

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.

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HOUSEHOLD SOCIO-ECONOMIC GROUP	15
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Base : Parents whose child goes online at home or elsewhere	
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Base : Parents whose child goes online at home or elsewhere	
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Base : Parents of children aged 5-7 whose child goes online at home or elsewhere	
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Base : Parents of children with their own mobile phone	
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Base : Parents of children with their own mobile phone	
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Base : Parents of children with their own mobile phone	
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Base : Parents of children with their own mobile phone	
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Base : Parents whose child ever plays games	
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Base : All parents	
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Base : Parents whose child ever plays games	
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Base : Parents whose child ever plays games on a handheld games console or a games console connected to a TV	
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CODE)	345
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Base : Parents whose child uses the YouTube website or app	
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QP77A. Across all the devices they use to watch TV programmes or films, how much time do they spend watching TV programmes or films on a typical school day? This includes watching anything on scheduled TV, using any catch up services, any on-demand services like Netflix or anything that's been recorded to watch later. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)	361
Base : Parents whose child watches TV programmes or films	
QP77B. And how much time do they spend watching TV programmes or films on a typical weekend day? This includes watching anything on scheduled TV, using any catch up services, any on-demand services like Netflix or anything that's been recorded to watch later. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)	363
Base : Parents whose child watches TV programmes or films	
QP77A-B. HOURS WATCHING TV PROGRAMMES OR FILMS IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)	366
Base : Parents whose child watches TV programmes or films	
QP78A. Across all the devices they use to watch for social media or messaging sites or apps, how much time do they spend using social media or messaging sites or apps on a typical school day? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)	368
Base : Children with a profile or account on social media or messaging sites or apps	
QP78B. And how much time do they spend using social media or messaging sites or apps on a typical weekend day? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)	371
Base : Children with a profile or account on social media or messaging sites or apps	
QP78A-B. HOURS USING SOCIAL MEDIA OR MESSAGING SITES OR APPS IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)	374
Base : Children with a profile or account on social media or messaging sites or apps	
QP79A. Across all the devices they use for gaming or to play games, how much time do they spend playing games on a typical school day? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)	377
Base : Parents whose child ever plays games	
QP79B. Across all the devices they use for gaming or to play games, how much time do they spend playing games on a typical weekend day? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)	379
Base : Parents whose child ever plays games	
QP79A-B. HOURS PLAYING GAMES IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)	382
Base : Parents whose child ever plays games	
QC0. WAS THE CHILD TO BE INTERVIEWED PRESENT DURING THIS INTERVIEW WITH THEIR PARENT? (SINGLE CODE)	384
Base : Parents of children aged 8-15	

