | ** | 51 | 105 | 156 | 84 | 72 | ** | ** | 33 | 19 | 51 | 53 |
| | 16% | ** | 11% | 21% | 16% | 17% | 15% | ** | ** | 14% | 8% | 21% | 22% |
| | | | | bd | b | | | | | | | j | ij |
| Yes - from websites | 68 | ** | 18 | 50 | 68 | 39 | 28 | ** | ** | 8 | 9 | 31 | 19 |
| | 7% | ** | 4% | 10% | 7% | 8% | 6% | ** | ** | 4% | 4% | 13% | 8% |
| | | | | bd | b | | | | | | | ij | |
| Yes - from television/ radio programmes | 50 | ** | 16 | 35 | 50 | 28 | 22 | ** | ** | 10 | 6 | 18 | 17 |
| | 5% | ** | 3% | 7% | 5% | 6% | 5% | ** | ** | 4% | 2% | 7% | 7% |
| | | | | b | | | | | | | | j | j |
| Yes - from the police/ police came to school | 18 | ** | 9 | 8 | 18 | 6 | 12 | ** | ** | 4 | 5 | 2 | 6 |
| | 2% | ** | 2% | 2% | 2% | 1% | 2% | ** | ** | 2% | 2% | 1% | 3% |
| Other | 9 | ** | 6 | 2 | 9 | 5 | 4 | ** | ** | 4 | 3 | 1 | 1 |
| | 1% | ** | 1% | *% | 1% | 1% | 1% | ** | ** | 2% | 1% | *% | 1% |
| TOTAL GIVEN ANY INFORMATION OR ADVICE | 937 | ** | 455 | 482 | 937 | 474 | 463 | ** | ** | 230 | 225 | 244 | 238 |
| | 97% | ** | 97% | 97% | 97% | 98% | 96% | ** | ** | 97% | 96% | 99% | 96% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 180

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.

QC34. Has anyone ever told you about how to use the internet safely? IF YES: Who was it that told you about this? (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | j | k | l |
| Unweighted total | 938 | - | 463 | 475 | 938 | 477 | 461 | - | - | 239 | 224 | 238 | 237 |
| Effective Weighted Sample | 879 | - | 429 | 450 | 879 | 449 | 431 | - | - | 223 | 207 | 226 | 224 |
| Total | 967 | - | 471 | 496 | 967 | 485 | 482 | - | - | 237 | 234 | 248 | 249 |
| No - not been given information/ advice | 24 | ** | 12 | 12 | 24 | 8 | 16 | ** | ** | 6 | 6 | 3 | 10 |
| | 2% | ** | 3% | 2% | 2% | 2% | 3% | ** | ** | 2% | 3% | 1% | 4% |
| Don't know | 6 | ** | 4 | 2 | 6 | 2 | 4 | ** | ** | 1 | 2 | 1 | 1 |
| | 1% | ** | 1% | *% | 1% | *% | 1% | ** | ** | *% | 1% | *% | *% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 180

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.

QC34. Has anyone ever told you about how to use the internet safely? IF YES: Who was it that told you about this? (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 938 | 204 | 309 | 189 | 236 | 513 | 425 | 938 | 826 | 112 |
| Effective Weighted Sample | 879 | 193 | 289 | 178 | 221 | 482 | 399 | 879 | 776 | 103 |
| Total | 967 | 205 | 301 | 200 | 261 | 506 | 462 | 967 | 847 | 120 |
| Yes - from parent | 816 | 172 | 259 | 169 | 216 | 431 | 385 | 816 | 711 | 104 |
| | 84% | 84% | 86% | 84% | 83% | 85% | 83% | 84% | 84% | 87% |
| Yes - from teacher at school | 745 | 162 | 234 | 159 | 190 | 396 | 349 | 745 | 654 | 92 |
| | 77% | 79% | 78% | 79% | 73% | 78% | 76% | 77% | 77% | 76% |
| Yes - from other member of family | 188 | 39 | 58 | 42 | 49 | 97 | 91 | 188 | 168 | 20 |
| | 19% | 19% | 19% | 21% | 19% | 19% | 20% | 19% | 20% | 16% |
| Yes - from friends | 156 | 35 | 53 | 34 | 34 | 89 | 67 | 156 | 144 | 12 |
| | 16% | 17% | 18% | 17% | 13% | 18% | 15% | 16% | 17% | 10% |
| Yes - from websites | 68 | 16 | 19 | 20 | 12 | 36 | 32 | 68 | 56 | 11 |
| | 7% | 8% | 6% | 10% | 5% | 7% | 7% | 7% | 7% | 10% |
| | | | | d | | | | | | |
| Yes - from television/ radio programmes | 50 | 13 | 16 | 10 | 11 | 28 | 22 | 50 | 44 | 6 |
| | 5% | 6% | 5% | 5% | 4% | 6% | 5% | 5% | 5% | 5% |
| Yes - from the police/ police came to school | 18 | 4 | 5 | 6 | 3 | 9 | 9 | 18 | 12 | 5 |
| | 2% | 2% | 2% | 3% | 1% | 2% | 2% | 2% | 1% | 4% |
| | | | | | | | | | | h |
| Other | 9 | 2 | 2 | 1 | 3 | 4 | 4 | 9 | 9 | - |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | -% |
| TOTAL GIVEN ANY INFORMATION OR ADVICE | 937 | 200 | 293 | 194 | 249 | 493 | 444 | 937 | 821 | 116 |
| | 97% | 98% | 97% | 97% | 96% | 98% | 96% | 97% | 97% | 97% |
| No - not been given information/ advice | 24 | 5 | 5 | 5 | 9 | 10 | 14 | 24 | 22 | 2 |
| | 2% | 2% | 2% | 2% | 4% | 2% | 3% | 2% | 3% | 1% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 180

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.

QC34. Has anyone ever told you about how to use the internet safely? IF YES: Who was it that told you about this? (MULTI CODE)

Base : Children aged 8-15 who go online at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 938 | 204 | 309 | 189 | 236 | 513 | 425 | 938 | 826 | 112 |
| Effective Weighted Sample | 879 | 193 | 289 | 178 | 221 | 482 | 399 | 879 | 776 | 103 |
| Total | 967 | 205 | 301 | 200 | 261 | 506 | 462 | 967 | 847 | 120 |
| Don't know | 6 | - | 2 | 1 | 2 | 2 | 4 | 6 | 4 | 2 |
| | 1% | -% | 1% | 1% | 1% | *% | 1% | 1% | *% | 2% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 181

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.

QC35A. (SHOWCARD) When you go to websites or use apps which one of these answers best describes how often you see any online adverts? (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--------------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | j | k | l |
| Unweighted total | 938 | - | 463 | 475 | 938 | 477 | 461 | - | - | 239 | 224 | 238 | 237 |
| Effective Weighted Sample | 879 | - | 429 | 450 | 879 | 449 | 431 | - | - | 223 | 207 | 226 | 224 |
| Total | 967 | - | 471 | 496 | 967 | 485 | 482 | - | - | 237 | 234 | 248 | 249 |
| I often see online adverts | 391 | ** | 161 | 230 | 391 | 202 | 189 | ** | ** | 91 | 70 | 111 | 119 |
| | 40% | ** | 34% | 46% | 40% | 42% | 39% | ** | ** | 38% | 30% | 45% | 48% |
| | | | | bd | b | | | | | | | j | ij |
| I sometimes see online adverts | 432 | ** | 222 | 210 | 432 | 214 | 219 | ** | ** | 99 | 122 | 114 | 96 |
| | 45% | ** | 47% | 42% | 45% | 44% | 45% | ** | ** | 42% | 52% | 46% | 39% |
| | | | | | | | | | | | il | | |
| EVER SEE ONLINE ADVERTS | 823 | ** | 383 | 440 | 823 | 416 | 408 | ** | ** | 190 | 193 | 225 | 215 |
| | 85% | ** | 81% | 89% | 85% | 86% | 85% | ** | ** | 80% | 82% | 91% | 86% |
| | | | | b | | | | | | | | ij | |
| I never see online adverts | 102 | ** | 64 | 37 | 102 | 47 | 55 | ** | ** | 31 | 34 | 16 | 21 |
| | 11% | ** | 14% | 8% | 11% | 10% | 11% | ** | ** | 13% | 14% | 6% | 9% |
| | | | c | | | | | | | k | k | | |
| Don't know | 42 | ** | 23 | 19 | 42 | 23 | 20 | ** | ** | 16 | 7 | 7 | 12 |
| | 4% | ** | 5% | 4% | 4% | 5% | 4% | ** | ** | 7% | 3% | 3% | 5% |
| | | | | | | | | | | k | | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 181

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.

QC35A. (SHOWCARD) When you go to websites or use apps which one of these answers best describes how often you see any online adverts? (SINGLE CODE)

Base : Children aged 8-15 who go online at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--------------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 938 | 204 | 309 | 189 | 236 | 513 | 425 | 938 | 826 | 112 |
| Effective Weighted Sample | 879 | 193 | 289 | 178 | 221 | 482 | 399 | 879 | 776 | 103 |
| Total | 967 | 205 | 301 | 200 | 261 | 506 | 462 | 967 | 847 | 120 |
| I often see online adverts | 391 | 82 | 127 | 82 | 99 | 209 | 181 | 391 | 349 | 42 |
| | 40% | 40% | 42% | 41% | 38% | 41% | 39% | 40% | 41% | 35% |
| I sometimes see online adverts | 432 | 94 | 127 | 89 | 122 | 221 | 211 | 432 | 382 | 50 |
| | 45% | 46% | 42% | 44% | 47% | 44% | 46% | 45% | 45% | 42% |
| EVER SEE ONLINE ADVERTS | 823 | 177 | 254 | 171 | 222 | 431 | 392 | 823 | 731 | 92 |
| | 85% | 86% | 85% | 85% | 85% | 85% | 85% | 85% | 86% | 77% |
| | | | | | | | | | i | |
| I never see online adverts | 102 | 23 | 32 | 18 | 29 | 55 | 47 | 102 | 79 | 23 |
| | 11% | 11% | 11% | 9% | 11% | 11% | 10% | 11% | 9% | 19% |
| | | | | | | | | | | h |
| Don't know | 42 | 5 | 15 | 12 | 10 | 20 | 22 | 42 | 37 | 5 |
| | 4% | 2% | 5% | 6% | 4% | 4% | 5% | 4% | 4% | 5% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 182

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.

QC35B. (SHOWCARD) Which one of these answers best describes how you feel about these online adverts? I think the online adverts.... (SINGLE CODE)

Base : Children aged 8-15 who say they ever see online adverts

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | j | k | l |
| Unweighted total | 793 | - | 370 | 423 | 793 | 405 | 388 | - | - | 189 | 181 | 216 | 207 |
| Effective Weighted Sample | 746 | - | 346 | 400 | 746 | 382 | 364 | - | - | 177 | 169 | 205 | 195 |
| Total | 823 | - | 383 | 440 | 823 | 416 | 408 | - | - | 190 | 193 | 225 | 215 |
| always tell the truth about what they are selling | 25 | ** | 15 | 9 | 25 | 18 | 7 | ** | ** | 12 | 3 | 5 | 4 |
| | 3% | ** | 4% | 2% | 3% | 4% | 2% | ** | ** | 6% | 2% | 2% | 2% |
| | | | | | | f | | | | jl | | | |
| mostly tell the truth about what they are selling | 223 | ** | 106 | 117 | 223 | 113 | 110 | ** | ** | 48 | 58 | 65 | 52 |
| | 27% | ** | 28% | 27% | 27% | 27% | 27% | ** | ** | 25% | 30% | 29% | 24% |
| sometimes tell the truth about what they are selling | 443 | ** | 190 | 253 | 443 | 223 | 221 | ** | ** | 98 | 93 | 125 | 128 |
| | 54% | ** | 50% | 58% | 54% | 54% | 54% | ** | ** | 51% | 48% | 55% | 60% |
| | | | | b | | | | | | | | | j |
| EVER TELL THE TRUTH ABOUT WHAT THEY ARE SELLING | 691 | ** | 312 | 379 | 691 | 353 | 338 | ** | ** | 158 | 154 | 195 | 184 |
| | 84% | ** | 81% | 86% | 84% | 85% | 83% | ** | ** | 83% | 80% | 87% | 86% |
| never tell the truth about what they are selling | 43 | ** | 15 | 28 | 43 | 23 | 20 | ** | ** | 9 | 6 | 13 | 15 |
| | 5% | ** | 4% | 6% | 5% | 6% | 5% | ** | ** | 5% | 3% | 6% | 7% |
| Don't know | 89 | ** | 56 | 33 | 89 | 39 | 49 | ** | ** | 23 | 33 | 17 | 16 |
| | 11% | ** | 15% | 7% | 11% | 10% | 12% | ** | ** | 12% | 17% | 7% | 8% |
| | | | c | | | | | | | | kl | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 182

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.

QC35B. (SHOWCARD) Which one of these answers best describes how you feel about these online adverts? I think the online adverts.... (SINGLE CODE)

Base : Children aged 8-15 who say they ever see online adverts

| | Total | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | ~i |
| Unweighted total | 793 | 176 | 256 | 159 | 202 | 432 | 361 | 793 | 709 | 84 |
| Effective Weighted Sample | 746 | 167 | 241 | 150 | 190 | 408 | 339 | 746 | 668 | 78 |
| Total | 823 | 177 | 254 | 171 | 222 | 431 | 392 | 823 | 731 | 92 |
| always tell the truth about what they are selling | 25 | 3 | 7 | 5 | 10 | 10 | 15 | 25 | 23 | ** |
| | 3% | 2% | 3% | 3% | 5% | 2% | 4% | 3% | 3% | ** |
| mostly tell the truth about what they are selling | 223 | 47 | 68 | 48 | 59 | 116 | 107 | 223 | 202 | ** |
| | 27% | 27% | 27% | 28% | 27% | 27% | 27% | 27% | 28% | ** |
| sometimes tell the truth about what they are selling | 443 | 104 | 135 | 90 | 114 | 239 | 204 | 443 | 392 | ** |
| | 54% | 59% | 53% | 53% | 52% | 56% | 52% | 54% | 54% | ** |
| EVER TELL THE TRUTH ABOUT WHAT THEY ARE SELLING | 691 | 155 | 210 | 143 | 183 | 365 | 326 | 691 | 616 | ** |
| | 84% | 87% | 83% | 84% | 83% | 85% | 83% | 84% | 84% | ** |
| never tell the truth about what they are selling | 43 | 9 | 15 | 5 | 14 | 24 | 19 | 43 | 35 | ** |
| | 5% | 5% | 6% | 3% | 6% | 6% | 5% | 5% | 5% | ** |
| Don't know | 89 | 13 | 29 | 23 | 24 | 42 | 47 | 89 | 80 | ** |
| | 11% | 7% | 12% | 13% | 11% | 10% | 12% | 11% | 11% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 183

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.

QC36. (SHOWCARD) If someone in the same country as you visits the same website or app at the same time as you, which one of these things applies to any advertising shown? (SINGLE CODE)

Base : Children aged 12-15 who go online

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 475 | - | - | 475 | 475 | 238 | 237 | - | - | - | - | 238 | 237 |
| Effective Weighted Sample | 450 | - | - | 450 | 450 | 226 | 224 | - | - | - | - | 226 | 224 |
| Total | 496 | - | - | 496 | 496 | 248 | 249 | - | - | - | - | 248 | 249 |
| Some people might see different adverts to the ones that I see | 287 | ** | ** | 287 | 287 | 152 | 135 | ** | ** | ** | ** | 152 | 135 |
| | 58% | ** | ** | 58% | 58% | 61% | 54% | ** | ** | ** | ** | 61% | 54% |
| Everyone will see exactly the same adverts as me | 88 | ** | ** | 88 | 88 | 52 | 36 | ** | ** | ** | ** | 52 | 36 |
| | 18% | ** | ** | 18% | 18% | 21% | 15% | ** | ** | ** | ** | 21% | 15% |
| Don't know | 121 | ** | ** | 121 | 121 | 44 | 77 | ** | ** | ** | ** | 44 | 77 |
| | 24% | ** | ** | 24% | 24% | 18% | 31% | ** | ** | ** | ** | 18% | 31% |
| | | | | | | | e | | | | | | k |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 183

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.

QC36. (SHOWCARD) If someone in the same country as you visits the same website or app at the same time as you, which one of these things applies to any advertising shown? (SINGLE CODE)

Base : Children aged 12-15 who go online

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | ~c | d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 475 | 112 | 143 | 98 | 122 | 255 | 220 | 475 | 418 | 57 |
| Effective Weighted Sample | 450 | 107 | 136 | 93 | 116 | 242 | 209 | 450 | 397 | 53 |
| Total | 496 | 111 | 142 | 104 | 139 | 253 | 243 | 496 | 433 | 63 |
| Some people might see different adverts to the ones that I see | 287 | 70 | 80 | ** | 77 | 150 | 137 | 287 | 255 | ** |
| | 58% | 63% | 56% | ** | 55% | 59% | 56% | 58% | 59% | ** |
| Everyone will see exactly the same adverts as me | 88 | 23 | 24 | ** | 27 | 48 | 40 | 88 | 74 | ** |
| | 18% | 21% | 17% | ** | 20% | 19% | 17% | 18% | 17% | ** |
| Don't know | 121 | 17 | 38 | ** | 35 | 55 | 66 | 121 | 104 | ** |
| | 24% | 16% | 27% | ** | 25% | 22% | 27% | 24% | 24% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 184

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.

QC37. (SHOWCARD) On sites like YouTube some vloggers with lots of followers like Zoella or Thatcher Joe, might say good things about a particular company or product or brand, such as Nike clothing, a new game or clothes from TopShop. Why do you think they might say good things about these products or brands? (MULTI CODE)

Base : Children aged 12-15 who go online

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|------------|-------------|------------|------------|---------------|----------------|-------------|------------------------|---------------------|--------------------|----------------------|--------------------|----------------------|
| | | 5-7 ~a | 8-11 ~b | 12-15 c | ALL 5-15 d | MALE e | FEMALE f | MALE 5-7 ~g | FEMALE 5-7 ~h | MALE 8-11 ~i | FEMALE 8-11 ~j | MALE 12-15 k | FEMALE 12-15 l |
| Significance Level: 95% | | | | | | | | | | | | | |
| Unweighted total | 475 | - | - | 475 | 475 | 238 | 237 | - | - | - | - | 238 | 237 |
| Effective Weighted Sample | 450 | - | - | 450 | 450 | 226 | 224 | - | - | - | - | 226 | 224 |
| Total | 496 | - | - | 496 | 496 | 248 | 249 | - | - | - | - | 248 | 249 |
| They are being paid by the company or brand to say this | 307 62% | ** ** | ** ** | 307 62% | 307 62% | 151 61% | 156 63% | ** ** | ** ** | ** ** | ** ** | 151 61% | 156 63% |
| They think these products or brands are cool/ good to use | 132 27% | ** ** | ** ** | 132 27% | 132 27% | 72 29% | 60 24% | ** ** | ** ** | ** ** | ** ** | 72 29% | 60 24% |
| They want to share this information with their followers | 123 25% | ** ** | ** ** | 123 25% | 123 25% | 67 27% | 57 23% | ** ** | ** ** | ** ** | ** ** | 67 27% | 57 23% |
| Other | 1 *% | ** ** | ** ** | 1 *% | 1 *% | - -% | 1 *% | ** ** | ** ** | ** ** | ** ** | - -% | 1 *% |
| Don't know | 87 18% | ** ** | ** ** | 87 18% | 87 18% | 37 15% | 51 20% | ** ** | ** ** | ** ** | ** ** | 37 15% | 51 20% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 184

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.

QC37. (SHOWCARD) On sites like YouTube some vloggers with lots of followers like Zoella or Thatcher Joe, might say good things about a particular company or product or brand, such as Nike clothing, a new game or clothes from TopShop. Why do you think they might say good things about these products or brands? (MULTI CODE)

Base : Children aged 12-15 who go online

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | ~c | d | e | f | g | h | ~i |
| Unweighted total | 475 | 112 | 143 | 98 | 122 | 255 | 220 | 475 | 418 | 57 |
| Effective Weighted Sample | 450 | 107 | 136 | 93 | 116 | 242 | 209 | 450 | 397 | 53 |
| Total | 496 | 111 | 142 | 104 | 139 | 253 | 243 | 496 | 433 | 63 |
| They are being paid by the company or brand to say this | 307 | 78 | 84 | ** | 85 | 161 | 146 | 307 | 270 | ** |
| | 62% | 70% | 59% | ** | 61% | 64% | 60% | 62% | 62% | ** |
| They think these products or brands are cool/ good to use | 132 | 31 | 34 | ** | 34 | 65 | 67 | 132 | 119 | ** |
| | 27% | 28% | 24% | ** | 25% | 26% | 28% | 27% | 27% | ** |
| They want to share this information with their followers | 123 | 26 | 31 | ** | 40 | 56 | 67 | 123 | 118 | ** |
| | 25% | 23% | 21% | ** | 29% | 22% | 27% | 25% | 27% | ** |
| Other | 1 | - | 1 | ** | - | 1 | - | 1 | 1 | ** |
| | *% | -% | 1% | ** | -% | *% | -% | *% | *% | ** |
| Don't know | 87 | 17 | 29 | ** | 25 | 46 | 41 | 87 | 70 | ** |
| | 18% | 15% | 21% | ** | 18% | 18% | 17% | 18% | 16% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 185

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.

QC38A. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - I think most people behave in a different way online to when they talk to people face to face (SINGLE CODE)

Base : Children aged 12-15 who go online

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|----------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 475 | - | - | 475 | 475 | 238 | 237 | - | - | - | - | 238 | 237 |
| Effective Weighted Sample | 450 | - | - | 450 | 450 | 226 | 224 | - | - | - | - | 226 | 224 |
| Total | 496 | - | - | 496 | 496 | 248 | 249 | - | - | - | - | 248 | 249 |
| Disagree | 22 | ** | ** | 22 | 22 | 14 | 8 | ** | ** | ** | ** | 14 | 8 |
| | 4% | ** | ** | 4% | 4% | 6% | 3% | ** | ** | ** | ** | 6% | 3% |
| Neither agree nor disagree | 99 | ** | ** | 99 | 99 | 47 | 52 | ** | ** | ** | ** | 47 | 52 |
| | 20% | ** | ** | 20% | 20% | 19% | 21% | ** | ** | ** | ** | 19% | 21% |
| Agree | 332 | ** | ** | 332 | 332 | 169 | 163 | ** | ** | ** | ** | 169 | 163 |
| | 67% | ** | ** | 67% | 67% | 68% | 66% | ** | ** | ** | ** | 68% | 66% |
| Don't know | 44 | ** | ** | 44 | 44 | 18 | 25 | ** | ** | ** | ** | 18 | 25 |
| | 9% | ** | ** | 9% | 9% | 7% | 10% | ** | ** | ** | ** | 7% | 10% |
| TOTAL NEITHER/ DON'T KNOW | 143 | ** | ** | 143 | 143 | 65 | 78 | ** | ** | ** | ** | 65 | 78 |
| | 29% | ** | ** | 29% | 29% | 26% | 31% | ** | ** | ** | ** | 26% | 31% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 185

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.

QC38A. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - I think most people behave in a different way online to when they talk to people face to face (SINGLE CODE)

Base : Children aged 12-15 who go online

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|----------------------------|-------|--------------|-----------|-----|----------|----------|-----------|----------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | ~c | d | e | f | g | h | ~i |
| Unweighted total | 475 | 112 | 143 | 98 | 122 | 255 | 220 | 475 | 418 | 57 |
| Effective Weighted Sample | 450 | 107 | 136 | 93 | 116 | 242 | 209 | 450 | 397 | 53 |
| Total | 496 | 111 | 142 | 104 | 139 | 253 | 243 | 496 | 433 | 63 |
| Disagree | 22 | 6 | 2 | ** | 10 | 8 | 13 | 22 | 18 | ** |
| | 4% | 6% | 1% | ** | 7% b | 3% | 5% | 4% | 4% | ** |
| Neither agree nor disagree | 99 | 10 | 32 | ** | 32 | 41 | 58 | 99 | 91 | ** |
| | 20% | 9% | 22% a | ** | 23% a | 16% | 24% ae | 20% a | 21% | ** |
| Agree | 332 | 86 | 89 | ** | 90 | 175 | 157 | 332 | 284 | ** |
| | 67% | 77% bdfg | 63% | ** | 65% | 69% | 64% | 67% | 66% | ** |
| Don't know | 44 | 9 | 19 | ** | 8 | 28 | 15 | 44 | 41 | ** |
| | 9% | 8% | 13% df | ** | 6% | 11% | 6% | 9% | 9% | ** |
| TOTAL NEITHER/ DON'T KNOW | 143 | 19 | 51 | ** | 39 | 70 | 73 | 143 | 131 | ** |
| | 29% | 17% | 36% a | ** | 28% a | 28% a | 30% a | 29% a | 30% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 186

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.

QC38B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - I find it easier to be myself online than when I am with people face to face (SINGLE CODE)

Base : Children aged 12-15 who go online

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|----------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 475 | - | - | 475 | 475 | 238 | 237 | - | - | - | - | 238 | 237 |
| Effective Weighted Sample | 450 | - | - | 450 | 450 | 226 | 224 | - | - | - | - | 226 | 224 |
| Total | 496 | - | - | 496 | 496 | 248 | 249 | - | - | - | - | 248 | 249 |
| Disagree | 187 | ** | ** | 187 | 187 | 90 | 97 | ** | ** | ** | ** | 90 | 97 |
| | 38% | ** | ** | 38% | 38% | 36% | 39% | ** | ** | ** | ** | 36% | 39% |
| Neither agree nor disagree | 140 | ** | ** | 140 | 140 | 69 | 72 | ** | ** | ** | ** | 69 | 72 |
| | 28% | ** | ** | 28% | 28% | 28% | 29% | ** | ** | ** | ** | 28% | 29% |
| Agree | 136 | ** | ** | 136 | 136 | 76 | 60 | ** | ** | ** | ** | 76 | 60 |
| | 27% | ** | ** | 27% | 27% | 31% | 24% | ** | ** | ** | ** | 31% | 24% |
| Don't know | 33 | ** | ** | 33 | 33 | 14 | 20 | ** | ** | ** | ** | 14 | 20 |
| | 7% | ** | ** | 7% | 7% | 5% | 8% | ** | ** | ** | ** | 5% | 8% |
| TOTAL NEITHER/ DON'T KNOW | 174 | ** | ** | 174 | 174 | 82 | 91 | ** | ** | ** | ** | 82 | 91 |
| | 35% | ** | ** | 35% | 35% | 33% | 37% | ** | ** | ** | ** | 33% | 37% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 186

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.

QC38B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - I find it easier to be myself online than when I am with people face to face (SINGLE CODE)

Base : Children aged 12-15 who go online

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|----------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | ~c | d | e | f | g | h | ~i |
| Unweighted total | 475 | 112 | 143 | 98 | 122 | 255 | 220 | 475 | 418 | 57 |
| Effective Weighted Sample | 450 | 107 | 136 | 93 | 116 | 242 | 209 | 450 | 397 | 53 |
| Total | 496 | 111 | 142 | 104 | 139 | 253 | 243 | 496 | 433 | 63 |
| Disagree | 187 | 45 | 47 | ** | 47 | 93 | 94 | 187 | 155 | ** |
| | 38% | 41% | 33% | ** | 34% | 37% | 39% | 38% | 36% | ** |
| Neither agree nor disagree | 140 | 29 | 38 | ** | 42 | 67 | 74 | 140 | 130 | ** |
| | 28% | 26% | 27% | ** | 30% | 26% | 30% | 28% | 30% | ** |
| Agree | 136 | 28 | 45 | ** | 39 | 73 | 63 | 136 | 120 | ** |
| | 27% | 25% | 32% | ** | 28% | 29% | 26% | 27% | 28% | ** |
| Don't know | 33 | 9 | 12 | ** | 10 | 21 | 13 | 33 | 29 | ** |
| | 7% | 8% | 8% | ** | 7% | 8% | 5% | 7% | 7% | ** |
| TOTAL NEITHER/ DON'T KNOW | 174 | 38 | 50 | ** | 52 | 87 | 86 | 174 | 159 | ** |
| | 35% | 34% | 35% | ** | 38% | 35% | 35% | 35% | 37% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 187

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.

