

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 24th April to 13th June 2017.

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Base : Parents whose child ever plays games	
QP66A-B HOURS SPENT PLAYING GAMES IN A TYPICAL SCHOOL WEEK AND WEEKEND (SINGLE CODE)	150
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)	151
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?	153
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)	154
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.	155
Base : Parents whose child ever plays games on a handheld games console or a games console connected to a TV	
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Base : Parents whose child ever plays games online	
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Base : Parents whose child ever plays games	
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Base : Parents whose child ever plays games	
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Base : Parents whose child ever plays games	
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Base : All parents	
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Base : All parents	
QP76. (SHOWCARD) Which of these groups best describes your child? (SINGLE CODE)	164
Base : All parents	
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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)	168
Base : All parents	

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Base : All parents	
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Base : All parents	
QP81. (SHOWCARD) And which of these options applies to your home? (SINGLE CODE)	171
Base : All parents	
QP82 How many people are there in your household in total (including yourself)? (SINGLE CODE).....	172
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)	173
Base : All parents	
QP84. What are the ages of the other children aged under 16 living at home with you? (MULTI CODE).....	174
Base : All parents	
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Base : All parents	
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Base : All parents	
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Base : All parents	

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Table 1

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

REGION/ NATION

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
London	37 15%	17 14%	20 16%	23 19% d	15 11%
South East	33 13%	16 13%	17 14%	19 16% d	14 11%
South West	17 7%	8 7%	9 7%	8 7%	8 6%
Eastern	24 10%	11 9%	13 10%	15 13% d	9 7%
East Midlands	18 7%	10 8%	9 7%	6 5%	12 9% c
West Midlands	24 10%	13 10%	11 9%	12 10%	12 10%
Wales	10 4%	5 4%	5 4%	4 3%	6 5%
Yorkshire & Humber	21 8%	10 8%	11 8%	6 5%	15 11% c
North East	9 4%	5 4%	5 4%	4 4%	5 4%
North West	28 11%	16 12%	13 10%	12 10%	16 13%
Scotland	23 9%	11 9%	11 9%	8 7%	15 11% c

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Northern Ireland	5	3	2	3	2
	2%	2%	2%	2%	2%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Urban	218 87%	109 87%	109 87%	104 87%	113 87%
Rural	32 13%	16 13%	16 13%	16 13%	16 13%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
England	212 85%	106 85%	106 85%	106 88% d	106 82%
Scotland	23 9%	11 9%	11 9%	8 7%	15 11% c
Wales	10 4%	5 4%	5 4%	4 3%	6 5%
Northern Ireland	5 2%	3 2%	2 2%	3 2%	2 2%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Age 3	125	64	61	65	60
	50%	51%	49%	54%	46%
				d	
Age 4	125	61	64	55	70
	50%	49%	51%	46%	54%
				c	
SUMMARY					
AGED 3-4	250	125	125	120	130
	100%	100%	100%	100%	100%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Male	125	125	-	60	65
	50%	100%	-%	50%	50%
		b			
Female	125	-	125	60	65
	50%	-%	100%	50%	50%
			a		

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
MALE 3-4	125	125	-	60	65
	50%	100%	-%	50%	50%
		b			
FEMALE 3-4	125	-	125	60	65
	50%	-%	100%	50%	50%
			a		

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
A	3 1%	2 2%	1 1%	3 3% d	- -%
B	47 19%	22 18%	25 20%	47 39% d	- -%
C1	70 28%	36 29%	34 27%	70 58% d	- -%
C2	52 21%	22 18%	30 24% a	- -%	52 40% c
D	35 14%	18 14%	17 14%	- -%	35 27% c
E	42 17%	25 20% b	17 14%	- -%	42 32% c
SUMMARY					
AB	50 20%	24 19%	26 21%	50 42% d	- -%
DE	77 31%	43 34%	35 28%	- -%	77 60% c
ABC1	120 48%	60 48%	60 48%	120 100% d	- -%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
C2DE	130	65	65	-	130
	52%	52%	52%	-%	100%
					c

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Child has their own one	5 2%	* *%	4 3% a	1 1%	3 3%
Household has & child makes use of	111 44%	59 47%	52 41%	64 54% d	47 36%
Household has but child does not use	25 10%	15 12%	10 8%	11 9%	14 10%
Do not have in the household	110 44%	51 41%	59 47%	43 36%	66 51% c

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Child has their own one	45 18%	24 19%	21 17%	14 12%	31 24% c
Household has & child makes use of	120 48%	58 46%	62 49%	57 47%	63 49%
Household has but child does not use	20 8%	10 8%	10 8%	10 8%	9 7%
Do not have in the household	64 26%	32 25%	33 26%	39 32% d	26 20%
Don't know	1 *%	1 1%	* *0%	1 1%	* *0%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Child has their own one	7 3%	3 2%	4 3%	2 2%	5 4%
Household has & child makes use of	106 43%	54 43%	52 42%	57 48%	49 38%
Household has but child does not use	60 24%	28 22%	32 25%	33 27%	27 21%
Do not have in the household	77 31%	40 32%	37 29%	28 23%	49 38%
Don't know	1 *%	* *%	* *%	* *%	* *%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Child has their own one	4 1%	1 1%	2 2%	2 1%	2 2%
Household has & child makes use of	54 21%	24 19%	30 24%	31 26%	23 18%
Household has but child does not use	125 50%	65 52%	60 48%	70 58%	55 42%
Do not have in the household	68 27%	35 28%	33 26%	18 15%	50 39%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Child has their own one	53 21%	27 22%	26 21%	20 17%	32 25% c
Household has & child makes use of	109 44%	55 44%	54 43%	64 53% d	46 35%
Household has but child does not use	52 21%	26 21%	27 21%	25 21%	27 21%
Do not have in the household	35 14%	17 14%	18 15%	11 9%	24 19% c
Don't know	* *%	- -%	* *%	- -%	* *%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Child has their own one	2	1	1	*	2
	1%	1%	1%	*%	2%
Household has & child makes use of	70	35	35	34	36
	28%	28%	28%	28%	28%
Household has but child does not use	168	85	84	83	86
	67%	68%	67%	69%	66%
Do not have in the household	9	4	5	3	6
	4%	3%	4%	2%	5%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Child has their own one	9 3%	6 5%	3 2%	3 3%	5 4%
Household has & child makes use of	36 15%	17 14%	19 15%	17 14%	20 15%
Household has but child does not use	74 30%	37 29%	37 30%	37 31%	37 28%
Do not have in the household	130 52%	64 51%	66 53%	62 52%	68 52%
Don't know	1 *%	1 1%	- -%	1 1%	* *%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Child has their own one	3 1%	1 1%	1 1%	1 1%	2 1%
Household has & child makes use of	40 16%	18 14%	22 18%	23 19%	17 13%
Household has but child does not use	91 36%	45 36%	46 37%	48 40%	43 33%
Do not have in the household	116 46%	60 48%	55 44%	47 39%	68 53%
Don't know	* *%	* *%	- -%	* *%	- -%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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.

QP3I. (SHOWCARD) EQUIPMENT IN THE HOME - DVD/ Blu Ray player (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Child has their own one	20	9	11	4	16
	8%	7%	8%	4%	12%
					c
Household has & child makes use of	85	42	43	46	39
	34%	34%	34%	38%	30%
				d	
Household has but child does not use	52	27	25	27	25
	21%	22%	20%	22%	20%
Do not have in the household	93	46	47	43	50
	37%	37%	37%	36%	38%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Tablet computer	53 21%	27 22%	26 21%	20 17%	32 25% c
Standard TV set	45 18%	24 19%	21 17%	14 12%	31 24% c
DVD/ Blu-ray player	20 8%	9 7%	11 8%	4 4%	16 12% c
Games console or games player	9 3%	6 5%	3 2%	3 3%	5 4%
Digital Video Recorder/ DVR	7 3%	3 2%	4 3%	2 2%	5 4%
Smart TV set	5 2%	* *%	4 3% a	1 1%	3 3%
Desktop computer/ laptop/ netbook - with internet access	4 1%	1 1%	2 2%	2 1%	2 2%
Radio	3 1%	1 1%	1 1%	1 1%	2 1%
Any type of mobile phone, including Smartphone	2 1%	1 1%	1 1%	* *%	2 2%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
ANY STANDARD/ SMART TV	49	25	24	15	34
	20%	20%	19%	13%	26%
					c
None of these	160	79	81	85	75
	64%	63%	65%	71%	58%
				d	
Mean number of types of equipment (out of 9)	.6	.6	.6	.4	.8
					c
Standard deviation	.94	.91	.97	.73	1.07
Standard error	.04	.05	.05	.04	.06
Columns Tested: a,b - c,d					

OFKOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
NONE	160 64%	79 63%	81 65%	85 71% d	75 58%
1-2	76 30%	40 32%	36 29%	33 28%	43 33%
3-4	14 5%	6 5%	8 6%	2 1%	12 9% c
5-9	* *%	- -%	* *%	* *%	- -%
Mean number of types of equipment (out of 9)	.6	.6	.6	.4	.8 c
Standard deviation	.94	.91	.97	.73	1.07
Standard error	.04	.05	.05	.04	.06
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Standard TV set	165 66%	82 66%	82 66%	70 59%	94 73% c
Tablet computer	162 65%	82 66%	80 64%	84 70% d	78 60%
Smart TV set	116 46%	59 48%	56 45%	66 55% d	50 38%
Digital Video Recorder/ DVR	113 45%	57 45%	56 45%	59 49% d	53 41%
DVD/ Blu-ray player	105 42%	51 41%	53 43%	50 42%	55 42%
Any type of mobile phone, including Smartphone	73 29%	36 29%	37 29%	35 29%	38 29%
Desktop computer/ laptop/ netbook - with internet access	57 23%	25 20%	32 26%	32 27% d	25 19%
Games console or games player	45 18%	23 18%	22 18%	20 17%	25 19%
Radio	43 17%	19 16%	23 19%	24 20% d	19 14%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
ANY STANDARD/ SMART TV	230	116	114	110	120
	92%	92%	92%	91%	93%
None of these	8	4	4	4	4
	3%	3%	3%	3%	3%
Mean number of types of equipment (out of 9)	3.5	3.5	3.5	3.7	3.4
				d	
Standard deviation	1.89	1.79	2.00	2.07	1.70
Standard error	.07	.10	.11	.12	.09
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Any type of mobile phone, including Smartphone	241 96%	121 97%	120 96%	117 98%	124 95%
Tablet computer	215 86%	108 86%	106 85%	109 91% d	105 81%
Standard TV set	184 74%	92 74%	92 74%	81 67%	104 80% c
Desktop computer/ laptop/ netbook - with internet access	182 73%	90 72%	92 74%	102 85% d	80 61%
Digital Video Recorder/ DVR	173 69%	85 68%	88 70%	92 77% d	81 62%
DVD/ Blu-ray player	157 63%	79 63%	78 63%	77 64%	80 62%
Smart TV set	140 56%	74 59%	66 53%	77 64% d	63 49%
Radio	134 54%	64 52%	70 56%	72 60% d	62 47%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Games console or games player	119 48%	60 48%	59 47%	57 48%	62 48%
ANY STANDARD/ SMART TV	246 98%	123 98%	124 99%	117 98%	129 99%
Mean number of types of equipment (out of 9)	6.2	6.2	6.2	6.5 d	5.9
Standard deviation	1.81	1.84	1.79	1.78	1.78
Standard error	.07	.10	.10	.10	.09
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	7	3	4	1	6
Effective Weighted Sample	7	3	4	1	6
Total	2	1	1	*	2
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
SMARTPHONE	2 1%	1 1%	1 1%	* *%	2 1%
NOT SMARTPHONE	* *%	* *%	- -%	- -%	* *%
NO MOBILE PHONE	248 99%	124 99%	124 99%	120 100%	128 98%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Using a fixed broadband connection (perhaps using WiFi)	184 74%	89 72%	95 76%	96 80%	89 68%
				d	
Using a mobile network signal (likely to be 3G or 4G)	97 39%	45 36%	53 42%	48 40%	49 38%
Neither of these	47 19%	27 21%	20 16%	21 17%	26 20%
Don't know	* *%	* *%	- -%	- -%	* *%
SUMMARY					
EITHER OF THESE	203 81%	98 78%	105 84%	99 83%	103 80%
BOTH OF THESE	79 31%	36 29%	43 34%	44 37%	34 26%
				d	
FIXED BROADBAND ONLY AVAILABLE	106 42%	53 43%	52 42%	51 43%	54 42%
MOBILE NETWORK SIGNAL ONLY AVAILABLE	19 7%	9 7%	10 8%	4 3%	15 11%
				c	