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QC3A. (SHOWCARD) ATTITUDES TOWARDS TV PROGRAMMES - There are enough programmes for children my age (SINGLE CODE)	386
Base : Children aged 8-15 who watch TV at home or elsewhere	
QC3B. (SHOWCARD) ATTITUDES TOWARDS TV PROGRAMMES - There are enough programmes that show children that look like me (SINGLE CODE)	388
Base : Children aged 8-15 who watch TV at home or elsewhere	
QC3C. (SHOWCARD) ATTITUDES TOWARDS TV PROGRAMMES - There are enough programmes that show children that live in the same part of the country as me (SINGLE CODE)	390
Base : Children aged 8-15 who watch TV at home or elsewhere	
QC4A. (SHOWCARD) How important is it to you to watch things that are for children your age? (SINGLE CODE)	392
Base : Children aged 8-15 who watch TV at home or elsewhere	
QC4B. (SHOWCARD) How important is it to you to watch things that show children that look like you? (SINGLE CODE)	394
Base : Children aged 8-15 who watch TV at home or elsewhere	
QC4C. (SHOWCARD) How important is it to you to watch things that show children that live in the same part of the country as you? (SINGLE CODE)	396
Base : Children aged 8-15 who watch TV at home or elsewhere	
QC5. (SHOWCARD) Where do you think the BBC mainly gets its money from? (SINGLE CODE)	398
Base : Children aged 12-15 who watch TV at home or elsewhere	
QC6. (SHOWCARD) Which one of these answers best describes how often you see adverts when you watch TV? IF NECESSARY: This could be watching scheduled TV (e.g. at the time of broadcast), anything recorded from the TV to view later or any use of catch up services like ITV Hub or other on-demand content. (SINGLE CODE)	400
Base : Children aged 8-15 who watch TV at home or elsewhere	
QC7. (SHOWCARD) Which one of these answers best describes how you feel about these TV adverts? I think the TV adverts..... (SINGLE CODE)	402
Base : Children aged 8-15 who say they ever see adverts on TV	
QC8. (SHOWCARD) If you could choose only one of these – which one would you choose? (SINGLE CODE)	404
Base : All children aged 8-15	
QC11. (SHOWCARD) Where do you think YouTube mainly gets its money from? (SINGLE CODE)	406
Base : Children aged 12-15 who use the YouTube website or app	
QC13. (SHOWCARD) Which, if any of the following apply to your use of the internet? Being online helps me... (MULTI CODE)	408
Base : Children aged 12-15 who go online	
QC15A. (SHOWCARD) When you go online do you visit social media sites or apps like Facebook, Instagram, Snapchat, Twitter or YouTube? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)	411
Base : Children aged 8-15 who go online	
QC15B. (SHOWCARD) When you go online do you visit sites or apps for school work or homework, for instance BBC Bitesize or sites suggested by your teachers? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)	414
Base : Children aged 8-15 who go online	
QC15C. (SHOWCARD) When you go online do you visit sites or apps about news and what is going on in the world, for instance BBC news, CBBC Newsround, newspaper websites like the Daily Mail or the Guardian, or news apps or sites like Buzzfeed? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)	417
Base : Children aged 8-15 who go online	
QC15A. (SHOWCARD) When you go online do you visit social media sites or apps like Facebook, Instagram, Snapchat, Twitter or YouTube? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)	420
Base : Children aged 8-15 who go online who say they do this	
QC15B. (SHOWCARD) When you go online do you visit sites or apps for school work or homework, for instance BBC Bitesize or sites suggested by your teachers? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)	423
Base : Children aged 8-15 who go online who say they do this	
QC15C. (SHOWCARD) When you go online do you visit sites or apps about news and what is going on in the world, for instance BBC news, CBBC Newsround, newspaper websites like the Daily Mail or the Guardian, or news apps or sites like Buzzfeed? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)	426
Base : Children aged 8-15 who go online who say they do this	

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QC17. (SHOWCARD) Thinking about all the things you use to go online, in a normal week, would you say that you..... (SINGLE CODE)	429
Base : Children aged 8-15 who go online	
QC18. (SHOWCARD) When you go to websites or apps you've never used before to look for information online do you ever think about whether you can trust the information to be true or accurate? IF YES: Which of these things, if any might you check to see if the information is true or accurate? (MULTI CODE)	432
Base : Children aged 12-15 who go online who use websites they've not used before	
QC22A. (SHOWCARD) ATTITUDES TOWARDS SOCIAL MEDIA - There is pressure to be popular on social media (SINGLE CODE)	435
Base : Children aged 8-15 with a profile/ account on a social media/ messaging site or app	
QC22B. (SHOWCARD) ATTITUDES TOWARDS SOCIAL MEDIA - People are mean to each other on social media (SINGLE CODE)	438
Base : Children aged 8-15 with a profile/ account on a social media/ messaging site or app	
QC22C. (SHOWCARD) ATTITUDES TOWARDS SOCIAL MEDIA - Using social media makes me feel happy (SINGLE CODE)	441
Base : Children aged 8-15 with a profile/ account on a social media/ messaging site or app	
QC22D. (SHOWCARD) ATTITUDES TOWARDS SOCIAL MEDIA - Using social media helps me feel closer to my friends (SINGLE CODE)	444
Base : Children aged 8-15 with a profile/ account on a social media/ messaging site or app	
QC23. (SHOWCARD) Here is a list of things you may do on social media sites or messaging apps, which if any of them do you ever do? (MULTI CODE)	447
Base : Children aged 12-15 with a profile/ account on a social media/ messaging site or app	
QC24A. I'd now like to ask you a question about live streaming. This allows you to 'go live' by sharing live videos with others using services like Facebook Live, YouTube Live, Twitch or 'Live' on Instagram Stories. Before today, had you heard about live streaming? (SINGLE CODE)	451
Base : Children aged 12-15 who go online	
QC24B. (SHOWCARD) Which one of these best describes your experience of live streaming services? (SINGLE CODE)	454
Base : Children aged 12-15 who are aware of live streaming	
QC24B. (SHOWCARD) Which one of these best describes your experience of live streaming services? (SINGLE CODE)	457
Base : Children aged 12-15 who go online	
QC25. Do you ever use Google, or similar sites like Bing or Yahoo to look for or find out things online? (SINGLE CODE)	460
Base : Children aged 8-15 who go online	
QC26.(SHOWCARD) When you use Google to look for something online, you are given a list of websites in the Google results page. Which one of these sentences about these results do you agree with most? (SINGLE CODE)	463
Base : Children aged 8-15 who go online and use search engine websites or apps	
QC27. (SHOWCARD) Where do you think Google mainly gets its money from? (SINGLE CODE)	466
Base : Children aged 12-15 who go online and use search engine websites or apps	
QC28. (SHOWCARD OF IMAGE) This is a picture from a Google search for 'children's trainers'. Do you know why the first four results on the left have been listed first? (MULTI CODE)	469
Base : Children aged 8-15 who go online and use search engine websites or apps	
QC30. When you go online to do things like visit websites or apps, play games online, watch TV programmes or video clips or visit social media sites, if you saw something online that you found worrying or nasty in some way that you didn't like would you tell someone about it? IF YES – Who would you tell? (MULTI CODE)	472
Base : Children aged 8-15 who go online	
QC31. And, have you ever seen anything online that you found worrying or nasty in some way that you didn't like? (SINGLE CODE)	481
Base : Children aged 8-15 who go online	
QC32. Did you know that many websites, apps and online games have a report function so that you can let them know if you see something worrying or nasty? IF NECESSARY: The report function could be a button, a link, an email address or online form through which you can point out the worrying or nasty content (SINGLE CODE)	484
Base : Children aged 12-15 who go online	
QC33. Have you ever used this report function to report what you saw online that you found worrying or nasty? (SINGLE CODE)	487
Base : Children aged 12-15 who saw something online they found worrying or nasty that are aware of the online reporting function	
SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR WORRYING OR NASTY CONTENT	490
Base : Children aged 12-15 who go online	