QC38C. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - I think it is important that people can say what they want online, even if it is hurtful to others (SINGLE CODE)

Base : Children aged 12-15 who go online

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|----------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 475 | - | - | 475 | 475 | 238 | 237 | - | - | - | - | 238 | 237 |
| Effective Weighted Sample | 450 | - | - | 450 | 450 | 226 | 224 | - | - | - | - | 226 | 224 |
| Total | 496 | - | - | 496 | 496 | 248 | 249 | - | - | - | - | 248 | 249 |
| Disagree | 252 | ** | ** | 252 | 252 | 106 | 146 | ** | ** | ** | ** | 106 | 146 |
| | 51% | ** | ** | 51% | 51% | 43% | 59% | ** | ** | ** | ** | 43% | 59% |
| | | | | | | | e | | | | | | k |
| Neither agree nor disagree | 105 | ** | ** | 105 | 105 | 61 | 44 | ** | ** | ** | ** | 61 | 44 |
| | 21% | ** | ** | 21% | 21% | 25% | 18% | ** | ** | ** | ** | 25% | 18% |
| Agree | 118 | ** | ** | 118 | 118 | 70 | 48 | ** | ** | ** | ** | 70 | 48 |
| | 24% | ** | ** | 24% | 24% | 28% | 19% | ** | ** | ** | ** | 28% | 19% |
| | | | | | | f | | | | | | l | |
| Don't know | 22 | ** | ** | 22 | 22 | 11 | 11 | ** | ** | ** | ** | 11 | 11 |
| | 4% | ** | ** | 4% | 4% | 4% | 4% | ** | ** | ** | ** | 4% | 4% |
| TOTAL NEITHER/ DON'T KNOW | 126 | ** | ** | 126 | 126 | 72 | 54 | ** | ** | ** | ** | 72 | 54 |
| | 25% | ** | ** | 25% | 25% | 29% | 22% | ** | ** | ** | ** | 29% | 22% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 187

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.

QC38C. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - I think it is important that people can say what they want online, even if it is hurtful to others (SINGLE CODE)

Base : Children aged 12-15 who go online

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|-------------------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | ~c | d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 475 | 112 | 143 | 98 | 122 | 255 | 220 | 475 | 418 | 57 |
| Effective Weighted Sample | 450 | 107 | 136 | 93 | 116 | 242 | 209 | 450 | 397 | 53 |
| Total | 496 | 111 | 142 | 104 | 139 | 253 | 243 | 496 | 433 | 63 |
| Disagree | 252 | 58 | 73 | ** | 70 | 131 | 121 | 252 | 216 | ** |
| | 51% | 52% | 51% | ** | 50% | 52% | 50% | 51% | 50% | ** |
| Neither agree nor disagree | 105 | 19 | 27 | ** | 36 | 46 | 59 | 105 | 94 | ** |
| | 21% | 17% | 19% | ** | 26% | 18% | 24% | 21% | 22% | ** |
| Agree | 118 | 27 | 33 | ** | 31 | 60 | 58 | 118 | 104 | ** |
| | 24% | 24% | 23% | ** | 22% | 24% | 24% | 24% | 24% | ** |
| Don't know | 22 | 7 | 9 | ** | 2 | 16 | 6 | 22 | 19 | ** |
| | 4% | 6% | 6% | ** | 2% | 6% | 2% | 4% | 4% | ** |
| | | | | | | d | | | | |
| TOTAL NEITHER/ DON'T KNOW | 126 | 26 | 36 | ** | 39 | 62 | 65 | 126 | 113 | ** |
| | 25% | 23% | 25% | ** | 28% | 24% | 27% | 25% | 26% | ** |
| Columns Tested: a,b,c,d,e,f,g - h,i | | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 188

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.

QC38D. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - I think there should be rules about what people can say online so that people can't say hurtful things about others (SINGLE CODE)

Base : Children aged 12-15 who go online

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|----------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 475 | - | - | 475 | 475 | 238 | 237 | - | - | - | - | 238 | 237 |
| Effective Weighted Sample | 450 | - | - | 450 | 450 | 226 | 224 | - | - | - | - | 226 | 224 |
| Total | 496 | - | - | 496 | 496 | 248 | 249 | - | - | - | - | 248 | 249 |
| Disagree | 33 | ** | ** | 33 | 33 | 20 | 13 | ** | ** | ** | ** | 20 | 13 |
| | 7% | ** | ** | 7% | 7% | 8% | 5% | ** | ** | ** | ** | 8% | 5% |
| Neither agree nor disagree | 83 | ** | ** | 83 | 83 | 50 | 33 | ** | ** | ** | ** | 50 | 33 |
| | 17% | ** | ** | 17% | 17% | 20% | 13% | ** | ** | ** | ** | 20% | 13% |
| Agree | 360 | ** | ** | 360 | 360 | 168 | 192 | ** | ** | ** | ** | 168 | 192 |
| | 72% | ** | ** | 72% | 72% | 68% | 77% | ** | ** | ** | ** | 68% | 77% |
| | | | | | | | e | | | | | | k |
| Don't know | 20 | ** | ** | 20 | 20 | 10 | 10 | ** | ** | ** | ** | 10 | 10 |
| | 4% | ** | ** | 4% | 4% | 4% | 4% | ** | ** | ** | ** | 4% | 4% |
| TOTAL NEITHER/ DON'T KNOW | 103 | ** | ** | 103 | 103 | 60 | 44 | ** | ** | ** | ** | 60 | 44 |
| | 21% | ** | ** | 21% | 21% | 24% | 18% | ** | ** | ** | ** | 24% | 18% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 188

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.

QC38D. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - I think there should be rules about what people can say online so that people can't say hurtful things about others (SINGLE CODE)

Base : Children aged 12-15 who go online

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|----------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | ~c | d | e | f | g | h | ~i |
| Unweighted total | 475 | 112 | 143 | 98 | 122 | 255 | 220 | 475 | 418 | 57 |
| Effective Weighted Sample | 450 | 107 | 136 | 93 | 116 | 242 | 209 | 450 | 397 | 53 |
| Total | 496 | 111 | 142 | 104 | 139 | 253 | 243 | 496 | 433 | 63 |
| Disagree | 33 | 7 | 7 | ** | 10 | 14 | 19 | 33 | 27 | ** |
| | 7% | 6% | 5% | ** | 7% | 6% | 8% | 7% | 6% | ** |
| Neither agree nor disagree | 83 | 16 | 24 | ** | 29 | 40 | 43 | 83 | 78 | ** |
| | 17% | 15% | 17% | ** | 21% | 16% | 18% | 17% | 18% | ** |
| Agree | 360 | 82 | 104 | ** | 94 | 186 | 173 | 360 | 310 | ** |
| | 72% | 74% | 73% | ** | 68% | 74% | 71% | 72% | 72% | ** |
| Don't know | 20 | 5 | 7 | ** | 5 | 12 | 8 | 20 | 19 | ** |
| | 4% | 5% | 5% | ** | 4% | 5% | 3% | 4% | 4% | ** |
| TOTAL NEITHER/ DON'T KNOW | 103 | 22 | 31 | ** | 35 | 53 | 51 | 103 | 96 | ** |
| | 21% | 19% | 22% | ** | 25% | 21% | 21% | 21% | 22% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 189

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.

QC39A. Do you ever use BBC websites or apps for your schoolwork or homework, so sites or apps like BBC Bitesize?

Base : Children aged 8-15 who go online at home or elsewhere

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | j | k | l |
| Unweighted total | 938 | - | 463 | 475 | 938 | 477 | 461 | - | - | 239 | 224 | 238 | 237 |
| Effective Weighted Sample | 879 | - | 429 | 450 | 879 | 449 | 431 | - | - | 223 | 207 | 226 | 224 |
| Total | 967 | - | 471 | 496 | 967 | 485 | 482 | - | - | 237 | 234 | 248 | 249 |
| Yes | 618 | ** | 272 | 346 | 618 | 314 | 304 | ** | ** | 136 | 136 | 178 | 168 |
| | 64% | ** | 58% | 70% | 64% | 65% | 63% | ** | ** | 57% | 58% | 72% | 67% |
| | | | | bd | b | | | | | | | ij | ij |
| No | 328 | ** | 192 | 136 | 328 | 161 | 167 | ** | ** | 98 | 94 | 62 | 73 |
| | 34% | ** | 41% | 27% | 34% | 33% | 35% | ** | ** | 41% | 40% | 25% | 29% |
| | | | cd | | c | | | | | kl | kl | | |
| Don't know | 22 | ** | 7 | 15 | 22 | 10 | 12 | ** | ** | 3 | 4 | 7 | 8 |
| | 2% | ** | 1% | 3% | 2% | 2% | 2% | ** | ** | 1% | 2% | 3% | 3% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 189

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.

QC39A. Do you ever use BBC websites or apps for your schoolwork or homework, so sites or apps like BBC Bitesize?

Base : Children aged 8-15 who go online at home or elsewhere

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|------|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 938 | 204 | 309 | 189 | 236 | 513 | 425 | 938 | 826 | 112 |
| Effective Weighted Sample | 879 | 193 | 289 | 178 | 221 | 482 | 399 | 879 | 776 | 103 |
| Total | 967 | 205 | 301 | 200 | 261 | 506 | 462 | 967 | 847 | 120 |
| Yes | 618 | 151 | 197 | 128 | 142 | 348 | 270 | 618 | 535 | 83 |
| | 64% | 74% | 66% | 64% | 54% | 69% | 58% | 64% | 63% | 69% |
| | | cdfg | d | | | df | | d | | |
| No | 328 | 51 | 95 | 71 | 110 | 146 | 182 | 328 | 292 | 35 |
| | 34% | 25% | 32% | 36% | 42% | 29% | 39% | 34% | 35% | 29% |
| | | | | a | abeg | | abe | a | | |
| Don't know | 22 | 3 | 8 | 1 | 9 | 11 | 10 | 22 | 20 | 2 |
| | 2% | 1% | 3% | 1% | 3% | 2% | 2% | 2% | 2% | 1% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 190

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.

QC39B. (SHOWCARD) AGREEMENT WITH STATEMENT: When I use these BBC websites or apps for my schoolwork or homework I find them helpful (SINGLE CODE)

Base : Children aged 8-15 who ever use BBC websites or apps (like BBC Bitesize) for their schoolwork or homework

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|----------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | j | k | l |
| Unweighted total | 599 | - | 263 | 336 | 599 | 309 | 290 | - | - | 137 | 126 | 172 | 164 |
| Effective Weighted Sample | 563 | - | 245 | 318 | 563 | 292 | 272 | - | - | 128 | 117 | 164 | 155 |
| Total | 618 | - | 272 | 346 | 618 | 314 | 304 | - | - | 136 | 136 | 178 | 168 |
| Disagree | 8 | ** | 2 | 6 | 8 | 4 | 4 | ** | ** | 1 | 1 | 3 | 3 |
| | 1% | ** | 1% | 2% | 1% | 1% | 1% | ** | ** | 1% | 1% | 2% | 2% |
| Neither agree nor disagree | 66 | ** | 25 | 42 | 66 | 41 | 26 | ** | ** | 14 | 11 | 27 | 15 |
| | 11% | ** | 9% | 12% | 11% | 13% | 8% | ** | ** | 10% | 8% | 15% | 9% |
| Agree | 541 | ** | 243 | 298 | 541 | 269 | 272 | ** | ** | 120 | 123 | 148 | 150 |
| | 88% | ** | 89% | 86% | 88% | 86% | 90% | ** | ** | 88% | 90% | 83% | 89% |
| Don't know | 2 | ** | 2 | - | 2 | 1 | 2 | ** | ** | 1 | 2 | - | - |
| | *% | ** | 1% | -% | *% | *% | 1% | ** | ** | *% | 1% | -% | -% |
| TOTAL NEITHER/ DON'T KNOW | 69 | ** | 27 | 42 | 69 | 42 | 27 | ** | ** | 14 | 13 | 27 | 15 |
| | 11% | ** | 10% | 12% | 11% | 13% | 9% | ** | ** | 11% | 9% | 15% | 9% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 190

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.

QC39B. (SHOWCARD) AGREEMENT WITH STATEMENT: When I use these BBC websites or apps for my schoolwork or homework I find them helpful (SINGLE CODE)

Base : Children aged 8-15 who ever use BBC websites or apps (like BBC Bitesize) for their schoolwork or homework

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|----------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 599 | 150 | 199 | 119 | 131 | 349 | 250 | 599 | 524 | 75 |
| Effective Weighted Sample | 563 | 142 | 188 | 112 | 122 | 330 | 235 | 563 | 494 | 70 |
| Total | 618 | 151 | 197 | 128 | 142 | 348 | 270 | 618 | 535 | 83 |
| Disagree | 8 | 1 | 3 | 1 | 2 | 5 | 3 | 8 | 8 | ** |
| | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 2% | ** |
| Neither agree nor disagree | 66 | 16 | 19 | 13 | 18 | 35 | 31 | 66 | 59 | ** |
| | 11% | 11% | 10% | 10% | 13% | 10% | 12% | 11% | 11% | ** |
| Agree | 541 | 133 | 174 | 113 | 122 | 306 | 234 | 541 | 467 | ** |
| | 88% | 88% | 88% | 88% | 86% | 88% | 87% | 88% | 87% | ** |
| Don't know | 2 | 1 | 1 | 1 | - | 2 | 1 | 2 | 1 | ** |
| | *% | 1% | *% | 1% | -% | 1% | *% | *% | *% | ** |
| TOTAL NEITHER/ DON'T KNOW | 69 | 17 | 20 | 14 | 18 | 37 | 32 | 69 | 60 | ** |
| | 11% | 11% | 10% | 11% | 13% | 11% | 12% | 11% | 11% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 191

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.

QC42. (SHOWCARD) Many games can now be played online, either through games consoles, other games players or through other things like 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. Do you ever play online games? IF YES: When you play online games, which of these describe how you are playing? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All children aged 5-15 who play games

| | | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|------------|-------------|-----------------|-------------------|-----------------|-----------------|------------|------------------------|-----------|--------------------|------------------|---------------------|------------------|
| | | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1028 | 266 | 393 | 369 | 1028 | 603 | 425 | 153 | 113 | 228 | 165 | 222 | 147 |
| Effective Weighted Sample | 968 | 256 | 365 | 350 | 968 | 570 | 398 | 147 | 109 | 213 | 153 | 211 | 139 |
| Total | 1038 | 248 | 403 | 387 | 1038 | 604 | 434 | 145 | 103 | 227 | 176 | 232 | 155 |
| Playing on your own/ against the computer or games console/ player | 534 51% | 78 31% | 220 55% a | 237 61% ad | 534 51% a | 356 59% f | 178 41% | 51 35% | 26 25% | 143 63% ghjl | 77 44% h | 162 70% ghjl | 75 48% gh |
| Playing against or with someone else in the same room as you | 360 35% | 38 15% | 161 40% a | 161 42% ad | 360 35% a | 252 42% f | 108 25% | 22 15% | 16 15% | 118 52% ghjl | 43 25% g | 112 48% ghjl | 49 32% gh |
| Playing against or with someone else you have met in person who is playing somewhere else | 290 28% | 18 7% | 121 30% a | 151 39% abd | 290 28% a | 225 37% f | 64 15% | 11 8% | 6 6% | 92 41% ghjl | 28 16% gh | 121 52% ghijl | 30 19% gh |
| Playing against or with one or more other people you have not met in person who is playing somewhere else | 159 15% | 12 5% | 63 16% a | 84 22% abd | 159 15% a | 130 21% f | 30 7% | 9 6% | 3 3% | 50 22% ghjl | 13 7% | 71 30% ghijl | 14 9% |
| TOTAL - PLAYS GAMES ONLINE | 675 65% | 91 37% | 279 69% a | 305 79% abd | 675 65% a | 439 73% f | 236 54% | 55 38% | 36 35% | 178 78% ghil | 101 57% qh | 205 88% qhiil | 100 64% qh |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 191

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.

QC42. (SHOWCARD) Many games can now be played online, either through games consoles, other games players or through other things like 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. Do you ever play online games? IF YES: When you play online games, which of these describe how you are playing? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All children aged 5-15 who play games

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|-------------------------------|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1028 | 266 | 393 | 369 | 1028 | 603 | 425 | 153 | 113 | 228 | 165 | 222 | 147 |
| Effective Weighted Sample | 968 | 256 | 365 | 350 | 968 | 570 | 398 | 147 | 109 | 213 | 153 | 211 | 139 |
| Total | 1038 | 248 | 403 | 387 | 1038 | 604 | 434 | 145 | 103 | 227 | 176 | 232 | 155 |
| No - do not play online games | 358 | 154 | 122 | 82 | 358 | 162 | 196 | 87 | 68 | 49 | 74 | 27 | 55 |
| | 35% | 62% | 30% | 21% | 35% | 27% | 45% | 60% | 65% | 22% | 42% | 12% | 36% |
| | | bcd | c | | c | | e | ijkl | ijkl | k | ik | | ik |
| Don't know | 4 | 3 | 2 | - | 4 | 3 | 2 | 3 | - | - | 2 | - | - |
| | *% | 1% | *% | -% | *% | *% | *% | 2% | -% | -% | 1% | -% | -% |
| | | | | | | | | jk | | | | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
Table 191

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.

QC42. (SHOWCARD) Many games can now be played online, either through games consoles, other games players or through other things like 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. Do you ever play online games? IF YES: When you play online games, which of these describe how you are playing? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All children aged 5-15 who play games

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|------------|----------------|------------|------------|------------|------------------|------------|------------|------------|-----------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1028 | 209 | 340 | 204 | 275 | 549 | 479 | 1028 | 902 | 126 |
| Effective Weighted Sample | 968 | 198 | 321 | 193 | 258 | 519 | 451 | 968 | 851 | 118 |
| Total | 1038 | 203 | 329 | 212 | 295 | 531 | 507 | 1038 | 903 | 135 |
| Playing on your own/ against the computer or games console/ player | 534 51% | 101 50% | 182 55% | 98 46% | 153 52% | 283 53% | 251 50% | 534 51% | 468 52% | 66 49% |
| Playing against or with someone else in the same room as you | 360 35% | 79 39% c | 122 37% | 61 29% | 97 33% | 201 38% cf | 159 31% | 360 35% | 306 34% | 54 40% |
| Playing against or with someone else you have met in person who is playing somewhere else | 290 28% | 55 27% | 95 29% | 55 26% | 84 29% | 150 28% | 140 28% | 290 28% | 255 28% | 35 26% |
| Playing against or with one or more other people you have not met in person who is playing somewhere else | 159 15% | 36 18% | 52 16% | 32 15% | 40 14% | 87 16% | 72 14% | 159 15% | 144 16% | 15 11% |
| TOTAL - PLAYS GAMES ONLINE | 675 65% | 125 62% | 223 68% | 129 61% | 198 67% | 348 66% | 327 65% | 675 65% | 586 65% | 90 66% |
| No - do not play online games | 358 35% | 76 38% | 105 32% | 81 38% | 96 33% | 181 34% | 177 35% | 358 35% | 313 35% | 46 34% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 191

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.

QC42. (SHOWCARD) Many games can now be played online, either through games consoles, other games players or through other things like 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. Do you ever play online games? IF YES: When you play online games, which of these describe how you are playing? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All children aged 5-15 who play games

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1028 | 209 | 340 | 204 | 275 | 549 | 479 | 1028 | 902 | 126 |
| Effective Weighted Sample | 968 | 198 | 321 | 193 | 258 | 519 | 451 | 968 | 851 | 118 |
| Total | 1038 | 203 | 329 | 212 | 295 | 531 | 507 | 1038 | 903 | 135 |
| Don't know | 4 | 1 | 1 | 2 | 1 | 2 | 2 | 4 | 4 | - |
| | *% | 1% | *% | 1% | *% | *% | *% | *% | *% | -% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
Table 192

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 ONLINE GAME PLAYING

Base : All children aged 5-15

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| CHILD PLAYS GAMES ONLINE | 675 | 91 | 279 | 305 | 675 | 439 | 236 | 55 | 36 | 178 | 101 | 205 | 100 |
| | 49% | 24% | 56% | 61% | 49% | 64% | 34% | 30% | 19% | 71% | 40% | 82% | 40% |
| | | | ad | ad | a | f | | h | | ghjl | gh | ghijl | gh |
| CHILD DOES NOT PLAY GAMES ONLINE | 358 | 154 | 122 | 82 | 358 | 162 | 196 | 87 | 68 | 49 | 74 | 27 | 55 |
| | 26% | 41% | 24% | 16% | 26% | 24% | 29% | 46% | 36% | 20% | 29% | 11% | 22% |
| | | bcd | c | | c | | e | hijkl | ikl | k | ik | | k |
| DON'T KNOW WHETHER CHILD PLAYS GAMES ONLINE | 4 | 3 | 2 | - | 4 | 3 | 2 | 3 | - | - | 2 | - | - |
| | *% | 1% | *% | -% | *% | *% | *% | 1% | -% | -% | 1% | -% | -% |
| CHILD DOES NOT PLAY GAMES | 337 | 127 | 97 | 113 | 337 | 83 | 253 | 42 | 84 | 23 | 74 | 18 | 96 |
| | 25% | 34% | 19% | 23% | 25% | 12% | 37% | 23% | 45% | 9% | 29% | 7% | 38% |
| | | bcd | | | b | | e | ik | gijk | | ik | | gik |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 192

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 ONLINE GAME PLAYING

Base : All children aged 5-15

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|-----------|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| CHILD PLAYS GAMES ONLINE | 675 | 125 | 223 | 129 | 198 | 348 | 327 | 675 | 586 | 90 |
| | 49% | 45% | 53% ac | 45% | 51% | 50% | 49% | 49% | 49% | 50% |
| CHILD DOES NOT PLAY GAMES ONLINE | 358 | 76 | 105 | 81 | 96 | 181 | 177 | 358 | 313 | 46 |
| | 26% | 27% | 25% | 28% | 25% | 26% | 26% | 26% | 26% | 25% |
| DON'T KNOW WHETHER CHILD PLAYS GAMES ONLINE | 4 | 1 | 1 | 2 | 1 | 2 | 2 | 4 | 4 | - |
| | *% | *% | *% | 1% | *% | *% | *% | *% | *% | -% |
| CHILD DOES NOT PLAY GAMES | 337 | 78 | 93 | 77 | 90 | 170 | 167 | 337 | 293 | 44 |
| | 25% | 28% | 22% | 27% | 23% | 24% | 25% | 25% | 25% | 24% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 193

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.

QC43 When you play games online do you ever chat through the game to other people who are playing through instant messaging or using a headset / QC44 (SHOWCARD) And when you chat who do you chat to? (MULTI CODE)

Base : All children aged 8-15 who ever play games online

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | ~j | k | ~l |
| Unweighted total | 554 | - | 266 | 288 | 554 | 369 | 185 | - | - | 174 | 92 | 195 | 93 |
| Effective Weighted Sample | 521 | - | 248 | 273 | 521 | 348 | 173 | - | - | 163 | 85 | 185 | 88 |
| Total | 584 | - | 279 | 305 | 584 | 384 | 200 | - | - | 178 | 101 | 205 | 100 |
| I chat to people that I am friends with/ that I know outside of the game | 258 | ** | 103 | 155 | 258 | 202 | 56 | ** | ** | 78 | ** | 125 | ** |
| | 44% | ** | 37% | 51% | 44% | 53% | 28% | ** | ** | 44% | ** | 61% | ** |
| | | | b | b | | f | | | | | | i | |
| I chat to people that I only know through playing the game | 99 | ** | 41 | 58 | 99 | 76 | 23 | ** | ** | 29 | ** | 47 | ** |
| | 17% | ** | 15% | 19% | 17% | 20% | 12% | ** | ** | 17% | ** | 23% | ** |
| | | | | | | f | | | | | | | |
| TOTAL - CHAT TO OTHER PEOPLE | 284 | ** | 115 | 170 | 284 | 223 | 61 | ** | ** | 85 | ** | 138 | ** |
| | 49% | ** | 41% | 56% | 49% | 58% | 31% | ** | ** | 48% | ** | 67% | ** |
| | | | | b | b | f | | | | | | i | |
| No, do not chat to other people | 298 | ** | 164 | 134 | 298 | 159 | 139 | ** | ** | 93 | ** | 66 | ** |
| | 51% | ** | 59% | 44% | 51% | 42% | 69% | ** | ** | 52% | ** | 32% | ** |
| | | | cd | | | e | | | | k | | | |
| Don't know | 1 | ** | - | 1 | 1 | 1 | - | ** | ** | - | ** | 1 | ** |
| | % | ** | -% | % | % | % | -% | ** | ** | -% | ** | 1% | ** |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 193

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.

QC43 When you play games online do you ever chat through the game to other people who are playing through instant messaging or using a headset / QC44 (SHOWCARD) And when you chat who do you chat to? (MULTI CODE)

Base : All children aged 8-15 who ever play games online

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|------------|--------------|------------|----------|-----------|------------|------------|------------|------------|----------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | ~c | d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 554 | 112 | 192 | 99 | 151 | 304 | 250 | 554 | 487 | 67 |
| Effective Weighted Sample | 521 | 107 | 181 | 94 | 142 | 287 | 236 | 521 | 459 | 62 |
| Total | 584 | 112 | 191 | 110 | 172 | 303 | 281 | 584 | 510 | 74 |
| I chat to people that I am friends with/ that I know outside of the game | 258 44% | 53 47% | 77 40% | ** ** | 73 42% | 130 43% | 128 46% | 258 44% | 228 45% | ** ** |
| I chat to people that I only know through playing the game | 99 17% | 25 22% | 30 16% | ** ** | 27 16% | 55 18% | 44 16% | 99 17% | 88 17% | ** ** |
| TOTAL - CHAT TO OTHER PEOPLE | 284 49% | 61 55% | 85 45% | ** ** | 80 47% | 146 48% | 138 49% | 284 49% | 248 49% | ** ** |
| No, do not chat to other people | 298 51% | 51 45% | 106 55% | ** ** | 91 53% | 156 52% | 142 50% | 298 51% | 261 51% | ** ** |
| Don't know | 1 *% | - -% | - -% | ** ** | - -% | - -% | 1 *% | 1 *% | 1 *% | ** ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 194

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.