Columns Tested: a,b - c,d

OFCEM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
A fixed broadband connection (perhaps using WiFi)	105 42%	50 40%	54 44%	56 47%	49 38%
A mobile network signal (likely to be 3G or 4G)	29 12%	12 10%	17 14%	14 12%	15 12%
No - child does not go online at home	90 36%	43 34%	46 37%	40 34%	49 38%
Don't know	1 *%	1 1%	* *%	* *%	1 1%
SUMMARY					
EITHER OF THESE	113 45%	54 44%	58 46%	59 49%	54 41%
BOTH OF THESE	21 9%	8 6%	14 11%	12 10%	10 8%
FIXED BROADBAND ONLY	83 33%	42 34%	41 33%	44 37%	39 30%
MOBILE NETWORK SIGNAL ONLY	8 3%	4 3%	4 3%	3 2%	5 4%
DOES NOT HAVE ACCESS AT HOME	47 19%	27 21%	20 16%	21 17%	26 20%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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. (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%		a	b	c	d
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
A television set	240	119	121	115	125
	96%	95%	97%	96%	96%
A tablet (like an iPad, Kindle Fire, Samsung Galaxy Tab)	83	43	40	44	39
	33%	34%	32%	37%	30%
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	38	18	20	18	20
	15%	15%	16%	15%	15%
A desktop computer/ laptop/ netbook	11	5	6	6	5
	5%	4%	5%	5%	4%
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	7	3	4	3	4
	3%	2%	3%	2%	3%
A portable or handheld games player (like a Nintendo DS/ Sony PS Vita)	3	1	1	1	2
	1%	1%	1%	1%	1%
Other type of device	1	*	1	-	1
	*%	*%	1%	-%	1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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. (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%		a	b	c	d
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Does not watch TV programmes	7 3%	4 3%	3 3%	4 3%	4 3%
SUMMARY					
EVER WATCHES TV PROGRAMMES	243 97%	121 97%	122 97%	117 97%	126 97%
ONLY THROUGH A TV SET	141 56%	71 57%	70 56%	66 55%	75 58%
ANY DEVICE OTHER THAN A TV SET	102 41%	50 40%	52 41%	51 42%	51 39%
ONLY THROUGH A DEVICE OTHER THAN A TV SET	2 1%	2 1%	1 1%	1 1%	1 1%
THROUGH A COMPUTER/ LAPTOP/ TABLET	88 35%	45 36%	43 35%	45 38%	43 33%
THROUGH A GAMES CONSOLE/ PLAYER	8 3%	3 3%	4 4%	3 2%	5 4%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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. ((SINGLE CODE))

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
A television set	220 88%	110 88%	110 88%	107 89%	113 87%
A tablet (like an iPad, Kindle Fire, Samsung Galaxy Tab)	17 7%	7 6%	10 8%	7 6%	10 8%
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	3 1%	2 2%	1 1%	* *%	2 2%
A desktop computer/ laptop/ netbook	2 1%	1 1%	1 1%	1 1%	* *%
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	1 *% *% *%	* *% *% *%	* *% *% *%	* *% *% *%	* *% *% *%
Does not watch TV programmes	7 3%	4 3%	3 3%	4 3%	4 3%
Don't know	* *% *% *%	* *% *% *%	- -% -% -%	* *% *% *%	- -% -% -%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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. (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
A tablet (like an iPad, Kindle Fire, Samsung Galaxy Tab)	57 23%	31 25%	25 20%	32 27%	25 19%
A television set	17 7%	7 6%	10 8%	8 6%	10 8%
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	16 6%	6 5%	10 8%	7 6%	9 7%
A desktop computer/ laptop/ netbook	4 1%	2 1%	2 1%	1 1%	3 2%
A games console connected to a TV (like a PlayStation/ Xbox/ Wii)	3 1%	1 1%	2 2%	1 1%	2 1%
A portable or handheld games player (like a Nintendo DS/ Sony PS Vita)	1 *% *% *%	* *% *% *%	1 1% 1% 1%	- -% -% -%	1 1% 1% 1%
Other type of device	* *% *%	- -% -%	* *% *%	- -% -%	* *% *%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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. (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Does not watch TV programmes	7 3%	4 3%	3 3%	4 3%	4 3%
Only watches TV on one type of device	143 57%	72 58%	71 56%	67 56%	76 58%
Don't know	1 1%	* *%	1 1%	1 1%	1 1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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. (SINGLE CODE)

Base : Parents whose child watches television on a TV set

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	651	319	332	294	357
Effective Weighted Sample	644	316	328	292	354
Total	240	119	121	115	125
Up to 1 hour	84 35%	41 34%	43 35%	43 37%	41 33%
Up to 2 hours	92 38%	48 40%	45 37%	43 37%	50 40%
Up to 3 hours	45 19%	21 18%	24 20%	23 20%	22 18%
Up to 4 hours	16 7%	8 7%	8 7%	6 5%	10 8%
Up to 5 hours	2 1%	* *%	1 1%	1 1%	1 1%
Up to 6 hours	1 *%	1 1%	* *%	- -%	1 1%
Mean number of hours	2.0	2.0	2.0	1.9	2.0
Standard deviation	.96	.95	.97	.90	1.02
Standard error	.04	.05	.05	.05	.05

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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? (SINGLE CODE)

Base : Parents whose child watches television on a TV set

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	651	319	332	294	357
Effective Weighted Sample	644	316	328	292	354
Total	240	119	121	115	125
None	3 1%	1 1%	2 2%	2 1%	2 1%
Up to 1 hour	53 22%	26 21%	27 22%	25 22%	27 22%
Up to 2 hours	73 31%	37 31%	36 30%	39 34%	34 28%
Up to 3 hours	48 20%	25 21%	24 20%	24 21%	24 19%
Up to 4 hours	36 15%	17 15%	18 15%	15 13%	21 17%
Up to 5 hours	19 8%	9 8%	9 8%	8 7%	10 8%
Up to 6 hours	7 3%	4 3%	4 3%	2 1%	6 5% c
Up to 7 hours	* *%	* *%	- -%	- -%	* *%
Up to 8 hours	* *%	* *%	- -%	* *%	- -%
Over 8 hours	* *%	- -%	* *%	- -%	* *%
Mean number of hours	2.6	2.6	2.6	2.5	2.7 c
Standard deviation	1.44	1.43	1.46	1.35	1.52
Standard error	.06	.08	.08	.08	.08
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 (SINGLE CODE)

Base : Parents whose child watches television on a TV set

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	651	319	332	294	357
Effective Weighted Sample	644	316	328	292	354
Total	240	119	121	115	125
Up to 5 hours	2 1%	1 1%	1 1%	1 1%	1 1%
Up to 10 hours	73 30%	34 29%	38 32%	37 33%	35 28%
Up to 15 hours	65 27%	36 30%	29 24%	33 29%	32 26%
Up to 20 hours	42 17%	20 17%	21 18%	17 15%	25 20%
Up to 25 hours	40 17%	19 16%	21 17%	20 18%	19 16%
Up to 30 hours	14 6%	7 6%	7 6%	5 5%	8 7%
Up to 35 hours	4 2%	1 1%	3 2%	1 1%	3 2%
Up to 40 hours	1 *%	1 1%	- -%	- -%	1 1%
Over 40 hours	1 *%	* *%	* *%	- -%	1 1%
Mean number of hours	15.1	15.0	15.1	14.5	15.6
Standard deviation	6.93	6.86	7.02	6.40	7.37
Standard error	.27	.38	.39	.37	.39
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	651	319	332	294	357
Effective Weighted Sample	644	316	328	292	354
Total	240	119	121	115	125
Every day	173 72%	86 72%	87 72%	79 69%	94 75%
Most days in a week	45 19%	24 20%	21 17%	26 22%	19 16%
A few days in a week	14 6%	5 4%	9 7%	8 7%	6 4%
Once a week	4 2%	1 1%	2 2%	2 1%	2 2%
Less frequently than once a week	4 2%	3 2%	2 1%	* *%	4 3%
Don't know	* *%	- -%	* *%	- -%	* *%
SUMMARY					
AT LEAST WEEKLY	236 98%	117 98%	119 98%	115 100%	121 97%
NOT DAILY BUT AT LEAST WEEKLY	63 26%	31 26%	32 26%	36 31%	27 22%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	273	133	140	129	144
Effective Weighted Sample	270	132	138	128	143
Total	102	50	52	51	51
Every day	37 36%	17 35%	19 37%	14 27%	23 45% c
Most days in a week	22 22%	11 22%	11 21%	13 25%	9 19%
A few days in a week	20 20%	12 24%	8 16%	12 24%	8 16%
Once a week	7 7%	2 4%	5 9%	5 9%	2 4%
Less frequently than once a week	15 15%	7 15%	8 15%	7 14%	8 16%
Don't know	1 1%	* 1%	* 1%	* 1%	* 1%

SUMMARY

AT LEAST WEEKLY	86 84%	42 84%	43 84%	43 85%	42 83%
NOT DAILY BUT AT LEAST WEEKLY	49 48%	25 50%	24 47%	29 58%	20 39%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Yes, knew this	190	94	96	95	95
	76%	75%	77%	79%	73%
No, did not know this	60	31	29	25	35
	24%	25%	23%	21%	27%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Yes	109 44%	53 42%	57 45%	54 45%	55 42%
No	137 55%	70 56%	67 53%	64 53%	73 56%
Don't know	4 1%	2 2%	2 1%	2 2%	1 1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	657	323	334	297	360
Effective Weighted Sample	649	320	330	295	357
Total	243	121	122	117	126
Rules about what they watch	154 63%	78 65%	75 62%	72 62%	81 65%
Rules about when they watch	119 49%	60 50%	59 49%	61 53%	58 46%
Rules about how much time they spend watching	118 49%	58 48%	59 49%	62 54%	55 44%
Rules about who they are watching with/ can only watch when supervised	93 38%	47 39%	46 38%	49 42%	44 35%
Other rules	1 *%	* *%	1 1%	- -%	1 1%
ANY RULES	198 82%	100 83%	97 80%	94 81%	104 82%
No, do not have any rules	45 18%	20 17%	24 20%	23 19%	22 18%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	657	323	334	297	360
Effective Weighted Sample	649	320	330	295	357
Total	243	121	122	117	126
Very concerned	17 7%	9 7%	8 7%	10 9% d	6 5%
Fairly concerned	36 15%	16 14%	19 16%	20 18%	16 12%
TOTAL CONCERNED	53 22%	25 21%	28 23%	31 27% d	22 17%
Neither/ nor	19 8%	10 8%	9 7%	8 7%	11 9%
Not very concerned	55 23%	28 23%	27 22%	25 21%	30 24%
Not at all concerned	116 48%	57 48%	59 48%	53 46%	63 50%
TOTAL NOT CONCERNED	171 71%	86 71%	86 70%	78 67%	93 74%
TOTAL NEITHER/ DON'T KNOW	19 8%	10 8%	9 7%	8 7%	11 9%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	657	323	334	297	360
Effective Weighted Sample	649	320	330	295	357
Total	243	121	122	117	126
Very concerned	17 7%	8 7%	9 7%	9 8%	8 6%
Fairly concerned	33 14%	14 12%	19 16%	19 16%	14 11%
TOTAL CONCERNED	50 21%	22 18%	28 23%	28 24% d	22 18%
Neither/ nor	21 8%	10 8%	11 9%	10 9%	10 8%
Not very concerned	65 27%	36 29%	30 24%	33 28%	32 26%
Not at all concerned	106 44%	53 44%	53 44%	45 39%	61 48% c
TOTAL NOT CONCERNED	172 71%	89 74%	83 68%	78 67%	93 74%
TOTAL NEITHER/ DON'T KNOW	21 8%	10 8%	11 9%	10 9%	10 8%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	657	323	334	297	360
Effective Weighted Sample	649	320	330	295	357
Total	243	121	122	117	126
Very concerned	25 10%	13 11%	12 10%	13 11%	12 10%
Fairly concerned	46 19%	17 14%	29 24% a	26 23% d	20 16%
TOTAL CONCERNED	71 29%	31 25%	41 34% a	39 34% d	32 26%
Neither/ nor	22 9%	11 9%	11 9%	10 9%	12 10%
Not very concerned	53 22%	29 24%	25 20%	25 21%	28 23%
Not at all concerned	95 39%	50 42%	45 37%	42 36%	53 42%
TOTAL NOT CONCERNED	148 61%	79 65% b	69 57%	67 57%	81 64%
Don't know	1 *%	* *%	1 1%	* *%	1 *%
TOTAL NEITHER/ DON'T KNOW	23 10%	12 10%	12 10%	11 9%	13 10%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	657	323	334	297	360
Effective Weighted Sample	649	320	330	295	357
Total	243	121	122	117	126
Very concerned	25 10%	11 9%	15 12%	12 11%	13 10%
Fairly concerned	43 18%	20 17%	23 19%	28 24%	16 12%
TOTAL CONCERNED	69 28%	31 26%	38 31%	40 34%	29 23%
Neither/ nor	23 9%	13 10%	10 8%	11 9%	12 10%
Not very concerned	52 22%	27 22%	26 21%	24 21%	28 22%
Not at all concerned	98 41%	50 42%	48 40%	42 36%	57 45%
TOTAL NOT CONCERNED	151 62%	77 64%	74 60%	66 56%	85 67%
Don't know	* *%	- -%	* *%	- -%	* *%
TOTAL NEITHER/ DON'T KNOW	23 10%	13 10%	10 9%	11 9%	12 10%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	657	323	334	297	360
Effective Weighted Sample	649	320	330	295	357
Total	243	121	122	117	126
Very concerned	14 6%	7 6%	8 6%	8 7%	6 5%
Fairly concerned	36 15%	15 12%	21 17%	20 17%	16 13%
TOTAL CONCERNED	50 21%	22 18%	29 24%	28 24%	22 17%
Not very concerned	65 27%	34 28%	31 25%	30 26%	35 27%
Not at all concerned	126 52%	65 53%	62 51%	58 50%	68 54%
TOTAL NOT CONCERNED	191 79%	98 81%	93 76%	88 75%	103 82%
Don't know	1 1%	1 1%	* *%	* *%	1 1%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	133	55	78	71	62
Effective Weighted Sample	132	54	77	71	61
Total	50	22	29	28	22
Bad language	27 53%	**	**	**	**
Violence (in general)	22 44%	**	**	**	**
Unsuitable content for younger people/ children	21 42%	**	**	**	**
Sex/ sexually explicit content	18 37%	**	**	**	**
Nakedness/ naked bodies/ naked body parts	16 32%	**	**	**	**
Sexually provocative/ sexualised performances (ie could be through acting or dancing in music videos etc)	15 29%	**	**	**	**
Unsuitable content aired too early/ pre-watershed/ before 9pm	14 29%	**	**	**	**
Portrayal of anti-social behaviour	11 22%	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	133	55	78	71	62
Effective Weighted Sample	132	54	77	71	61
Total	50	22	29	28	22
Makes me feel embarrassed/ don't feel comfortable watching with others/ adults	7 14%	**	**	**	**
Makes me feel embarrassed/ don't feel comfortable watching with my child/ children	7 14%	**	**	**	**
Lack of respect towards adults	6 12%	**	**	**	**
Negative portrayal of women/ objectification of women	5 11%	**	**	**	**
Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.)	5 10%	**	**	**	**
Glamorisation of certain lifestyles	5 10%	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	133	55	78	71	62
Effective Weighted Sample	132	54	77	71	61
Total	50	22	29	28	22
Invasion of privacy/ not respecting people's privacy	3 6%	**	**	**	**
Other	7 13%	**	**	**	**
Don't know	5 9%	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	657	323	334	297	360
Effective Weighted Sample	649	320	330	295	357
Total	243	121	122	117	126
Never	69 29%	36 30%	33 27%	35 30%	34 27%
Every day	38 16%	20 17%	17 14%	16 14%	22 17%
Every week	43 18%	21 18%	21 18%	17 15%	25 20%
Every month	28 12%	12 10%	16 13%	15 13%	13 10%
Every couple of months	21 9%	10 9%	11 9%	11 10%	10 8%
Less frequently	41 17%	19 15%	22 18%	21 18%	20 16%
SUMMARY					
WEEKLY	80 33%	41 34%	39 32%	34 29%	47 37% c
MONTHLY	108 45%	54 45%	55 45%	49 42%	60 47%
EVER	171 70%	83 69%	88 72%	80 69%	90 72%
LESS FREQUENTLY THAN MONTHLY	62 26%	29 24%	33 27%	32 27%	31 24%
Don't know	2 1%	2 1%	1 1%	1 1%	2 1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	667	328	339	299	368
Effective Weighted Sample	659	325	335	297	365
Total	246	123	124	117	129
Sky Satellite TV	125	68	57	68	56
	51%	55%	46%	58%	44%
		b		d	
Freeview (through a set-top box or television set)	76	38	38	30	47
	31%	31%	31%	25%	36%
					c
Virgin Media (Cable TV)	29	12	18	16	14
	12%	9%	14%	13%	11%
			a		
Freesat Satellite TV	9	5	5	3	6
	4%	4%	4%	2%	5%
BT TV (formerly BT Vision)	8	3	5	3	5
	3%	3%	4%	3%	4%
TalkTalk TV	7	3	3	2	4
	3%	3%	3%	2%	3%
NOW TV	5	2	3	3	2
	2%	2%	2%	2%	2%
EE TV	3	1	1	1	1
	1%	1%	1%	1%	1%
Other Satellite TV	3	*	2	1	2
	1%	*%	2%	1%	1%
Don't know	6	3	3	2	5
	3%	3%	2%	1%	4%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	667	328	339	299	368
Effective Weighted Sample	659	325	335	297	365
Total	246	123	124	117	129
ANY SATELLITE	135	71	63	72	63
	55%	58%	51%	61%	49%
				d	