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QC34. Has anyone ever told you about how to use the internet safely? IF YES: Who was it that told you about this? (MULTI CODE)	493
Base : Children aged 8-15 who go online	
QC35. (SHOWCARD) When you go to websites or use apps which one of these answers best describes how often you see any adverts? (SINGLE CODE)	499
Base : Children aged 8-15 who go online	
QC36. (SHOWCARD) Which one of these answers best describes how you feel about these adverts you see online? I think the adverts..... (SINGLE CODE)	502
Base : Children aged 8-15 who say they ever see adverts online	
QC37. (SHOWCARD) On sites like YouTube some vloggers or influencers with lots of followers - like Zoella or KSI - might say good things about a particular company or product or brand, such as Nike clothing, a new game or clothes from TopShop. Why do you think they might say good things about these products or brands? (MULTI CODE)	505
Base : Children aged 12-15 who go online	
QC38A. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - I think it is important that people can say what they want online, even if it is hurtful to others (SINGLE CODE)	508
Base : Children aged 12-15 who go online	
QC38B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - I think there should be rules about what people can say online so that people can't say hurtful things about others.	511
Base : Children aged 12-15 who go online	
QC38C. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - The images or videos that other people post online make their life look more interesting than it is	514
Base : Children aged 12-15 who go online	
QC39A. Do you ever use BBC websites or apps for your schoolwork or homework, so sites or apps like BBC Bitesize? (SINGLE CODE)	517
Base : Children aged 8-15 who go online	
QC39B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT THEIR USE OF BBC SITES OR APPS LIKE BBC BITESIZE - When I use these BBC websites or apps for my schoolwork or homework I find them helpful. (SINGLE CODE)	520
Base : Children aged 8-15 who ever use BBC websites or apps (like BBC Bitesize) for their schoolwork or homework	
QC42. (SHOWCARD) Many games can now be played online, either through games consoles, other games players or through other things like computers, laptops, tablets, mobile phones and smart TVs. Examples of popular games that can be played online include FIFA football games, Minecraft, Fortnite and Roblox. Do you ever play online games? IF YES: When you play online games, which of these describes how you are playing? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)	523
Base : All children aged 5-15 who play games	
SUMMARY OF ONLINE GAME PLAYING	525
Base : All children aged 5-15	
QC43. When you play games online do you ever chat through the game to other people who are playing through instant messaging or using a headset/ QC44. (SHOWCARD) And when you chat who do you chat to? (MULTI CODE)	527
Base : All children aged 8-15 who ever play games online	
QC45A. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT 'REAL LIFE' - There is pressure to be popular in real life (SINGLE CODE)	529
Base : All children aged 8-15	
QC45B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT 'REAL LIFE'- People are mean to each other in real life (SINGLE CODE)	531
Base : All children aged 8-15	
QC46A. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT SCREEN TIME - I find it hard to control my screen time (SINGLE CODE)	533
Base : All children aged 12-15	
QC46B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT SCREEN TIME - I think I have a good balance between screen time and doing other things (SINGLE CODE)	535
Base : All children aged 12-15	
QC51A. (SHOWCARD) WHERE WOULD YOU TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - Serious things that are going on in the world? (SINGLE CODE)	537
Base : Children aged 12-15 who go online	
QC52A. (SHOWCARD) WHERE WOULD YOU TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - Fun things, like hobbies and interests? (SINGLE CODE)	540
Base : Children aged 12-15 who go online	
QC52B. (SHOWCARD) WHERE WOULD YOU TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - How to build, make or create things? (SINGLE CODE)	543
Base : Children aged 12-15 who go online	