QC45. (SHOWCARD) ATTITUDES TOWARDS PLAYING GAMES ONLINE: People are mean to each other when playing games online (SINGLE CODE)

Base : All children aged 8-15 who ever play games online

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|----------|----------|----------------|----------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | ~j | k | ~l |
| Unweighted total | 554 | - | 266 | 288 | 554 | 369 | 185 | - | - | 174 | 92 | 195 | 93 |
| Effective Weighted Sample | 521 | - | 248 | 273 | 521 | 348 | 173 | - | - | 163 | 85 | 185 | 88 |
| Total | 584 | - | 279 | 305 | 584 | 384 | 200 | - | - | 178 | 101 | 205 | 100 |
| All the time | 27 | ** | 8 | 19 | 27 | 21 | 6 | ** | ** | 7 | ** | 14 | ** |
| | 5% | ** | 3% | 6% | 5% | 5% | 3% | ** | ** | 4% | ** | 7% | ** |
| Most of the time | 85 | ** | 34 | 51 | 85 | 54 | 31 | ** | ** | 18 | ** | 36 | ** |
| | 15% | ** | 12% | 17% | 15% | 14% | 16% | ** | ** | 10% | ** | 18% i | ** |
| ALL/ MOST OF THE TIME | 112 | ** | 42 | 70 | 112 | 75 | 37 | ** | ** | 25 | ** | 50 | ** |
| | 19% | ** | 15% | 23% b | 19% | 20% | 18% | ** | ** | 14% | ** | 24% i | ** |
| Sometimes | 293 | ** | 142 | 150 | 293 | 202 | 91 | ** | ** | 97 | ** | 105 | ** |
| | 50% | ** | 51% | 49% | 50% | 53% | 45% | ** | ** | 55% | ** | 51% | ** |
| EVER | 405 | ** | 185 | 220 | 405 | 277 | 128 | ** | ** | 122 | ** | 155 | ** |
| | 69% | ** | 66% | 72% | 69% | 72% f | 64% | ** | ** | 69% | ** | 75% | ** |
| Never | 60 | ** | 31 | 29 | 60 | 41 | 20 | ** | ** | 20 | ** | 21 | ** |
| | 10% | ** | 11% | 10% | 10% | 11% | 10% | ** | ** | 11% | ** | 10% | ** |
| Don't know | 119 | ** | 63 | 56 | 119 | 66 | 53 | ** | ** | 36 | ** | 30 | ** |
| | 20% | ** | 23% | 18% | 20% | 17% | 27% e | ** | ** | 20% | ** | 15% | ** |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 194

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.

QC45. (SHOWCARD) ATTITUDES TOWARDS PLAYING GAMES ONLINE: People are mean to each other when playing games online (SINGLE CODE)

Base : All children aged 8-15 who ever play games online

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | ~c | d | e | f | g | h | ~i |
| Unweighted total | 554 | 112 | 192 | 99 | 151 | 304 | 250 | 554 | 487 | 67 |
| Effective Weighted Sample | 521 | 107 | 181 | 94 | 142 | 287 | 236 | 521 | 459 | 62 |
| Total | 584 | 112 | 191 | 110 | 172 | 303 | 281 | 584 | 510 | 74 |
| All the time | 27 | 5 | 4 | ** | 10 | 10 | 17 | 27 | 23 | ** |
| | 5% | 5% | 2% | ** | 6% | 3% | 6% | 5% | 5% | ** |
| Most of the time | 85 | 16 | 30 | ** | 25 | 46 | 39 | 85 | 75 | ** |
| | 15% | 15% | 16% | ** | 15% | 15% | 14% | 15% | 15% | ** |
| ALL/ MOST OF THE TIME | 112 | 22 | 34 | ** | 35 | 56 | 56 | 112 | 98 | ** |
| | 19% | 19% | 18% | ** | 21% | 18% | 20% | 19% | 19% | ** |
| Sometimes | 293 | 60 | 98 | ** | 75 | 157 | 135 | 293 | 257 | ** |
| | 50% | 54% | 51% | ** | 44% | 52% | 48% | 50% | 50% | ** |
| EVER | 405 | 82 | 132 | ** | 111 | 213 | 191 | 405 | 356 | ** |
| | 69% | 73% | 69% | ** | 65% | 70% | 68% | 69% | 70% | ** |
| Never | 60 | 15 | 17 | ** | 22 | 31 | 29 | 60 | 53 | ** |
| | 10% | 13% | 9% | ** | 13% | 10% | 10% | 10% | 10% | ** |
| Don't know | 119 | 15 | 43 | ** | 39 | 58 | 61 | 119 | 101 | ** |
| | 20% | 14% | 22% | ** | 23% | 19% | 22% | 20% | 20% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 195

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.

QC46. When you play games do you ever see adverts or screens appearing within the game that give you the chance to spend money to allow you to get further ahead in the game? IF NECESSARY -Through spending money it might make it easier to win the game, to clear a level, to progress to the next level or to buy more powers or abilities or to prolong your life in the game IF YES: Would you say you see these sorts of ads on all games, most games, or just some games that you play? (SINGLE CODE)

Base : All children aged 12-15 who play games

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 369 | - | - | 369 | 369 | 222 | 147 | - | - | - | - | 222 | 147 |
| Effective Weighted Sample | 350 | - | - | 350 | 350 | 211 | 139 | - | - | - | - | 211 | 139 |
| Total | 387 | - | - | 387 | 387 | 232 | 155 | - | - | - | - | 232 | 155 |
| No - do not see these types of adverts | 115 | ** | ** | 115 | 115 | 74 | 42 | ** | ** | ** | ** | 74 | 42 |
| | 30% | ** | ** | 30% | 30% | 32% | 27% | ** | ** | ** | ** | 32% | 27% |
| See these on ALL/ MOST games | 102 | ** | ** | 102 | 102 | 59 | 43 | ** | ** | ** | ** | 59 | 43 |
| | 26% | ** | ** | 26% | 26% | 25% | 28% | ** | ** | ** | ** | 25% | 28% |
| See these on SOME games | 136 | ** | ** | 136 | 136 | 82 | 55 | ** | ** | ** | ** | 82 | 55 |
| | 35% | ** | ** | 35% | 35% | 35% | 35% | ** | ** | ** | ** | 35% | 35% |
| TOTAL - YES | 238 | ** | ** | 238 | 238 | 140 | 98 | ** | ** | ** | ** | 140 | 98 |
| | 61% | ** | ** | 61% | 61% | 60% | 63% | ** | ** | ** | ** | 60% | 63% |
| Don't know | 34 | ** | ** | 34 | 34 | 18 | 16 | ** | ** | ** | ** | 18 | 16 |
| | 9% | ** | ** | 9% | 9% | 8% | 10% | ** | ** | ** | ** | 8% | 10% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 195

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.

QC46. When you play games do you ever see adverts or screens appearing within the game that give you the chance to spend money to allow you to get further ahead in the game? IF NECESSARY -Through spending money it might make it easier to win the game, to clear a level, to progress to the next level or to buy more powers or abilities or to prolong your life in the game IF YES: Would you say you see these sorts of ads on all games, most games, or just some games that you play? (SINGLE CODE)

Base : All children aged 12-15 who play games

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|-----|----|-----|------|----------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | ~a | b | ~c | ~d | e | f | g | h | ~i |
| Unweighted total | 369 | 89 | 109 | 73 | 98 | 198 | 171 | 369 | 323 | 46 |
| Effective Weighted Sample | 350 | 85 | 104 | 69 | 93 | 189 | 162 | 350 | 307 | 43 |
| Total | 387 | 88 | 110 | 78 | 112 | 197 | 190 | 387 | 337 | 50 |
| No - do not see these types of adverts | 115 | ** | 23 | ** | ** | 52 | 63 | 115 | 99 | ** |
| | 30% | ** | 21% | ** | ** | 27% | 33% b | 30% | 29% | ** |
| See these on ALL/ MOST games | 102 | ** | 36 | ** | ** | 58 | 43 | 102 | 88 | ** |
| | 26% | ** | 33% | ** | ** | 30% | 23% | 26% | 26% | ** |
| See these on SOME games | 136 | ** | 39 | ** | ** | 72 | 65 | 136 | 119 | ** |
| | 35% | ** | 36% | ** | ** | 36% | 34% | 35% | 35% | ** |
| TOTAL - YES | 238 | ** | 75 | ** | ** | 130 | 108 | 238 | 207 | ** |
| | 61% | ** | 69% | ** | ** | 66% | 57% | 61% | 62% | ** |
| Don't know | 34 | ** | 11 | ** | ** | 15 | 19 | 34 | 30 | ** |
| | 9% | ** | 10% | ** | ** | 7% | 10% | 9% | 9% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 196

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.

QC50. (SHOWCARD) Which of the following do you use almost every day? (MULTI CODE)

Base : All children aged 5-15

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| TV set | 1064 | 320 | 396 | 347 | 1064 | 524 | 540 | 164 | 157 | 197 | 200 | 164 | 184 |
| | 77% | 85% | 79% | 69% | 77% | 76% | 79% | 87% | 83% | 79% | 80% | 65% | 74% |
| | | bcd | c | | c | | | ijkl | kl | k | k | | |
| Mobile phone / Smartphone | 693 | 73 | 191 | 428 | 693 | 343 | 350 | 38 | 35 | 97 | 94 | 208 | 221 |
| | 50% | 20% | 38% | 86% | 50% | 50% | 51% | 20% | 19% | 39% | 38% | 83% | 88% |
| | | | a | abd | ab | | | | | gh | gh | ghij | ghij |
| Tablet (like an iPad) | 685 | 195 | 261 | 228 | 685 | 328 | 357 | 91 | 104 | 120 | 142 | 117 | 111 |
| | 50% | 52% | 52% | 46% | 50% | 48% | 52% | 49% | 55% | 48% | 57% | 47% | 45% |
| | | | c | | | | | | l | | kl | | |
| Books, magazines, comics | 500 | 156 | 193 | 152 | 500 | 220 | 281 | 73 | 82 | 80 | 112 | 66 | 86 |
| | 36% | 42% | 39% | 30% | 36% | 32% | 41% | 39% | 44% | 32% | 45% | 26% | 34% |
| | | c | c | | c | | e | k | ikl | | ikl | | |
| Computer/ laptop/ netbook | 417 | 68 | 154 | 195 | 417 | 215 | 202 | 42 | 26 | 83 | 71 | 90 | 105 |
| | 30% | 18% | 31% | 39% | 30% | 31% | 29% | 23% | 14% | 33% | 28% | 36% | 42% |
| | | | a | abd | a | | | h | | gh | h | gh | ghij |
| Games console/ player | 377 | 56 | 145 | 175 | 377 | 303 | 73 | 46 | 11 | 120 | 25 | 137 | 38 |
| | 27% | 15% | 29% | 35% | 27% | 44% | 11% | 24% | 6% | 48% | 10% | 55% | 15% |
| | | | a | ad | a | f | | hjl | | ghjl | | ghjl | h |
| DVD/ Blu ray player | 108 | 35 | 32 | 42 | 108 | 52 | 56 | 18 | 17 | 14 | 17 | 21 | 21 |
| | 8% | 9% | 6% | 8% | 8% | 8% | 8% | 9% | 9% | 6% | 7% | 8% | 8% |
| Radio | 75 | 19 | 25 | 30 | 75 | 37 | 38 | 9 | 10 | 14 | 11 | 14 | 16 |
| | 5% | 5% | 5% | 6% | 5% | 5% | 6% | 5% | 6% | 6% | 5% | 6% | 6% |
| MP3 player (like an iPod) | 61 | 10 | 20 | 31 | 61 | 40 | 21 | 8 | 3 | 13 | 7 | 20 | 11 |
| | 4% | 3% | 4% | 6% | 4% | 6% | 3% | 4% | 1% | 5% | 3% | 8% | 4% |
| | | | | a | | f | | | | h | | hj | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 196

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.

QC50. (SHOWCARD) Which of the following do you use almost every day? (MULTI CODE)

Base : All children aged 5-15

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| None of these | 7 | 2 | 3 | 3 | 7 | 2 | 5 | 1 | 1 | - | 3 | 1 | 1 |
| | 1% | *% | 1% | 1% | 1% | *% | 1% | *% | 1% | -% | 1% | 1% | 1% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 196

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.

QC50. (SHOWCARD) Which of the following do you use almost every day? (MULTI CODE)

Base : All children aged 5-15

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|------------|-----|------------|-----------|------|------|----------|----------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| TV set | 1064 | 218 | 334 | 226 | 287 | 551 | 513 | 1064 | 928 | 136 |
| | 77% | 78% | 79% | 78% | 75% | 79% | 76% | 77% | 78% | 76% |
| Mobile phone / Smartphone | 693 | 153 | 210 | 147 | 183 | 363 | 330 | 693 | 602 | 91 |
| | 50% | 55% | 50% | 51% | 48% | 52% | 49% | 50% | 50% | 51% |
| Tablet (like an iPad) | 685 | 143 | 232 | 136 | 175 | 375 | 310 | 685 | 581 | 104 |
| | 50% | 51% | 55% cdf | 47% | 45% | 53% df | 46% | 50% | 49% | 58% h |
| Books, magazines, comics | 500 | 119 | 160 | 97 | 125 | 279 | 222 | 500 | 430 | 71 |
| | 36% | 42% cdf | 38% | 34% | 32% | 40% df | 33% | 36% | 36% | 40% |
| Computer/ laptop/ netbook | 417 | 111 | 123 | 84 | 99 | 234 | 183 | 417 | 368 | 50 |
| | 30% | 40% bcdfg | 29% | 29% | 26% | 33% df | 27% | 30% | 31% | 28% |
| Games console/ player | 377 | 65 | 116 | 70 | 126 | 181 | 195 | 377 | 326 | 51 |
| | 27% | 23% | 28% | 24% | 33% ace | 26% | 29% | 27% | 27% | 28% |
| DVD/ Blu ray player | 108 | 29 | 25 | 18 | 36 | 54 | 54 | 108 | 95 | 13 |
| | 8% | 10% b | 6% | 6% | 9% | 8% | 8% | 8% | 8% | 7% |
| Radio | 75 | 16 | 31 | 13 | 15 | 47 | 28 | 75 | 59 | 16 |
| | 5% | 6% | 7% f | 4% | 4% | 7% | 4% | 5% | 5% | 9% |
| MP3 player (like an iPod) | 61 | 13 | 15 | 17 | 16 | 28 | 34 | 61 | 53 | 8 |
| | 4% | 5% | 4% | 6% | 4% | 4% | 5% | 4% | 4% | 5% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 196

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.

QC50. (SHOWCARD) Which of the following do you use almost every day? (MULTI CODE)

Base : All children aged 5-15

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| None of these | 7 | 2 | 1 | 3 | 1 | 3 | 4 | 7 | 6 | 1 |
| | 1% | 1% | 0% | 1% | 0% | 0% | 1% | 1% | 1% | 0% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 197

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.

QC51. (SHOWCARD) Which one of the things you use almost every day would you miss the most if it got taken away? (SINGLE CODE)

Base : All children aged 5-15

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Mobile phone / Smartphone | 400 | 24 | 89 | 287 | 400 | 162 | 238 | 10 | 14 | 34 | 55 | 117 | 170 |
| | 29% | 6% | 18% | 57% | 29% | 24% | 35% | 6% | 7% | 14% | 22% | 47% | 68% |
| | | | a | abd | ab | | e | | | gh | ghi | ghij | ghijk |
| TV set | 336 | 158 | 135 | 44 | 336 | 165 | 170 | 80 | 78 | 65 | 70 | 21 | 23 |
| | 24% | 42% | 27% | 9% | 24% | 24% | 25% | 43% | 41% | 26% | 28% | 8% | 9% |
| | | bcd | c | | c | | | ijkl | ijkl | kl | kl | | |
| Tablet (like an iPad) | 252 | 94 | 113 | 45 | 252 | 108 | 143 | 38 | 56 | 46 | 67 | 24 | 20 |
| | 18% | 25% | 23% | 9% | 18% | 16% | 21% | 20% | 30% | 18% | 27% | 10% | 8% |
| | | cd | cd | | c | | e | kl | gikl | kl | ikl | | |
| Games console/ player | 148 | 25 | 62 | 60 | 148 | 139 | 9 | 23 | 3 | 59 | 3 | 57 | 3 |
| | 11% | 7% | 12% | 12% | 11% | 20% | 1% | 12% | 2% | 24% | 1% | 23% | 1% |
| | | | a | a | a | f | | hjl | | ghjl | | ghjl | |
| Computer/ laptop/ netbook | 104 | 24 | 49 | 31 | 104 | 57 | 47 | 16 | 8 | 27 | 22 | 14 | 17 |
| | 8% | 6% | 10% | 6% | 8% | 8% | 7% | 9% | 4% | 11% | 9% | 5% | 7% |
| | | | c | | | | | | | hk | | | |
| Books, magazines, comics | 76 | 35 | 29 | 12 | 76 | 26 | 50 | 15 | 21 | 8 | 21 | 3 | 9 |
| | 6% | 9% | 6% | 2% | 6% | 4% | 7% | 8% | 11% | 3% | 8% | 1% | 4% |
| | | bcd | c | | c | | e | ik | ikl | | ikl | | |
| DVD/ Blu ray player | 7 | 6 | 1 | - | 7 | 3 | 5 | 3 | 4 | - | 1 | - | - |
| | 1% | 2% | *% | -% | 1% | *% | 1% | 1% | 2% | -% | *% | -% | -% |
| | | bcd | | | | | | | ikl | | | | |
| MP3 player (like an iPod) | 6 | 1 | 1 | 4 | 6 | 4 | 2 | - | 1 | 1 | - | 2 | 1 |
| | *% | *% | *% | 1% | *% | 1% | *% | -% | *% | 1% | -% | 1% | 1% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 197

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.

QC51. (SHOWCARD) Which one of the things you use almost every day would you miss the most if it got taken away? (SINGLE CODE)

Base : All children aged 5-15

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Radio | 3 | - | 1 | 2 | 3 | 1 | 2 | - | - | - | 1 | 1 | 1 |
| | *% | -% | *% | *% | *% | *% | *% | -% | -% | -% | *% | 1% | *% |
| None of these | 24 | 3 | 8 | 14 | 24 | 13 | 11 | 2 | 1 | 3 | 5 | 8 | 5 |
| | 2% | 1% | 2% | 3% | 2% | 2% | 2% | 1% | 1% | 1% | 2% | 3% | 2% |
| | | | | a | | | | | | | | h | |
| Don't know | 19 | 5 | 12 | 2 | 19 | 9 | 10 | 1 | 3 | 6 | 6 | 2 | - |
| | 1% | 1% | 2% | *% | 1% | 1% | 1% | 1% | 2% | 2% | 3% | 1% | -% |
| | | | c | | | | | | l | l | l | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 197

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.

QC51. (SHOWCARD) Which one of the things you use almost every day would you miss the most if it got taken away? (SINGLE CODE)

Base : All children aged 5-15

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Mobile phone / Smartphone | 400 | 84 | 117 | 88 | 111 | 201 | 200 | 400 | 340 | 60 |
| | 29% | 30% | 28% | 31% | 29% | 29% | 30% | 29% | 28% | 34% |
| TV set | 336 | 64 | 102 | 68 | 102 | 166 | 170 | 336 | 288 | 48 |
| | 24% | 23% | 24% | 24% | 27% | 24% | 25% | 24% | 24% | 27% |
| Tablet (like an iPad) | 252 | 45 | 89 | 49 | 69 | 134 | 118 | 252 | 223 | 29 |
| | 18% | 16% | 21% | 17% | 18% | 19% | 18% | 18% | 19% | 16% |
| Games console/ player | 148 | 28 | 43 | 34 | 44 | 71 | 77 | 148 | 132 | 16 |
| | 11% | 10% | 10% | 12% | 11% | 10% | 11% | 11% | 11% | 9% |
| Computer/ laptop/ netbook | 104 | 31 | 33 | 17 | 24 | 63 | 41 | 104 | 99 | 5 |
| | 8% | 11% | 8% | 6% | 6% | 9% | 6% | 8% | 8% | 3% |
| | | cdf | | | | f | | | i | |
| Books, magazines, comics | 76 | 15 | 24 | 21 | 16 | 39 | 37 | 76 | 67 | 9 |
| | 6% | 5% | 6% | 7% | 4% | 6% | 6% | 6% | 6% | 5% |
| DVD/ Blu ray player | 7 | 1 | 1 | 1 | 5 | 1 | 6 | 7 | 6 | 2 |
| | 1% | *% | *% | *% | 1% | *% | 1% | 1% | *% | 1% |
| | | | | e | | | | | | |
| MP3 player (like an iPod) | 6 | 1 | 2 | 1 | 1 | 3 | 3 | 6 | 4 | 1 |
| | *% | *% | *% | *% | *% | *% | *% | *% | *% | 1% |
| Radio | 3 | - | 1 | 2 | - | 1 | 2 | 3 | 3 | - |
| | *% | -% | *% | 1% | -% | *% | *% | *% | *% | -% |
| None of these | 24 | 8 | 5 | 5 | 6 | 13 | 11 | 24 | 19 | 5 |
| | 2% | 3% | 1% | 2% | 2% | 2% | 2% | 2% | 2% | 3% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 197

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.

QC51. (SHOWCARD) Which one of the things you use almost every day would you miss the most if it got taken away? (SINGLE CODE)

Base : All children aged 5-15

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Don't know | 19 | 5 | 6 | 3 | 6 | 10 | 8 | 19 | 15 | 4 |
| | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 198

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.

QC51B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SCREEN TIME - I find it hard to control my screen time (SINGLE CODE)

Base : All children aged 12-15

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|----------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 479 | - | - | 479 | 479 | 240 | 239 | - | - | - | - | 240 | 239 |
| Effective Weighted Sample | 454 | - | - | 454 | 454 | 228 | 226 | - | - | - | - | 228 | 226 |
| Total | 500 | - | - | 500 | 500 | 250 | 250 | - | - | - | - | 250 | 250 |
| Disagree | 267 | ** | ** | 267 | 267 | 128 | 139 | ** | ** | ** | ** | 128 | 139 |
| | 53% | ** | ** | 53% | 53% | 51% | 56% | ** | ** | ** | ** | 51% | 56% |
| Neither agree nor disagree | 85 | ** | ** | 85 | 85 | 48 | 37 | ** | ** | ** | ** | 48 | 37 |
| | 17% | ** | ** | 17% | 17% | 19% | 15% | ** | ** | ** | ** | 19% | 15% |
| Agree | 135 | ** | ** | 135 | 135 | 71 | 63 | ** | ** | ** | ** | 71 | 63 |
| | 27% | ** | ** | 27% | 27% | 28% | 25% | ** | ** | ** | ** | 28% | 25% |
| Don't know | 13 | ** | ** | 13 | 13 | 3 | 11 | ** | ** | ** | ** | 3 | 11 |
| | 3% | ** | ** | 3% | 3% | 1% | 4% | ** | ** | ** | ** | 1% | 4% |
| | | | | | | | e | | | | | | k |
| TOTAL NEITHER/ DON'T KNOW | 98 | ** | ** | 98 | 98 | 51 | 47 | ** | ** | ** | ** | 51 | 47 |
| | 20% | ** | ** | 20% | 20% | 20% | 19% | ** | ** | ** | ** | 20% | 19% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 198

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.

QC51B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SCREEN TIME - I find it hard to control my screen time (SINGLE CODE)

Base : All children aged 12-15

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|----------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | ~c | d | e | f | g | h | ~i |
| Unweighted total | 479 | 114 | 144 | 98 | 123 | 258 | 221 | 479 | 421 | 58 |
| Effective Weighted Sample | 454 | 109 | 137 | 93 | 117 | 245 | 210 | 454 | 400 | 54 |
| Total | 500 | 113 | 143 | 104 | 140 | 256 | 244 | 500 | 436 | 64 |
| Disagree | 267 | 70 | 70 | ** | 70 | 139 | 128 | 267 | 232 | ** |
| | 53% | 62% | 49% | ** | 50% | 54% | 52% | 53% | 53% | ** |
| | | b | | | | | | | | |
| Neither agree nor disagree | 85 | 14 | 24 | ** | 29 | 38 | 47 | 85 | 74 | ** |
| | 17% | 12% | 17% | ** | 20% | 15% | 19% | 17% | 17% | ** |
| Agree | 135 | 27 | 45 | ** | 35 | 73 | 62 | 135 | 117 | ** |
| | 27% | 24% | 32% | ** | 25% | 28% | 25% | 27% | 27% | ** |
| Don't know | 13 | 3 | 4 | ** | 6 | 6 | 7 | 13 | 13 | ** |
| | 3% | 2% | 3% | ** | 4% | 2% | 3% | 3% | 3% | ** |
| TOTAL NEITHER/ DON'T KNOW | 98 | 16 | 28 | ** | 35 | 44 | 54 | 98 | 87 | ** |
| | 20% | 14% | 20% | ** | 25% | 17% | 22% | 20% | 20% | ** |
| | | | | | a | | | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 199

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.

QC51C. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SCREEN TIME - I think I have a good balance between screen time and doing other things (SINGLE CODE)

Base : All children aged 12-15

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|----------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 479 | - | - | 479 | 479 | 240 | 239 | - | - | - | - | 240 | 239 |
| Effective Weighted Sample | 454 | - | - | 454 | 454 | 228 | 226 | - | - | - | - | 228 | 226 |
| Total | 500 | - | - | 500 | 500 | 250 | 250 | - | - | - | - | 250 | 250 |
| Disagree | 69 | ** | ** | 69 | 69 | 36 | 32 | ** | ** | ** | ** | 36 | 32 |
| | 14% | ** | ** | 14% | 14% | 15% | 13% | ** | ** | ** | ** | 15% | 13% |
| Neither agree nor disagree | 88 | ** | ** | 88 | 88 | 47 | 40 | ** | ** | ** | ** | 47 | 40 |
| | 18% | ** | ** | 18% | 18% | 19% | 16% | ** | ** | ** | ** | 19% | 16% |
| Agree | 334 | ** | ** | 334 | 334 | 160 | 174 | ** | ** | ** | ** | 160 | 174 |
| | 67% | ** | ** | 67% | 67% | 64% | 70% | ** | ** | ** | ** | 64% | 70% |
| Don't know | 9 | ** | ** | 9 | 9 | 6 | 4 | ** | ** | ** | ** | 6 | 4 |
| | 2% | ** | ** | 2% | 2% | 2% | 2% | ** | ** | ** | ** | 2% | 2% |
| TOTAL NEITHER/ DON'T KNOW | 97 | ** | ** | 97 | 97 | 53 | 44 | ** | ** | ** | ** | 53 | 44 |
| | 19% | ** | ** | 19% | 19% | 21% | 17% | ** | ** | ** | ** | 21% | 17% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 199

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.

QC51C. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT SCREEN TIME - I think I have a good balance between screen time and doing other things (SINGLE CODE)

Base : All children aged 12-15

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|----------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | ~c | d | e | f | g | h | ~i |
| Unweighted total | 479 | 114 | 144 | 98 | 123 | 258 | 221 | 479 | 421 | 58 |
| Effective Weighted Sample | 454 | 109 | 137 | 93 | 117 | 245 | 210 | 454 | 400 | 54 |
| Total | 500 | 113 | 143 | 104 | 140 | 256 | 244 | 500 | 436 | 64 |
| Disagree | 69 | 12 | 19 | ** | 24 | 31 | 38 | 69 | 58 | ** |
| | 14% | 11% | 13% | ** | 17% | 12% | 15% | 14% | 13% | ** |
| Neither agree nor disagree | 88 | 13 | 32 | ** | 26 | 45 | 43 | 88 | 81 | ** |
| | 18% | 12% | 22% | ** | 19% | 18% | 17% | 18% | 19% | ** |
| | | | a | | | | | | | |
| Agree | 334 | 86 | 90 | ** | 89 | 176 | 158 | 334 | 291 | ** |
| | 67% | 76% | 63% | ** | 63% | 69% | 65% | 67% | 67% | ** |
| | | bdf | | | | | | | | |
| Don't know | 9 | 2 | 2 | ** | 2 | 4 | 6 | 9 | 6 | ** |
| | 2% | 1% | 1% | ** | 1% | 1% | 2% | 2% | 1% | ** |
| TOTAL NEITHER/ DON'T KNOW | 97 | 15 | 34 | ** | 28 | 48 | 48 | 97 | 87 | ** |
| | 19% | 13% | 24% | ** | 20% | 19% | 20% | 19% | 20% | ** |
| | | | a | | | | | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 200

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.