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	667	328	339	299	368
Effective Weighted Sample	659	325	335	297	365
Total	246	123	124	117	129
Sky Satellite TV	123 50%	67 55% b	56 45%	67 57% d	56 43%
Freeview (through a set-top box or television set)	64 26%	31 26%	32 26%	23 20%	41 31% c
Virgin Media (Cable TV)	28 11%	10 9%	17 14% a	15 13%	13 10%
Freesat Satellite TV	7 3%	3 3%	4 3%	2 2%	5 4%
BT TV (formerly BT Vision)	7 3%	3 2%	4 3%	3 2%	4 3%
TalkTalk TV	5 2%	3 2%	3 2%	2 2%	3 3%
NOW TV	4 2%	2 1%	3 2%	3 2%	1 1%
Other Satellite TV	2 1%	- -%	2 1% a	* *%	1 1%
Don't know	7 3%	3 3%	3 3%	2 2%	5 4%
ANY SATELLITE	132 54%	70 57%	62 50%	70 60% d	62 48%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	667	328	339	299	368
Effective Weighted Sample	659	325	335	297	365
Total	246	123	124	117	129
Yes	139 57%	67 55%	72 58%	74 63% d	65 50%
No	79 32%	42 34%	37 30%	31 27%	48 37% c
Don't know	28 11%	13 11%	14 12%	12 10%	16 12%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	374	179	195	189	185
Effective Weighted Sample	370	177	193	188	183
Total	139	67	72	74	65
Yes	50 36%	24 36%	26 36%	29 39%	21 32%
No	82 59%	39 59%	43 59%	42 56%	41 63%
Don't know	7 5%	4 6%	3 4%	4 5%	3 5%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	667	328	339	299	368
Effective Weighted Sample	659	325	335	297	365
Total	246	123	124	117	129
Yes	50 20%	24 20%	26 21%	29 25% d	21 16%
No	82 33%	39 32%	43 35%	42 35%	41 32%
Don't know	7 3%	4 3%	3 2%	4 3%	3 2%
DON'T THINK CAN USE MANDATORY PINS ON TV SERVICE(S)	107 43%	55 45%	52 42%	43 37%	64 50% c

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	134	64	70	74	60
Effective Weighted Sample	133	63	69	74	59
Total	50	24	26	29	21
Strongly disagree	* 1%	**	**	**	**
Slightly disagree	1 2%	**	**	**	**
TOTAL DISAGREE	2 3%	**	**	**	**
Neither/ nor	5 10%	**	**	**	**
Slightly agree	11 23%	**	**	**	**
Strongly agree	32 63%	**	**	**	**
TOTAL AGREE	43 86%	**	**	**	**
Don't know	1 1%	**	**	**	**
TOTAL NEITHER/ DON'T KNOW	6 11%	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	667	328	339	299	368
Effective Weighted Sample	659	325	335	297	365
Total	246	123	124	117	129
Yes	141 57%	69 57%	72 58%	68 58%	73 56%
No	78 32%	37 30%	41 34%	37 32%	41 32%
Don't know	27 11%	16 13%	10 8%	12 10%	15 12%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	382	185	197	176	206
Effective Weighted Sample	378	183	195	175	204
Total	141	69	72	68	73
Yes	83 59%	41 59%	42 59%	39 58%	43 60%
No	56 40%	28 40%	29 40%	28 41%	29 39%
Don't know	2 1%	1 1%	1 1%	1 2%	1 1%
SUMMARY					
AWARE AND USE VOLUNTARY PINS	83 59%	41 59%	42 59%	39 58%	43 60%
AWARE BUT DO NOT USE VOLUNTARY PINS	58 41%	29 41%	30 41%	29 42%	29 40%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
SUMMARY					
AWARE AND USE VOLUNTARY PINS	83 33%	41 33%	42 34%	39 33%	43 33%
AWARE BUT DO NOT USE VOLUNTARY PINS	58 23%	29 23%	30 24%	29 24%	29 23%
DON'T THINK CAN USE VOLUNTARY PINS ON TV SERVICE(S)	105 42%	53 43%	52 42%	49 41%	56 43%
NO TV IN HOUSEHOLD	4 2%	2 2%	1 1%	3 2%	1 1%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	221	107	114	100	121
Effective Weighted Sample	219	106	113	99	120
Total	83	41	42	39	43
Strongly disagree	2 2%	2 4%	* 1%	* 1%	2 4%
Slightly disagree	* *%	- -%	* 1%	* 1%	- -%
TOTAL DISAGREE	2 3%	2 4%	1 2%	1 2%	2 4%
Neither/ nor	8 9%	4 10%	4 8%	4 11%	3 8%
Slightly agree	16 20%	8 20%	8 19%	9 22%	8 18%
Strongly agree	56 68%	27 66%	30 70%	26 65%	31 71%
TOTAL AGREE	73 88%	35 86%	38 90%	34 87%	38 89%
TOTAL NEITHER/ DON'T KNOW	8 9%	4 10%	4 8%	4 11%	3 8%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	271	132	139	133	138
Effective Weighted Sample	268	131	137	132	137
Total	102	50	51	52	49
Yes	10 10%	6 12%	4 8%	6 12%	4 7%
No	91 89%	44 87%	47 92%	46 87%	45 92%
Don't know	1 1%	1 1%	- -%	* 1%	* 1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	667	328	339	299	368
Effective Weighted Sample	659	325	335	297	365
Total	246	123	124	117	129
Yes	83 34%	43 35%	40 32%	41 35%	41 32%
No	58 23%	27 22%	31 25%	25 21%	33 26%
Don't know	106 43%	53 43%	53 43%	51 44%	55 43%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	221	112	109	104	117
Effective Weighted Sample	218	111	108	103	116
Total	83	43	40	41	41
Yes	51 62%	25 60%	26 65%	25 60%	26 64%
No	28 34%	15 36%	13 32%	15 35%	14 33%
Don't know	3 4%	2 5%	1 3%	2 5%	1 3%
AWARE THAT CAN REMOVE ADULT CHANNELS BUT HAVE NOT SET THIS UP	31 38%	17 40%	14 35%	17 40%	15 36%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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?

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Yes, uses the YouTube website or app	121 48%	62 49%	60 48%	58 48%	64 49%
No, does not use the YouTube website or app	127 51%	63 50%	64 51%	62 51%	65 50%
Don't know	2 1%	1 1%	1 1%	1 1%	1 1%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 whose child uses the YouTube website or app

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	325	163	162	145	180
Effective Weighted Sample	321	161	160	144	178
Total	121	62	60	58	64
Uses 'main' YouTube website/ app	61	28	33	31	31
	51%	46%	56%	54%	48%
Uses YouTube Kids app (aimed at under 5s)	73	39	34	36	37
	60%	63%	57%	62%	59%
Don't know	1	1	*	*	1
	1%	1%	1%	1%	1%
SUMMARY					
ONLY USES YOUTUBE KIDS APP	59	32	26	26	32
	48%	53%	44%	46%	51%
ONLY USES THE MAIN YOUTUBE WEBSITE/APP	47	22	25	22	26
	39%	36%	42%	37%	40%
USES BOTH YOUTUBE SITES/APPS	14	6	8	9	5
	12%	10%	14%	16%	8%
				d	

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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? (MULTI CODE)

Base : Parents whose child uses the YouTube website or app

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	325	163	162	145	180
Effective Weighted Sample	321	161	160	144	178
Total	121	62	60	58	64
Cartoons/ animations/ mini-movies or songs	101 84%	52 84%	50 83%	49 84%	53 83%
Funny videos/ jokes/ pranks/ challenges	44 37%	22 36%	22 37%	20 35%	24 38%
Music videos	40 33%	17 27%	23 39% a	20 34%	20 31%
'Unboxing' videos - e.g where toys are unwrapped or assembled	32 26%	16 26%	15 26%	15 26%	17 26%
'How-to' videos or tutorials about hobbies/ things they are interested in	20 16%	11 17%	9 16%	11 19%	9 14%
Whole programmes or films	16 13%	9 15%	7 12%	9 16%	7 11%
Game tutorials/ walk-throughs/ watching other people play games	15 12%	9 15%	6 9%	8 14%	7 11%
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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? (MULTI CODE)

Base : Parents whose child uses the YouTube website or app

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	325	163	162	145	180
Effective Weighted Sample	321	161	160	144	178
Total	121	62	60	58	64
Film trailers, clips of programmes, 'best-bits' or programme highlights	9 8%	4 7%	5 9%	5 8%	5 7%
Vloggers or YouTube personalities (such as Zoella or ThatcherJoe)	7 6%	5 7%	2 4%	4 6%	4 6%
Sports/ football clips or videos	4 4%	4 6% b	1 1%	1 2%	3 5%
Other	4 3%	2 3%	2 4%	2 3%	2 3%
Don't know	1 1%	1 1%	- -%	- -%	1 1%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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? (SINGLE CODE)

Base : Parents whose child uses the YouTube website or app

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	325	163	162	145	180
Effective Weighted Sample	321	161	160	144	178
Total	121	62	60	58	64
Cartoons/ animations/ mini-movies or songs	63 52%	29 48%	34 57%	31 54%	32 51%
'Unboxing' videos - e.g where toys are unwrapped or assembled	18 15%	9 15%	9 16%	7 13%	11 17%
Funny videos/ jokes/ pranks/ challenges	13 11%	8 13%	5 9%	6 10%	7 12%
Music videos	6 5%	3 5%	3 5%	3 5%	3 5%
'How-to' videos or tutorials about hobbies/ things they are interested in	4 3%	2 4%	2 3%	2 4%	2 3%
Game tutorials/ walk-throughs/ watching other people play games	3 3%	2 4%	1 1%	2 3%	1 2%
Vloggers or YouTube personalities (such as Zoella or ThatcherJoe)	3 2%	2 3%	1 2%	2 3%	1 2%
Whole programmes or films	3 2%	1 2%	2 3%	1 2%	1 2%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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? (SINGLE CODE)

Base : Parents whose child uses the YouTube website or app

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	325	163	162	145	180
Effective Weighted Sample	321	161	160	144	178
Total	121	62	60	58	64
Film trailers, clips of programmes, 'best-bits' or programme highlights	1 1%	* 1%	* 1%	1 1%	- -%
Sports/ football clips or videos	* *%	- -%	* 1%	- -%	* 1%
Other	4 4%	2 4%	2 4%	2 4%	2 3%
Don't know	2 2%	2 3%	* 1%	1 1%	1 2%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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? (SINGLE CODE)