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QCTAB. The next few questions are about some of the things that can be more difficult about mobile phones and going online in general. We would like you to answer them on the tablet. Are you happy to do this on your own or would you like me to help you with this? (SINGLE CODE)	546
Base : All children aged 8-15	
QC53. (SHOWN ON TABLET SCREEN) People can be nasty or hurtful. It could be behind someone's back, to their face, through calls or texts. It could be by being nasty through social media, games or other websites. It could be by calling people names, leaving them out, or through sharing photos or videos that upset them. It could be threatening to hurt or actually hurting them. It could be done on purpose or as a joke that goes too far. Has this ever happened to anyone you know? (SINGLE CODE)	548
Base : All children aged 8-15 opting to answer	
QC54. (SHOWN ON TABLET SCREEN) And has this ever happened to you? (SINGLE CODE)	550
Base : All children aged 8-15 opting to answer	
QC55. (SHOWN ON TABLET SCREEN) When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)	552
Base : All children aged 8-15 opting to answer who said they have ever been bullied	
QC55. (SHOWN ON TABLET SCREEN) When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)	554
Base : All children aged 8-15 opting to answer	
QC56. (SHOWN ON TABLET SCREEN) Please take a look at the list of things below and think about whether they have happened to you, either online or on a mobile phone. (MULTI CODE)	558
Base : All children aged 12-15 opting to answer	
QC57. (SHOWN ON TABLET SCREEN) Do you know how to do any of these things online? (MULTI CODE)	562
Base : All children aged 12-15 who go online opting to answer	
QC58. (SHOWN ON TABLET SCREEN) This list shows the things that you just said you know how to do online. If you have ever done any of them please choose them again. (MULTI CODE)	568
Base : All children aged 12-15 who go online opting to answer	
QC59. (SHOWCARD) In the past year have you seen anything hateful on the internet that has been directed at a particular group of people, based on for instance their gender, religion, disability, sexuality or gender identity? Examples of these sorts of things might be nasty or hateful comments or images that have been posted on social media, comments in response to an article that you read online, or videos posted on sites like YouTube. Which of these options best describes whether you have seen things like this online in the past year? (SINGLE CODE)	574
Base : Children aged 12-15 who go online	
QC60. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)	577
Base : All children aged 12-15 who have seen hate speech online in the last 12 months	
QC60. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)	580
Base : Children aged 12-15 who go online	
QP80. (SHOWCARD) Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)	584
Base : All parents (giving their consent to answer this question)	
QP82. Does your child have any of their day-to-day activities limited because of a health difficulty or disability which has lasted or is expected to last for at least 12 months? IF YES - Would you say this limits them a little or a lot? (SINGLE CODE)	588
Base : All parents (giving their consent to answer this question)	
QP83. (SHOWCARD) Using this showcard, please read out the number or numbers for the health difficulties or disabilities that apply to your child (MULTI CODE)	590
Base : All parents (giving their consent to answer this question)	
QP84. How many people are there in your household in total (including yourself)? (SINGLE CODE)	594
Base : All parents	
QP85. 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)	596
Base : All parents	
QP86. What are the ages of the other children aged under 16 living at home with you? (MULTI CODE)	598
Base : All parents	
QP87. What is your working status? (SINGLE CODE)	602
Base : All parents	