QC52A. (SHOWCARD) WHERE WOULD TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - Serious things that are going on in the world? (SINGLE CODE)

Base : Children aged 12-15 who go online

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 475 | - | - | 475 | 475 | 238 | 237 | - | - | - | - | 238 | 237 |
| Effective Weighted Sample | 450 | - | - | 450 | 450 | 226 | 224 | - | - | - | - | 226 | 224 |
| Total | 496 | - | - | 496 | 496 | 248 | 249 | - | - | - | - | 248 | 249 |
| BBC | 211 | ** | ** | 211 | 211 | 104 | 108 | ** | ** | ** | ** | 104 | 108 |
| | 43% | ** | ** | 43% | 43% | 42% | 43% | ** | ** | ** | ** | 42% | 43% |
| Google | 135 | ** | ** | 135 | 135 | 64 | 71 | ** | ** | ** | ** | 64 | 71 |
| | 27% | ** | ** | 27% | 27% | 26% | 29% | ** | ** | ** | ** | 26% | 29% |
| YouTube | 34 | ** | ** | 34 | 34 | 22 | 13 | ** | ** | ** | ** | 22 | 13 |
| | 7% | ** | ** | 7% | 7% | 9% | 5% | ** | ** | ** | ** | 9% | 5% |
| Social media - like Facebook, Twitter or Instagram | 30 | ** | ** | 30 | 30 | 15 | 15 | ** | ** | ** | ** | 15 | 15 |
| | 6% | ** | ** | 6% | 6% | 6% | 6% | ** | ** | ** | ** | 6% | 6% |
| Wikipedia | 26 | ** | ** | 26 | 26 | 12 | 14 | ** | ** | ** | ** | 12 | 14 |
| | 5% | ** | ** | 5% | 5% | 5% | 6% | ** | ** | ** | ** | 5% | 6% |
| None of these | 16 | ** | ** | 16 | 16 | 9 | 7 | ** | ** | ** | ** | 9 | 7 |
| | 3% | ** | ** | 3% | 3% | 4% | 3% | ** | ** | ** | ** | 4% | 3% |
| Don't know | 43 | ** | ** | 43 | 43 | 22 | 21 | ** | ** | ** | ** | 22 | 21 |
| | 9% | ** | ** | 9% | 9% | 9% | 8% | ** | ** | ** | ** | 9% | 8% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 200

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.

QC52A. (SHOWCARD) WHERE WOULD TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - Serious things that are going on in the world? (SINGLE CODE)

Base : Children aged 12-15 who go online

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | ~c | d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 475 | 112 | 143 | 98 | 122 | 255 | 220 | 475 | 418 | 57 |
| Effective Weighted Sample | 450 | 107 | 136 | 93 | 116 | 242 | 209 | 450 | 397 | 53 |
| Total | 496 | 111 | 142 | 104 | 139 | 253 | 243 | 496 | 433 | 63 |
| BBC | 211 | 58 | 62 | ** | 48 | 120 | 91 | 211 | 186 | ** |
| | 43% | 53% | 43% | ** | 34% | 47% | 37% | 43% | 43% | ** |
| | | df | | | | df | | | | |
| Google | 135 | 22 | 31 | ** | 43 | 54 | 81 | 135 | 121 | ** |
| | 27% | 20% | 22% | ** | 31% | 21% | 33% | 27% | 28% | ** |
| | | | | | e | | abe | | | |
| YouTube | 34 | 9 | 8 | ** | 8 | 17 | 17 | 34 | 30 | ** |
| | 7% | 8% | 6% | ** | 6% | 7% | 7% | 7% | 7% | ** |
| Social media - like Facebook, Twitter or Instagram | 30 | 4 | 8 | ** | 14 | 12 | 18 | 30 | 25 | ** |
| | 6% | 4% | 6% | ** | 10% | 5% | 7% | 6% | 6% | ** |
| Wikipedia | 26 | 7 | 9 | ** | 7 | 16 | 11 | 26 | 22 | ** |
| | 5% | 6% | 6% | ** | 5% | 6% | 4% | 5% | 5% | ** |
| None of these | 16 | 3 | 7 | ** | 6 | 10 | 6 | 16 | 11 | ** |
| | 3% | 3% | 5% | ** | 4% | 4% | 2% | 3% | 3% | ** |
| Don't know | 43 | 7 | 17 | ** | 13 | 24 | 19 | 43 | 38 | ** |
| | 9% | 6% | 12% | ** | 9% | 9% | 8% | 9% | 9% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 201

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.

QC52B. (SHOWCARD) WHERE WOULD TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - Fun things, like hobbies and interests? (SINGLE CODE)

Base : Children aged 12-15 who go online

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 475 | - | - | 475 | 475 | 238 | 237 | - | - | - | - | 238 | 237 |
| Effective Weighted Sample | 450 | - | - | 450 | 450 | 226 | 224 | - | - | - | - | 226 | 224 |
| Total | 496 | - | - | 496 | 496 | 248 | 249 | - | - | - | - | 248 | 249 |
| YouTube | 188 | ** | ** | 188 | 188 | 96 | 92 | ** | ** | ** | ** | 96 | 92 |
| | 38% | ** | ** | 38% | 38% | 39% | 37% | ** | ** | ** | ** | 39% | 37% |
| Google | 153 | ** | ** | 153 | 153 | 78 | 75 | ** | ** | ** | ** | 78 | 75 |
| | 31% | ** | ** | 31% | 31% | 32% | 30% | ** | ** | ** | ** | 32% | 30% |
| BBC | 56 | ** | ** | 56 | 56 | 32 | 24 | ** | ** | ** | ** | 32 | 24 |
| | 11% | ** | ** | 11% | 11% | 13% | 10% | ** | ** | ** | ** | 13% | 10% |
| Social media - like Facebook, Twitter or Instagram | 40 | ** | ** | 40 | 40 | 17 | 23 | ** | ** | ** | ** | 17 | 23 |
| | 8% | ** | ** | 8% | 8% | 7% | 9% | ** | ** | ** | ** | 7% | 9% |
| Wikipedia | 15 | ** | ** | 15 | 15 | 5 | 10 | ** | ** | ** | ** | 5 | 10 |
| | 3% | ** | ** | 3% | 3% | 2% | 4% | ** | ** | ** | ** | 2% | 4% |
| None of these | 19 | ** | ** | 19 | 19 | 6 | 13 | ** | ** | ** | ** | 6 | 13 |
| | 4% | ** | ** | 4% | 4% | 3% | 5% | ** | ** | ** | ** | 3% | 5% |
| Don't know | 26 | ** | ** | 26 | 26 | 13 | 12 | ** | ** | ** | ** | 13 | 12 |
| | 5% | ** | ** | 5% | 5% | 5% | 5% | ** | ** | ** | ** | 5% | 5% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 201

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.

QC52B. (SHOWCARD) WHERE WOULD TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - Fun things, like hobbies and interests? (SINGLE CODE)

Base : Children aged 12-15 who go online

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | ~c | d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 475 | 112 | 143 | 98 | 122 | 255 | 220 | 475 | 418 | 57 |
| Effective Weighted Sample | 450 | 107 | 136 | 93 | 116 | 242 | 209 | 450 | 397 | 53 |
| Total | 496 | 111 | 142 | 104 | 139 | 253 | 243 | 496 | 433 | 63 |
| YouTube | 188 | 45 | 55 | ** | 53 | 100 | 88 | 188 | 166 | ** |
| | 38% | 41% | 39% | ** | 38% | 39% | 36% | 38% | 38% | ** |
| Google | 153 | 33 | 42 | ** | 44 | 74 | 79 | 153 | 133 | ** |
| | 31% | 29% | 29% | ** | 32% | 29% | 32% | 31% | 31% | ** |
| BBC | 56 | 13 | 15 | ** | 14 | 28 | 29 | 56 | 54 | ** |
| | 11% | 11% | 11% | ** | 10% | 11% | 12% | 11% | 12% | ** |
| Social media - like Facebook, Twitter or Instagram | 40 | 10 | 12 | ** | 9 | 21 | 19 | 40 | 29 | ** |
| | 8% | 9% | 8% | ** | 7% | 8% | 8% | 8% | 7% | ** |
| Wikipedia | 15 | 2 | 4 | ** | 6 | 6 | 9 | 15 | 14 | ** |
| | 3% | 2% | 3% | ** | 4% | 2% | 4% | 3% | 3% | ** |
| None of these | 19 | 5 | 7 | ** | 4 | 12 | 7 | 19 | 15 | ** |
| | 4% | 5% | 5% | ** | 3% | 5% | 3% | 4% | 3% | ** |
| Don't know | 26 | 4 | 8 | ** | 8 | 13 | 13 | 26 | 23 | ** |
| | 5% | 4% | 6% | ** | 6% | 5% | 5% | 5% | 5% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 202

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.

QC52C. (SHOWCARD) WHERE WOULD TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - How to build, make or create things? (SINGLE CODE)

Base : Children aged 12-15 who go online

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 475 | - | - | 475 | 475 | 238 | 237 | - | - | - | - | 238 | 237 |
| Effective Weighted Sample | 450 | - | - | 450 | 450 | 226 | 224 | - | - | - | - | 226 | 224 |
| Total | 496 | - | - | 496 | 496 | 248 | 249 | - | - | - | - | 248 | 249 |
| YouTube | 225 | ** | ** | 225 | 225 | 113 | 112 | ** | ** | ** | ** | 113 | 112 |
| | 45% | ** | ** | 45% | 45% | 46% | 45% | ** | ** | ** | ** | 46% | 45% |
| Google | 111 | ** | ** | 111 | 111 | 55 | 56 | ** | ** | ** | ** | 55 | 56 |
| | 22% | ** | ** | 22% | 22% | 22% | 22% | ** | ** | ** | ** | 22% | 22% |
| BBC | 68 | ** | ** | 68 | 68 | 33 | 35 | ** | ** | ** | ** | 33 | 35 |
| | 14% | ** | ** | 14% | 14% | 13% | 14% | ** | ** | ** | ** | 13% | 14% |
| Social media - like Facebook, Twitter or Instagram | 22 | ** | ** | 22 | 22 | 13 | 9 | ** | ** | ** | ** | 13 | 9 |
| | 4% | ** | ** | 4% | 4% | 5% | 4% | ** | ** | ** | ** | 5% | 4% |
| Wikipedia | 15 | ** | ** | 15 | 15 | 7 | 8 | ** | ** | ** | ** | 7 | 8 |
| | 3% | ** | ** | 3% | 3% | 3% | 3% | ** | ** | ** | ** | 3% | 3% |
| None of these | 17 | ** | ** | 17 | 17 | 7 | 10 | ** | ** | ** | ** | 7 | 10 |
| | 3% | ** | ** | 3% | 3% | 3% | 4% | ** | ** | ** | ** | 3% | 4% |
| Don't know | 38 | ** | ** | 38 | 38 | 19 | 19 | ** | ** | ** | ** | 19 | 19 |
| | 8% | ** | ** | 8% | 8% | 8% | 8% | ** | ** | ** | ** | 8% | 8% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 202

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.

QC52C. (SHOWCARD) WHERE WOULD TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - How to build, make or create things? (SINGLE CODE)

Base : Children aged 12-15 who go online

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | ~c | d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 475 | 112 | 143 | 98 | 122 | 255 | 220 | 475 | 418 | 57 |
| Effective Weighted Sample | 450 | 107 | 136 | 93 | 116 | 242 | 209 | 450 | 397 | 53 |
| Total | 496 | 111 | 142 | 104 | 139 | 253 | 243 | 496 | 433 | 63 |
| YouTube | 225 | 56 | 63 | ** | 57 | 120 | 105 | 225 | 205 | ** |
| | 45% | 51% | 45% | ** | 41% | 47% | 43% | 45% | 47% | ** |
| Google | 111 | 24 | 28 | ** | 35 | 51 | 60 | 111 | 98 | ** |
| | 22% | 21% | 19% | ** | 25% | 20% | 24% | 22% | 23% | ** |
| BBC | 68 | 12 | 23 | ** | 16 | 35 | 33 | 68 | 61 | ** |
| | 14% | 11% | 16% | ** | 11% | 14% | 13% | 14% | 14% | ** |
| Social media - like Facebook, Twitter or Instagram | 22 | 2 | 7 | ** | 9 | 9 | 12 | 22 | 17 | ** |
| | 4% | 2% | 5% | ** | 6% | 4% | 5% | 4% | 4% | ** |
| Wikipedia | 15 | 3 | 4 | ** | 6 | 7 | 9 | 15 | 11 | ** |
| | 3% | 3% | 2% | ** | 4% | 3% | 4% | 3% | 3% | ** |
| None of these | 17 | 6 | 5 | ** | 5 | 11 | 6 | 17 | 12 | ** |
| | 3% | 6% | 3% | ** | 4% | 4% | 3% | 3% | 3% | ** |
| Don't know | 38 | 7 | 13 | ** | 12 | 20 | 18 | 38 | 30 | ** |
| | 8% | 6% | 9% | ** | 9% | 8% | 8% | 8% | 7% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 203

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.

QCTAB. The next few questions are about some of the things that can be more difficult about mobile phones and going online in general. We would like you to answer them on the tablet. Are you happy to do this on your own or would you like me to help you with this? (SINGLE CODE)

Base : All children aged 8-15

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|--------|------|--------|-------|--------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE |
| Significance Level: 95% | | ~a | b | c | d | e | f | 5-7 | 5-7 | 8-11 | 8-11 | 12-15 | 12-15 |
| | | | | | | | | ~g | ~h | i | j | k | l |
| Unweighted total | 976 | - | 497 | 479 | 976 | 495 | 481 | - | - | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 914 | - | 461 | 454 | 914 | 465 | 449 | - | - | 238 | 224 | 228 | 226 |
| Total | 1000 | - | 500 | 500 | 1000 | 500 | 500 | - | - | 250 | 250 | 250 | 250 |
| Yes - happy to answer on my own | 591 | ** | 229 | 362 | 591 | 302 | 289 | ** | ** | 128 | 101 | 174 | 188 |
| | 59% | ** | 46% | 72% | 59% | 60% | 58% | ** | ** | 51% | 41% | 70% | 75% |
| | | | | bd | b | | | | | j | | ij | ij |
| Yes - happy to answer with interviewer help | 302 | ** | 207 | 95 | 302 | 140 | 162 | ** | ** | 89 | 118 | 51 | 44 |
| | 30% | ** | 41% | 19% | 30% | 28% | 32% | ** | ** | 36% | 47% | 21% | 18% |
| | | | cd | | c | | | | | kl | ikl | | |
| No would rather not complete these questions | 107 | ** | 64 | 43 | 107 | 58 | 49 | ** | ** | 34 | 31 | 24 | 19 |
| | 11% | ** | 13% | 9% | 11% | 12% | 10% | ** | ** | 13% | 12% | 10% | 7% |
| | | | c | | | | | | | l | | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 203

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.

QCTAB. The next few questions are about some of the things that can be more difficult about mobile phones and going online in general. We would like you to answer them on the tablet. Are you happy to do this on your own or would you like me to help you with this? (SINGLE CODE)

Base : All children aged 8-15

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|-----|-----|-----|------|------|------|----------|----------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 976 | 209 | 320 | 199 | 248 | 529 | 447 | 976 | 859 | 117 |
| Effective Weighted Sample | 914 | 198 | 299 | 187 | 232 | 497 | 419 | 914 | 807 | 108 |
| Total | 1000 | 209 | 311 | 209 | 272 | 520 | 480 | 1000 | 876 | 124 |
| Yes - happy to answer on my own | 591 | 125 | 193 | 124 | 149 | 317 | 274 | 591 | 525 | 66 |
| | 59% | 60% | 62% | 60% | 55% | 61% | 57% | 59% | 60% | 53% |
| Yes - happy to answer with interviewer help | 302 | 61 | 86 | 68 | 87 | 147 | 155 | 302 | 271 | 31 |
| | 30% | 29% | 28% | 33% | 32% | 28% | 32% | 30% | 31% | 25% |
| No would rather not complete these questions | 107 | 23 | 32 | 16 | 36 | 55 | 52 | 107 | 80 | 27 |
| | 11% | 11% | 10% | 8% | 13% | 11% | 11% | 11% | 9% | 22% h |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.
Table 204

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.

QC53. (SHOWN ON TABLET SCREEN) People can be nasty or hurtful. It could be behind someone's back, to their face, through calls or texts. It could be by being nasty through social media, games or other websites. It could be by calling people names, leaving them out, or through sharing photos or videos that upset them. It could be threatening to hurt or actually hurting them. It could be done on purpose or as a joke that goes too far. Has this ever happened to anyone you know?

Base : All children aged 8-15 opting to answer

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|-----------|------------|---------------|----------------|-------------|------------------------|---------------------|-------------------|---------------------|--------------------|----------------------|
| | | 5-7 ~a | 8-11 b | 12-15 c | ALL 5-15 d | MALE e | FEMALE f | MALE 5-7 ~g | FEMALE 5-7 ~h | MALE 8-11 i | FEMALE 8-11 j | MALE 12-15 k | FEMALE 12-15 l |
| Significance Level: 95% | | | | | | | | | | | | | |
| Unweighted total | 868 | - | 429 | 439 | 868 | 436 | 432 | - | - | 219 | 210 | 217 | 222 |
| Effective Weighted Sample | 814 | - | 398 | 416 | 814 | 410 | 404 | - | - | 205 | 194 | 206 | 210 |
| Total | 893 | - | 436 | 457 | 893 | 442 | 451 | - | - | 217 | 219 | 226 | 232 |
| Yes | 329 | ** | 126 | 202 | 329 | 160 | 168 | ** | ** | 65 | 61 | 95 | 107 |
| | 37% | ** | 29% | 44% | 37% | 36% | 37% | ** | ** | 30% | 28% | 42% | 46% |
| | | | | bd | b | | | | | | | ij | ij |
| No | 464 | ** | 254 | 210 | 464 | 230 | 234 | ** | ** | 130 | 124 | 100 | 110 |
| | 52% | ** | 58% | 46% | 52% | 52% | 52% | ** | ** | 60% | 57% | 44% | 47% |
| | | | cd | | c | | | | | kl | k | | |
| Prefer not to say | 32 | ** | 11 | 21 | 32 | 23 | 9 | ** | ** | 5 | 6 | 18 | 3 |
| | 4% | ** | 3% | 5% | 4% | 5% | 2% | ** | ** | 2% | 3% | 8% | 1% |
| | | | | | | f | | | | | | ijl | |
| Don't know | 69 | ** | 44 | 24 | 69 | 30 | 39 | ** | ** | 16 | 28 | 13 | 11 |
| | 8% | ** | 10% | 5% | 8% | 7% | 9% | ** | ** | 8% | 13% | 6% | 5% |
| | | | c | | | | | | | | kl | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 204

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.

QC53. (SHOWN ON TABLET SCREEN) People can be nasty or hurtful. It could be behind someone's back, to their face, through calls or texts. It could be by being nasty through social media, games or other websites. It could be by calling people names, leaving them out, or through sharing photos or videos that upset them. It could be threatening to hurt or actually hurting them. It could be done on purpose or as a joke that goes too far. Has this ever happened to anyone you know?

Base : All children aged 8-15 opting to answer

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | ~i |
| Unweighted total | 868 | 184 | 286 | 182 | 216 | 470 | 398 | 868 | 776 | 92 |
| Effective Weighted Sample | 814 | 175 | 267 | 171 | 203 | 442 | 374 | 814 | 730 | 85 |
| Total | 893 | 186 | 278 | 193 | 236 | 464 | 429 | 893 | 796 | 97 |
| Yes | 329 | 67 | 98 | 78 | 86 | 165 | 164 | 329 | 295 | ** |
| | 37% | 36% | 35% | 40% | 36% | 36% | 38% | 37% | 37% | ** |
| No | 464 | 99 | 149 | 95 | 121 | 248 | 216 | 464 | 411 | ** |
| | 52% | 53% | 54% | 49% | 51% | 53% | 50% | 52% | 52% | ** |
| Prefer not to say | 32 | 4 | 8 | 10 | 11 | 11 | 21 | 32 | 28 | ** |
| | 4% | 2% | 3% | 5% | 5% | 2% | 5% | 4% | 4% | ** |
| Don't know | 69 | 17 | 24 | 11 | 18 | 40 | 28 | 69 | 62 | ** |
| | 8% | 9% | 8% | 6% | 7% | 9% | 7% | 8% | 8% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 205

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.

QC54. (SHOWN ON TABLET SCREEN) And has this ever happened to you?

Base : All children aged 8-15 opting to answer

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | j | k | l |
| Unweighted total | 868 | - | 429 | 439 | 868 | 436 | 432 | - | - | 219 | 210 | 217 | 222 |
| Effective Weighted Sample | 814 | - | 398 | 416 | 814 | 410 | 404 | - | - | 205 | 194 | 206 | 210 |
| Total | 893 | - | 436 | 457 | 893 | 442 | 451 | - | - | 217 | 219 | 226 | 232 |
| Yes | 140 | ** | 50 | 90 | 140 | 70 | 69 | ** | ** | 30 | 20 | 40 | 49 |
| | 16% | ** | 12% | 20% | 16% | 16% | 15% | ** | ** | 14% | 9% | 18% | 21% |
| | | | | b | | | | | | | | j | ij |
| No | 707 | ** | 372 | 335 | 707 | 344 | 363 | ** | ** | 179 | 192 | 165 | 170 |
| | 79% | ** | 85% | 73% | 79% | 78% | 81% | ** | ** | 83% | 88% | 73% | 74% |
| | | | cd | | c | | | | | kl | kl | | |
| Prefer not to say | 27 | ** | 7 | 19 | 27 | 14 | 12 | ** | ** | 5 | 2 | 9 | 10 |
| | 3% | ** | 2% | 4% | 3% | 3% | 3% | ** | ** | 2% | 1% | 4% | 4% |
| | | | | b | | | | | | | | | j |
| Don't know | 20 | ** | 7 | 14 | 20 | 14 | 6 | ** | ** | 3 | 4 | 11 | 2 |
| | 2% | ** | 2% | 3% | 2% | 3% | 1% | ** | ** | 1% | 2% | 5% | 1% |
| | | | | | | | | | | | | il | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 205

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.

QC54. (SHOWN ON TABLET SCREEN) And has this ever happened to you?

Base : All children aged 8-15 opting to answer

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 868 | 184 | 286 | 182 | 216 | 470 | 398 | 868 | 776 | 92 |
| Effective Weighted Sample | 814 | 175 | 267 | 171 | 203 | 442 | 374 | 814 | 730 | 85 |
| Total | 893 | 186 | 278 | 193 | 236 | 464 | 429 | 893 | 796 | 97 |
| Yes | 140 | 23 | 39 | 28 | 49 | 62 | 77 | 140 | 123 | ** |
| | 16% | 12% | 14% | 15% | 21% | 13% | 18% | 16% | 15% | ** |
| | | | | ae | | | | | | |
| No | 707 | 156 | 222 | 152 | 177 | 377 | 329 | 707 | 630 | ** |
| | 79% | 84% | 80% | 79% | 75% | 81% | 77% | 79% | 79% | ** |
| | | d | | | | | | | | |
| Prefer not to say | 27 | 4 | 9 | 9 | 6 | 12 | 14 | 27 | 24 | ** |
| | 3% | 2% | 3% | 4% | 2% | 3% | 3% | 3% | 3% | ** |
| Don't know | 20 | 4 | 9 | 4 | 4 | 13 | 8 | 20 | 19 | ** |
| | 2% | 2% | 3% | 2% | 2% | 3% | 2% | 2% | 2% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 206

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.

QC55. (SHOWN ON TABLET SCREEN) When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : All children aged 8-15 opting to answer who said they have ever been bullied

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | ~c | d | ~e | ~f | ~g | ~h | ~i | ~j | ~k | ~l |
| Unweighted total | 130 | - | 48 | 82 | 130 | 67 | 63 | - | - | 29 | 19 | 38 | 44 |
| Effective Weighted Sample | 123 | - | 45 | 79 | 123 | 63 | 60 | - | - | 27 | 18 | 37 | 42 |
| Total | 140 | - | 50 | 90 | 140 | 70 | 69 | - | - | 30 | 20 | 40 | 49 |
| Face to face | 79 | ** | ** | ** | 79 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 56% | ** | ** | ** | 56% | ** | ** | ** | ** | ** | ** | ** | ** |
| On social media sites or apps (like Facebook, Instagram, Snapchat) | 58 | ** | ** | ** | 58 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 42% | ** | ** | ** | 42% | ** | ** | ** | ** | ** | ** | ** | ** |
| By messaging apps (like WhatsApp) or by text | 34 | ** | ** | ** | 34 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 24% | ** | ** | ** | 24% | ** | ** | ** | ** | ** | ** | ** | ** |
| In online games | 30 | ** | ** | ** | 30 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 21% | ** | ** | ** | 21% | ** | ** | ** | ** | ** | ** | ** | ** |
| By photo message or video | 25 | ** | ** | ** | 25 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 18% | ** | ** | ** | 18% | ** | ** | ** | ** | ** | ** | ** | ** |
| Through telephone calls | 24 | ** | ** | ** | 24 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 17% | ** | ** | ** | 17% | ** | ** | ** | ** | ** | ** | ** | ** |
| Through other websites or apps | 8 | ** | ** | ** | 8 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 6% | ** | ** | ** | 6% | ** | ** | ** | ** | ** | ** | ** | ** |
| Through some other way | 8 | ** | ** | ** | 8 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 6% | ** | ** | ** | 6% | ** | ** | ** | ** | ** | ** | ** | ** |
| Prefer not to say | 4 | ** | ** | ** | 4 | ** | ** | ** | ** | ** | ** | ** | ** |
| | 3% | ** | ** | ** | 3% | ** | ** | ** | ** | ** | ** | ** | ** |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 206

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.

QC55. (SHOWN ON TABLET SCREEN) When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : All children aged 8-15 opting to answer who said they have ever been bullied

| | | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | | |
|---------------------------|-----|-------------|-----|------|-------|----------------|------|------------------------|------|--------|------|--------|------|--------|
| | | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE | MALE | FEMALE |
| Significance Level: 95% | | | ~a | ~b | ~c | d | ~e | ~f | ~g | ~h | ~i | ~j | ~k | ~l |
| Unweighted total | 130 | - | 48 | 82 | 130 | 67 | 63 | - | - | 29 | 19 | 38 | 44 | |
| Effective Weighted Sample | 123 | - | 45 | 79 | 123 | 63 | 60 | - | - | 27 | 18 | 37 | 42 | |
| Total | 140 | - | 50 | 90 | 140 | 70 | 69 | - | - | 30 | 20 | 40 | 49 | |
| Don't know | 4 | ** | ** | ** | 4 | ** | ** | ** | ** | ** | ** | ** | ** | ** |
| | 3% | ** | ** | ** | 3% | ** | ** | ** | ** | ** | ** | ** | ** | ** |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 206

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.