Base : Parents whose child uses the YouTube website or app

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	325	163	162	145	180
Effective Weighted Sample	321	161	160	144	178
Total	121	62	60	58	64
A tablet (like an iPad, Kindle Fire, Samsung Galaxy Tab)	76 63%	39 63%	37 63%	37 65%	38 60%
A mobile phone / Smartphone (like an iPhone/ Samsung Galaxy/Blackberry)	25 21%	13 21%	12 20%	10 18%	15 24%
A TV set	10 8%	6 9%	5 8%	4 6%	7 10%
A desktop computer/ laptop/ netbook	7 5%	2 3%	5 8%	5 8%	2 3%
A games console or player (like a PlayStation, Xbox, Wii or Nintendo DS, Sony PS Vita)	2 2%	1 2%	1 1%	1 2%	1 2%
Some other device	* *%	* 1%	- -%	* 1%	- -%
Don't know	* *%	* 1%	- -%	- -%	* 1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	106	56	51	59	48
	43%	45%	40%	49%	37%
				d	
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	46	21	25	24	22
	18%	17%	20%	20%	17%
A laptop/ netbook	43	20	23	27	17
	17%	16%	19%	22%	13%
				d	
A desktop computer (PC or Mac)	8	2	6	5	3
	3%	2%	5%	4%	2%
			a		
A Smart TV (a TV set that connects directly to the internet and doesn't need a computer, set-top box or games console to go online)	8	3	5	4	4
	3%	3%	4%	4%	3%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Games console or games player (like a PlayStation, Xbox, Wii or Nintendo DS, Sony PS Vita)	4 2%	2 2%	2 2%	1 1%	3 2%
Other type of device	* *%	- -%	* *%	- -%	* *%
Does not go online	118 47%	59 47%	59 47%	52 43%	65 50%
SUMMARY					
GOES ONLINE THROUGH ANY TYPE OF DEVICE	132 53%	66 53%	66 53%	68 57%	65 50%
GOES ONLINE THROUGH A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	47 19%	21 17%	27 21%	29 24%	19 15%
ANY USE OF A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	122 49%	63 50%	59 47%	63 53%	59 45%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
ONLY USES A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	85 34%	46 37%	39 32%	39 33%	46 35%
ONLY GOES ONLINE ON A MOBILE PHONE	9 4%	5 4%	4 3%	2 2%	7 5% c
ONLY GOES ONLINE ON A TABLET	54 22%	30 24%	24 19%	28 23%	26 20%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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... (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	94 38%	51 40%	43 35%	51 42% d	43 33%
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	20 8%	10 8%	10 8%	7 6%	13 10%
A laptop/ netbook	11 4%	4 3%	7 6%	6 5%	5 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)	3 1%	2 1%	2 1%	2 1%	2 1%
A desktop computer (PC or Mac)	3 1%	* *%	3 2% a	2 1%	1 1%
Games console or games player (like a PlayStation, Xbox, Wii or Nintendo DS, Sony PS Vita)	1 *% *%	* *%	* *%	* *%	* *%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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... (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Other	*	-	*	-	*
	*%	-%	*%	-%	*%
Does not go online	118 47%	59 47%	59 47%	52 43%	65 50%
SUMMARY					
GOES ONLINE THROUGH ANY TYPE OF DEVICE	132 53%	66 53%	66 53%	68 57%	65 50%
MOSTLY USES A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	14 6%	4 3%	10 8% a	8 6%	6 5%
MOSTLY USES A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	119 47%	62 50%	56 45%	60 50%	58 45%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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... (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	354	176	178	172	182
Effective Weighted Sample	350	174	176	171	180
Total	132	66	66	68	65
A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	94	51	43	51	43
	71%	76%	65%	75%	67%
		b			
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy/ BlackBerry)	20	10	10	7	13
	15%	15%	16%	11%	20%
				c	
A laptop/ netbook	11	4	7	6	5
	8%	6%	11%	9%	7%
A Smart TV (a TV set that connects directly to the internet and doesn't need a computer, set-top box or games console to go online)	3	2	2	2	2
	3%	2%	3%	2%	3%
A desktop computer (PC or Mac)	3	*	3	2	1
	2%	*%	4%	2%	2%
			a		
Games console or games player (like a PlayStation, Xbox, Wii or Nintendo DS, Sony PS Vita)	1	*	*	*	*
	1%	1%	1%	1%	1%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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... (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	354	176	178	172	182
Effective Weighted Sample	350	174	176	171	180
Total	132	66	66	68	65
Other	*	-	*	-	*
	*%	-%	1%	-%	1%

SUMMARY

GOES ONLINE THROUGH ANY TYPE OF DEVICE	132	66	66	68	65
	100%	100%	100%	100%	100%
MOSTLY USES A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	14	4	10	8	6
	11%	6%	15%	11%	10%
			a		
MOSTLY USES A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	119	62	56	60	58
	89%	94%	85%	89%	90%
		b			

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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? (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	354	176	178	172	182
Effective Weighted Sample	350	174	176	171	180
Total	132	66	66	68	65
None	9	5	4	4	5
	7%	7%	6%	6%	8%
Up to 1 hour	97	49	48	53	44
	73%	74%	72%	78%	68%
				d	
Up to 2 hours	21	10	12	9	12
	16%	14%	17%	13%	19%
Up to 3 hours	3	1	2	1	2
	3%	2%	3%	2%	3%
Up to 4 hours	2	1	*	*	1
	1%	2%	1%	1%	2%
Mean number of hours	1.0	1.0	1.0	1.0	1.1
Standard deviation	.70	.73	.68	.61	.78
Standard error	.04	.05	.05	.05	.06
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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? (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	354	176	178	172	182
Effective Weighted Sample	350	174	176	171	180
Total	132	66	66	68	65
None	11 8%	6 9%	5 8%	4 6%	7 11%
Up to 1 hour	70 53%	33 50%	36 55%	36 53%	34 52%
Up to 2 hours	38 28%	20 30%	18 27%	23 34%	14 22%
Up to 3 hours	8 6%	5 7%	3 4%	3 4%	5 7%
Up to 4 hours	5 4%	2 3%	3 4%	1 2%	4 5%
Up to 5 hours	1 1%	* 1%	1 1%	* 1%	1 1%
Up to 6 hours	* *%	* 1%	- -%	- -%	* 1%
Mean number of hours	1.4	1.4	1.3	1.3	1.4
Standard deviation	.99	1.01	.98	.83	1.15
Standard error	.05	.08	.07	.06	.09

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	354	176	178	172	182
Effective Weighted Sample	350	174	176	171	180
Total	132	66	66	68	65
None	4 3%	2 3%	2 3%	1 2%	3 5%
Up to 5 hours	40 30%	19 29%	21 32%	22 33%	18 28%
Up to 10 hours	58 44%	30 45%	28 43%	32 47%	26 41%
Up to 15 hours	20 15%	10 15%	10 15%	10 15%	10 15%
Up to 20 hours	5 4%	2 3%	3 4%	1 2%	4 6% c
Up to 25 hours	3 3%	2 2%	2 3%	1 1%	3 4%
Up to 30 hours	1 1%	1 2%	* 1%	* 1%	1 2%
Mean number of hours	7.9	8.0	7.8	7.5	8.3
Standard deviation	4.98	5.06	4.94	4.30	5.62
Standard error	.26	.38	.37	.33	.42

Columns Tested: a,b - c,d

OFCEM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	354	176	178	172	182
Effective Weighted Sample	350	174	176	171	180
Total	132	66	66	68	65
Rules about the types of websites or apps they can use	78 59%	40 60%	38 58%	36 53%	42 65% c
Rules about how much time they spend online	54 41%	27 41%	27 40%	28 41%	26 40%
Rules about when they can go online	50 38%	26 40%	24 36%	27 39%	24 37%
Rules about who they can contact online	39 29%	20 30%	19 29%	16 23%	23 36% c
Rules about spending money online	37 28%	18 27%	18 28%	16 24%	20 32%
Rules about the information they can share online	35 27%	18 28%	17 26%	16 23%	20 30%
SPONTANEOUS RESPONSES					
Rules about only going online when supervised	5 4%	3 4%	2 4%	4 5%	1 2%
Other rules	5 3%	1 1%	4 6% a	2 3%	3 4%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	354	176	178	172	182
Effective Weighted Sample	350	174	176	171	180
Total	132	66	66	68	65
ANY RULES	99	49	50	48	51
	75%	74%	76%	71%	79%
No, do not have any rules	33	17	16	20	14
	25%	26%	24%	29%	21%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	354	176	178	172	182
Effective Weighted Sample	350	174	176	171	180
Total	132	66	66	68	65
Sitting beside them and watching or helping them while they are online	97 73%	50 76%	46 70%	49 71%	48 74%
Being nearby and regularly checking what they do	79 60%	40 61%	39 59%	41 60%	39 60%
Asking about what they are doing or have been doing online	33 25%	18 27%	15 23%	19 27%	14 22%
Check the browser/ device history after they have been online	21 16%	12 18%	9 14%	8 12%	12 19%
Other types of supervision	2 1%	1 1%	1 2%	1 2%	1 1%
ANY TYPES OF SUPERVISION	130 98%	66 99%	64 97%	66 97%	64 99%
No, don't supervise their online access and use	3 2%	1 1%	2 3%	2 3%	1 1%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	354	176	178	172	182
Effective Weighted Sample	350	174	176	171	180
Total	132	66	66	68	65
Yes	34 26%	20 30%	15 22%	15 22%	19 30%
No	98 74%	46 70%	52 78%	53 78%	45 70%
Don't know	* *%	* 1%	- -%	- -%	* 1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	91	52	39	38	53
Effective Weighted Sample	90	51	39	38	52
Total	34	20	15	15	19
At least every few weeks	**	**	**	**	**
	**	**	**	**	**
At least every few months	**	**	**	**	**
	**	**	**	**	**
EVERY FEW WEEKS OR EVERY FEW MONTHS	**	**	**	**	**
	**	**	**	**	**
Less often than every few months, but more than once	**	**	**	**	**
	**	**	**	**	**
Have talked to them once, and not since then	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	354	176	178	172	182
Effective Weighted Sample	350	174	176	171	180
Total	132	66	66	68	65
At least every few weeks	20 15%	11 17%	8 13%	8 11%	12 19%
At least every few months	9 7%	5 7%	4 6%	5 8%	4 5%
EVERY FEW WEEKS OR EVERY FEW MONTHS	28 21%	16 24%	12 19%	13 19%	15 24%
Less often than every few months, but more than once	3 3%	2 3%	2 2%	2 3%	1 2%
Have talked to them once, and not since then	2 2%	2 2%	1 1%	- -%	2 4%
Don't know	* *%	* 1%	- -%	* 1%	- -%
HAVE NEVER TALKED TO CHILD ABOUT HOW TO STAY SAFE ONLINE	98 74%	47 70%	52 78%	53 78%	45 70%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE b	ABC1 ~c	C2DE d
Significance Level: 95%					
Unweighted total	196	96	100	88	108
Effective Weighted Sample	194	95	99	88	107
Total	73	36	37	35	38
They can only use the phone in communal areas/ where a parent can see them	58 80%	** **	29 79%	** **	31 81%
They can use the phone anywhere in the home	12 16%	** **	6 17%	** **	5 14%
Something else	2 3%	** **	1 3%	** **	1 3%
Don't know	1 2%	** **	* 1%	** **	1 2%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	434	216	218	213	221
Effective Weighted Sample	429	214	216	211	219
Total	162	82	80	84	78
They can only use the tablet in communal areas/ where a parent can see them	126 78%	65 79%	61 77%	67 80%	59 76%
They can use the tablet anywhere in the home	34 21%	16 20%	18 22%	16 19%	18 24%
Something else	1 1%	1 1%	1 1%	1 1%	1 1%
Don't know	* *%	* 1%	- -%	* *%	- -%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	311	150	161	156	155
Effective Weighted Sample	307	148	159	155	154
Total	116	57	60	62	55
AWARE AND USE	46	22	24	27	18
	39%	38%	40%	44%	33%
				d	
AWARE AND STOPPED USING	1	-	1	*	*
	1%	-%	1%	1%	1%
AWARE BUT NEVER USED	31	13	18	16	15
	27%	22%	31%	26%	28%
TOTAL AWARE	77	34	43	44	34
	66%	61%	72%	71%	62%
			a		
TOTAL NOT AWARE	39	22	17	18	21
	34%	39%	28%	29%	38%
		b			

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	311	150	161	156	155
Effective Weighted Sample	307	148	159	155	154
Total	116	57	60	62	55
AWARE AND USE	37 32%	17 30%	20 34%	19 30%	19 34%
AWARE AND STOPPED USING	2 2%	1 2%	1 2%	1 2%	1 2%
AWARE BUT NEVER USED	35 30%	14 24%	22 36% a	21 34%	14 26%
TOTAL AWARE	75 64%	32 56%	43 72% a	41 66%	34 62%
TOTAL NOT AWARE	42 36%	25 44%	17 28%	21 34%	21 38%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	311	150	161	156	155
Effective Weighted Sample	307	148	159	155	154
Total	116	57	60	62	55
AWARE OF EITHER	91	40	51	51	40
	78%	70%	85%	82%	73%
			a		
AWARE AND USE EITHER	55	25	30	31	24
	47%	44%	50%	50%	44%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	311	150	161	156	155
Effective Weighted Sample	307	148	159	155	154
Total	116	57	60	62	55
AWARE AND USE	24 21%	12 22%	12 20%	14 22%	11 20%
AWARE BUT DO NOT USE	33 29%	13 23%	20 34%	15 25%	18 33%
			a		
TOTAL AWARE	58 50%	25 44%	33 54%	29 47%	29 53%
TOTAL NOT AWARE	59 50%	32 56%	27 46%	33 53%	26 47%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	311	150	161	156	155
Effective Weighted Sample	307	148	159	155	154
Total	116	57	60	62	55
AWARE AND USE	39	17	22	20	20
	34%	30%	37%	32%	36%
AWARE BUT DO NOT USE	32	12	20	18	13
	27%	21%	33%	30%	24%
			a		
TOTAL AWARE	71	29	42	38	33
	61%	50%	70%	61%	60%
			a		
TOTAL NOT AWARE	46	28	18	24	22
	39%	50%	30%	39%	40%
		b			