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QP88. Are any other adults in the household working either full time or part time? (SINGLE CODE)	605
Base : Parents in households with more than one adult where the respondent is not working	
QP89. Can I please ask your age? (SINGLE CODE)	607
Base : All parents	
QP90. (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)	609
Base : All parents	
QP92. GENDER OF PARENT INTERVIEWED (SINGLE CODE)	611
Base : All parents	
QP93. WAS THE CHILD'S PARENT PRESENT DURING THE CHILD'S INTERVIEW? (SINGLE CODE)	613
Base : Parents of children aged 8-15	

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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 AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
London	204	56	77	72	115	89	29	27	45	32	41	31
	15%	15%	15%	14%	17%	13%	15%	14%	18%	13%	16%	13%
					e							
South East	193	53	77	64	93	100	24	29	39	38	31	33
	14%	14%	15%	13%	14%	15%	13%	15%	16%	15%	12%	13%
South West	91	23	30	39	47	44	14	8	12	18	21	19
	7%	6%	6%	8%	7%	6%	8%	4%	5%	7%	8%	8%
Eastern	133	43	50	40	68	65	21	22	26	24	21	19
	10%	11%	10%	8%	10%	9%	11%	12%	11%	10%	8%	8%
East Midlands	90	25	31	34	43	48	12	14	14	17	17	17
	7%	7%	6%	7%	6%	7%	6%	7%	6%	7%	7%	7%
West Midlands	118	37	38	44	48	70	16	20	14	24	18	26
	9%	10%	8%	9%	7%	10%	9%	11%	5%	10%	7%	10%
					d			h				h
Wales	55	16	19	20	27	28	7	9	10	10	10	10
	4%	4%	4%	4%	4%	4%	4%	5%	4%	4%	4%	4%
Yorkshire & Humber	103	22	42	39	50	53	10	12	18	24	22	17
	8%	6%	8%	8%	7%	8%	5%	6%	7%	9%	9%	7%
North East	90	19	34	36	50	40	12	8	20	14	18	18
	7%	5%	7%	7%	7%	6%	6%	4%	8%	6%	7%	7%
North West	145	37	51	57	71	75	20	17	25	26	26	31
	11%	10%	10%	11%	10%	11%	11%	9%	10%	10%	10%	12%
Scotland	124	36	41	46	62	62	17	19	21	20	23	23
	9%	10%	8%	9%	9%	9%	9%	10%	9%	8%	9%	9%
Northern Ireland	28	8	10	10	14	13	4	4	5	5	5	5
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.
Table 1

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

REGION/ NATION

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
London	204 15%	52 17% df	76 18% df	41 14%	36 10%	128 18% df	76 12%	204 15% df	204 17% ijkm	- -%	- -%	- -%	204 17% ijkm	- -%	204 15% ijkm
South East	193 14%	47 15%	63 15%	34 12%	49 13%	110 15%	83 13%	193 14%	193 17% ijkl	- -%	- -%	- -%	155 13% ijk	38 21% ijkln	193 14% ijk
South West	91 7%	21 7%	29 7%	18 6%	24 7%	50 7%	42 6%	91 7%	91 8% ijkl	- -%	- -%	- -%	58 5% ijk	33 19% hijkln	91 7% ijkl
Eastern	133 10%	31 10%	39 9%	30 10%	33 9%	71 10%	63 10%	133 10%	133 11% ijk	- -%	- -%	- -%	110 9% ijk	23 13% ijk	133 10% ijk
East Midlands	90 7%	12 4%	23 6%	27 9% abe	28 8% ae	35 5%	55 8% ae	90 7%	90 8% ijk	- -%	- -%	- -%	79 7% ijk	11 6% ijk	90 7% ijk
West Midlands	118 9%	23 7%	36 9%	27 9%	32 9%	59 8%	59 9%	118 9%	118 10% ijk	- -%	- -%	- -%	107 9% ijk	11 6% ijk	118 9% ijk
Wales	55 4%	11 4%	15 4%	12 4%	17 5%	26 4%	29 4%	55 4%	- -%	- -%	55 100% hiklmn	- -%	42 4% hik	13 7% hikln	55 4% hik
Yorkshire & Humber	103 8%	21 7%	26 6%	20 7%	36 10% e	47 7%	56 9%	103 8%	103 9% ijkm	- -%	- -%	- -%	100 8% ijkm	3 2% ijk	103 8% ijkm
North East	90 7%	16 5%	25 6%	18 6%	31 9%	41 6%	49 7%	90 7%	90 8% ijk	- -%	- -%	- -%	80 7% ijk	9 5% ijk	90 7% ijk
North West	145 11%	45 15% bcfg	34 8%	28 10%	38 10%	79 11%	66 10%	145 11%	145 12% ijkm	- -%	- -%	- -%	133 11% ijkm	12 6% ijk	145 11% ijk
Scotland	124 9%	23 8%	39 9%	28 10%	34 9%	62 9%	62 9%	124 9%	- -%	124 100% hijklmn	- -%	- -%	106 9% hjk	18 10% hjk	124 9% hjk