QC55. (SHOWN ON TABLET SCREEN) When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : All children aged 8-15 opting to answer who said they have ever been bullied

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|----|----|----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | ~a | ~b | ~c | ~d | ~e | ~f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 130 | 22 | 38 | 27 | 43 | 60 | 70 | 130 | 116 | 14 |
| Effective Weighted Sample | 123 | 21 | 36 | 26 | 41 | 57 | 67 | 123 | 110 | 14 |
| Total | 140 | 23 | 39 | 28 | 49 | 62 | 77 | 140 | 123 | 16 |
| Face to face | 79 | ** | ** | ** | ** | ** | ** | 79 | 70 | ** |
| | 56% | ** | ** | ** | ** | ** | ** | 56% | 57% | ** |
| On social media sites or apps (like Facebook, Instagram, Snapchat) | 58 | ** | ** | ** | ** | ** | ** | 58 | 55 | ** |
| | 42% | ** | ** | ** | ** | ** | ** | 42% | 44% | ** |
| By messaging apps (like WhatsApp) or by text | 34 | ** | ** | ** | ** | ** | ** | 34 | 30 | ** |
| | 24% | ** | ** | ** | ** | ** | ** | 24% | 24% | ** |
| In online games | 30 | ** | ** | ** | ** | ** | ** | 30 | 26 | ** |
| | 21% | ** | ** | ** | ** | ** | ** | 21% | 21% | ** |
| By photo message or video | 25 | ** | ** | ** | ** | ** | ** | 25 | 24 | ** |
| | 18% | ** | ** | ** | ** | ** | ** | 18% | 19% | ** |
| Through telephone calls | 24 | ** | ** | ** | ** | ** | ** | 24 | 23 | ** |
| | 17% | ** | ** | ** | ** | ** | ** | 17% | 18% | ** |
| Through other websites or apps | 8 | ** | ** | ** | ** | ** | ** | 8 | 7 | ** |
| | 6% | ** | ** | ** | ** | ** | ** | 6% | 6% | ** |
| Through some other way | 8 | ** | ** | ** | ** | ** | ** | 8 | 8 | ** |
| | 6% | ** | ** | ** | ** | ** | ** | 6% | 7% | ** |
| Prefer not to say | 4 | ** | ** | ** | ** | ** | ** | 4 | 2 | ** |
| | 3% | ** | ** | ** | ** | ** | ** | 3% | 2% | ** |
| Don't know | 4 | ** | ** | ** | ** | ** | ** | 4 | 2 | ** |
| | 3% | ** | ** | ** | ** | ** | ** | 3% | 2% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 207

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.

QC55. (SHOWN ON TABLET SCREEN) When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : All children aged 8-15 opting to answer

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | j | k | l |
| Unweighted total | 868 | - | 429 | 439 | 868 | 436 | 432 | - | - | 219 | 210 | 217 | 222 |
| Effective Weighted Sample | 814 | - | 398 | 416 | 814 | 410 | 404 | - | - | 205 | 194 | 206 | 210 |
| Total | 893 | - | 436 | 457 | 893 | 442 | 451 | - | - | 217 | 219 | 226 | 232 |
| Face to face | 79 | ** | 26 | 53 | 79 | 36 | 42 | ** | ** | 14 | 12 | 22 | 31 |
| | 9% | ** | 6% | 12% | 9% | 8% | 9% | ** | ** | 6% | 5% | 10% | 13% |
| | | | | b | | | | | | | | | ij |
| On social media sites or apps (like Facebook, Instagram, Snapchat) | 58 | ** | 5 | 53 | 58 | 24 | 34 | ** | ** | 4 | 1 | 20 | 33 |
| | 7% | ** | 1% | 12% | 7% | 5% | 8% | ** | ** | 2% | 1% | 9% | 14% |
| | | | | bd | b | | | | | | | ij | ij |
| By messaging apps (like WhatsApp) or by text | 34 | ** | 9 | 25 | 34 | 11 | 23 | ** | ** | 4 | 5 | 7 | 17 |
| | 4% | ** | 2% | 5% | 4% | 3% | 5% | ** | ** | 2% | 2% | 3% | 7% |
| | | | | b | | | | | | | | | ij |
| In online games | 30 | ** | 11 | 18 | 30 | 26 | 3 | ** | ** | 11 | 1 | 15 | 3 |
| | 3% | ** | 3% | 4% | 3% | 6% | 1% | ** | ** | 5% | *% | 7% | 1% |
| | | | | f | | | | | | jl | | jl | |
| By photo message or video | 25 | ** | 5 | 21 | 25 | 12 | 13 | ** | ** | 3 | 1 | 9 | 12 |
| | 3% | ** | 1% | 4% | 3% | 3% | 3% | ** | ** | 2% | 1% | 4% | 5% |
| | | | | b | | | | | | | | j | j |
| Through telephone calls | 24 | ** | 5 | 19 | 24 | 6 | 18 | ** | ** | 1 | 4 | 5 | 14 |
| | 3% | ** | 1% | 4% | 3% | 1% | 4% | ** | ** | 1% | 2% | 2% | 6% |
| | | | | b | | | e | | | | | | ij |
| Through other websites or apps | 8 | ** | 2 | 6 | 8 | 5 | 3 | ** | ** | 2 | - | 3 | 3 |
| | 1% | ** | *% | 1% | 1% | 1% | 1% | ** | ** | 1% | -% | 1% | 1% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 207

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.

QC55. (SHOWN ON TABLET SCREEN) When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : All children aged 8-15 opting to answer

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|-------------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | b | c | d | e | f | ~g | ~h | i | j | k | l |
| Unweighted total | 868 | - | 429 | 439 | 868 | 436 | 432 | - | - | 219 | 210 | 217 | 222 |
| Effective Weighted Sample | 814 | - | 398 | 416 | 814 | 410 | 404 | - | - | 205 | 194 | 206 | 210 |
| Total | 893 | - | 436 | 457 | 893 | 442 | 451 | - | - | 217 | 219 | 226 | 232 |
| Through some other way | 8 | ** | 5 | 3 | 8 | 5 | 3 | ** | ** | 3 | 2 | 2 | 1 |
| | 1% | ** | 1% | 1% | 1% | 1% | 1% | ** | ** | 1% | 1% | 1% | 1% |
| Prefer not to say | 4 | ** | 2 | 1 | 4 | 2 | 1 | ** | ** | 1 | 1 | 1 | - |
| | *% | ** | 1% | *% | *% | 1% | *% | ** | ** | 1% | 1% | 1% | -% |
| Don't know | 4 | ** | - | 4 | 4 | 1 | 3 | ** | ** | - | - | 1 | 3 |
| | *% | ** | -% | 1% | *% | *% | 1% | ** | ** | -% | -% | 1% | 1% |
| HAVE NOT EXPERIENCED BULLYING | 753 | ** | 386 | 368 | 753 | 372 | 381 | ** | ** | 187 | 199 | 185 | 183 |
| | 84% | ** | 88% | 80% | 84% | 84% | 85% | ** | ** | 86% | 91% | 82% | 79% |
| | | | c | | | | | | | l | kl | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 207

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.

QC55. (SHOWN ON TABLET SCREEN) When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : All children aged 8-15 opting to answer

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|-----|-----|-------|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 868 | 184 | 286 | 182 | 216 | 470 | 398 | 868 | 776 | 92 |
| Effective Weighted Sample | 814 | 175 | 267 | 171 | 203 | 442 | 374 | 814 | 730 | 85 |
| Total | 893 | 186 | 278 | 193 | 236 | 464 | 429 | 893 | 796 | 97 |
| Face to face | 79 | 12 | 21 | 17 | 29 | 33 | 46 | 79 | 70 | ** |
| | 9% | 6% | 7% | 9% | 12% | 7% | 11% | 9% | 9% | ** |
| | | | | | e | | | | | |
| On social media sites or apps (like Facebook, Instagram, Snapchat) | 58 | 8 | 15 | 10 | 26 | 23 | 35 | 58 | 55 | ** |
| | 7% | 4% | 6% | 5% | 11% | 5% | 8% | 7% | 7% | ** |
| | | | | | abceg | | | | | |
| By messaging apps (like WhatsApp) or by text | 34 | 6 | 13 | 6 | 9 | 18 | 15 | 34 | 30 | ** |
| | 4% | 3% | 5% | 3% | 4% | 4% | 4% | 4% | 4% | ** |
| In online games | 30 | 4 | 7 | 8 | 11 | 10 | 19 | 30 | 26 | ** |
| | 3% | 2% | 2% | 4% | 5% | 2% | 4% | 3% | 3% | ** |
| By photo message or video | 25 | 3 | 10 | 6 | 6 | 13 | 12 | 25 | 24 | ** |
| | 3% | 2% | 4% | 3% | 3% | 3% | 3% | 3% | 3% | ** |
| Through telephone calls | 24 | 1 | 9 | 4 | 10 | 10 | 14 | 24 | 23 | ** |
| | 3% | 1% | 3% | 2% | 4% | 2% | 3% | 3% | 3% | ** |
| | | | | | a | | | | | |
| Through other websites or apps | 8 | 1 | 1 | 1 | 5 | 2 | 6 | 8 | 7 | ** |
| | 1% | 1% | *% | 1% | 2% | *% | 1% | 1% | 1% | ** |
| Through some other way | 8 | 3 | 2 | 1 | 1 | 6 | 3 | 8 | 8 | ** |
| | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | ** |
| Prefer not to say | 4 | - | 4 | - | - | 4 | - | 4 | 2 | ** |
| | *% | -% | 1% | -% | -% | 1% | -% | *% | *% | ** |
| | | | f | | | | | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 207

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.

QC55. (SHOWN ON TABLET SCREEN) When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : All children aged 8-15 opting to answer

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|-------------------------------|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 868 | 184 | 286 | 182 | 216 | 470 | 398 | 868 | 776 | 92 |
| Effective Weighted Sample | 814 | 175 | 267 | 171 | 203 | 442 | 374 | 814 | 730 | 85 |
| Total | 893 | 186 | 278 | 193 | 236 | 464 | 429 | 893 | 796 | 97 |
| Don't know | 4 | - | 2 | 1 | - | 2 | 1 | 4 | 2 | ** |
| | *% | -% | 1% | 1% | -% | 1% | *% | *% | *% | ** |
| HAVE NOT EXPERIENCED BULLYING | 753 | 163 | 239 | 164 | 187 | 402 | 351 | 753 | 673 | ** |
| | 84% | 88% | 86% | 85% | 79% | 87% | 82% | 84% | 85% | ** |
| | | d | | | | d | | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 208

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.

QC56. (SHOWN ON TABLET SCREEN) Please take a look at the list of things below and think about whether they have happened to you, either online or on a mobile phone. (MULTI CODE)

Base : All children aged 12-15 opting to answer

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|----------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 439 | - | - | 439 | 439 | 217 | 222 | - | - | - | - | 217 | 222 |
| Effective Weighted Sample | 416 | - | - | 416 | 416 | 206 | 210 | - | - | - | - | 206 | 210 |
| Total | 457 | - | - | 457 | 457 | 226 | 232 | - | - | - | - | 226 | 232 |
| Being contacted online by someone you don't know who wants to be your friend | 103 | ** | ** | 103 | 103 | 42 | 62 | ** | ** | ** | ** | 42 | 62 |
| | 23% | ** | ** | 23% | 23% | 18% | 27% e | ** | ** | ** | ** | 18% | 27% k |
| Seeing or receiving something scary or troubling online like a scary video or comment | 50 | ** | ** | 50 | 50 | 28 | 23 | ** | ** | ** | ** | 28 | 23 |
| | 11% | ** | ** | 11% | 11% | 12% | 10% | ** | ** | ** | ** | 12% | 10% |
| Seeing something of a sexual nature that made you feel uncomfortable | 42 | ** | ** | 42 | 42 | 21 | 21 | ** | ** | ** | ** | 21 | 21 |
| | 9% | ** | ** | 9% | 9% | 9% | 9% | ** | ** | ** | ** | 9% | 9% |
| Accidentally spending money online that you did not mean to | 40 | ** | ** | 40 | 40 | 29 | 11 | ** | ** | ** | ** | 29 | 11 |
| | 9% | ** | ** | 9% | 9% | 13% f | 5% | ** | ** | ** | ** | 13% l | 5% |
| Feeling under pressure to send photos or other information about yourself to someone | 17 | ** | ** | 17 | 17 | 5 | 11 | ** | ** | ** | ** | 5 | 11 |
| | 4% | ** | ** | 4% | 4% | 2% | 5% | ** | ** | ** | ** | 2% | 5% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 208

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.

QC56. (SHOWN ON TABLET SCREEN) Please take a look at the list of things below and think about whether they have happened to you, either online or on a mobile phone. (MULTI CODE)

Base : All children aged 12-15 opting to answer

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 439 | - | - | 439 | 439 | 217 | 222 | - | - | - | - | 217 | 222 |
| Effective Weighted Sample | 416 | - | - | 416 | 416 | 206 | 210 | - | - | - | - | 206 | 210 |
| Total | 457 | - | - | 457 | 457 | 226 | 232 | - | - | - | - | 226 | 232 |
| ANY OF THESE HAVE EVER HAPPENED | 162 | ** | ** | 162 | 162 | 81 | 80 | ** | ** | ** | ** | 81 | 80 |
| | 35% | ** | ** | 35% | 35% | 36% | 35% | ** | ** | ** | ** | 36% | 35% |
| None of these things have ever happened to me | 258 | ** | ** | 258 | 258 | 126 | 133 | ** | ** | ** | ** | 126 | 133 |
| | 57% | ** | ** | 57% | 57% | 56% | 57% | ** | ** | ** | ** | 56% | 57% |
| Prefer not to say | 20 | ** | ** | 20 | 20 | 12 | 8 | ** | ** | ** | ** | 12 | 8 |
| | 4% | ** | ** | 4% | 4% | 5% | 3% | ** | ** | ** | ** | 5% | 3% |
| Don't know | 17 | ** | ** | 17 | 17 | 7 | 11 | ** | ** | ** | ** | 7 | 11 |
| | 4% | ** | ** | 4% | 4% | 3% | 5% | ** | ** | ** | ** | 3% | 5% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 208

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.

QC56. (SHOWN ON TABLET SCREEN) Please take a look at the list of things below and think about whether they have happened to you, either online or on a mobile phone. (MULTI CODE)

Base : All children aged 12-15 opting to answer

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|----|----------|------|-----------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | ~c | d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 439 | 105 | 133 | 93 | 108 | 238 | 201 | 439 | 394 | 45 |
| Effective Weighted Sample | 416 | 100 | 126 | 88 | 103 | 226 | 191 | 416 | 374 | 42 |
| Total | 457 | 105 | 132 | 99 | 122 | 236 | 221 | 457 | 408 | 50 |
| Being contacted online by someone you don't know who wants to be your friend | 103 | 16 | 28 | ** | 33 | 44 | 60 | 103 | 91 | ** |
| | 23% | 15% | 21% | ** | 27% a | 19% | 27% ae | 23% | 22% | ** |
| Seeing or receiving something scary or troubling online like a scary video or comment | 50 | 14 | 14 | ** | 18 | 28 | 22 | 50 | 48 | ** |
| | 11% | 13% | 11% | ** | 15% | 12% | 10% | 11% | 12% | ** |
| Seeing something of a sexual nature that made you feel uncomfortable | 42 | 9 | 17 | ** | 8 | 26 | 16 | 42 | 41 | ** |
| | 9% | 9% | 13% | ** | 7% | 11% | 7% | 9% | 10% | ** |
| Accidentally spending money online that you did not mean to | 40 | 12 | 10 | ** | 12 | 22 | 19 | 40 | 37 | ** |
| | 9% | 11% | 7% | ** | 10% | 9% | 8% | 9% | 9% | ** |
| Feeling under pressure to send photos or other information about yourself to someone | 17 | 1 | 7 | ** | 5 | 9 | 8 | 17 | 15 | ** |
| | 4% | 1% | 5% | ** | 4% | 4% | 4% | 4% | 4% | ** |
| ANY OF THESE HAVE EVER HAPPENED | 162 | 33 | 44 | ** | 48 | 77 | 85 | 162 | 147 | ** |
| | 35% | 31% | 34% | ** | 39% | 33% | 38% | 35% | 36% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 208

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.

QC56. (SHOWN ON TABLET SCREEN) Please take a look at the list of things below and think about whether they have happened to you, either online or on a mobile phone. (MULTI CODE)

Base : All children aged 12-15 opting to answer

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | ~c | d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 439 | 105 | 133 | 93 | 108 | 238 | 201 | 439 | 394 | 45 |
| Effective Weighted Sample | 416 | 100 | 126 | 88 | 103 | 226 | 191 | 416 | 374 | 42 |
| Total | 457 | 105 | 132 | 99 | 122 | 236 | 221 | 457 | 408 | 50 |
| None of these things have ever happened to me | 258 | 62 | 73 | ** | 69 | 135 | 123 | 258 | 228 | ** |
| | 57% | 60% | 55% | ** | 56% | 57% | 56% | 57% | 56% | ** |
| Prefer not to say | 20 | 5 | 6 | ** | 2 | 12 | 8 | 20 | 17 | ** |
| | 4% | 5% | 5% | ** | 2% | 5% | 4% | 4% | 4% | ** |
| Don't know | 17 | 4 | 8 | ** | 4 | 12 | 5 | 17 | 15 | ** |
| | 4% | 4% | 6% | ** | 3% | 5% | 2% | 4% | 4% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QC57. Do you know how to do any of these things online? (MULTI CODE)

Base : All children aged 12-15 who go online opting to answer

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 436 | - | - | 436 | 436 | 216 | 220 | - | - | - | - | 216 | 220 |
| Effective Weighted Sample | 413 | - | - | 413 | 413 | 205 | 208 | - | - | - | - | 205 | 208 |
| Total | 455 | - | - | 455 | 455 | 225 | 230 | - | - | - | - | 225 | 230 |
| Block messages on social media from someone you don't want to hear from | 308 | ** | ** | 308 | 308 | 146 | 162 | ** | ** | ** | ** | 146 | 162 |
| | 68% | ** | ** | 68% | 68% | 65% | 71% | ** | ** | ** | ** | 65% | 71% |
| Block junk email or spam | 220 | ** | ** | 220 | 220 | 105 | 116 | ** | ** | ** | ** | 105 | 116 |
| | 48% | ** | ** | 48% | 48% | 47% | 50% | ** | ** | ** | ** | 47% | 50% |
| Change the settings so fewer people can view your social media profile | 215 | ** | ** | 215 | 215 | 95 | 120 | ** | ** | ** | ** | 95 | 120 |
| | 47% | ** | ** | 47% | 47% | 42% | 52% | ** | ** | ** | ** | 42% | 52% |
| | | | | | | | e | | | | | | k |
| Delete the 'history' records of which websites you have visited | 208 | ** | ** | 208 | 208 | 108 | 99 | ** | ** | ** | ** | 108 | 99 |
| | 46% | ** | ** | 46% | 46% | 48% | 43% | ** | ** | ** | ** | 48% | 43% |
| Block pop-up adverts from appearing on the screen | 172 | ** | ** | 172 | 172 | 90 | 82 | ** | ** | ** | ** | 90 | 82 |
| | 38% | ** | ** | 38% | 38% | 40% | 36% | ** | ** | ** | ** | 40% | 36% |
| Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome) | 161 | ** | ** | 161 | 161 | 79 | 82 | ** | ** | ** | ** | 79 | 82 |
| | 36% | ** | ** | 36% | 36% | 35% | 36% | ** | ** | ** | ** | 35% | 36% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QC57. Do you know how to do any of these things online? (MULTI CODE)

Base : All children aged 12-15 who go online opting to answer

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 436 | - | - | 436 | 436 | 216 | 220 | - | - | - | - | 216 | 220 |
| Effective Weighted Sample | 413 | - | - | 413 | 413 | 205 | 208 | - | - | - | - | 205 | 208 |
| Total | 455 | - | - | 455 | 455 | 225 | 230 | - | - | - | - | 225 | 230 |
| Unset any filters or controls that are there to stop certain websites being viewed | 81 | ** | ** | 81 | 81 | 46 | 35 | ** | ** | ** | ** | 46 | 35 |
| | 18% | ** | ** | 18% | 18% | 21% | 15% | ** | ** | ** | ** | 21% | 15% |
| Use a proxy server to access particular sites or apps | 30 | ** | ** | 30 | 30 | 20 | 10 | ** | ** | ** | ** | 20 | 10 |
| | 7% | ** | ** | 7% | 7% | 9% | 4% | ** | ** | ** | ** | 9% | 4% |
| ANY OF THESE | 357 | ** | ** | 357 | 357 | 173 | 183 | ** | ** | ** | ** | 173 | 183 |
| | 78% | ** | ** | 78% | 78% | 77% | 80% | ** | ** | ** | ** | 77% | 80% |
| ANY SAFETY MEASURES | 348 | ** | ** | 348 | 348 | 166 | 182 | ** | ** | ** | ** | 166 | 182 |
| | 77% | ** | ** | 77% | 77% | 74% | 79% | ** | ** | ** | ** | 74% | 79% |
| ANY 'RISKY MEASURES' | 261 | ** | ** | 261 | 261 | 134 | 127 | ** | ** | ** | ** | 134 | 127 |
| | 57% | ** | ** | 57% | 57% | 60% | 55% | ** | ** | ** | ** | 60% | 55% |
| Don't know how to do any of these | 74 | ** | ** | 74 | 74 | 38 | 36 | ** | ** | ** | ** | 38 | 36 |
| | 16% | ** | ** | 16% | 16% | 17% | 16% | ** | ** | ** | ** | 17% | 16% |
| Prefer not to say | 8 | ** | ** | 8 | 8 | 6 | 2 | ** | ** | ** | ** | 6 | 2 |
| | 2% | ** | ** | 2% | 2% | 3% | 1% | ** | ** | ** | ** | 3% | 1% |
| Don't know | 16 | ** | ** | 16 | 16 | 7 | 9 | ** | ** | ** | ** | 7 | 9 |
| | 3% | ** | ** | 3% | 3% | 3% | 4% | ** | ** | ** | ** | 3% | 4% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QC57. Do you know how to do any of these things online? (MULTI CODE)

Base : All children aged 12-15 who go online opting to answer

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|----------|----|-----|-----------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | ~c | d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 436 | 104 | 132 | 93 | 107 | 236 | 200 | 436 | 391 | 45 |
| Effective Weighted Sample | 413 | 99 | 125 | 88 | 102 | 224 | 190 | 413 | 371 | 42 |
| Total | 455 | 104 | 131 | 99 | 122 | 235 | 220 | 455 | 405 | 50 |
| Block messages on social media from someone you don't want to hear from | 308 | 69 | 89 | ** | 81 | 158 | 151 | 308 | 270 | ** |
| | 68% | 66% | 68% | ** | 67% | 67% | 68% | 68% | 67% | ** |
| Block junk email or spam | 220 | 54 | 71 | ** | 50 | 125 | 95 | 220 | 196 | ** |
| | 48% | 52% | 54% d | ** | 41% | 53% df | 43% | 48% | 48% | ** |
| Change the settings so fewer people can view your social media profile | 215 | 44 | 61 | ** | 58 | 106 | 109 | 215 | 190 | ** |
| | 47% | 43% | 47% | ** | 47% | 45% | 50% | 47% | 47% | ** |
| Delete the 'history' records of which websites you have visited | 208 | 49 | 59 | ** | 52 | 108 | 99 | 208 | 188 | ** |
| | 46% | 48% | 45% | ** | 43% | 46% | 45% | 46% | 46% | ** |
| Block pop-up adverts from appearing on the screen | 172 | 44 | 55 | ** | 36 | 99 | 73 | 172 | 154 | ** |
| | 38% | 42% | 42% | ** | 30% | 42% d | 33% | 38% | 38% | ** |
| Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome) | 161 | 37 | 49 | ** | 39 | 87 | 75 | 161 | 141 | ** |
| | 36% | 36% | 38% | ** | 32% | 37% | 34% | 36% | 35% | ** |
| Columns Tested: a,b,c,d,e,f,g - h,i | | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QC57. Do you know how to do any of these things online? (MULTI CODE)

Base : All children aged 12-15 who go online opting to answer

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|-----|----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | ~c | d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 436 | 104 | 132 | 93 | 107 | 236 | 200 | 436 | 391 | 45 |
| Effective Weighted Sample | 413 | 99 | 125 | 88 | 102 | 224 | 190 | 413 | 371 | 42 |
| Total | 455 | 104 | 131 | 99 | 122 | 235 | 220 | 455 | 405 | 50 |
| Unset any filters or controls that are there to stop certain websites being viewed | 81 | 18 | 27 | ** | 21 | 45 | 37 | 81 | 72 | ** |
| | 18% | 17% | 21% | ** | 17% | 19% | 17% | 18% | 18% | ** |
| Use a proxy server to access particular sites or apps | 30 | 6 | 7 | ** | 10 | 13 | 17 | 30 | 29 | ** |
| | 7% | 5% | 6% | ** | 8% | 6% | 8% | 7% | 7% | ** |
| ANY OF THESE | 357 | 82 | 110 | ** | 91 | 191 | 165 | 357 | 316 | ** |
| | 78% | 79% | 84% | ** | 75% | 82% | 75% | 78% | 78% | ** |
| ANY SAFETY MEASURES | 348 | 79 | 106 | ** | 88 | 185 | 163 | 348 | 308 | ** |
| | 77% | 77% | 81% | ** | 73% | 79% | 74% | 77% | 76% | ** |
| ANY 'RISKY MEASURES' | 261 | 60 | 82 | ** | 60 | 142 | 118 | 261 | 230 | ** |
| | 57% | 58% | 63% | ** | 49% | 61% | 54% | 57% | 57% | ** |
| | | | d | | | | | | | |
| Don't know how to do any of these | 74 | 18 | 16 | ** | 26 | 34 | 41 | 74 | 68 | ** |
| | 16% | 18% | 12% | ** | 21% | 14% | 18% | 16% | 17% | ** |
| Prefer not to say | 8 | 2 | 1 | ** | 3 | 4 | 4 | 8 | 6 | ** |
| | 2% | 2% | 1% | ** | 2% | 2% | 2% | 2% | 1% | ** |
| Don't know | 16 | 1 | 5 | ** | 3 | 6 | 10 | 16 | 15 | ** |
| | 3% | 1% | 4% | ** | 2% | 2% | 4% | 3% | 4% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QC58. This list shows the things that you just said you know how to do online. If you have ever done any of them please choose them again (MULTI CODE)

Base : All children aged 12-15 who go online opting to answer

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 436 | - | - | 436 | 436 | 216 | 220 | - | - | - | - | 216 | 220 |
| Effective Weighted Sample | 413 | - | - | 413 | 413 | 205 | 208 | - | - | - | - | 205 | 208 |
| Total | 455 | - | - | 455 | 455 | 225 | 230 | - | - | - | - | 225 | 230 |
| Block messages on social media from someone you don't want to hear from | 239 | ** | ** | 239 | 239 | 105 | 134 | ** | ** | ** | ** | 105 | 134 |
| | 53% | ** | ** | 53% | 53% | 47% | 58% | ** | ** | ** | ** | 47% | 58% |
| | | | | | | | e | | | | | | k |
| Change the settings so fewer people can view your social media profile | 150 | ** | ** | 150 | 150 | 70 | 80 | ** | ** | ** | ** | 70 | 80 |
| | 33% | ** | ** | 33% | 33% | 31% | 35% | ** | ** | ** | ** | 31% | 35% |
| Block junk email or spam | 146 | ** | ** | 146 | 146 | 77 | 69 | ** | ** | ** | ** | 77 | 69 |
| | 32% | ** | ** | 32% | 32% | 34% | 30% | ** | ** | ** | ** | 34% | 30% |
| Delete the 'history' records of which websites you have visited | 124 | ** | ** | 124 | 124 | 68 | 56 | ** | ** | ** | ** | 68 | 56 |
| | 27% | ** | ** | 27% | 27% | 30% | 25% | ** | ** | ** | ** | 30% | 25% |
| Block pop-up adverts from appearing on the screen | 111 | ** | ** | 111 | 111 | 63 | 48 | ** | ** | ** | ** | 63 | 48 |
| | 24% | ** | ** | 24% | 24% | 28% | 21% | ** | ** | ** | ** | 28% | 21% |
| Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome) | 93 | ** | ** | 93 | 93 | 47 | 46 | ** | ** | ** | ** | 47 | 46 |
| | 20% | ** | ** | 20% | 20% | 21% | 20% | ** | ** | ** | ** | 21% | 20% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QC58. This list shows the things that you just said you know how to do online. If you have ever done any of them please choose them again (MULTI CODE)