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	311	150	161	156	155
Effective Weighted Sample	307	148	159	155	154
Total	116	57	60	62	55
AWARE AND USE	20 17%	11 19%	9 16%	11 18%	9 17%
AWARE BUT DO NOT USE	28 24%	11 19%	17 28%	14 22%	14 25%
TOTAL AWARE	48 41%	21 38%	26 44%	25 40%	23 42%
TOTAL NOT AWARE	69 59%	35 62%	33 56%	37 60%	32 58%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	311	150	161	156	155
Effective Weighted Sample	307	148	159	155	154
Total	116	57	60	62	55
AWARE AND USE	27	14	14	14	13
	24%	24%	23%	23%	24%
AWARE BUT DO NOT USE	30	14	16	16	14
	26%	25%	27%	26%	26%
TOTAL AWARE	58	28	30	30	27
	50%	49%	50%	49%	50%
TOTAL NOT AWARE	59	29	30	31	27
	50%	51%	50%	51%	50%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	435	217	218	213	222
Effective Weighted Sample	430	215	216	211	220
Total	162	83	80	84	78
AWARE AND USE	28 17%	14 17%	14 17%	12 15%	15 20%
AWARE BUT DO NOT USE	42 26%	20 24%	22 27%	23 27%	19 25%
TOTAL AWARE	70 43%	34 41%	35 44%	35 42%	35 44%
TOTAL NOT AWARE	93 57%	48 59%	44 56%	49 58%	44 56%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	435	217	218	213	222
Effective Weighted Sample	430	215	216	211	220
Total	162	83	80	84	78
AWARE AND USE	29 18%	16 19%	14 17%	15 17%	15 19%
AWARE BUT DO NOT USE	38 24%	17 20%	21 27%	21 25%	17 22%
TOTAL AWARE	68 42%	33 39%	35 44%	36 42%	32 41%
TOTAL NOT AWARE	95 58%	50 61%	45 56%	49 58%	46 59%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	435	217	218	213	222
Effective Weighted Sample	430	215	216	211	220
Total	162	83	80	84	78
AWARE AND USE	26 16%	14 16%	12 15%	11 13%	15 19%
AWARE BUT DO NOT USE	39 24%	18 22%	21 27%	23 27%	16 21%
TOTAL AWARE	65 40%	31 38%	34 42%	34 40%	31 40%
TOTAL NOT AWARE	97 60%	51 62%	46 58%	50 60%	47 60%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	435	217	218	213	222
Effective Weighted Sample	430	215	216	211	220
Total	162	83	80	84	78
AWARE OF ANY	85	40	44	45	40
	52%	49%	55%	53%	51%
AWARE AND USE ANY	40	20	20	19	21
	25%	24%	25%	23%	27%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	119	56	63	68	51
Effective Weighted Sample	118	55	62	68	50
Total	46	22	24	27	18
DO YOU FIND THIS TOOL USEFUL?					
Yes	44 96%	**	**	**	**
No	1 3%	**	**	**	**
Don't know	1 2%	**	**	**	**
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?					
Too much	3 6%	**	**	**	**
Too little	3 6%	**	**	**	**
The right amount	37 82%	**	**	**	**
Don't know	3 6%	**	**	**	**
CAN YOUR CHILD GET AROUND THIS TOOL?					
Yes	6 12%	**	**	**	**
No	40 87%	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	119	56	63	68	51
Effective Weighted Sample	118	55	62	68	50
Total	46	22	24	27	18
Don't know	*	**	**	**	**
	1%	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	98	44	54	46	52
Effective Weighted Sample	97	44	53	46	51
Total	37	17	20	19	19
DO YOU FIND THIS TOOL USEFUL?					
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?					
Too much	**	**	**	**	**
	**	**	**	**	**
Too little	**	**	**	**	**
	**	**	**	**	**
The right amount	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**
CAN YOUR CHILD GET AROUND THIS TOOL?					
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	98	44	54	46	52
Effective Weighted Sample	97	44	53	46	51
Total	37	17	20	19	19
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	87	35	52	42	45
Effective Weighted Sample	86	35	51	42	45
Total	32	13	19	16	16
Child is always supervised/ always an adult present	**	**	**	**	**
	**	**	**	**	**
I prefer to use other ways like talking to my child/ supervising them / using rules	**	**	**	**	**
	**	**	**	**	**
Trust my child to be sensible/ responsible	**	**	**	**	**
	**	**	**	**	**
Child learns how to be safe on the internet at school	**	**	**	**	**
	**	**	**	**	**
Don't know how to do this/ too complicated/ time consuming to install/ administer	**	**	**	**	**
	**	**	**	**	**
Wouldn't work/ they'd find a way around any controls	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	87	35	52	42	45
Effective Weighted Sample	86	35	51	42	45
Total	32	13	19	16	16
They block too much/ get in the way	**	**	**	**	**
	**	**	**	**	**
SPONTANEOUS RESPONSES					
Child is too young/ don't need to worry about this yet/ not necessary	**	**	**	**	**
	**	**	**	**	**
Other reasons	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	354	176	178	172	182
Effective Weighted Sample	350	174	176	171	180
Total	132	66	66	68	65
SUPERVISE & TALK TO CHILD & TOOLS & RULES	22 16%	11 17%	10 16%	10 14%	12 19%
SUPERVISE & TALK TO CHILD & TOOLS & NOT RULES	2 1%	1 2%	1 1%	* 1%	1 2%
SUPERVISE & TALK TO CHILD & RULES & NOT TOOLS	5 4%	4 6%	1 2%	3 4%	2 3%
SUPERVISE & TOOLS & RULES & NOT TALK	45 34%	20 30%	25 38%	23 34%	22 34%
SUPERVISE & TOOLS ONLY	14 10%	7 10%	7 11%	11 16%	3 5%
SUPERVISE & RULES ONLY	26 20%	14 21%	12 18%	12 17%	14 22%
PARENTAL SUPERVISION WHEN ONLINE ONLY	16 12%	9 13%	8 11%	8 11%	9 14%
RULES ONLY	1 1%	- -%	1 2%	1 1%	* 1%
NONE OF THESE	2 1%	1 1%	1 1%	1 2%	* 1%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	354	176	178	172	182
Effective Weighted Sample	350	174	176	171	180
Total	132	66	66	68	65
ANY PARENTAL SUPERVISION WHEN ONLINE	130	66	64	66	64
	98%	99%	97%	97%	99%
ANY OF THE RULES ABOUT WHAT CHILD DOES ONLINE	99	49	50	48	51
	75%	74%	76%	71%	79%
ANY OF THE SIX TECHNICAL MEDIATION TOOLS	82	39	43	44	39
	62%	59%	66%	64%	60%
ANY TALK TO CHILD ABOUT STAYING SAFE ONLINE AT LEAST EVERY FEW MONTHS	28	16	12	13	15
	21%	24%	19%	19%	24%
ANY THREE	52	25	27	26	25
	39%	37%	41%	39%	39%
ANY TWO	40	21	19	23	17
	30%	32%	29%	33%	27%
ANY ONE	17	9	9	8	9
	13%	13%	13%	12%	14%
AT LEAST THREE OUT OF FOUR	73	36	38	36	37
	55%	54%	57%	53%	58%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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?

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%		a	b	c	d
Unweighted total	354	176	178	172	182
Effective Weighted Sample	350	174	176	171	180
Total	132	66	66	68	65
Yes	1 1%	1 1%	1 1%	1 1%	1 1%
No	131 99%	65 98%	65 99%	67 99%	63 98%
Don't know	* *%	* 1%	- -%	- -%	* 1%

Columns Tested: a,b - c,d

OFCEM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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? (MULTI CODE)

Base : Parents whose child has a social media account

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	4	2	2	2	2
Effective Weighted Sample	4	2	2	2	2
Total	1	1	1	1	1
YouTube	**	**	**	**	**
	**	**	**	**	**
WhatsApp	**	**	**	**	**
	**	**	**	**	**
Facebook	**	**	**	**	**
	**	**	**	**	**
ANY FACEBOOK	**	**	**	**	**
	**	**	**	**	**
Mean number of social media sites or apps	**	**	**	**	**
Standard deviation	**	**	**	**	**
Standard error	**	**	**	**	**
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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? (SINGLE CODE)

Base : Parents whose child has a social media account

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	4	2	2	2	2
Effective Weighted Sample	4	2	2	2	2
Total	1	1	1	1	1
YouTube	**	**	**	**	**
	**	**	**	**	**
WhatsApp	**	**	**	**	**
	**	**	**	**	**
Facebook	**	**	**	**	**
	**	**	**	**	**
ANY FACEBOOK	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	1	-	1	-	1
Effective Weighted Sample	1	-	1	-	1
Total	*	-	*	-	*
Aged 13	**	**	**	**	**
	**	**	**	**	**
SUMMARY					
AWARE OF MINIMUM AGE REQUIREMENT	**	**	**	**	**
	**	**	**	**	**
AWARE AND GIVE THE CORRECT RESPONSE (AGED 13)	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	1	-	1	1	-
Effective Weighted Sample	1	-	1	1	-
Total	*	-	*	*	-
No minimum age	**	**	**	**	**
	**	**	**	**	**

SUMMARY

INCORRECT RESPONSE - THERE IS NO
MINIMUM AGE REQUIREMENT

**	**	**	**	**	**
**	**	**	**	**	**

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	4	2	2	2	2
Effective Weighted Sample	4	2	2	2	2
Total	1	1	1	1	1
Strongly disagree	**	**	**	**	**
	**	**	**	**	**
TOTAL DISAGREE	**	**	**	**	**
	**	**	**	**	**
Neither/ nor	**	**	**	**	**
	**	**	**	**	**
Slightly agree	**	**	**	**	**
	**	**	**	**	**
TOTAL AGREE	**	**	**	**	**
	**	**	**	**	**
TOTAL NEITHER/ DON'T KNOW	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	354	176	178	172	182
Effective Weighted Sample	350	174	176	171	180
Total	132	66	66	68	65
Strongly disagree	11 9%	5 8%	6 10%	4 6%	8 12% c
Slightly disagree	18 14%	10 15%	8 13%	8 12%	10 15%
TOTAL DISAGREE	30 23%	15 23%	15 22%	12 18%	17 27% c
Neither/ nor	39 29%	18 27%	21 32%	20 30%	19 29%
Slightly agree	30 23%	17 26%	13 20%	18 26%	13 19%
Strongly agree	32 24%	16 24%	16 24%	17 25%	15 24%
TOTAL AGREE	63 47%	33 50%	29 44%	35 51%	28 43%
Don't know	1 1%	* 1%	1 1%	1 1%	* 1%
TOTAL NEITHER/ DON'T KNOW	40 30%	18 27%	22 33%	21 31%	19 30%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	354	176	178	172	182
Effective Weighted Sample	350	174	176	171	180
Total	132	66	66	68	65
Strongly disagree	17 13%	8 13%	9 14%	10 15%	7 12%
Slightly disagree	8 6%	3 5%	5 8%	4 5%	5 8%
TOTAL DISAGREE	26 20%	12 18%	14 21%	13 20%	12 19%
Neither/ nor	33 25%	15 22%	18 28%	17 25%	16 25%
Slightly agree	28 21%	17 25%	12 18%	17 25%	11 17%
Strongly agree	42 31%	21 31%	21 32%	20 29%	22 34%
TOTAL AGREE	70 53%	37 56%	33 50%	37 54%	33 52%
Don't know	3 3%	3 4%	1 1%	1 1%	2 4%
TOTAL NEITHER/ DON'T KNOW	37 28%	18 27%	19 29%	18 26%	19 29%

Columns Tested: a,b - c,d

OFCEM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	354	176	178	172	182
Effective Weighted Sample	350	174	176	171	180
Total	132	66	66	68	65
Strongly disagree	8 6%	4 6%	4 6%	3 5%	5 7%
Slightly disagree	8 6%	5 7%	4 6%	5 7%	3 5%
TOTAL DISAGREE	16 12%	9 13%	8 12%	8 12%	8 12%
Neither/ nor	12 9%	7 11%	5 8%	8 12%	5 7%
Slightly agree	30 22%	18 28%	11 17%	14 21%	16 25%
Strongly agree	73 55%	31 47%	42 63%	38 56%	36 55%
TOTAL AGREE	103 78%	50 75%	53 81%	52 76%	51 80%
Don't know	1 1%	1 1%	- -%	- -%	1 1%
TOTAL NEITHER/ DON'T KNOW	13 10%	8 12%	5 8%	8 12%	5 8%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	354	176	178	172	182
Effective Weighted Sample	350	174	176	171	180
Total	132	66	66	68	65
Very concerned	15 11%	8 12%	7 10%	8 11%	7 12%
Fairly concerned	16 12%	6 8%	10 15%	9 14%	6 10%
TOTAL CONCERNED	31 23%	14 21%	17 25%	17 25%	14 21%
Neither/ nor	14 10%	6 10%	7 11%	8 12%	5 8%
Not very concerned	16 12%	11 16%	6 8%	8 11%	9 13%
Not at all concerned	71 54%	35 53%	36 55%	35 52%	36 56%
TOTAL NOT CONCERNED	88 66%	46 69%	42 64%	43 63%	45 70%
Don't know	* *%	* 1%	- -%	- -%	* 1%
TOTAL NEITHER/ DON'T KNOW	14 11%	7 10%	7 11%	8 12%	6 9%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	354	176	178	172	182
Effective Weighted Sample	350	174	176	171	180
Total	132	66	66	68	65
Very concerned	13 10%	7 10%	6 9%	6 9%	7 11%
Fairly concerned	18 13%	9 14%	9 13%	9 13%	9 14%
TOTAL CONCERNED	31 23%	16 24%	15 22%	15 22%	16 24%
Neither/ nor	12 9%	6 10%	6 9%	7 10%	5 8%
Not very concerned	24 18%	11 17%	13 20%	13 19%	12 18%
Not at all concerned	65 49%	33 50%	32 49%	33 49%	32 50%
TOTAL NOT CONCERNED	90 68%	44 66%	45 69%	46 68%	44 68%
TOTAL NEITHER/ DON'T KNOW	12 9%	6 10%	6 9%	7 10%	5 8%