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.
Table 2

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

LOCATION

Base : All parents

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Urban	1196	328	435	434	593	603	162	166	218	216	212	221
	87%	87%	87%	87%	86%	88%	87%	88%	88%	86%	84%	89%
Rural	179	47	65	66	95	84	24	23	30	35	40	26
	13%	13%	13%	13%	14%	12%	13%	12%	12%	14%	16%	11%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.

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	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Urban	1196	270	358	246	323	628	569	1196	1028	106	42	20	1196	-	1196
	87%	88%	87%	85%	89%	87%	87%	87%	88%	86%	77%	71%	100%	-%	87%
									jkm	jkm	m	m	hijkmn		jkm
Rural	179	38	54	45	42	92	87	179	141	18	13	8	-	179	179
	13%	12%	13%	15%	11%	13%	13%	13%	12%	14%	23%	29%	-%	100%	13%
									l	l	hiIn	hiIn		hijkln	l

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.

Table 3

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

NATION

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
England	1169	315	430	424	585	584	158	157	212	217	214	210
	85%	84%	86%	85%	85%	85%	85%	83%	85%	86%	85%	85%
Scotland	124	36	41	46	62	62	17	19	21	20	23	23
	9%	10%	8%	9%	9%	9%	9%	10%	9%	8%	9%	9%
Wales	55	16	19	20	27	28	7	9	10	10	10	10
	4%	4%	4%	4%	4%	4%	4%	5%	4%	4%	4%	4%
Northern Ireland	28	8	10	10	14	13	4	4	5	5	5	5
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.

Table 3

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

NATION

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
England	1169	268	351	243	306	619	549	1169	1169	-	-	-	1028	141	1169
	85%	87%	85%	84%	84%	86%	84%	85%	100%	-%	-%	-%	86%	79%	85%
									ijklmn				ijkm	ijk	ijkm
Scotland	124	23	39	28	34	62	62	124	-	124	-	-	106	18	124
	9%	8%	9%	10%	9%	9%	9%	9%	-%	100%	-%	-%	9%	10%	9%
										hijklmn			hjk	hjk	hjk
Wales	55	11	15	12	17	26	29	55	-	-	55	-	42	13	55
	4%	4%	4%	4%	5%	4%	4%	4%	-%	-%	100%	-%	4%	7%	4%
											hiklmn		hik	hikln	hik
Northern Ireland	28	4	8	7	8	12	15	28	-	-	-	28	20	8	28
	2%	1%	2%	3%	2%	2%	2%	2%	-%	-%	-%	100%	2%	4%	2%
												hijklmn	hij	hijln	hij

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.
Table 4

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

QP1. AGE OF CHILD

Base : All parents

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Aged 5	125 9%	125 33% bc	- -%	- -%	60 9%	65 10%	60 32% hijk	65 35% hijk	- -%	- -%	- -%	- -%
Aged 6	125 9%	125 33% bc	- -%	- -%	67 10%	58 8%	67 36% hijk	58 31% hijk	- -%	- -%	- -%	- -%
Aged 7	125 9%	125 33% bc	- -%	- -%	60 9%	65 9%	60 32% hijk	65 34% hijk	- -%	- -%	- -%	- -%
Aged 8	125 9%	- -%	125 25% ac	- -%	68 10%	57 8%	- -%	- -%	68 27% fgjk	57 23% fgjk	- -%	- -%
Aged 9	125 9%	- -%	125 25% ac	- -%	56 8%	69 10%	- -%	- -%	56 23% fgjk	69 27% fgjk	- -%	- -%
Aged 10	125 9%	- -%	125 25% ac	- -%	54 8%	71 10%	- -%	- -%	54 22% fgjk	71 28% fgjk	- -%	- -%
Aged 11	125 9%	- -%	125 25% ac	- -%	70 10%	55 8%	- -%	- -%	70 28% fgjk	55 22% fgjk	- -%	- -%
Aged 12	125 9%	- -%	- -%	125 25% ab	73 11% e	52 8%	- -%	- -%	- -%	- -%	73 29% fghik	52 21% fghi
Aged 13	125 9%	- -%	- -%	125 25% ab	58 8%	67 10%	- -%	- -%	- -%	- -%	58 23% fghi	67 27% fghi
Aged 14	125 9%	- -%	- -%	125 25% ab	61 9%	64 9%	- -%	- -%	- -%	- -%	61 24% fghi	64 26% fghi
Aged 15	125 9%	- -%	- -%	125 25% ab	60 9%	65 9%	- -%	- -%	- -%	- -%	60 24% fghi	65 26% fghi