Base : All children aged 12-15 who go online opting to answer

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 436 | - | - | 436 | 436 | 216 | 220 | - | - | - | - | 216 | 220 |
| Effective Weighted Sample | 413 | - | - | 413 | 413 | 205 | 208 | - | - | - | - | 205 | 208 |
| Total | 455 | - | - | 455 | 455 | 225 | 230 | - | - | - | - | 225 | 230 |
| Unset any filters or controls that are there to stop certain websites being viewed | 29 | ** | ** | 29 | 29 | 18 | 11 | ** | ** | ** | ** | 18 | 11 |
| | 6% | ** | ** | 6% | 6% | 8% | 5% | ** | ** | ** | ** | 8% | 5% |
| Use a proxy server to access particular sites or apps | 12 | ** | ** | 12 | 12 | 8 | 4 | ** | ** | ** | ** | 8 | 4 |
| | 3% | ** | ** | 3% | 3% | 3% | 2% | ** | ** | ** | ** | 3% | 2% |
| ANY OF THESE | 315 | ** | ** | 315 | 315 | 149 | 167 | ** | ** | ** | ** | 149 | 167 |
| | 69% | ** | ** | 69% | 69% | 66% | 72% | ** | ** | ** | ** | 66% | 72% |
| ANY SAFETY MEASURES | 301 | ** | ** | 301 | 301 | 139 | 163 | ** | ** | ** | ** | 139 | 163 |
| | 66% | ** | ** | 66% | 66% | 62% | 71% | ** | ** | ** | ** | 62% | 71% |
| ANY 'RISKY MEASURES' | 168 | ** | ** | 168 | 168 | 88 | 81 | ** | ** | ** | ** | 88 | 81 |
| | 37% | ** | ** | 37% | 37% | 39% | 35% | ** | ** | ** | ** | 39% | 35% |
| Have not done any of these | 110 | ** | ** | 110 | 110 | 60 | 50 | ** | ** | ** | ** | 60 | 50 |
| | 24% | ** | ** | 24% | 24% | 27% | 22% | ** | ** | ** | ** | 27% | 22% |
| Prefer not to say | 13 | ** | ** | 13 | 13 | 9 | 4 | ** | ** | ** | ** | 9 | 4 |
| | 3% | ** | ** | 3% | 3% | 4% | 2% | ** | ** | ** | ** | 4% | 2% |
| Don't know | 17 | ** | ** | 17 | 17 | 8 | 10 | ** | ** | ** | ** | 8 | 10 |
| | 4% | ** | ** | 4% | 4% | 3% | 4% | ** | ** | ** | ** | 3% | 4% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QC58. This list shows the things that you just said you know how to do online. If you have ever done any of them please choose them again (MULTI CODE)

Base : All children aged 12-15 who go online opting to answer

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|-----|----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | ~c | d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 436 | 104 | 132 | 93 | 107 | 236 | 200 | 436 | 391 | 45 |
| Effective Weighted Sample | 413 | 99 | 125 | 88 | 102 | 224 | 190 | 413 | 371 | 42 |
| Total | 455 | 104 | 131 | 99 | 122 | 235 | 220 | 455 | 405 | 50 |
| Block messages on social media from someone you don't want to hear from | 239 | 46 | 71 | ** | 67 | 117 | 122 | 239 | 207 | ** |
| | 53% | 45% | 54% | ** | 55% | 50% | 55% | 53% | 51% | ** |
| Change the settings so fewer people can view your social media profile | 150 | 35 | 40 | ** | 35 | 75 | 75 | 150 | 135 | ** |
| | 33% | 34% | 30% | ** | 29% | 32% | 34% | 33% | 33% | ** |
| Block junk email or spam | 146 | 41 | 50 | ** | 31 | 91 | 55 | 146 | 129 | ** |
| | 32% | 40% | 38% | ** | 25% | 39% | 25% | 32% | 32% | ** |
| | | df | df | | | df | | | | |
| Delete the 'history' records of which websites you have visited | 124 | 35 | 35 | ** | 32 | 69 | 55 | 124 | 114 | ** |
| | 27% | 33% | 26% | ** | 26% | 30% | 25% | 27% | 28% | ** |
| Block pop-up adverts from appearing on the screen | 111 | 32 | 37 | ** | 17 | 69 | 42 | 111 | 99 | ** |
| | 24% | 31% | 28% | ** | 14% | 29% | 19% | 24% | 24% | ** |
| | | df | d | | | df | | d | | |
| Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome) | 93 | 22 | 27 | ** | 20 | 49 | 44 | 93 | 84 | ** |
| | 20% | 21% | 20% | ** | 16% | 21% | 20% | 20% | 21% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QC58. This list shows the things that you just said you know how to do online. If you have ever done any of them please choose them again (MULTI CODE)

Base : All children aged 12-15 who go online opting to answer

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|-------|--------------|-----|----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | ~c | d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 436 | 104 | 132 | 93 | 107 | 236 | 200 | 436 | 391 | 45 |
| Effective Weighted Sample | 413 | 99 | 125 | 88 | 102 | 224 | 190 | 413 | 371 | 42 |
| Total | 455 | 104 | 131 | 99 | 122 | 235 | 220 | 455 | 405 | 50 |
| Unset any filters or controls that are there to stop certain websites being viewed | 29 | 9 | 6 | ** | 12 | 14 | 15 | 29 | 27 | ** |
| | 6% | 8% | 4% | ** | 10% | 6% | 7% | 6% | 7% | ** |
| Use a proxy server to access particular sites or apps | 12 | 3 | 3 | ** | 4 | 7 | 5 | 12 | 12 | ** |
| | 3% | 3% | 3% | ** | 4% | 3% | 2% | 3% | 3% | ** |
| ANY OF THESE | 315 | 75 | 96 | ** | 77 | 170 | 145 | 315 | 276 | ** |
| | 69% | 72% | 73% | ** | 63% | 73% | 66% | 69% | 68% | ** |
| ANY SAFETY MEASURES | 301 | 71 | 91 | ** | 73 | 162 | 139 | 301 | 265 | ** |
| | 66% | 68% | 70% | ** | 60% | 69% | 63% | 66% | 65% | ** |
| ANY 'RISKY MEASURES' | 168 | 43 | 49 | ** | 43 | 92 | 77 | 168 | 151 | ** |
| | 37% | 41% | 38% | ** | 35% | 39% | 35% | 37% | 37% | ** |
| Have not done any of these | 110 | 25 | 27 | ** | 37 | 52 | 57 | 110 | 102 | ** |
| | 24% | 24% | 21% | ** | 31% | 22% | 26% | 24% | 25% | ** |
| Prefer not to say | 13 | 3 | 2 | ** | 4 | 5 | 8 | 13 | 11 | ** |
| | 3% | 3% | 1% | ** | 4% | 2% | 3% | 3% | 3% | ** |
| Don't know | 17 | 1 | 6 | ** | 3 | 7 | 11 | 17 | 17 | ** |
| | 4% | 1% | 4% | ** | 3% | 3% | 5% | 4% | 4% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QC59. (SHOWCARD) In the past year have you seen anything hateful on the internet that has been directed at a particular group of people, based on for instance their gender, religion, disability, sexuality or gender identity? Examples of these sorts of things might be nasty or hateful comments or images that have been posted on social media, comments in response to an article that you read online, or videos posted on sites like YouTube. Which of these options best describes whether you have seen things like this online in the past year? (SINGLE CODE)

Base : Children aged 12-15 who go online

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|------------------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 475 | - | - | 475 | 475 | 238 | 237 | - | - | - | - | 238 | 237 |
| Effective Weighted Sample | 450 | - | - | 450 | 450 | 226 | 224 | - | - | - | - | 226 | 224 |
| Total | 496 | - | - | 496 | 496 | 248 | 249 | - | - | - | - | 248 | 249 |
| I have never seen things like this | 243 | ** | ** | 243 | 243 | 119 | 124 | ** | ** | ** | ** | 119 | 124 |
| | 49% | ** | ** | 49% | 49% | 48% | 50% | ** | ** | ** | ** | 48% | 50% |
| I sometimes see things like this | 181 | ** | ** | 181 | 181 | 93 | 88 | ** | ** | ** | ** | 93 | 88 |
| | 37% | ** | ** | 37% | 37% | 38% | 35% | ** | ** | ** | ** | 38% | 35% |
| I often see things like this | 43 | ** | ** | 43 | 43 | 23 | 20 | ** | ** | ** | ** | 23 | 20 |
| | 9% | ** | ** | 9% | 9% | 9% | 8% | ** | ** | ** | ** | 9% | 8% |
| EVER SEE THIS | 224 | ** | ** | 224 | 224 | 116 | 108 | ** | ** | ** | ** | 116 | 108 |
| | 45% | ** | ** | 45% | 45% | 47% | 43% | ** | ** | ** | ** | 47% | 43% |
| Don't know | 30 | ** | ** | 30 | 30 | 13 | 17 | ** | ** | ** | ** | 13 | 17 |
| | 6% | ** | ** | 6% | 6% | 5% | 7% | ** | ** | ** | ** | 5% | 7% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCEM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QC59. (SHOWCARD) In the past year have you seen anything hateful on the internet that has been directed at a particular group of people, based on for instance their gender, religion, disability, sexuality or gender identity? Examples of these sorts of things might be nasty or hateful comments or images that have been posted on social media, comments in response to an article that you read online, or videos posted on sites like YouTube. Which of these options best describes whether you have seen things like this online in the past year? (SINGLE CODE)

Base : Children aged 12-15 who go online

| | Total | SOCIAL GRADE | | | | | | LOCATION | |
|------------------------------------|-------|--------------|-----|-----|-----|------|------|----------|-------|
| | | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN |
| Significance Level: 95% | | a | b | ~c | d | e | f | g | h |
| Unweighted total | 475 | 112 | 143 | 98 | 122 | 255 | 220 | 475 | 418 |
| Effective Weighted Sample | 450 | 107 | 136 | 93 | 116 | 242 | 209 | 450 | 397 |
| Total | 496 | 111 | 142 | 104 | 139 | 253 | 243 | 496 | 433 |
| I have never seen things like this | 243 | 55 | 74 | ** | 65 | 128 | 114 | 243 | 211 |
| | 49% | 49% | 52% | ** | 47% | 51% | 47% | 49% | 49% |
| I sometimes see things like this | 181 | 43 | 40 | ** | 54 | 83 | 99 | 181 | 157 |
| | 37% | 39% | 28% | ** | 39% | 33% | 41% | 37% | 36% |
| | | | | | | | b | | |
| I often see things like this | 43 | 9 | 20 | ** | 11 | 29 | 14 | 43 | 41 |
| | 9% | 8% | 14% | ** | 8% | 11% | 6% | 9% | 10% |
| | | | f | | | f | | | |
| EVER SEE THIS | 224 | 52 | 60 | ** | 65 | 112 | 112 | 224 | 199 |
| | 45% | 47% | 42% | ** | 46% | 44% | 46% | 45% | 46% |
| Don't know | 30 | 4 | 9 | ** | 9 | 13 | 17 | 30 | 24 |
| | 6% | 4% | 6% | ** | 7% | 5% | 7% | 6% | 6% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QC60. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : All children aged 12-15 who have ever seen hate speech online

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | ~f | ~g | ~h | ~i | ~j | k | ~l |
| Unweighted total | 205 | - | - | 205 | 205 | 106 | 99 | - | - | - | - | 106 | 99 |
| Effective Weighted Sample | 197 | - | - | 197 | 197 | 102 | 95 | - | - | - | - | 102 | 95 |
| Total | 224 | - | - | 224 | 224 | 116 | 108 | - | - | - | - | 116 | 108 |
| I ignored it/ didn't do anything | 135 | ** | ** | 135 | 135 | 75 | ** | ** | ** | ** | ** | 75 | ** |
| | 60% | ** | ** | 60% | 60% | 65% | ** | ** | ** | ** | ** | 65% | ** |
| I reported it to the website | 38 | ** | ** | 38 | 38 | 17 | ** | ** | ** | ** | ** | 17 | ** |
| | 17% | ** | ** | 17% | 17% | 15% | ** | ** | ** | ** | ** | 15% | ** |
| I commented on it to say I thought it was wrong | 30 | ** | ** | 30 | 30 | 14 | ** | ** | ** | ** | ** | 14 | ** |
| | 13% | ** | ** | 13% | 13% | 12% | ** | ** | ** | ** | ** | 12% | ** |
| I blocked the person who shared or made the comments | 27 | ** | ** | 27 | 27 | 11 | ** | ** | ** | ** | ** | 11 | ** |
| | 12% | ** | ** | 12% | 12% | 9% | ** | ** | ** | ** | ** | 9% | ** |
| I shared it with my friends to say I thought it was wrong | 16 | ** | ** | 16 | 16 | 8 | ** | ** | ** | ** | ** | 8 | ** |
| | 7% | ** | ** | 7% | 7% | 7% | ** | ** | ** | ** | ** | 7% | ** |
| I responded by 'disliking' the post/ comment/ video | 13 | ** | ** | 13 | 13 | 7 | ** | ** | ** | ** | ** | 7 | ** |
| | 6% | ** | ** | 6% | 6% | 6% | ** | ** | ** | ** | ** | 6% | ** |
| I told my parents/ teacher | 7 | ** | ** | 7 | 7 | 1 | ** | ** | ** | ** | ** | 1 | ** |
| | 3% | ** | ** | 3% | 3% | 1% | ** | ** | ** | ** | ** | 1% | ** |
| Don't know | 6 | ** | ** | 6 | 6 | 3 | ** | ** | ** | ** | ** | 3 | ** |
| | 3% | ** | ** | 3% | 3% | 2% | ** | ** | ** | ** | ** | 2% | ** |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QC60. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : All children aged 12-15 who have ever seen hate speech online

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|----|----|----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | ~a | ~b | ~c | ~d | e | ~f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 205 | 50 | 57 | 44 | 54 | 107 | 98 | 205 | 183 | 22 |
| Effective Weighted Sample | 197 | 48 | 55 | 42 | 52 | 103 | 94 | 197 | 176 | 21 |
| Total | 224 | 52 | 60 | 48 | 65 | 112 | 112 | 224 | 199 | 26 |
| I ignored it/ didn't do anything | 135 | ** | ** | ** | ** | 64 | ** | 135 | 121 | ** |
| | 60% | ** | ** | ** | ** | 57% | ** | 60% | 61% | ** |
| I reported it to the website | 38 | ** | ** | ** | ** | 22 | ** | 38 | 34 | ** |
| | 17% | ** | ** | ** | ** | 19% | ** | 17% | 17% | ** |
| I commented on it to say I thought it was wrong | 30 | ** | ** | ** | ** | 14 | ** | 30 | 25 | ** |
| | 13% | ** | ** | ** | ** | 12% | ** | 13% | 13% | ** |
| I blocked the person who shared or made the comments | 27 | ** | ** | ** | ** | 18 | ** | 27 | 26 | ** |
| | 12% | ** | ** | ** | ** | 16% | ** | 12% | 13% | ** |
| I shared it with my friends to say I thought it was wrong | 16 | ** | ** | ** | ** | 14 | ** | 16 | 14 | ** |
| | 7% | ** | ** | ** | ** | 13% | ** | 7% | 7% | ** |
| I responded by 'disliking' the post/ comment/ video | 13 | ** | ** | ** | ** | 8 | ** | 13 | 12 | ** |
| | 6% | ** | ** | ** | ** | 8% | ** | 6% | 6% | ** |
| I told my parents/ teacher | 7 | ** | ** | ** | ** | 2 | ** | 7 | 4 | ** |
| | 3% | ** | ** | ** | ** | 2% | ** | 3% | 2% | ** |
| Don't know | 6 | ** | ** | ** | ** | 2 | ** | 6 | 4 | ** |
| | 3% | ** | ** | ** | ** | 2% | ** | 3% | 2% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QC60. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : Children aged 12-15 who go online

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 475 | - | - | 475 | 475 | 238 | 237 | - | - | - | - | 238 | 237 |
| Effective Weighted Sample | 450 | - | - | 450 | 450 | 226 | 224 | - | - | - | - | 226 | 224 |
| Total | 496 | - | - | 496 | 496 | 248 | 249 | - | - | - | - | 248 | 249 |
| I ignored it/ didn't do anything | 135 | ** | ** | 135 | 135 | 75 | 59 | ** | ** | ** | ** | 75 | 59 |
| | 27% | ** | ** | 27% | 27% | 30% | 24% | ** | ** | ** | ** | 30% | 24% |
| I reported it to the website | 38 | ** | ** | 38 | 38 | 17 | 21 | ** | ** | ** | ** | 17 | 21 |
| | 8% | ** | ** | 8% | 8% | 7% | 9% | ** | ** | ** | ** | 7% | 9% |
| I commented on it to say I thought it was wrong | 30 | ** | ** | 30 | 30 | 14 | 15 | ** | ** | ** | ** | 14 | 15 |
| | 6% | ** | ** | 6% | 6% | 6% | 6% | ** | ** | ** | ** | 6% | 6% |
| I blocked the person who shared or made the comments | 27 | ** | ** | 27 | 27 | 11 | 17 | ** | ** | ** | ** | 11 | 17 |
| | 6% | ** | ** | 6% | 6% | 4% | 7% | ** | ** | ** | ** | 4% | 7% |
| I shared it with my friends to say I thought it was wrong | 16 | ** | ** | 16 | 16 | 8 | 7 | ** | ** | ** | ** | 8 | 7 |
| | 3% | ** | ** | 3% | 3% | 3% | 3% | ** | ** | ** | ** | 3% | 3% |
| I responded by 'disliking' the post/ comment/ video | 13 | ** | ** | 13 | 13 | 7 | 6 | ** | ** | ** | ** | 7 | 6 |
| | 3% | ** | ** | 3% | 3% | 3% | 3% | ** | ** | ** | ** | 3% | 3% |
| I told my parents/ teacher | 7 | ** | ** | 7 | 7 | 1 | 6 | ** | ** | ** | ** | 1 | 6 |
| | 2% | ** | ** | 2% | 2% | *% | 3% | ** | ** | ** | ** | *% | 3% |
| HAVE NOT SEEN HATE SPEECH ONLINE IN THE PAST YEAR | 272 | ** | ** | 272 | 272 | 132 | 141 | ** | ** | ** | ** | 132 | 141 |
| | 55% | ** | ** | 55% | 55% | 53% | 57% | ** | ** | ** | ** | 53% | 57% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QC60. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : Children aged 12-15 who go online

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | ~a | ~b | c | d | e | f | ~g | ~h | ~i | ~j | k | l |
| Unweighted total | 475 | - | - | 475 | 475 | 238 | 237 | - | - | - | - | 238 | 237 |
| Effective Weighted Sample | 450 | - | - | 450 | 450 | 226 | 224 | - | - | - | - | 226 | 224 |
| Total | 496 | - | - | 496 | 496 | 248 | 249 | - | - | - | - | 248 | 249 |
| Don't know | 6 | ** | ** | 6 | 6 | 3 | 3 | ** | ** | ** | ** | 3 | 3 |
| | 1% | ** | ** | 1% | 1% | 1% | 1% | ** | ** | ** | ** | 1% | 1% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 213

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QC60. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : Children aged 12-15 who go online

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | ~c | d | e | f | g | h | ~i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 475 | 112 | 143 | 98 | 122 | 255 | 220 | 475 | 418 | 57 |
| Effective Weighted Sample | 450 | 107 | 136 | 93 | 116 | 242 | 209 | 450 | 397 | 53 |
| Total | 496 | 111 | 142 | 104 | 139 | 253 | 243 | 496 | 433 | 63 |
| I ignored it/ didn't do anything | 135 | 34 | 29 | ** | 42 | 64 | 71 | 135 | 121 | ** |
| | 27% | 31% | 21% | ** | 30% | 25% | 29% | 27% | 28% | ** |
| I reported it to the website | 38 | 9 | 13 | ** | 14 | 22 | 17 | 38 | 34 | ** |
| | 8% | 8% | 9% | ** | 10% | 8% | 7% | 8% | 8% | ** |
| I commented on it to say I thought it was wrong | 30 | 4 | 10 | ** | 10 | 14 | 16 | 30 | 25 | ** |
| | 6% | 4% | 7% | ** | 7% | 5% | 6% | 6% | 6% | ** |
| I blocked the person who shared or made the comments | 27 | 6 | 12 | ** | 3 | 18 | 9 | 27 | 26 | ** |
| | 6% | 5% | 9% | ** | 2% | 7% | 4% | 6% | 6% | ** |
| | | | d | | | | | | | |
| I shared it with my friends to say I thought it was wrong | 16 | 5 | 9 | ** | - | 14 | 1 | 16 | 14 | ** |
| | 3% | 5% | 6% | ** | -% | 6% | *% | 3% | 3% | ** |
| | | df | df | | | df | | f | | |
| I responded by 'disliking' the post/ comment/ video | 13 | 4 | 4 | ** | 1 | 8 | 5 | 13 | 12 | ** |
| | 3% | 4% | 3% | ** | 1% | 3% | 2% | 3% | 3% | ** |
| I told my parents/ teacher | 7 | - | 2 | ** | 3 | 2 | 5 | 7 | 4 | ** |
| | 2% | -% | 2% | ** | 2% | 1% | 2% | 2% | 1% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

QC60. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : Children aged 12-15 who go online

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|-----|-----|------|------|-----|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | ~c | d | e | f | g | h | ~i |
| Unweighted total | 475 | 112 | 143 | 98 | 122 | 255 | 220 | 475 | 418 | 57 |
| Effective Weighted Sample | 450 | 107 | 136 | 93 | 116 | 242 | 209 | 450 | 397 | 53 |
| Total | 496 | 111 | 142 | 104 | 139 | 253 | 243 | 496 | 433 | 63 |
| HAVE NOT SEEN HATE SPEECH ONLINE IN THE PAST YEAR | 272 | 59 | 82 | ** | 75 | 141 | 131 | 272 | 235 | ** |
| | 55% | 53% | 58% | ** | 54% | 56% | 54% | 55% | 54% | ** |
| Don't know | 6 | - | 2 | ** | 1 | 2 | 3 | 6 | 4 | ** |
| | 1% | -% | 2% | ** | 1% | 1% | 1% | 1% | 1% | ** |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

Base : All parents

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|------------------------------------|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| WHITE - British | 843 | 230 | 302 | 310 | 843 | 427 | 416 | 117 | 114 | 148 | 154 | 162 | 148 |
| | 61% | 61% | 60% | 62% | 61% | 62% | 60% | 62% | 60% | 59% | 62% | 65% | 59% |
| WHITE - English | 90 | 27 | 30 | 33 | 90 | 48 | 43 | 16 | 11 | 15 | 15 | 17 | 16 |
| | 7% | 7% | 6% | 7% | 7% | 7% | 6% | 8% | 6% | 6% | 6% | 7% | 6% |
| WHITE - Scottish | 97 | 25 | 38 | 35 | 97 | 45 | 52 | 11 | 14 | 20 | 18 | 14 | 21 |
| | 7% | 7% | 8% | 7% | 7% | 7% | 8% | 6% | 7% | 8% | 7% | 6% | 8% |
| WHITE - Welsh | 28 | 6 | 12 | 10 | 28 | 8 | 20 | 2 | 4 | 4 | 8 | 2 | 8 |
| | 2% | 1% | 2% | 2% | 2% | 1% | e | 1% | 2% | 2% | 3% | 1% | 3% |
| WHITE - Irish | 11 | 4 | 4 | 2 | 11 | 3 | 8 | 1 | 3 | 1 | 3 | 1 | 2 |
| | 1% | 1% | 1% | *% | 1% | *% | 1% | 1% | 2% | 1% | 1% | *% | 1% |
| WHITE - Any other white background | 71 | 21 | 28 | 22 | 71 | 35 | 36 | 12 | 9 | 15 | 13 | 8 | 14 |
| | 5% | 6% | 6% | 4% | 5% | 5% | 5% | 6% | 5% | 6% | 5% | 3% | 5% |
| MIXED - White and Black Caribbean | 26 | 3 | 12 | 11 | 26 | 16 | 10 | 3 | 1 | 8 | 4 | 5 | 5 |
| | 2% | 1% | 2% | 2% | 2% | 2% | 1% | 1% | *% | 3% | 2% | 2% | 2% |
| MIXED - White and Black African | 14 | 6 | 3 | 5 | 14 | 8 | 7 | 2 | 4 | 1 | 1 | 4 | 1 |
| | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 2% | *% |
| MIXED - White and Asian | 11 | 5 | 3 | 2 | 11 | 5 | 6 | 2 | 4 | 2 | 1 | 1 | 1 |
| | 1% | 1% | 1% | *% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | *% | *% |
| MIXED - Any other mixed background | 3 | 1 | 1 | 1 | 3 | 1 | 2 | - | 1 | 1 | - | - | 1 |
| | *% | *% | *% | *% | *% | *% | *% | -% | 1% | *% | -% | -% | *% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

Base : All parents

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|-------------|----------|--------------|--------------|----------|----------------|--------------|------------------------|------------|--------------|-------------|---------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| ASIAN AND BRITISH ASIAN - Indian | 33 2% | 7 2% | 13 3% | 13 3% | 33 2% | 18 3% | 16 2% | 3 1% | 5 3% | 7 3% | 6 2% | 8 3% | 5 2% |
| ASIAN AND BRITISH ASIAN - Pakistani | 41 3% | 11 3% | 16 3% | 14 3% | 41 3% | 21 3% | 19 3% | 6 3% | 4 2% | 8 3% | 8 3% | 7 3% | 7 3% |
| ASIAN AND BRITISH ASIAN - Bangladeshi | 18 1% | 8 2% | 6 1% | 4 1% | 18 1% | 6 1% | 12 2% | 3 1% | 5 3% | 1 *% | 4 2% | 2 1% | 2 1% |
| ASIAN AND BRITISH ASIAN - Any other Asian background | 7 1% | 1 *% | 6 1% c | - -% | 7 1% | 4 1% | 3 *% | 1 1% | - -% | 3 1% | 3 1% | - -% | - -% |
| BLACK AND BLACK BRITISH - Caribbean | 13 1% | 1 *% | 4 1% | 8 2% a | 13 1% | 10 1% | 4 1% | 1 1% | - -% | 4 2% j | - -% | 4 2% j | 4 1% |
| BLACK AND BLACK BRITISH - African | 44 3% | 11 3% | 11 2% | 21 4% | 44 3% | 24 4% | 20 3% | 5 2% | 6 3% | 8 3% | 3 1% | 11 5% j | 10 4% |
| BLACK AND BLACK BRITISH - Any other black background | 9 1% | - -% | 5 1% a | 4 1% | 9 1% | 1 *% | 9 1% e | - -% | - -% | 1 *% | 4 2% | - -% | 4 2% k |
| Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l | | | | | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