Columns Tested: a,b - c,d

OFCEM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	354	176	178	172	182
Effective Weighted Sample	350	174	176	171	180
Total	132	66	66	68	65
Very concerned	17 13%	8 12%	9 14%	9 14%	8 12%
Fairly concerned	7 5%	4 7%	3 4%	5 8%	2 3%
TOTAL CONCERNED	24 18%	12 18%	12 18%	15 21%	10 15%
Neither/ nor	11 8%	6 9%	5 7%	6 8%	5 7%
Not very concerned	15 12%	8 12%	7 11%	7 10%	8 13%
Not at all concerned	82 62%	40 60%	42 64%	41 60%	41 64%
TOTAL NOT CONCERNED	97 73%	48 72%	49 75%	48 70%	50 77%
Don't know	* *%	* 1%	- -%	- -%	* 1%
TOTAL NEITHER/ DON'T KNOW	11 8%	6 10%	5 7%	6 8%	5 8%

Columns Tested: a,b - c,d

OFCEM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	354	176	178	172	182
Effective Weighted Sample	350	174	176	171	180
Total	132	66	66	68	65
Very concerned	16 12%	7 11%	8 12%	9 13%	7 11%
Fairly concerned	4 3%	3 5%	1 2%	2 3%	2 4%
TOTAL CONCERNED	20 15%	11 16%	10 14%	10 15%	10 15%
Neither/ nor	14 10%	6 10%	7 11%	8 11%	6 9%
Not very concerned	11 8%	4 7%	6 9%	5 7%	6 9%
Not at all concerned	87 66%	44 66%	43 65%	44 65%	43 66%
TOTAL NOT CONCERNED	98 74%	48 73%	49 75%	49 73%	48 75%
Don't know	1 1%	1 2%	- -%	* 1%	1 1%
TOTAL NEITHER/ DON'T KNOW	15 11%	7 11%	7 11%	8 12%	7 10%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	354	176	178	172	182
Effective Weighted Sample	350	174	176	171	180
Total	132	66	66	68	65
Very concerned	15 12%	8 11%	8 12%	9 13%	6 10%
Fairly concerned	9 6%	4 6%	5 7%	6 9%	3 4%
TOTAL CONCERNED	24 18%	11 17%	12 19%	15 22%	9 14%
Neither/ nor	15 11%	7 10%	9 13%	8 12%	7 11%
Not very concerned	14 10%	8 12%	6 9%	5 8%	9 14%
Not at all concerned	78 59%	39 58%	39 60%	40 58%	39 60%
TOTAL NOT CONCERNED	92 69%	47 71%	45 68%	45 66%	47 73%
Don't know	1 1%	1 2%	- -%	* *%	1 2%
TOTAL NEITHER/ DON'T KNOW	17 13%	8 12%	9 13%	8 12%	8 13%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	354	176	178	172	182
Effective Weighted Sample	350	174	176	171	180
Total	132	66	66	68	65
Very concerned	17 13%	9 14%	8 12%	8 12%	9 14%
Fairly concerned	9 7%	4 6%	5 8%	7 10%	2 4%
TOTAL CONCERNED	27 20%	13 20%	14 21%	15 22%	12 18%
Neither/ nor	13 9%	5 7%	8 12%	8 12%	5 7%
Not very concerned	12 9%	7 10%	5 8%	6 9%	6 10%
Not at all concerned	80 61%	41 61%	40 60%	39 57%	41 64%
TOTAL NOT CONCERNED	92 70%	48 72%	45 68%	45 66%	47 73%
Don't know	1 1%	1 1%	- -%	- -%	1 1%
TOTAL NEITHER/ DON'T KNOW	13 10%	6 8%	8 12%	8 12%	5 8%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	354	176	178	172	182
Effective Weighted Sample	350	174	176	171	180
Total	132	66	66	68	65
Very concerned	17 13%	9 13%	8 12%	8 11%	9 14%
Fairly concerned	11 9%	5 8%	6 9%	7 11%	4 6%
TOTAL CONCERNED	28 21%	14 22%	14 21%	15 22%	13 20%
Neither/ nor	13 10%	6 9%	7 11%	8 12%	5 8%
Not very concerned	12 9%	6 10%	6 9%	7 10%	6 9%
Not at all concerned	78 59%	39 59%	39 59%	38 56%	40 63%
TOTAL NOT CONCERNED	90 68%	45 68%	45 68%	44 65%	46 71%
Don't know	1 1%	1 1%	- -%	* 1%	* 1%
TOTAL NEITHER/ DON'T KNOW	14 10%	7 10%	7 11%	9 13%	5 8%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	354	176	178	172	182
Effective Weighted Sample	350	174	176	171	180
Total	132	66	66	68	65
Very concerned	19 14%	9 14%	10 14%	8 12%	11 17%
Fairly concerned	14 10%	5 8%	9 13%	10 15%	4 6%
TOTAL CONCERNED	33 25%	14 22%	18 28%	18 26%	15 23%
Neither/ nor	18 14%	8 13%	10 15%	10 14%	9 14%
Not very concerned	12 9%	7 10%	5 8%	7 10%	6 9%
Not at all concerned	68 52%	36 54%	32 49%	34 50%	35 54%
TOTAL NOT CONCERNED	81 61%	43 65%	38 57%	40 60%	40 62%
Don't know	1 1%	1 1%	- -%	- -%	1 1%
TOTAL NEITHER/ DON'T KNOW	19 14%	9 14%	10 15%	10 14%	10 15%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	354	176	178	172	182
Effective Weighted Sample	350	174	176	171	180
Total	132	66	66	68	65
Very concerned	14 11%	7 10%	8 12%	6 10%	8 12%
Fairly concerned	7 6%	4 7%	3 4%	6 9%	1 2%
				d	
TOTAL CONCERNED	22 16%	11 17%	11 16%	12 18%	9 14%
Neither/ nor	15 11%	7 11%	8 11%	8 12%	7 11%
Not very concerned	13 10%	6 9%	7 11%	6 9%	7 11%
Not at all concerned	81 61%	41 61%	41 62%	41 60%	40 63%
TOTAL NOT CONCERNED	95 71%	47 70%	48 72%	47 70%	47 73%
Don't know	1 1%	1 2%	- -%	* 1%	1 1%
TOTAL NEITHER/ DON'T KNOW	16 12%	9 13%	8 11%	8 12%	8 12%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	354	176	178	172	182
Effective Weighted Sample	350	174	176	171	180
Total	132	66	66	68	65
Never	56 42%	29 44%	26 40%	28 42%	27 42%
Every day	11 9%	6 9%	5 8%	4 7%	7 11%
Every week	18 13%	9 14%	8 13%	10 14%	8 12%
Every month	14 10%	5 7%	9 14%	7 11%	6 10%
Every couple of months	9 7%	3 5%	5 8%	5 7%	4 6%
Less frequently	22 16%	12 18%	10 15%	11 16%	11 17%
SUMMARY					
WEEKLY	29 22%	15 23%	14 21%	14 21%	15 23%
MONTHLY	43 32%	20 30%	22 34%	21 32%	21 33%
EVER	73 55%	35 53%	37 57%	37 54%	36 56%
LESS FREQUENTLY THAN MONTHLY	30 23%	15 23%	15 23%	15 23%	15 23%
Don't know	4 3%	2 3%	2 3%	3 4%	1 2%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	354	176	178	172	182
Effective Weighted Sample	350	174	176	171	180
Total	132	66	66	68	65
Family or friends	37 28%	17 25%	20 30%	19 28%	18 27%
Your child's school	32 24%	16 24%	16 24%	17 25%	15 24%
Internet service providers/ ISPs	15 11%	6 9%	9 13%	11 17%	3 5%
TV, radio, newspapers or magazines	11 8%	5 8%	6 9%	8 11%	3 5%
Other websites with information about how to stay safe online	9 7%	4 7%	5 8%	8 12%	2 2%
Manufacturers or retailers selling the product	9 7%	3 5%	6 9%	7 11%	2 3%
Government or local authority	9 7%	5 7%	4 7%	6 9%	3 4%
BBC	8 6%	3 4%	5 7%	5 7%	3 5%
Columns Tested: a,b - c,d					

OF COM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	354	176	178	172	182
Effective Weighted Sample	350	174	176	171	180
Total	132	66	66	68	65
From your child themselves	4	3	1	2	2
	3%	5%	2%	3%	3%
Other sources	4	2	2	2	2
	3%	3%	3%	3%	3%
TOTAL LOOKED FOR OR RECEIVED INFORMATION OR ADVICE	74	34	39	39	34
	56%	52%	59%	58%	53%
No, have not looked for or received any information or advice	57	32	25	28	29
	43%	48%	38%	41%	45%
Don't know	2	*	1	1	1
	1%	1%	2%	1%	2%

Columns Tested: a,b - c,d

OFCEM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	354	176	178	172	182
Effective Weighted Sample	350	174	176	171	180
Total	132	66	66	68	65
They have never seen things like this	116	56	60	60	56
	88%	84%	91%	88%	87%
They sometimes see things like this	9	5	4	6	3
	7%	8%	7%	9%	5%
They often see things like this	3	2	1	1	2
	2%	2%	2%	1%	3%
EVER SEE THIS	12	7	5	7	5
	9%	10%	8%	10%	8%
Don't know	4	4	1	1	4
	3%	5%	1%	1%	5%
		b		c	

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	354	176	178	172	182
Effective Weighted Sample	350	174	176	171	180
Total	132	66	66	68	65
Make a drawing or picture	35 27%	16 24%	19 29%	17 25%	18 29%
Make a video	12 9%	7 11%	5 8%	6 8%	7 10%
Change or edit a photo	11 8%	7 11%	4 6%	5 7%	6 10%
Make a character (avatar) that lives and plays in games or sites like Moshi Monsters, Minecraft etc	3 2%	1 2%	1 2%	* 1%	2 3%
Make their own music	2 2%	1 1%	1 2%	* 1%	2 3%
Make or design a robot	2 1%	1 2%	* 1%	* 1%	1 2%
Make an animation/ moving picture or image	1 1%	* 1%	1 1%	* 1%	1 1%
Make an app or game	1 1%	- -%	1 2%	* 1%	1 1%

Columns Tested: a,b - c,d

OFCEM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	354	176	178	172	182
Effective Weighted Sample	350	174	176	171	180
Total	132	66	66	68	65
Make a meme or gif (an image, video or piece of text that is funny that gets spread around online)	1 *%	- -%	1 1%	- -%	1 1%
Change or edit somebody else's music (such as cutting, editing or mixing tracks)	* *%	* 1%	- -%	* 1%	- -%
Modify or change a game	* *%	* 1%	- -%	- -%	* 1%
ANY OF THESE	38 29%	17 26%	20 31%	18 27%	19 30%
None of these	92 69%	48 72%	44 67%	48 70%	44 68%
Don't know	3 2%	1 2%	2 2%	2 3%	1 1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 24th April to 13th June 2017.

Table 113

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

QP55A. Does your child ever watch CBeebies or use the CBeebies app or website?

Base : Parents of children aged 3-4

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Yes	197 79%	101 80%	97 78%	96 80%	101 78%
No	52 21%	24 19%	28 22%	24 20%	28 21%
Don't know	1 *%	* *%	* *%	- -%	1 1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 24th April to 13th June 2017.