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.

Table 4

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

QP1. AGE OF CHILD

Base : All parents

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
SUMMARY												
AGED 5-7	375	375	-	-	187	188	187	188	-	-	-	-
	27%	100%	-%	-%	27%	27%	100%	100%	-%	-%	-%	-%
		bc					hijk	hijk				
AGED 8-11	500	-	500	-	248	252	-	-	248	252	-	-
	36%	-%	100%	-%	36%	37%	-%	-%	100%	100%	-%	-%
			ac						fgjk	fgjk		
AGED 12-15	500	-	-	500	252	248	-	-	-	-	252	248
	36%	-%	-%	100%	37%	36%	-%	-%	-%	-%	100%	100%
				ab							fghi	fghi

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.

Table 4

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

QP1. AGE OF CHILD

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Aged 5	125 9%	25 8%	37 9%	28 10%	35 10%	61 9%	64 10%	125 9%	105 9%	14 11% j	4 6%	3 11% j	113 9%	12 7%	125 9%
Aged 6	125 9%	28 9%	30 7%	31 11%	35 10%	59 8%	66 10%	125 9%	105 9%	11 9%	6 12%	3 11%	102 9%	23 13%	125 9%
Aged 7	125 9%	24 8%	31 7%	33 11% e	37 10%	55 8%	70 11% e	125 9%	106 9%	12 9%	6 11%	2 7%	112 9%	13 7%	125 9%
Aged 8	125 9%	24 8%	39 10%	30 10%	32 9%	64 9%	61 9%	125 9%	106 9%	12 9%	4 7%	4 13% hjln	107 9%	18 10%	125 9%
Aged 9	125 9%	27 9%	47 11% cf	20 7%	31 9%	74 10%	51 8%	125 9%	112 10%	8 6%	3 6%	2 9%	111 9%	14 8%	125 9%
Aged 10	125 9%	23 8%	46 11%	22 8%	33 9%	70 10%	55 8%	125 9%	104 9%	11 9%	8 14% hiklmn	2 9%	110 9%	15 8%	125 9%
Aged 11	125 9%	29 9%	33 8%	26 9%	37 10%	62 9%	63 10%	125 9%	109 9% k	11 9% k	4 8% k	1 4%	106 9% k	19 11% k	125 9% k
Aged 12	125 9%	34 11%	34 8%	24 8%	32 9%	69 10%	56 9%	125 9%	105 9%	11 9%	5 9%	4 15% hijklmn	109 9%	16 9%	125 9%
Aged 13	125 9%	33 11%	32 8%	24 8%	36 10%	65 9%	60 9%	125 9%	105 9%	13 10%	5 8%	3 12%	106 9%	19 11%	125 9%
Aged 14	125 9%	21 7%	46 11% a	24 8%	34 9%	67 9%	58 9%	125 9%	106 9% k	12 9% k	6 11% k	1 3%	108 9% k	17 9% k	125 9% k
Aged 15	125 9%	38 13% df	36 9%	29 10% d	21 6%	75 10% d	50 8%	125 9% d	108 9% k	11 9% k	4 8%	1 5%	110 9% k	15 8%	125 9% k
SUMMARY															
AGED 5-7	375	77	98	93	107	175	200	375	315	36	16	8	328	47	375

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.