Base : All parents

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| MIDDLE EAST AND ARABIC ORIGIN - Middle Eastern, including Arabic origin | 4 | 3 | - | 1 | 4 | 3 | 1 | 2 | 1 | - | - | 1 | - |
| | *% | 1% | -% | *% | *% | *% | *% | 1% | *% | -% | -% | *% | -% |
| CHINESE OR OTHER ETHNIC GROUP - Chinese | 1 | 1 | - | - | 1 | 1 | 1 | 1 | 1 | - | - | - | - |
| | *% | *% | -% | -% | *% | *% | *% | *% | *% | -% | -% | -% | -% |
| Any other background | 9 | 3 | 4 | 2 | 9 | 4 | 5 | 2 | 1 | 1 | 3 | 1 | 1 |
| | 1% | 1% | 1% | *% | 1% | 1% | 1% | 1% | 1% | *% | 1% | *% | 1% |
| Refused | 3 | - | 1 | 1 | 3 | 2 | 1 | - | - | 1 | 1 | 1 | - |
| | *% | -% | *% | *% | *% | *% | *% | -% | -% | *% | *% | *% | -% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|------------------------------------|-------|--------------|----------|-----|-----------|---------|-----------|------|----------|---------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| WHITE - British | 843 | 166 | 244 | 180 | 253 | 410 | 432 | 843 | 724 | 118 |
| | 61% | 59% | 58% | 62% | 66% be | 58% | 64% be | 61% | 61% | 66% |
| WHITE - English | 90 | 18 | 37 | 19 | 17 | 55 | 36 | 90 | 76 | 14 |
| | 7% | 6% | 9% df | 6% | 4% | 8% d | 5% | 7% | 6% | 8% |
| WHITE - Scottish | 97 | 13 | 40 | 23 | 21 | 53 | 44 | 97 | 81 | 16 |
| | 7% | 5% | 9% ad | 8% | 5% | 8% | 7% | 7% | 7% | 9% |
| WHITE - Welsh | 28 | 10 | 9 | 3 | 6 | 19 | 9 | 28 | 17 | 10 |
| | 2% | 4% cf | 2% | 1% | 2% | 3% | 1% | 2% | 1% | 6% h |
| WHITE - Irish | 11 | 1 | 4 | 3 | 4 | 4 | 6 | 11 | 8 | 2 |
| | 1% | *% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| WHITE - Any other white background | 71 | 16 | 24 | 11 | 19 | 40 | 31 | 71 | 62 | 9 |
| | 5% | 6% | 6% | 4% | 5% | 6% | 5% | 5% | 5% | 5% |
| MIXED - White and Black Caribbean | 26 | 3 | 6 | 7 | 10 | 9 | 17 | 26 | 26 | - |
| | 2% | 1% | 1% | 2% | 3% | 1% | 3% | 2% | 2% | -% |
| MIXED - White and Black African | 14 | 5 | 2 | 3 | 5 | 7 | 8 | 14 | 13 | 1 |
| | 1% | 2% | *% | 1% | 1% | 1% | 1% | 1% | 1% | 1% |
| MIXED - White and Asian | 11 | 6 | 2 | 2 | 1 | 8 | 3 | 11 | 9 | 2 |
| | 1% | 2% df | 1% | 1% | *% | 1% | *% | 1% | 1% | 1% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 214

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

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|--|---------------|---------------|--------------|----------|----------|----------|----------|----------|---------------|---------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| MIXED - Any other mixed background | 3 *% | - -% | 3 1% f | - -% | - -% | 3 *% | - -% | 3 *% | 3 *% | - -% |
| ASIAN AND BRITISH ASIAN - Indian | 33 2% f | 12 4% f | 10 2% | 5 2% | 6 2% | 22 3% | 11 2% | 33 2% | 32 3% | 1 *% |
| ASIAN AND BRITISH ASIAN - Pakistani | 41 3% | 7 2% | 10 2% | 10 3% | 15 4% | 16 2% | 24 4% | 41 3% | 41 3% i | - -% |
| ASIAN AND BRITISH ASIAN - Bangladeshi | 18 1% | 7 2% b | 2 1% | 6 2% | 2 1% | 9 1% | 9 1% | 18 1% | 15 1% | 2 1% |
| ASIAN AND BRITISH ASIAN - Any other Asian background | 7 1% | 2 1% | 3 1% | 1 *% | 1 *% | 5 1% | 2 *% | 7 1% | 7 1% | - -% |
| BLACK AND BLACK BRITISH - Caribbean | 13 1% | 3 1% | 2 1% | 3 1% | 5 1% | 5 1% | 8 1% | 13 1% | 13 1% | - -% |
| BLACK AND BLACK BRITISH - African | 44 3% | 6 2% | 16 4% | 10 3% | 11 3% | 22 3% | 21 3% | 44 3% | 44 4% i | - -% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 214

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

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|---------|--------------|---------|---------|---------|---------|---------|---------|----------|---------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| | | a | b | c | d | e | f | g | h | i |
| Significance Level: 95% | | | | | | | | | | |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| BLACK AND BLACK BRITISH - Any other black background | 9 1% | 2 1% | 2 1% | 1 *% | 4 1% | 5 1% | 5 1% | 9 1% | 9 1% | - -% |
| MIDDLE EAST AND ARABIC ORIGIN - Middle Eastern, including Arabic origin | 4 *% | 1 *% | 1 *% | - -% | 2 *% | 2 *% | 2 *% | 4 *% | 4 *% | - -% |
| CHINESE OR OTHER ETHNIC GROUP - Chinese | 1 *% | 1 *% | 1 *% | - -% | - -% | 1 *% | - -% | 1 *% | 1 *% | - -% |
| Any other background | 9 1% | 2 1% | 2 *% | 2 1% | 3 1% | 4 1% | 5 1% | 9 1% | 7 1% | 2 1% |
| Refused | 3 *% | 1 *% | 2 *% | - -% | - -% | 3 *% | - -% | 3 *% | 3 *% | - -% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|------------------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Yes | 36 | 14 | 14 | 8 | 36 | 27 | 9 | 9 | 4 | 9 | 4 | 8 | - |
| | 3% | 4% | 3% | 2% | 3% | 4% | 1% | 5% | 2% | 4% | 2% | 3% | -% |
| | | | | | | f | | l | l | l | l | l | |
| Yes, but does not limit activities | 43 | 10 | 23 | 10 | 43 | 22 | 21 | 4 | 6 | 12 | 10 | 5 | 5 |
| | 3% | 3% | 5% | 2% | 3% | 3% | 3% | 2% | 3% | 5% | 4% | 2% | 2% |
| | | | c | | | | | | | | | | |
| No | 1295 | 350 | 464 | 482 | 1295 | 638 | 658 | 173 | 178 | 229 | 235 | 236 | 245 |
| | 94% | 93% | 93% | 96% | 94% | 93% | 96% | 92% | 95% | 91% | 94% | 95% | 98% |
| | | | | b | | | e | | | | | | gijk |
| Don't know | 1 | 1 | - | - | 1 | 1 | - | 1 | - | - | - | - | - |
| | *% | *% | -% | -% | *% | *% | -% | 1% | -% | -% | -% | -% | -% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|------------------------------------|-------------|-----------------|------------------|---------------|------------------|------------------|-----------------|------------------|-------------|------------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Yes | 36 3% | 4 1% | 3 1% | 9 3% be | 19 5% abeg | 7 1% | 29 4% abe | 36 3% be | 29 2% | 7 4% |
| Yes, but does not limit activities | 43 3% | 8 3% | 12 3% | 7 2% | 15 4% | 21 3% | 22 3% | 43 3% | 34 3% | 9 5% |
| No | 1295 94% | 268 96% d | 406 96% df | 273 94% | 349 91% | 674 96% df | 621 92% | 1295 94% d | 1133 95% | 163 91% |
| Don't know | 1 *% | - -% | - -% | - -% | 1 *% | - -% | 1 *% | 1 *% | 1 *% | - -% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Can use to make and receive calls | 1019 | 245 | 370 | 404 | 1019 | 525 | 494 | 129 | 116 | 188 | 182 | 208 | 196 |
| | 74% | 65% | 74% | 81% | 74% | 76% | 72% | 69% | 62% | 75% | 73% | 83% | 78% |
| | | | a | abd | a | | | | | h | h | ghij | gh |
| Can receive but not make calls/ incoming only | 45 | 17 | 15 | 13 | 45 | 16 | 29 | 7 | 10 | 6 | 9 | 4 | 10 |
| | 3% | 5% | 3% | 3% | 3% | 2% | 4% | 4% | 6% | 2% | 4% | 1% | 4% |
| | | | | | | | | | k | | | | |
| Line not working properly/ needs to be repaired | 41 | 16 | 14 | 12 | 41 | 16 | 24 | 6 | 9 | 3 | 11 | 7 | 5 |
| | 3% | 4% | 3% | 2% | 3% | 2% | 4% | 3% | 5% | 1% | 4% | 3% | 2% |
| | | | | | | | | | i | | i | | |
| No, do not have landline phone | 269 | 97 | 101 | 70 | 269 | 130 | 139 | 45 | 52 | 53 | 48 | 32 | 39 |
| | 20% | 26% | 20% | 14% | 20% | 19% | 20% | 24% | 28% | 21% | 19% | 13% | 15% |
| | | cd | c | | c | | | kl | jkl | k | | | |
| Don't know | 1 | - | - | 1 | 1 | - | 1 | - | - | - | - | - | 1 |
| | *% | -% | -% | *% | *% | -% | *% | -% | -% | -% | -% | -% | 1% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|-----|-------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Can use to make and receive calls | 1019 | 243 | 330 | 210 | 235 | 574 | 445 | 1019 | 869 | 150 |
| | 74% | 87% | 78% | 73% | 61% | 82% | 66% | 74% | 73% | 84% |
| | | bcdfg | df | d | | cdfg | | df | | h |
| Can receive but not make calls/ incoming only | 45 | 9 | 18 | 11 | 7 | 27 | 19 | 45 | 40 | 5 |
| | 3% | 3% | 4% | 4% | 2% | 4% | 3% | 3% | 3% | 3% |
| Line not working properly/ needs to be repaired | 41 | 2 | 10 | 6 | 23 | 12 | 29 | 41 | 41 | - |
| | 3% | 1% | 2% | 2% | 6% | 2% | 4% | 3% | 3% | -% |
| | | | | | abceg | | ae | a | i | |
| No, do not have landline phone | 269 | 26 | 62 | 61 | 119 | 88 | 181 | 269 | 246 | 23 |
| | 20% | 9% | 15% | 21% | 31% | 13% | 27% | 20% | 21% | 13% |
| | | | a | abe | abceg | | abeg | abe | i | |
| Don't know | 1 | - | 1 | - | - | 1 | - | 1 | - | 1 |
| | *% | -% | *% | -% | -% | *% | -% | *% | -% | 1% |
| | | | | | | | | | | h |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

Base : All parents

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| 16 - 24 | 21 | 16 | 5 | - | 21 | 10 | 11 | 8 | 8 | 2 | 3 | - | - |
| | 2% | 4% | 1% | -% | 2% | 1% | 2% | 4% | 4% | 1% | 1% | -% | -% |
| | | bcd | c | | c | | | ikl | ijkl | | | | |
| 25 - 34 | 372 | 160 | 160 | 52 | 372 | 179 | 193 | 77 | 83 | 77 | 82 | 24 | 28 |
| | 27% | 43% | 32% | 10% | 27% | 26% | 28% | 41% | 44% | 31% | 33% | 10% | 11% |
| | | bcd | cd | | c | | | ikl | ijkl | kl | kl | | |
| 35 - 44 | 681 | 166 | 260 | 255 | 681 | 334 | 347 | 84 | 81 | 134 | 126 | 115 | 140 |
| | 49% | 44% | 52% | 51% | 49% | 49% | 50% | 45% | 43% | 54% | 50% | 46% | 56% |
| | | | a | a | | | | | | h | | | ghk |
| 45 - 54 | 269 | 29 | 64 | 176 | 269 | 149 | 120 | 16 | 13 | 31 | 32 | 102 | 75 |
| | 20% | 8% | 13% | 35% | 20% | 22% | 18% | 8% | 7% | 13% | 13% | 41% | 30% |
| | | | a | abd | ab | | | | | | | ghijl | ghij |
| 55 - 64 | 22 | 5 | 7 | 10 | 22 | 10 | 12 | 3 | 2 | 2 | 4 | 4 | 6 |
| | 2% | 1% | 1% | 2% | 2% | 1% | 2% | 2% | 1% | 1% | 2% | 2% | 2% |
| 65 - 74 | 4 | - | 2 | 2 | 4 | 2 | 2 | - | - | 1 | 1 | 1 | 1 |
| | *% | -% | *% | *% | *% | *% | *% | -% | -% | *% | 1% | *% | *% |
| 80+ | 1 | - | - | 1 | 1 | - | 1 | - | - | - | - | - | 1 |
| | *% | -% | -% | *% | *% | -% | *% | -% | -% | -% | -% | -% | *% |
| Refused | 5 | - | 2 | 3 | 5 | 4 | 2 | - | - | 1 | 1 | 3 | 1 |
| | *% | -% | *% | 1% | *% | 1% | *% | -% | -% | 1% | *% | 1% | *% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| 16 - 24 | 21 | 2 | 5 | 5 | 9 | 7 | 14 | 21 | 19 | 2 |
| | 2% | 1% | 1% | 2% | 2% | 1% | 2% | 2% | 2% | 1% |
| 25 - 34 | 372 | 33 | 101 | 92 | 146 | 134 | 238 | 372 | 334 | 38 |
| | 27% | 12% | 24% | 32% | 38% | 19% | 35% | 27% | 28% | 21% |
| | | | a | abe | abeg | a | abeg | ae | | |
| 35 - 44 | 681 | 158 | 218 | 144 | 160 | 376 | 304 | 681 | 588 | 92 |
| | 49% | 57% | 52% | 50% | 42% | 54% | 45% | 49% | 49% | 52% |
| | | dfg | df | d | | df | | d | | |
| 45 - 54 | 269 | 78 | 95 | 42 | 54 | 173 | 96 | 269 | 225 | 44 |
| | 20% | 28% | 23% | 15% | 14% | 25% | 14% | 20% | 19% | 25% |
| | | cdfg | cdf | | | cdfg | | df | | |
| 55 - 64 | 22 | 6 | 3 | 1 | 12 | 9 | 13 | 22 | 20 | 1 |
| | 2% | 2% | 1% | *% | 3% | 1% | 2% | 2% | 2% | 1% |
| | | | | bce | | | | | | |
| 65 - 74 | 4 | 2 | - | 1 | 1 | 2 | 2 | 4 | 4 | - |
| | *% | 1% | -% | *% | *% | *% | *% | *% | *% | -% |
| 80+ | 1 | 1 | - | - | - | 1 | - | 1 | 1 | - |
| | *% | *% | -% | -% | -% | *% | -% | *% | *% | -% |
| Refused | 5 | - | - | 3 | 3 | - | 5 | 5 | 4 | 1 |
| | *% | -% | -% | 1% | 1% | -% | 1% | *% | *% | 1% |
| | | | | be | e | | e | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Aged 16 or under | 526 | 139 | 190 | 196 | 526 | 261 | 265 | 68 | 71 | 103 | 87 | 90 | 106 |
| | 38% | 37% | 38% | 39% | 38% | 38% | 38% | 36% | 38% | 41% | 35% | 36% | 42% |
| Aged 17-18 | 362 | 89 | 147 | 126 | 362 | 179 | 183 | 44 | 46 | 71 | 75 | 64 | 62 |
| | 26% | 24% | 29% | 25% | 26% | 26% | 27% | 23% | 24% | 29% | 30% | 26% | 25% |
| Aged 19-20 | 138 | 39 | 55 | 44 | 138 | 62 | 76 | 16 | 22 | 24 | 31 | 22 | 23 |
| | 10% | 10% | 11% | 9% | 10% | 9% | 11% | 9% | 12% | 9% | 12% | 9% | 9% |
| Aged 21 or over | 334 | 103 | 105 | 126 | 334 | 175 | 158 | 56 | 47 | 50 | 55 | 69 | 57 |
| | 24% | 27% | 21% | 25% | 24% | 25% | 23% | 30% | 25% | 20% | 22% | 28% | 23% |
| | | b | | | | | | i | | | | i | |
| Don't know | 5 | 2 | 1 | 2 | 5 | 4 | 1 | 1 | 1 | 1 | - | 2 | - |
| | *% | 1% | *% | *% | *% | 1% | *% | 1% | *% | *% | -% | 1% | -% |
| Refused | 11 | 3 | 3 | 5 | 11 | 6 | 5 | 2 | 1 | 1 | 1 | 3 | 2 |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | *% | 1% | 1% | 1% | 1% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|------|-----|--------|---------|-------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Aged 16 or under | 526 | 37 | 123 | 129 | 238 | 159 | 367 | 526 | 470 | 56 |
| | 38% | 13% | 29% | 45% | 62% | 23% | 55% | 38% | 39% | 31% |
| | | | ae | abe | abcefg | a | abceg | abe | i | |
| Aged 17-18 | 362 | 54 | 136 | 81 | 91 | 190 | 172 | 362 | 319 | 43 |
| | 26% | 19% | 32% | 28% | 24% | 27% | 26% | 26% | 27% | 24% |
| | | | adfg | a | | a | a | a | | |
| Aged 19-20 | 138 | 44 | 51 | 26 | 17 | 95 | 43 | 138 | 115 | 23 |
| | 10% | 16% | 12% | 9% | 4% | 14% | 6% | 10% | 10% | 13% |
| | | cdfg | df | d | | cdfg | | df | | |
| Aged 21 or over | 334 | 145 | 107 | 50 | 32 | 251 | 82 | 334 | 276 | 57 |
| | 24% | 52% | 25% | 17% | 8% | 36% | 12% | 24% | 23% | 32% |
| | | bcddefg | cdf | df | | bcddefg | | cdf | | h |
| Don't know | 5 | - | 1 | 2 | 2 | 1 | 4 | 5 | 5 | - |
| | *% | -% | *% | 1% | 1% | *% | 1% | *% | *% | -% |
| Refused | 11 | 1 | 4 | 2 | 4 | 5 | 5 | 11 | 11 | - |
| | 1% | *% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | -% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

Base : All parents

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Being bought on mortgage | 511 | 134 | 181 | 196 | 511 | 249 | 262 | 64 | 70 | 81 | 100 | 103 | 92 |
| | 37% | 36% | 36% | 39% | 37% | 36% | 38% | 34% | 37% | 32% | 40% | 41% | 37% |
| | | | | | | | | | | | | i | |
| Owned outright by the household | 85 | 15 | 27 | 43 | 85 | 46 | 39 | 7 | 8 | 15 | 12 | 24 | 19 |
| | 6% | 4% | 5% | 9% | 6% | 7% | 6% | 4% | 4% | 6% | 5% | 9% | 8% |
| | | | | a | | | | | | | | gh | |
| Rented from Local Authority/ Housing Association/ Trust | 492 | 139 | 177 | 177 | 492 | 242 | 251 | 67 | 72 | 94 | 83 | 81 | 96 |
| | 36% | 37% | 35% | 35% | 36% | 35% | 36% | 36% | 38% | 38% | 33% | 32% | 38% |
| Rented from Private Landlord | 273 | 79 | 112 | 82 | 273 | 145 | 127 | 45 | 33 | 59 | 53 | 41 | 41 |
| | 20% | 21% | 22% | 16% | 20% | 21% | 19% | 24% | 18% | 23% | 21% | 16% | 16% |
| | | | c | | | | | kl | | | | | |
| Other | 11 | 7 | 2 | 2 | 11 | 6 | 5 | 3 | 4 | 2 | 1 | 1 | 1 |
| | 1% | 2% | *% | *% | 1% | 1% | 1% | 2% | 2% | 1% | *% | *% | *% |
| | | c | | | | | | | | | | | |
| Don't know | 4 | 1 | 1 | 1 | 4 | 1 | 3 | 1 | 1 | - | 1 | - | 1 |
| | *% | *% | *% | *% | *% | *% | *% | *% | *% | -% | 1% | -% | *% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|------|-----|--------|------|--------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Being bought on mortgage | 511 | 169 | 193 | 104 | 43 | 363 | 148 | 511 | 425 | 86 |
| | 37% | 60% | 46% | 36% | 11% | 52% | 22% | 37% | 35% | 48% |
| | | bcdefg | cdfg | df | | cdfg | d | df | | h |
| Owned outright by the household | 85 | 40 | 26 | 12 | 6 | 66 | 19 | 85 | 67 | 17 |
| | 6% | 14% | 6% | 4% | 2% | 9% | 3% | 6% | 6% | 10% |
| | | bcdefg | df | d | | cdfg | | df | | h |
| Rented from Local Authority/ Housing Association/ Trust | 492 | 31 | 115 | 99 | 248 | 146 | 347 | 492 | 452 | 40 |
| | 36% | 11% | 27% | 34% | 65% | 21% | 52% | 36% | 38% | 23% |
| | | | ae | ae | abcefg | a | abcefg | abe | i | |
| Rented from Private Landlord | 273 | 36 | 83 | 71 | 84 | 118 | 154 | 273 | 238 | 35 |
| | 20% | 13% | 20% | 24% | 22% | 17% | 23% | 20% | 20% | 20% |
| | | | a | ae | a | | ae | a | | |
| Other | 11 | 3 | 3 | 3 | 2 | 6 | 5 | 11 | 11 | - |
| | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | -% |
| Don't know | 4 | 1 | 1 | - | 1 | 3 | 1 | 4 | 4 | - |
| | *% | 1% | *% | -% | *% | *% | *% | *% | *% | -% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

Base : All parents

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| 2 | 101 | 19 | 40 | 43 | 101 | 47 | 55 | 6 | 12 | 18 | 22 | 22 | 20 |
| | 7% | 5% | 8% | 9% | 7% | 7% | 8% | 3% | 7% | 7% | 9% | 9% | 8% |
| | | | | a | | | | | | | g | g | g |
| 3 | 299 | 90 | 103 | 107 | 299 | 153 | 146 | 44 | 45 | 58 | 45 | 51 | 56 |
| | 22% | 24% | 21% | 21% | 22% | 22% | 21% | 24% | 24% | 23% | 18% | 20% | 22% |
| 4 | 517 | 147 | 190 | 179 | 517 | 256 | 260 | 72 | 75 | 94 | 96 | 90 | 89 |
| | 38% | 39% | 38% | 36% | 38% | 37% | 38% | 39% | 40% | 38% | 39% | 36% | 36% |
| 5-6 | 402 | 103 | 151 | 148 | 402 | 206 | 196 | 55 | 49 | 71 | 80 | 80 | 68 |
| | 29% | 28% | 30% | 30% | 29% | 30% | 28% | 29% | 26% | 28% | 32% | 32% | 27% |
| 7-9 | 53 | 16 | 15 | 22 | 53 | 24 | 29 | 9 | 7 | 8 | 7 | 6 | 16 |
| | 4% | 4% | 3% | 4% | 4% | 3% | 4% | 5% | 4% | 3% | 3% | 3% | 6% |
| | | | | | | | | | | | | | k |
| 10 or more | 2 | - | 1 | 1 | 2 | 1 | 1 | - | - | 1 | - | - | 1 |
| | *% | -% | *% | *% | *% | *% | *% | -% | -% | *% | -% | -% | *% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

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.

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

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| 2 | 101 | 15 | 31 | 13 | 43 | 46 | 56 | 101 | 97 | 4 |
| | 7% | 5% | 7% | 4% | 11% | 7% | 8% | 7% | 8% | 2% |
| | | | | | aceg | | c | | i | |
| 3 | 299 | 49 | 106 | 51 | 93 | 155 | 144 | 299 | 272 | 27 |
| | 22% | 18% | 25% | 18% | 24% | 22% | 21% | 22% | 23% | 15% |
| | | | ac | | a | | | | i | |
| 4 | 517 | 139 | 166 | 112 | 100 | 304 | 212 | 517 | 428 | 89 |
| | 38% | 49% | 39% | 39% | 26% | 43% | 32% | 38% | 36% | 50% |
| | | bcdfg | df | df | | dfg | | df | | h |
| 5-6 | 402 | 72 | 108 | 100 | 123 | 180 | 222 | 402 | 346 | 56 |
| | 29% | 26% | 26% | 35% | 32% | 26% | 33% | 29% | 29% | 31% |
| | | | | abe | e | | abe | | | |
| 7-9 | 53 | 4 | 10 | 13 | 26 | 14 | 39 | 53 | 50 | 3 |
| | 4% | 1% | 2% | 4% | 7% | 2% | 6% | 4% | 4% | 2% |
| | | | | ae | abeg | | abe | ae | | |
| 10 or more | 2 | 1 | 1 | - | - | 2 | - | 2 | 2 | - |
| | *% | *% | *% | -% | -% | *% | -% | *% | *% | -% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 221

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

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| None | 6 | 1 | 1 | 5 | 6 | 1 | 5 | - | 1 | - | 1 | 1 | 3 |
| | % | % | % | 1% | % | % | 1% | -% | % | -% | 1% | 1% | 1% |
| 1 | 441 | 103 | 135 | 203 | 441 | 231 | 210 | 53 | 50 | 62 | 74 | 116 | 86 |
| | 32% | 28% | 27% | 41% | 32% | 34% | 31% | 28% | 27% | 25% | 29% | 47% | 35% |
| | | | | abd | b | | | | | | | ghijl | i |
| 2 | 574 | 170 | 229 | 176 | 574 | 284 | 290 | 82 | 88 | 118 | 111 | 85 | 91 |
| | 42% | 45% | 46% | 35% | 42% | 41% | 42% | 44% | 47% | 47% | 44% | 34% | 36% |
| | | c | c | | c | | | k | kl | kl | k | | |
| 3 | 233 | 73 | 93 | 67 | 233 | 121 | 112 | 41 | 32 | 52 | 41 | 28 | 39 |
| | 17% | 19% | 19% | 13% | 17% | 18% | 16% | 22% | 17% | 21% | 16% | 11% | 16% |
| | | c | c | | | | | k | | k | | | |
| 4 | 77 | 17 | 26 | 34 | 77 | 31 | 46 | 5 | 12 | 11 | 15 | 15 | 19 |
| | 6% | 5% | 5% | 7% | 6% | 5% | 7% | 3% | 6% | 4% | 6% | 6% | 7% |
| | | | | | | | | | | | | | g |
| 5 or more | 43 | 11 | 16 | 16 | 43 | 18 | 25 | 6 | 5 | 8 | 8 | 4 | 12 |
| | 3% | 3% | 3% | 3% | 3% | 3% | 4% | 3% | 3% | 3% | 3% | 2% | 5% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 221

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----------|------------|--------------|-------------|-------------|-----------|----------|----------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| None | 6 | 2 | 3 | - | 1 | 5 | 1 | 6 | 6 | - |
| | *% | 1% | 1% | -% | *% | 1% | *% | *% | 1% | -% |
| 1 | 441 | 93 | 145 | 88 | 116 | 237 | 204 | 441 | 400 | 41 |
| | 32% | 33% | 34% | 30% | 30% | 34% | 30% | 32% | 33% i | 23% |
| 2 | 574 | 141 | 191 | 113 | 130 | 332 | 243 | 574 | 491 | 84 |
| | 42% | 50% cdfg | 45% df | 39% | 34% | 47% cdfg | 36% | 42% df | 41% | 47% |
| 3 | 233 | 31 | 62 | 62 | 77 | 93 | 140 | 233 | 184 | 49 |
| | 17% | 11% | 15% | 22% abe | 20% abe | 13% | 21% abeg | 17% ae | 15% | 27% h |
| 4 | 77 | 13 | 12 | 16 | 37 | 24 | 53 | 77 | 74 | 3 |
| | 6% | 4% | 3% | 5% | 10% abceg | 3% | 8% be | 6% be | 6% i | 2% |
| 5 or more | 43 | 1 | 9 | 10 | 22 | 11 | 32 | 43 | 41 | 2 |
| | 3% | *% | 2% | 3% a | 6% abeg | 2% | 5% abe | 3% ae | 3% | 1% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 222