Table 114

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

QP56A. (SHOWCARD) Using this card can you please tell me the extent to which you think these CBeebies resources are educational? (SINGLE CODE)

Base : Parents of children aged 3-4 whose child ever watches CBeebies or use the CBeebies app or website

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	534	268	266	245	289
Effective Weighted Sample	528	265	263	243	286
Total	197	101	97	96	101
Very educational	75 38%	37 37%	38 39%	40 41%	36 35%
Fairly educational	101 51%	51 50%	50 52%	50 52%	51 50%
TOTAL - EDUCATIONAL	177 89%	88 87%	89 92%	90 94%	87 85%
Neither educational nor not educational	11 6%	7 7%	5 5%	5 5%	6 6%
Not very educational	5 2%	2 2%	2 3%	1 1%	4 3%
Not at all educational	3 1%	2 2%	1 1%	- -%	3 3%
TOTAL- NOT EDUCATIONAL	7 4%	4 4%	3 3%	1 1%	6 6%
Don't know	2 1%	2 2%	* *%	- -%	2 2%
TOTAL NEITHER/ DON'T KNOW	14 7%	9 9%	5 5%	5 5%	9 8%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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. (SINGLE CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	7	3	4	1	6
Effective Weighted Sample	7	3	4	1	6
Total	2	1	1	*	2
Up to 1 hour	**	**	**	**	**
	**	**	**	**	**
Up to 2 hours	**	**	**	**	**
	**	**	**	**	**
Mean number of hours	**	**	**	**	**
Standard deviation	**	**	**	**	**
Standard error	**	**	**	**	**

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 (SINGLE CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	7	3	4	1	6
Effective Weighted Sample	7	3	4	1	6
Total	2	1	1	*	2
None	**	**	**	**	**
	**	**	**	**	**
Up to 1 hour	**	**	**	**	**
	**	**	**	**	**
Up to 2 hours	**	**	**	**	**
	**	**	**	**	**
Up to 3 hours	**	**	**	**	**
	**	**	**	**	**
Up to 5 hours	**	**	**	**	**
	**	**	**	**	**
Mean number of hours	**	**	**	**	**
Standard deviation	**	**	**	**	**
Standard error	**	**	**	**	**

Columns Tested: a,b - c,d

OFCEM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 (SINGLE CODE)

Base : Parents of children with a mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	7	3	4	1	6
Effective Weighted Sample	7	3	4	1	6
Total	2	1	1	*	2
Up to 5 hours	**	**	**	**	**
	**	**	**	**	**
Up to 10 hours	**	**	**	**	**
	**	**	**	**	**
Up to 15 hours	**	**	**	**	**
	**	**	**	**	**
Up to 20 hours	**	**	**	**	**
	**	**	**	**	**
Mean number of hours	**	**	**	**	**
Standard deviation	**	**	**	**	**
Standard error	**	**	**	**	**
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	7	3	4	1	6
Effective Weighted Sample	7	3	4	1	6
Total	2	1	1	*	2
Rules about how much time they spend using their phone	**	**	**	**	**
	**	**	**	**	**
Rules about when they can use their phone	**	**	**	**	**
	**	**	**	**	**
Rules about who they are in contact with on their phone	**	**	**	**	**
	**	**	**	**	**
Rules about how much money they can spend on their phone	**	**	**	**	**
	**	**	**	**	**
Rules about downloading apps onto their phone	**	**	**	**	**
	**	**	**	**	**
ANY RULES	**	**	**	**	**
	**	**	**	**	**
No, do not have any rules	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	7	3	4	1	6
Effective Weighted Sample	7	3	4	1	6
Total	2	1	1	*	2
Very concerned	**	**	**	**	**
	**	**	**	**	**
Fairly concerned	**	**	**	**	**
	**	**	**	**	**
TOTAL CONCERNED	**	**	**	**	**
	**	**	**	**	**
Neither/ nor	**	**	**	**	**
	**	**	**	**	**
Not very concerned	**	**	**	**	**
	**	**	**	**	**
Not at all concerned	**	**	**	**	**
	**	**	**	**	**
TOTAL NOT CONCERNED	**	**	**	**	**
	**	**	**	**	**
TOTAL NEITHER/ DON'T KNOW	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	7	3	4	1	6
Effective Weighted Sample	7	3	4	1	6
Total	2	1	1	*	2
Very concerned	**	**	**	**	**
	**	**	**	**	**
TOTAL CONCERNED	**	**	**	**	**
	**	**	**	**	**
Not very concerned	**	**	**	**	**
	**	**	**	**	**
Not at all concerned	**	**	**	**	**
	**	**	**	**	**
TOTAL NOT CONCERNED	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCEM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	7	3	4	1	6
Effective Weighted Sample	7	3	4	1	6
Total	2	1	1	*	2
Very concerned	**	**	**	**	**
	**	**	**	**	**
TOTAL CONCERNED	**	**	**	**	**
	**	**	**	**	**
Not very concerned	**	**	**	**	**
	**	**	**	**	**
Not at all concerned	**	**	**	**	**
	**	**	**	**	**
TOTAL NOT CONCERNED	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

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

QP61. The UK mobile phone networks - so O2, Vodafone, EE and so on 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 GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	7	3	4	1	6
Effective Weighted Sample	7	3	4	1	6
Total	2	1	1	*	2
Yes	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	7	3	4	1	6
Effective Weighted Sample	7	3	4	1	6
Total	2	1	1	*	2
Bar on adult content is in place	**	**	**	**	**
	**	**	**	**	**
Don't know whether bar on adult content is in place	**	**	**	**	**
	**	**	**	**	**
Not applicable - child's phone cannot be used to go online	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	7	3	4	1	6
Effective Weighted Sample	7	3	4	1	6
Total	2	1	1	*	2
Bar on adult content is in place	**	**	**	**	**
	**	**	**	**	**
Don't know whether bar on adult content is in place	**	**	**	**	**
	**	**	**	**	**
Not applicable - child's phone cannot be used to go online	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCEM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
On a tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	68 27%	37 30%	30 24%	37 31% d	30 23%
On a mobile phone or Smartphone (like an iPhone, Samsung Galaxy/ BlackBerry)	35 14%	15 12%	20 16%	21 18% d	14 11%
On a games console connected to a TV (like an Xbox/ PlayStation/ Wii)	17 7%	10 8%	7 6%	8 7%	9 7%
On a hand held games console (like a Nintendo DS or 3DS or Sony PS Vita or Wii U)	17 7%	11 9%	6 5%	6 5%	11 8%
On a desktop computer/ laptop/ netbook	7 3%	2 2%	4 4%	5 5% d	1 1%
On a Smart TV directly - not using a games console connected to the TV	1 *% *%	* *%	1 1%	* *%	1 1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
USE ANY OF THESE DEVICES TO PLAY GAMES	99 40%	53 42%	46 37%	50 42%	49 38%
USES HANDHELD PLAYER OR GAMES CONSOLE TO PLAY GAMES	29 12%	18 14%	11 9%	12 10%	17 13%
No, never/ Does not play games	151 60%	72 58%	79 63%	70 58%	80 62%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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? (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		a	b	c	d
Unweighted total	264	139	125	126	138
Effective Weighted Sample	261	138	124	125	137
Total	99	53	46	50	49
None	16	7	9	9	7
	16%	14%	19%	18%	14%
Up to 1 hour	76	42	34	39	37
	76%	79%	73%	79%	74%
Up to 2 hours	6	3	3	1	5
	6%	6%	6%	2%	10%
					c
Up to 3 hours	1	1	1	*	1
	2%	1%	2%	1%	2%
Mean number of hours	.8	.8	.7	.7	.8
					c
Standard deviation	.56	.54	.57	.47	.62
Standard error	.03	.05	.05	.04	.05
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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? (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	264	139	125	126	138
Effective Weighted Sample	261	138	124	125	137
Total	99	53	46	50	49
None	8 8%	5 10%	3 6%	4 8%	4 9%
Up to 1 hour	73 74%	37 70%	36 78%	39 77%	35 70%
Up to 2 hours	13 13%	8 14%	5 11%	6 13%	6 13%
Up to 3 hours	3 3%	2 3%	1 2%	1 2%	2 4%
Up to 4 hours	* *%	* 1%	- -%	- -%	* 1%
Up to 5 hours	1 1%	* 1%	1 2%	* 1%	1 2%
Up to 6 hours	1 1%	* 1%	* 1%	- -%	1 2%
Mean number of hours	1.1	1.1	1.0	.9	1.2
Standard deviation	.91	.88	.95	.68	1.09
Standard error	.06	.08	.09	.06	.09
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	264	139	125	126	138
Effective Weighted Sample	261	138	124	125	137
Total	99	53	46	50	49
None	6 6%	3 5%	3 6%	3 6%	3 5%
Up to 5 hours	46 46%	24 45%	22 47%	25 50%	21 42%
Up to 10 hours	39 39%	22 41%	17 37%	21 41%	19 37%
Up to 15 hours	6 6%	3 6%	3 6%	* 1%	6 11% c
Up to 20 hours	2 2%	1 1%	1 2%	1 2%	1 1%
Up to 25 hours	1 1%	* 1%	* 1%	* 1%	* 1%
Up to 30 hours	1 1%	* 1%	* 1%	- -%	1 2%
Mean number of hours	5.9	6.0	5.7	5.2	6.5 c
Standard deviation	4.21	4.15	4.32	3.44	4.82
Standard error	.26	.35	.39	.31	.41
Columns Tested: a,b - c,d					

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	264	139	125	126	138
Effective Weighted Sample	261	138	124	125	137
Total	99	53	46	50	49
Rules about only playing games with an age appropriate rating	57 57%	32 60%	25 54%	29 57%	28 57%
Rules about how much time they spend playing games	40 41%	21 39%	20 43%	22 44%	18 37%
Rules about only playing games with appropriate content (no violence/ nudity/ swearing etc)	38 38%	21 39%	18 38%	19 39%	19 38%
Rules about when they can play games	37 37%	20 38%	17 37%	20 40%	17 35%
Rules about purchasing or downloading games or apps / in-app purchasing	24 24%	13 25%	11 23%	12 24%	12 24%
Rules about whether they can play games online	21 21%	12 22%	9 20%	9 18%	12 25%
Rules about who they can play games with	19 19%	9 17%	10 21%	9 18%	10 20%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	264	139	125	126	138
Effective Weighted Sample	261	138	124	125	137
Total	99	53	46	50	49
Other rules	2 2%	1 2%	1 2%	* 1%	2 4%
ANY RULES	73 73%	40 76%	33 71%	38 75%	35 72%
No, do not have any rules	26 27%	13 24%	13 29%	12 25%	14 28%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Yes	170 68%	88 70%	82 66%	83 69%	87 67%
No	77 31%	35 28%	42 34%	36 30%	41 32%
Don't know	3 1%	2 2%	1 1%	1 1%	2 1%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	264	139	125	126	138
Effective Weighted Sample	261	138	124	125	137
Total	99	53	46	50	49
Playing on their own/ against the computer or games console/ player	26 27%	15 29%	11 24%	16 32%	11 21%
Playing against or with someone else in the same room as them	7 7%	3 6%	4 8%	3 6%	4 7%
Playing against or with someone else they have met in person who is playing somewhere else	1 1%	* 1%	1 2%	* 1%	1 1%
Playing against or with one or more other people they have not met in person who are playing somewhere else	1 1%	- -%	1 2%	1 2%	* 1%
TOTAL - PLAYS GAMES ONLINE	31 31%	18 33%	13 28%	17 34%	13 27%
No - child does not play online games	68 69%	35 66%	34 72%	33 66%	36 72%
Don't know	* *%	* 1%	- -%	- -%	* 1%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE	FEMALE	ABC1	C2DE
Significance Level: 95%		~a	~b	~c	~d
Unweighted total	77	47	30	30	47
Effective Weighted Sample	76	47	30	30	47
Total	29	18	11	12	17
Yes	**	**	**	**	**
	**	**	**	**	**
No	**	**	**	**	**
	**	**	**	**	**
Don't know	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	264	139	125	126	138
Effective Weighted Sample	261	138	124	125	137
Total	99	53	46	50	49
Very concerned	6 6%	2 4%	4 8%	3 6%	3 6%
Fairly concerned	5 5%	3 5%	2 4%	4 7%	1 2%
TOTAL CONCERNED	10 10%	5 9%	6 12%	6 13%	4 8%
Neither/ nor	12 12%	7 13%	5 11%	7 13%	5 11%
Not very concerned	17 17%	10 19%	7 14%	9 18%	8 16%
Not at all concerned	60 61%	31 59%	29 63%	28 56%	32 65%
TOTAL NOT CONCERNED	77 78%	42 78%	36 77%	37 74%	40 81%
TOTAL NEITHER/ DON'T KNOW	12 12%	7 13%	5 11%	7 13%	5 11%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	264	139	125	126	138
Effective Weighted Sample	261	138	124	125	137
Total	99	53	46	50	49
Very concerned	5 5%	2 4%	3 6%	2 3%	3 6%
Fairly concerned	7 7%	3 5%	4 9%	5 10%	2 4%
TOTAL CONCERNED	11 12%	5 9%	7 15%	6 13%	5 10%
Neither/ nor	13 13%	7 14%	6 12%	9 18%	4 8%
Not very concerned	16 16%	9 17%	7 15%	6 12%	10 20%
Not at all concerned	59 59%	32 60%	27 58%	29 57%	30 61%
TOTAL NOT CONCERNED	75 75%	41 78%	34 73%	35 69%	40 82%
TOTAL NEITHER/ DON'T KNOW	13 13%	7 14%	6 12%	9 18%	4 8%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE ~a	FEMALE ~b	ABC1 ~c	C2DE ~d
Significance Level: 95%					
Unweighted total	81	46	35	43	38
Effective Weighted Sample	80	46	35	43	38
Total	31	18	13	17	13
Very concerned	**	**	**	**	**
	**	**	**	**	**
Fairly concerned	**	**	**	**	**
	**	**	**	**	**
TOTAL CONCERNED	**	**	**	**	**
	**	**	**	**	**
Neither/ nor	**	**	**	**	**
	**	**	**	**	**
Not very concerned	**	**	**	**	**
	**	**	**	**	**
Not at all concerned	**	**	**	**	**
	**	**	**	**	**
TOTAL NOT CONCERNED	**	**	**	**	**
	**	**	**	**	**
TOTAL NEITHER/ DON'T KNOW	**	**	**	**	**
	**	**	**	**	**

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	264	139	125	126	138
Effective Weighted Sample	261	138	124	125	137
Total	99	53	46	50	49
Very concerned	7 7%	4 7%	4 8%	4 7%	4 8%
Fairly concerned	9 9%	5 10%	4 8%	6 12%	3 6%
TOTAL CONCERNED	16 16%	9 17%	7 16%	9 19%	7 14%
Neither/ nor	11 12%	6 11%	5 12%	7 14%	4 9%
Not very concerned	14 14%	6 12%	8 17%	7 15%	7 14%
Not at all concerned	57 57%	31 59%	25 55%	26 51%	31 63%
TOTAL NOT CONCERNED	71 71%	38 71%	33 72%	33 66%	38 77%
Don't know	1 1%	* 1%	* 1%	* 1%	* 1%
TOTAL NEITHER/ DON'T KNOW	12 12%	6 12%	6 13%	8 15%	5 9%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	264	139	125	126	138
Effective Weighted Sample	261	138	124	125	137
Total	99	53	46	50	49
Very concerned	6 6%	2 4%	3 7%	3 6%	3 5%
Fairly concerned	7 7%	4 7%	3 6%	5 9%	2 4%
TOTAL CONCERNED	12 12%	6 12%	6 13%	8 16%	4 9%
Neither/ nor	9 9%	6 11%	3 7%	6 13%	3 6%
Not very concerned	11 11%	5 10%	6 12%	6 11%	5 11%
Not at all concerned	66 67%	36 67%	31 66%	29 59%	37 75%
TOTAL NOT CONCERNED	77 78%	41 77%	36 78%	35 70%	42 85%
Don't know	1 1%	- -%	1 2%	1 2%	- -%
TOTAL NEITHER/ DON'T KNOW	10 10%	6 11%	4 9%	7 14%	3 6%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	264	139	125	126	138
Effective Weighted Sample	261	138	124	125	137
Total	99	53	46	50	49
Very concerned	8 8%	3 7%	4 9%	4 7%	4 9%
Fairly concerned	10 11%	6 11%	4 9%	6 13%	4 8%
TOTAL CONCERNED	18 18%	10 18%	9 19%	10 20%	9 17%
Neither/ nor	16 16%	9 17%	6 14%	11 22% d	5 9%
Not very concerned	12 12%	5 10%	7 14%	5 10%	7 15%
Not at all concerned	50 50%	27 52%	23 49%	22 43%	28 57% c
TOTAL NOT CONCERNED	62 62%	33 62%	29 63%	27 53%	36 72% c
Don't know	4 4%	2 3%	2 4%	3 6%	1 1%
TOTAL NEITHER/ DON'T KNOW	19 19%	11 20%	8 18%	14 27% d	5 11%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Disagree a lot	164 66%	83 66%	81 65%	78 65%	86 66%
Disagree a little	40 16%	21 17%	19 16%	20 17%	20 16%
TOTAL DISAGREE	204 82%	103 83%	101 81%	98 81%	107 82%
Neither/ nor	15 6%	7 6%	8 6%	8 7%	7 5%
Agree a little	25 10%	11 9%	14 11%	13 11%	12 9%
Agree a lot	6 2%	3 3%	3 2%	1 1%	5 4%
					c
TOTAL AGREE	31 12%	14 11%	17 13%	14 12%	17 13%
Don't know	* *%	* *%	- -%	* *%	- -%
TOTAL NEITHER/ DON'T KNOW	15 6%	8 6%	8 6%	8 7%	7 5%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Disagree a lot	7 3%	3 2%	4 3%	3 2%	4 3%
Disagree a little	8 3%	5 4%	3 3%	3 3%	4 3%
TOTAL DISAGREE	15 6%	7 6%	8 6%	6 5%	9 7%
Neither/ nor	24 10%	11 9%	13 11%	13 11%	11 9%
Agree a little	44 18%	24 19%	21 17%	21 17%	24 18%
Agree a lot	164 66%	82 65%	82 66%	78 65%	86 66%
TOTAL AGREE	208 83%	105 84%	103 82%	99 83%	109 84%
Don't know	2 1%	1 1%	1 1%	2 1%	1 1%
TOTAL NEITHER/ DON'T KNOW	27 11%	12 10%	14 12%	15 12%	12 9%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
WHITE - British	156 62%	82 66%	74 59%	76 63%	79 61%
WHITE - English	20 8%	9 7%	11 9%	10 9%	9 7%
WHITE - Scottish	16 6%	8 6%	8 6%	5 4%	10 8%
WHITE - Welsh	5 2%	1 1%	3 3%	1 1%	4 3%
WHITE - Irish	1 *%	1 1%	* *%	1 1%	1 *%
WHITE - Any other white background	17 7%	9 7%	8 7%	8 7%	9 7%
MIXED - White and Black Caribbean	3 1%	2 1%	1 1%	1 1%	2 1%
MIXED - White and Black African	2 1%	1 1%	1 1%	2 1%	1 1%
MIXED - White and Asian	2 1%	* *%	2 1%	2 1%	* *%
MIXED - Any other mixed background	2 1%	1 1%	1 1%	* *%	1 1%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
ASIAN AND BRITISH ASIAN - Indian	6 2%	3 2%	3 2%	4 4% d	1 1%
ASIAN AND BRITISH ASIAN - Pakistani	4 2%	1 1%	2 2%	1 1%	3 2%
ASIAN AND BRITISH ASIAN - Bangladeshi	4 2%	2 1%	2 2%	2 2%	2 2%
ASIAN AND BRITISH ASIAN - Any other Asian background	1 *%	* *%	1 1%	* *%	1 *%
BLACK AND BLACK BRITISH - Caribbean	2 1%	1 1%	2 1%	1 1%	2 1%
BLACK AND BLACK BRITISH - African	4 2%	2 2%	2 2%	2 2%	2 2%
BLACK AND BLACK BRITISH - Any other black background	2 1%	1 1%	1 1%	2 2% d	* *%
MIDDLE EAST AND ARABIC ORIGIN - Middle Eastern, including Arabic origin	* *%	- -%	* *%	* *%	- -%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
CHINESE OR OTHER ETHNIC GROUP - Chinese	*	-	*	-	*
	*%	-%	*%	-%	*%
Any other background	3	1	2	1	2
	1%	1%	1%	1%	2%
Refused	*	*	-	*	-
	*%	*%	-%	*%	-%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Yes	6 2%	3 3%	2 2%	2 2%	4 3%
Yes, but does not limit activities	5 2%	2 2%	3 2%	2 2%	3 2%
No	239 95%	119 95%	120 96%	116 96%	123 94%
Don't know	1 *%	1 1%	- -%	- -%	1 1%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Can use to make and receive calls	164 66%	78 63%	86 69%	96 80%	68 53%
Can receive but not make calls/ incoming only	8 3%	4 3%	4 3%	4 3%	5 4%
Line not working properly/ needs to be repaired	7 3%	3 3%	3 3%	2 2%	4 3%
No, do not have landline phone	70 28%	39 31%	31 25%	18 15%	52 40%
Don't know	* *%	* *%	- -%	* *%	- -%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
16 - 24	22 9%	10 8%	12 9%	4 4%	17 13% c
25 - 34	123 49%	63 50%	60 48%	55 46%	67 52%
35 - 44	93 37%	45 36%	48 38%	56 46% d	38 29%
45 - 54	10 4%	4 3%	5 4%	3 3%	6 5%
55 - 64	2 1%	1 1%	1 1%	1 1%	1 1%
65 - 74	1 *%	1 1%	- -%	* *%	* *%
Refused	1 *%	1 1%	- -%	* *%	* *%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Aged 16 or under	91 36%	49 39%	42 34%	25 21%	65 50% c
Aged 17-18	64 26%	33 27%	31 25%	29 24%	36 27%
Aged 19-20	27 11%	12 10%	15 12%	15 12%	12 10%
Aged 21 or over	64 26%	30 24%	35 28%	49 41% d	15 11%
Don't know	1 1%	- -%	1 1%	* *%	1 1%
Refused	2 1%	1 1%	1 1%	2 1%	1 *%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Being bought on mortgage	89 36%	43 35%	46 37%	69 57% d	20 16%
Owned outright by the household	4 2%	1 1%	3 2%	2 2%	1 1%
Rented from Local Authority/ Housing Association/ Trust	92 37%	43 35%	48 39%	22 18%	70 54% c
Rented from Private Landlord	59 24%	34 27%	26 21%	25 21%	34 26%
Other	5 2%	3 2%	2 1%	1 1%	4 3%
Don't know	1 *% *	1 1% *	* *% *	1 1% *	* *% *

Columns Tested: a,b - c,d

OFCEM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
2	22 9%	9 7%	13 11%	7 6%	15 11% c
3	82 33%	46 36% b	37 29%	38 31%	44 34%
4	90 36%	43 35%	47 37%	54 45% d	36 28%
5-6	50 20%	24 19%	26 21%	20 17%	30 23% c
7-9	5 2%	3 2%	2 2%	2 1%	4 3%
10 or more	1 *%	1 1%	- -%	- -%	1 1%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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

	Total	CHILD'S GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
None	2 1%	* *%	1 1%	1 1%	1 1%
1	95 38%	48 38%	47 37%	46 39%	48 37%
2	101 40%	49 39%	52 41%	53 44% d	47 36%
3	38 15%	19 16%	19 15%	16 13%	22 17%
4	10 4%	5 4%	5 4%	2 2%	8 6% c
5 or more	5 2%	3 2%	2 2%	1 1%	4 3%

Columns Tested: a,b - c,d

OFKOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Under 1	33	17	16	19	14
	13%	14%	13%	16%	11%
Aged 1	19	10	9	8	11
	8%	8%	7%	7%	8%
Aged 2	16	8	8	4	11
	6%	6%	6%	4%	9%
					c
Aged 3	52	28	24	29	23
	21%	23%	19%	24%	18%
Aged 4	57	26	31	28	29
	23%	21%	25%	24%	22%
Aged 5	18	11	7	8	11
	7%	9%	6%	7%	8%
Aged 6	27	11	16	14	12
	11%	9%	13%	12%	9%
Aged 7	21	9	11	10	11
	8%	8%	9%	8%	8%
Aged 8	19	10	10	7	12
	8%	8%	8%	6%	10%
Aged 9	13	6	7	4	9
	5%	5%	5%	3%	7%
					c
Aged 10	12	6	6	2	10
	5%	5%	5%	2%	8%
					c

Columns Tested: a,b - c,d

OFCEM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Aged 11	9 4%	4 3%	5 4%	4 3%	5 4%
Aged 12	8 3%	5 4%	4 3%	3 2%	6 4%
Aged 13	8 3%	4 3%	4 4%	3 3%	5 4%
Aged 14	4 2%	1 1%	3 2%	1 1%	3 2%
Aged 15	5 2%	2 2%	3 2%	1 1%	4 3%
Aged 16	2 1%	1 1%	1 1%	* *%	2 1%
Refused	4 2%	2 2%	2 2%	3 2%	1 1%
ANY YOUNGER SIBLINGS AT HOME	70 28%	38 30%	33 26%	34 28%	37 28%
NO YOUNGER SIBLINGS AT HOME	180 72%	87 70%	92 74%	86 72%	93 72%
ANY OLDER SIBLINGS AT HOME	103 41%	46 37%	57 45%	46 38%	57 44%
NO OLDER SIBLINGS AT HOME	147 59%	79 63%	68 55%	74 62%	73 56%

Columns Tested: a,b - c,d

OF COM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
ONLY CHILD WITH NO SIBLINGS AT HOME	95 38%	48 38%	47 37%	46 39%	48 37%
NO CHILDREN LIVE AT HOME	2 1%	* **%	1 1%	1 1%	1 1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Your husband/ wife/ partner - CHILD'S PARENT	176 70%	88 70%	89 71%	102 85% d	74 57%
Your husband/ wife/ partner - NOT CHILD'S PARENT	6 3%	3 3%	3 2%	2 2%	4 3%
Your Mother/ Father/ Stepmother/ Stepfather/ Partner of Father/ Partner of Mother	9 3%	4 4%	4 3%	3 3%	5 4%
Your Brothers/ Sisters/ Stepbrothers/ Stepsisters	3 1%	1 1%	1 1%	1 1%	1 1%
Your Child/ children aged 16 and over	11 4%	4 4%	6 5%	5 4%	6 4%
Other relative of yours	8 3%	4 3%	4 3%	2 1%	6 5% c
Friend/ other person not related to you	2 1%	2 1%	1 1%	1 1%	2 1%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
None - I am the only adult in the household	53	27	26	13	40
	21%	21%	21%	11%	31%
					c
Refused	1	1	-	*	*
	*%	1%	-%	*%	*%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Up to £199 per week/ £10,399 per year	21 9%	11 9%	10 8%	2 2%	19 15% c
From £200 to £299 per week/ £10,400 to £15,599 per year	20 8%	9 7%	12 10%	3 2%	18 14% c
From £300 to £499 per week/ £15,600 to £25,999 per year	32 13%	18 14%	14 11%	15 12%	18 14%
From £500 to £699 per week/ £26,000 to £36,399 per year	29 12%	13 11%	16 13%	18 15% d	11 9%
From £700 to £999 per week/ £36,400 to £51,999 per year	21 8%	10 8%	11 9%	18 15% d	4 3%
£1,000 and above per week/ £52,000 and above per year	18 7%	8 6%	10 8%	15 13% d	2 2%
Don't know/ Refused	108 43%	56 45%	52 41%	50 41%	58 45%

Columns Tested: a,b - c,d

OFCOM MEDIA LITERACY TRACKER 2017 - PARENTS OF CHILDREN AGED 3-4 - 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 GENDER		SOCIAL GRADE	
		MALE a	FEMALE b	ABC1 c	C2DE d
Significance Level: 95%					
Unweighted total	677	334	343	306	371
Effective Weighted Sample	669	330	339	304	368
Total	250	125	125	120	130
Male	59	36	23	35	25
	24%	29%	19%	29%	19%
		b		d	
Female	191	89	102	86	105
	76%	71%	81%	71%	81%
			a		c

Columns Tested: a,b - c,d