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Under 1 | 68 | 32 | 23 | 12 | 68 | 32 | 36 | 14 | 18 | 13 | 10 | 4 | 8 |
| | 5% | 9% | 5% | 2% | 5% | 5% | 5% | 8% | 9% | 5% | 4% | 2% | 3% |
| | | bcd | | | c | | | k | jkl | k | | | |
| Aged 1 | 43 | 15 | 19 | 8 | 43 | 19 | 24 | 8 | 8 | 9 | 10 | 2 | 6 |
| | 3% | 4% | 4% | 2% | 3% | 3% | 3% | 4% | 4% | 4% | 4% | 1% | 2% |
| | | c | | | | | | k | k | | k | | |
| Aged 2 | 121 | 72 | 34 | 14 | 121 | 59 | 62 | 33 | 39 | 20 | 14 | 6 | 8 |
| | 9% | 19% | 7% | 3% | 9% | 9% | 9% | 18% | 21% | 8% | 6% | 3% | 3% |
| | | bcd | c | | c | | | ijkl | ijkl | kl | | | |
| Aged 3 | 78 | 37 | 26 | 15 | 78 | 36 | 42 | 18 | 19 | 11 | 16 | 7 | 8 |
| | 6% | 10% | 5% | 3% | 6% | 5% | 6% | 10% | 10% | 4% | 6% | 3% | 3% |
| | | bcd | | | c | | | ikl | ikl | | | | |
| Aged 4 | 77 | 27 | 31 | 20 | 77 | 41 | 36 | 16 | 11 | 17 | 14 | 8 | 11 |
| | 6% | 7% | 6% | 4% | 6% | 6% | 5% | 9% | 6% | 7% | 6% | 3% | 4% |
| | | c | | | | | | k | | | | | |
| Aged 5 | 148 | 83 | 39 | 25 | 148 | 78 | 70 | 46 | 37 | 22 | 17 | 10 | 16 |
| | 11% | 22% | 8% | 5% | 11% | 11% | 10% | 25% | 20% | 9% | 7% | 4% | 6% |
| | | bcd | | | c | | | ijkl | ijkl | k | | | |
| Aged 6 | 144 | 76 | 45 | 23 | 144 | 72 | 72 | 39 | 36 | 23 | 22 | 10 | 13 |
| | 10% | 20% | 9% | 5% | 10% | 10% | 10% | 21% | 19% | 9% | 9% | 4% | 5% |
| | | bcd | c | | c | | | ijkl | ijkl | k | k | | |
| Aged 7 | 189 | 79 | 69 | 42 | 189 | 89 | 100 | 38 | 40 | 35 | 34 | 16 | 26 |
| | 14% | 21% | 14% | 8% | 14% | 13% | 15% | 21% | 21% | 14% | 14% | 6% | 10% |
| | | bcd | c | | c | | | kl | ijkl | k | k | | |
| Aged 8 | 166 | 30 | 97 | 39 | 166 | 77 | 89 | 13 | 17 | 48 | 49 | 16 | 23 |
| | 12% | 8% | 19% | 8% | 12% | 11% | 13% | 7% | 9% | 19% | 20% | 6% | 9% |
| | | | acd | | ac | | | | | ghkl | ghkl | | |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 222

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

| | CHILD'S AGE | | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------------|-----|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | Total | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Aged 9 | 166 | 37 | 83 | 47 | 166 | 77 | 89 | 16 | 21 | 43 | 40 | 18 | 29 |
| | 12% | 10% | 17% | 9% | 12% | 11% | 13% | 9% | 11% | 17% | 16% | 7% | 11% |
| | | | acd | | | | | | | gk | gk | | |
| Aged 10 | 153 | 24 | 79 | 50 | 153 | 79 | 74 | 11 | 12 | 43 | 36 | 25 | 25 |
| | 11% | 6% | 16% | 10% | 11% | 12% | 11% | 6% | 7% | 17% | 15% | 10% | 10% |
| | | | acd | | a | | | | | ghkl | gh | | |
| Aged 11 | 150 | 19 | 79 | 52 | 150 | 81 | 69 | 6 | 13 | 52 | 26 | 22 | 30 |
| | 11% | 5% | 16% | 10% | 11% | 12% | 10% | 3% | 7% | 21% | 11% | 9% | 12% |
| | | | acd | a | a | | | | | ghijkl | g | g | g |
| Aged 12 | 148 | 15 | 40 | 93 | 148 | 66 | 81 | 11 | 5 | 16 | 23 | 39 | 53 |
| | 11% | 4% | 8% | 19% | 11% | 10% | 12% | 6% | 3% | 7% | 9% | 16% | 21% |
| | | | a | abd | a | | | | | h | h | ghij | ghij |
| Aged 13 | 103 | 12 | 26 | 65 | 103 | 45 | 58 | 8 | 4 | 13 | 13 | 24 | 41 |
| | 7% | 3% | 5% | 13% | 7% | 7% | 8% | 4% | 2% | 5% | 5% | 9% | 16% |
| | | | | abd | a | | | | | | | gh | ghijk |
| Aged 14 | 118 | 13 | 33 | 72 | 118 | 50 | 68 | 4 | 8 | 13 | 20 | 33 | 39 |
| | 9% | 3% | 7% | 14% | 9% | 7% | 10% | 2% | 4% | 5% | 8% | 13% | 16% |
| | | | a | abd | a | | | | | | g | ghi | ghij |
| Aged 15 | 103 | 8 | 33 | 61 | 103 | 52 | 51 | 4 | 4 | 19 | 15 | 29 | 32 |
| | 7% | 2% | 7% | 12% | 7% | 8% | 7% | 2% | 2% | 7% | 6% | 12% | 13% |
| | | | a | abd | a | | | | | gh | | ghj | ghj |
| Aged 16 | 44 | 9 | 19 | 16 | 44 | 17 | 27 | 4 | 5 | 9 | 10 | 4 | 12 |
| | 3% | 2% | 4% | 3% | 3% | 2% | 4% | 2% | 3% | 4% | 4% | 2% | 5% |
| Refused | 16 | 4 | 4 | 8 | 16 | 9 | 8 | 2 | 2 | 3 | 1 | 4 | 5 |
| | 1% | 1% | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | 2% | 2% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 222

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|-------------------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| ANY YOUNGER SIBLINGS AT HOME | 682 | 170 | 256 | 256 | 682 | 330 | 353 | 84 | 86 | 129 | 127 | 116 | 140 |
| | 50% | 45% | 51% | 51% | 50% | 48% | 51% | 45% | 46% | 51% | 51% | 47% | 56% |
| | | | | | | | | | | | | | ghk |
| NO YOUNGER SIBLINGS AT HOME | 693 | 205 | 244 | 244 | 693 | 358 | 335 | 103 | 102 | 122 | 123 | 133 | 110 |
| | 50% | 55% | 49% | 49% | 50% | 52% | 49% | 55% | 54% | 49% | 49% | 53% | 44% |
| | | | | | | | | l | l | | | l | |
| ANY OLDER SIBLINGS AT HOME | 352 | 134 | 157 | 61 | 352 | 173 | 179 | 69 | 66 | 83 | 74 | 22 | 39 |
| | 26% | 36% | 31% | 12% | 26% | 25% | 26% | 37% | 35% | 33% | 30% | 9% | 16% |
| | | cd | cd | | c | | | kl | kl | kl | kl | | k |
| NO OLDER SIBLINGS AT HOME | 1023 | 241 | 343 | 439 | 1023 | 514 | 509 | 119 | 122 | 168 | 175 | 228 | 211 |
| | 74% | 64% | 69% | 88% | 74% | 75% | 74% | 63% | 65% | 67% | 70% | 91% | 84% |
| | | | | abd | ab | | | | | | | ghijl | ghij |
| ONLY CHILD WITH NO SIBLINGS AT HOME | 441 | 103 | 135 | 203 | 441 | 231 | 210 | 53 | 50 | 62 | 74 | 116 | 86 |
| | 32% | 28% | 27% | 41% | 32% | 34% | 31% | 28% | 27% | 25% | 29% | 47% | 35% |
| | | | | abd | b | | | | | | ghijl | | i |
| NO CHILDREN LIVE AT HOME | 6 | 1 | 1 | 5 | 6 | 1 | 5 | - | 1 | - | 1 | 1 | 3 |
| | *% | *% | *% | 1% | *% | *% | 1% | -% | *% | -% | 1% | 1% | 1% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 222

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|------------|--------------|-----------|-----------|-----------|-----------|-----------|------------|------------|-----------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Under 1 | 68 5% | 6 2% | 13 3% | 15 5% | 34 9% | 19 3% | 49 7% | 68 5% | 56 5% | 12 6% |
| | | | | | abeg | | abeg | ae | | |
| Aged 1 | 43 3% | 9 3% | 6 1% | 14 5% | 14 4% | 14 2% | 28 4% | 43 3% | 38 3% | 4 2% |
| | | | | be | b | | be | b | | |
| Aged 2 | 121 9% | 15 5% | 34 8% | 28 10% | 44 11% | 49 7% | 71 11% | 121 9% | 107 9% | 14 8% |
| | | | | ae | ae | | ae | | | |
| Aged 3 | 78 6% | 10 3% | 21 5% | 20 7% | 27 7% | 31 4% | 47 7% | 78 6% | 63 5% | 15 8% |
| | | | | | | | ae | | | |
| Aged 4 | 77 6% | 7 2% | 18 4% | 20 7% | 33 9% | 25 4% | 53 8% | 77 6% | 61 5% | 17 9% |
| | | | | ae | abeg | | abe | ae | | h |
| Aged 5 | 148 11% | 24 8% | 45 11% | 29 10% | 50 13% | 69 10% | 79 12% | 148 11% | 127 11% | 20 11% |
| Aged 6 | 144 10% | 24 9% | 53 13% | 29 10% | 38 10% | 77 11% | 67 10% | 144 10% | 124 10% | 21 12% |
| Aged 7 | 189 14% | 42 15% | 52 12% | 41 14% | 54 14% | 93 13% | 96 14% | 189 14% | 163 14% | 26 15% |
| Aged 8 | 166 12% | 37 13% | 49 12% | 36 12% | 45 12% | 86 12% | 81 12% | 166 12% | 145 12% | 22 12% |
| Aged 9 | 166 12% | 36 13% | 48 11% | 28 10% | 54 14% | 84 12% | 83 12% | 166 12% | 151 13% | 16 9% |
| Aged 10 | 153 11% | 29 10% | 55 13% | 32 11% | 37 10% | 84 12% | 69 10% | 153 11% | 128 11% | 25 14% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 222

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|------------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Aged 11 | 150 | 22 | 37 | 36 | 54 | 59 | 91 | 150 | 130 | 20 |
| | 11% | 8% | 9% | 12% | 14% | 8% | 13% | 11% | 11% | 11% |
| | | | | | abe | | abe | | | |
| Aged 12 | 148 | 26 | 38 | 33 | 50 | 65 | 83 | 148 | 134 | 14 |
| | 11% | 9% | 9% | 11% | 13% | 9% | 12% | 11% | 11% | 8% |
| Aged 13 | 103 | 18 | 35 | 24 | 26 | 52 | 50 | 103 | 85 | 18 |
| | 7% | 6% | 8% | 8% | 7% | 7% | 7% | 7% | 7% | 10% |
| Aged 14 | 118 | 25 | 31 | 23 | 39 | 56 | 62 | 118 | 106 | 11 |
| | 9% | 9% | 7% | 8% | 10% | 8% | 9% | 9% | 9% | 6% |
| Aged 15 | 103 | 22 | 29 | 19 | 33 | 51 | 52 | 103 | 92 | 10 |
| | 7% | 8% | 7% | 6% | 9% | 7% | 8% | 7% | 8% | 6% |
| Aged 16 | 44 | 3 | 13 | 10 | 18 | 16 | 28 | 44 | 39 | 4 |
| | 3% | 1% | 3% | 4% | 5% | 2% | 4% | 3% | 3% | 2% |
| | | | | | ae | | a | | | |
| Refused | 16 | 3 | 3 | 5 | 6 | 6 | 11 | 16 | 16 | - |
| | 1% | 1% | 1% | 2% | 1% | 1% | 2% | 1% | 1% | -% |
| ANY YOUNGER SIBLINGS AT HOME | 682 | 133 | 196 | 145 | 208 | 330 | 353 | 682 | 577 | 105 |
| | 50% | 48% | 47% | 50% | 54% | 47% | 52% | 50% | 48% | 59% |
| | | | | | be | | | | | h |
| NO YOUNGER SIBLINGS AT HOME | 693 | 147 | 226 | 144 | 177 | 372 | 321 | 693 | 619 | 74 |
| | 50% | 52% | 53% | 50% | 46% | 53% | 48% | 50% | 52% | 41% |
| | | | d | | | d | | | i | |
| ANY OLDER SIBLINGS AT HOME | 352 | 60 | 106 | 75 | 112 | 166 | 186 | 352 | 308 | 45 |
| | 26% | 21% | 25% | 26% | 29% | 24% | 28% | 26% | 26% | 25% |
| | | | | | a | | a | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 222

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|-------------------------------------|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| NO OLDER SIBLINGS AT HOME | 1023 | 220 | 316 | 214 | 273 | 536 | 487 | 1023 | 889 | 134 |
| | 74% | 79% df | 75% | 74% | 71% | 76% | 72% | 74% | 74% | 75% |
| ONLY CHILD WITH NO SIBLINGS AT HOME | 441 | 93 | 145 | 88 | 116 | 237 | 204 | 441 | 400 | 41 |
| | 32% | 33% | 34% | 30% | 30% | 34% | 30% | 32% | 33% i | 23% |
| NO CHILDREN LIVE AT HOME | 6 | 2 | 3 | - | 1 | 5 | 1 | 6 | 6 | - |
| | *% | 1% | 1% | -% | *% | 1% | *% | *% | 1% | -% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 223

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|--|------------|-----------------|---------------|-------------------|-----------------|----------------|------------|------------------------|---------------|---------------|---------------|-------------------|-------------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Your husband/ wife/ partner - CHILD'S PARENT | 940 68% | 270 72% c | 342 68% | 328 66% | 940 68% | 476 69% | 465 68% | 145 77% hikl | 125 67% | 167 67% | 175 70% | 164 66% | 164 66% |
| Your husband/ wife/ partner - NOT CHILD'S PARENT | 66 5% | 8 2% | 27 5% a | 31 6% a | 66 5% a | 34 5% | 32 5% | 3 1% | 6 3% | 12 5% g | 15 6% g | 19 8% gh | 11 5% |
| Your Mother/ Father/ Stepmother/ Stepfather/ Partner of Father/ Partner of Mother | 34 2% | 11 3% | 12 2% | 11 2% | 34 2% | 18 3% | 16 2% | 6 3% | 5 2% | 7 3% | 4 2% | 5 2% | 7 3% |
| Your Brothers/ Sisters/ Stepbrothers/ Stepsisters | 32 2% | 6 2% | 14 3% | 12 2% | 32 2% | 18 3% | 15 2% | 3 2% | 3 2% | 3 1% | 11 4% l | 11 5% il | 1 *% |
| Your Child/ children aged 16 and over | 214 16% | 33 9% | 60 12% | 121 24% abd | 214 16% a | 106 15% | 108 16% | 18 10% | 15 8% | 29 11% | 31 12% | 59 24% ghij | 62 25% ghij |
| Other relative of yours | 27 2% | 12 3% c | 9 2% | 5 1% | 27 2% | 11 2% | 16 2% | 5 3% | 8 4% kl | 3 1% | 6 2% | 3 1% | 2 1% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 223

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Friend/ other person not related to you | 13 | 6 | 3 | 5 | 13 | 10 | 3 | 5 | 1 | 1 | 1 | 4 | 1 |
| | 1% | 2% | 1% | 1% | 1% | 1% | *% | 3% | *% | *% | 1% | 1% | *% |
| None - I am the only adult in the household | 249 | 68 | 96 | 85 | 249 | 120 | 129 | 25 | 43 | 53 | 43 | 42 | 43 |
| | 18% | 18% | 19% | 17% | 18% | 18% | 19% | 14% | 23% | 21% | 17% | 17% | 17% |
| | | | | | | | | 9 | 9 | 9 | | | |
| Refused | 5 | 1 | 2 | 3 | 5 | 4 | 1 | - | 1 | 2 | - | 3 | - |
| | *% | *% | *% | 1% | *% | 1% | *% | -% | 1% | 1% | -% | 1% | -% |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 223

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Your husband/ wife/ partner - CHILD'S PARENT | 940 | 230 | 310 | 220 | 180 | 540 | 400 | 940 | 802 | 138 |
| | 68% | 82% | 73% | 76% | 47% | 77% | 59% | 68% | 67% | 77% |
| | | bdfg | df | dfg | | dfg | d | df | | h |
| Your husband/ wife/ partner - NOT CHILD'S PARENT | 66 | 14 | 18 | 20 | 14 | 32 | 34 | 66 | 57 | 9 |
| | 5% | 5% | 4% | 7% | 4% | 5% | 5% | 5% | 5% | 5% |
| Your Mother/ Father/ Stepmother/ Stepfather/ Partner of Father/ Partner of Mother | 34 | 6 | 10 | 11 | 7 | 16 | 18 | 34 | 29 | 5 |
| | 2% | 2% | 2% | 4% | 2% | 2% | 3% | 2% | 2% | 3% |
| Your Brothers/ Sisters/ Stepbrothers/ Stepsisters | 32 | 8 | 10 | 9 | 4 | 19 | 14 | 32 | 29 | 3 |
| | 2% | 3% | 2% | 3% | 1% | 3% | 2% | 2% | 2% | 2% |
| Your Child/ children aged 16 and over | 214 | 46 | 54 | 45 | 69 | 100 | 114 | 214 | 192 | 22 |
| | 16% | 16% | 13% | 16% | 18% | 14% | 17% | 16% | 16% | 13% |
| | | | | b | | | | | | |
| Other relative of yours | 27 | 7 | 6 | 3 | 10 | 13 | 14 | 27 | 25 | 2 |
| | 2% | 2% | 2% | 1% | 3% | 2% | 2% | 2% | 2% | 1% |
| Friend/ other person not related to you | 13 | 4 | 2 | 2 | 4 | 7 | 7 | 13 | 12 | 1 |
| | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 1% | *% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 223

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|-----|--------|------|-------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| None - I am the only adult in the household | 249 | 22 | 63 | 29 | 135 | 86 | 163 | 249 | 227 | 22 |
| | 18% | 8% | 15% | 10% | 35% | 12% | 24% | 18% | 19% | 13% |
| | | | a | | abcefg | | abceg | ace | | |
| Refused | 5 | - | 2 | 1 | 2 | 2 | 3 | 5 | 5 | - |
| | *% | -% | *% | *% | 1% | *% | *% | *% | *% | -% |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 224

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) Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All parents

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|------------|----------------|------------|-----------------|------------|----------------|------------|------------------------|----------------|------------|----------------|------------|------------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Up to £199 per week/ £10,399 per year | 78 6% | 23 6% | 25 5% | 31 6% | 78 6% | 34 5% | 45 7% | 10 5% | 13 7% | 12 5% | 13 5% | 12 5% | 19 8% |
| From £200 to £299 per week/ £10,400 to £15,599 per year | 121 9% | 44 12% c | 42 8% | 36 7% | 121 9% | 67 10% | 54 8% | 22 12% l | 21 11% l | 23 9% | 18 7% | 21 9% | 14 6% |
| From £300 to £499 per week/ £15,600 to £25,999 per year | 157 11% | 44 12% | 57 11% | 56 11% | 157 11% | 78 11% | 79 12% | 22 12% | 21 11% | 31 13% | 26 10% | 24 10% | 32 13% |
| From £500 to £699 per week/ £26,000 to £36,399 per year | 185 13% | 57 15% c | 74 15% | 54 11% | 185 13% | 93 13% | 93 13% | 31 17% l | 26 14% | 32 13% | 42 17% l | 29 12% | 24 10% |
| From £700 to £999 per week/ £36,400 to £51,999 per year | 137 10% | 34 9% | 57 11% | 45 9% | 137 10% | 66 10% | 71 10% | 15 8% | 18 10% | 30 12% | 28 11% | 21 8% | 24 10% |
| £1,000 and above per week/ £52,000 and above per year | 89 6% | 27 7% | 26 5% | 36 7% | 89 6% | 49 7% | 41 6% | 13 7% | 14 8% | 13 5% | 13 5% | 22 9% | 14 6% |
| Don't know/ Refused | 607 44% | 146 39% | 219 44% | 242 48% a | 607 44% | 301 44% | 305 44% | 73 39% | 73 39% | 109 43% | 110 44% | 120 48% | 122 49% gh |
| Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l | | | | | | | | | | | | | |

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 224

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) Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All parents

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|------------|--------------|------------|------------|------------|------------|------------|------------|------------|-----------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Up to £199 per week/ £10,399 per year | 78 6% | 2 1% | 9 2% | 7 2% | 61 16% | 10 1% | 68 10% | 78 6% | 67 6% | 12 7% |
| | | | | | abcefg | | abceg | abce | | |
| From £200 to £299 per week/ £10,400 to £15,599 per year | 121 9% | 2 1% | 15 4% | 16 5% | 89 23% | 17 2% | 104 15% | 121 9% | 107 9% | 14 8% |
| | | | a | ae | abcefg | | abceg | abe | | |
| From £300 to £499 per week/ £15,600 to £25,999 per year | 157 11% | 8 3% | 49 12% | 31 11% | 69 18% | 57 8% | 101 15% | 157 11% | 143 12% | 14 8% |
| | | | a | a | abceg | a | aeg | ae | | |
| From £500 to £699 per week/ £26,000 to £36,399 per year | 185 13% | 37 13% | 76 18% | 57 20% | 15 4% | 113 16% | 73 11% | 185 13% | 168 14% | 18 10% |
| | | d | dfg | adfg | | df | d | d | | |
| From £700 to £999 per week/ £36,400 to £51,999 per year | 137 10% | 54 19% | 53 13% | 26 9% | 3 1% | 108 15% | 29 4% | 137 10% | 116 10% | 21 12% |
| | | bcdfg | df | df | | cdfg | d | df | | |
| £1,000 and above per week/ £52,000 and above per year | 89 6% | 54 19% | 26 6% | 8 3% | 1 * | 80 11% | 9 1% | 89 6% | 68 6% | 21 12% |
| | | bcdg | cdf | d | | bcdg | | cdf | | h |
| Don't know/ Refused | 607 44% | 124 44% | 194 46% | 144 50% | 146 38% | 318 45% | 289 43% | 607 44% | 528 44% | 79 44% |
| | | | d | d | | d | | d | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 225

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 AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---------------------------|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Male | 315 | 86 | 121 | 109 | 315 | 194 | 121 | 50 | 36 | 72 | 48 | 72 | 37 |
| | 23% | 23% | 24% | 22% | 23% | 28% | 18% | 27% | 19% | 29% | 19% | 29% | 15% |
| | | | | | | f | | l | | hjl | | hjl | |
| Female | 1060 | 289 | 379 | 391 | 1060 | 494 | 566 | 138 | 151 | 178 | 201 | 178 | 214 |
| | 77% | 77% | 76% | 78% | 77% | 72% | 82% | 73% | 81% | 71% | 81% | 71% | 85% |
| | | | | | | e | | | ik | | ik | | gik |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 225

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

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---------------------------|-------|--------------|-----|-----|-------|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Male | 315 | 73 | 103 | 74 | 64 | 177 | 138 | 315 | 276 | 39 |
| | 23% | 26% | 25% | 26% | 17% | 25% | 21% | 23% | 23% | 22% |
| | | d | d | d | | df | | d | | |
| Female | 1060 | 207 | 318 | 215 | 320 | 525 | 535 | 1060 | 921 | 139 |
| | 77% | 74% | 75% | 74% | 83% | 75% | 79% | 77% | 77% | 78% |
| | | | | | abceg | | e | | | |

Columns Tested: a,b,c,d,e,f,g - h,i

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 226

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.

QP90. WAS THE CHILD'S PARENT PRESENT DURING THE CHILD'S INTERVIEW? (SINGLE CODE)

Base : All parents of children aged 5-15

| | Total | CHILD'S AGE | | | | CHILD'S GENDER | | CHILD'S AGE AND GENDER | | | | | |
|---|-------|-------------|------|-------|----------|----------------|--------|------------------------|------------|-----------|-------------|------------|--------------|
| | | 5-7 | 8-11 | 12-15 | ALL 5-15 | MALE | FEMALE | MALE 5-7 | FEMALE 5-7 | MALE 8-11 | FEMALE 8-11 | MALE 12-15 | FEMALE 12-15 |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i | j | k | l |
| Unweighted total | 1388 | 412 | 497 | 479 | 1388 | 696 | 692 | 201 | 211 | 255 | 242 | 240 | 239 |
| Effective Weighted Sample | 1304 | 394 | 461 | 454 | 1304 | 657 | 647 | 193 | 202 | 238 | 224 | 228 | 226 |
| Total | 1375 | 375 | 500 | 500 | 1375 | 688 | 687 | 187 | 188 | 250 | 250 | 250 | 250 |
| Yes, they answered for the child/ influenced the response as the interview was taking place | 131 | 51 | 45 | 35 | 131 | 66 | 66 | 30 | 21 | 23 | 22 | 13 | 23 |
| | 10% | 13% | 9% | 7% | 10% | 10% | 10% | 16% | 11% | 9% | 9% | 5% | 9% |
| | | bcd | | | | | | ijkl | k | | | | |
| Yes, they commented or helped the child but did not influence the response | 471 | 145 | 189 | 136 | 471 | 247 | 224 | 78 | 68 | 96 | 93 | 73 | 63 |
| | 34% | 39% | 38% | 27% | 34% | 36% | 33% | 41% | 36% | 38% | 37% | 29% | 25% |
| | | c | c | | c | | | kl | l | kl | l | | |
| Yes, but they did not interfere with the interview | 648 | 153 | 238 | 257 | 648 | 313 | 335 | 69 | 85 | 117 | 121 | 127 | 130 |
| | 47% | 41% | 48% | 51% | 47% | 45% | 49% | 37% | 45% | 47% | 48% | 51% | 52% |
| | | | | a | a | | | | | g | g | g | g |
| No, they were not present | 125 | 26 | 28 | 71 | 125 | 63 | 62 | 11 | 15 | 14 | 13 | 37 | 34 |
| | 9% | 7% | 6% | 14% | 9% | 9% | 9% | 6% | 8% | 6% | 5% | 15% | 14% |
| | | | | abd | b | | | | | | ghij | ghij | gij |

Columns Tested: a,b,c,d - e,f - g,h,i,j,k,l

OFCOM MEDIA LITERACY TRACKER 2017 - CHILDREN AGED 5-15 AND PARENTS - 24th April to 13th June 2017.

Table 226

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.

QP90. WAS THE CHILD'S PARENT PRESENT DURING THE CHILD'S INTERVIEW? (SINGLE CODE)

Base : All parents of children aged 5-15

| | | SOCIAL GRADE | | | | | | | LOCATION | |
|---|-------|--------------|-----|-----|-----|------|------|------|----------|-------|
| | Total | AB | C1 | C2 | DE | ABC1 | C2DE | ALL | URBAN | RURAL |
| Significance Level: 95% | | a | b | c | d | e | f | g | h | i |
| Unweighted total | 1388 | 293 | 444 | 284 | 367 | 737 | 651 | 1388 | 1216 | 172 |
| Effective Weighted Sample | 1304 | 277 | 418 | 268 | 344 | 695 | 612 | 1304 | 1146 | 159 |
| Total | 1375 | 280 | 422 | 289 | 384 | 702 | 673 | 1375 | 1196 | 179 |
| Yes, they answered for the child/ influenced the response as the interview was taking place | 131 | 17 | 36 | 32 | 47 | 53 | 78 | 131 | 107 | 24 |
| | 10% | 6% | 8% | 11% | 12% | 8% | 12% | 10% | 9% | 13% |
| | | | | a | ae | | ae | | | |
| Yes, they commented or helped the child but did not influence the response | 471 | 93 | 142 | 98 | 138 | 235 | 236 | 471 | 403 | 68 |
| | 34% | 33% | 34% | 34% | 36% | 33% | 35% | 34% | 34% | 38% |
| Yes, but they did not interfere with the interview | 648 | 152 | 199 | 136 | 160 | 351 | 297 | 648 | 578 | 70 |
| | 47% | 54% | 47% | 47% | 42% | 50% | 44% | 47% | 48% | 39% |
| | | dfg | | | | df | | | i | |
| No, they were not present | 125 | 17 | 46 | 23 | 39 | 63 | 62 | 125 | 108 | 17 |
| | 9% | 6% | 11% | 8% | 10% | 9% | 9% | 9% | 9% | 10% |
| | | | a | | | | | | | |

Columns Tested: a,b,c,d,e,f,g - h,i