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	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
AGED 8-11	500	104	166	97	134	269	231	500	430	41	19	10	435	65	500
	36%	34%	40%	33%	37%	37%	35%	36%	37%	33%	35%	35%	36%	37%	36%
		c													
AGED 12-15	500	127	148	101	124	276	224	500	424	46	20	10	434	66	500
	36%	41%	36%	35%	34%	38%	34%	36%	36%	38%	36%	35%	36%	37%	36%
		df													

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

Any break column with 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

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Male	687	187	248	252	687	-	187	-	248	-	252	-
	50%	50%	50%	50%	100%	-%	100%	-%	100%	-%	100%	-%
					e		gik		gik		gik	
Female	688	188	252	248	-	688	-	188	-	252	-	248
	50%	50%	50%	50%	-%	100%	-%	100%	-%	100%	-%	100%
						d		fhj		fhj		fhj

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

Any break column with 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	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Male	687	150	199	153	185	349	339	687	585	62	27	14	593	95	687
	50%	49%	48%	53%	51%	48%	52%	50%	50%	50%	49%	51%	50%	53%	50%
Female	688	157	213	137	179	371	317	688	584	62	28	13	603	84	688
	50%	51%	52%	47%	49%	52%	48%	50%	50%	50%	51%	49%	50%	47%	50%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.
Table 6

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

CHILD'S AGE AND GENDER

Base : All parents

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Male 5-7	187	187	-	-	187	-	187	-	-	-	-	-
	14%	50%	-%	-%	27%	-%	100%	-%	-%	-%	-%	-%
		bc			e		ghijk					
Female 5-7	188	188	-	-	-	188	-	188	-	-	-	-
	14%	50%	-%	-%	-%	27%	-%	100%	-%	-%	-%	-%
		bc				d		fhijk				
Male 8-11	248	-	248	-	248	-	-	-	248	-	-	-
	18%	-%	50%	-%	36%	-%	-%	-%	100%	-%	-%	-%
			ac		e				fgijk			
Female 8-11	252	-	252	-	-	252	-	-	-	252	-	-
	18%	-%	50%	-%	-%	37%	-%	-%	-%	100%	-%	-%
			ac			d				fghjk		
Male 12-15	252	-	-	252	252	-	-	-	-	-	252	-
	18%	-%	-%	50%	37%	-%	-%	-%	-%	-%	100%	-%
				ab	e						fghik	
Female 12-15	248	-	-	248	-	248	-	-	-	-	-	248
	18%	-%	-%	50%	-%	36%	-%	-%	-%	-%	-%	100%
				ab		d						fghij

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.
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	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Male 5-7	187	32	48	57	50	80	107	187	158	17	7	4	162	24	187
	14%	10%	12%	20%	14%	11%	16%	14%	14%	14%	14%	15%	14%	14%	14%
				abdeg			abe								
Female 5-7	188	44	50	36	57	95	94	188	157	19	9	4	166	23	188
	14%	14%	12%	12%	16%	13%	14%	14%	13%	15%	15%	15%	14%	13%	14%
Male 8-11	248	53	78	49	68	131	117	248	212	21	10	5	218	30	248
	18%	17%	19%	17%	19%	18%	18%	18%	18%	17%	18%	19%	18%	17%	18%
Female 8-11	252	50	88	48	65	138	114	252	217	20	10	5	216	35	252
	18%	16%	21%	17%	18%	19%	17%	18%	19%	16%	18%	16%	18%	20%	18%
Male 12-15	252	65	73	48	67	138	115	252	214	23	10	5	212	40	252
	18%	21%	18%	16%	18%	19%	18%	18%	18%	19%	18%	18%	18%	23%	18%
Female 12-15	248	63	75	53	57	138	110	248	210	23	10	5	221	26	248
	18%	20%	18%	18%	16%	19%	17%	18%	18%	19%	18%	18%	19%	15%	18%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.
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.

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
A	25 2%	5 1%	7 1%	13 3%	13 2%	12 2%	1 1%	3 2%	3 1%	4 2%	9 4% fh	4 2%
B	282 21%	72 19%	97 19%	114 23%	137 20%	145 21%	31 16%	41 22%	51 20%	46 18%	55 22%	58 24%
C1	412 30%	98 26%	166 33% a	148 30%	199 29%	213 31%	48 26%	50 27%	78 31%	88 35% fg	73 29%	75 30%
C2	291 21%	93 25% b	97 19%	101 20%	153 22%	137 20%	57 30% ghijk	36 19%	49 20%	48 19%	48 19%	53 21%
D	204 15%	55 15%	79 16%	70 14%	103 15%	102 15%	24 13%	31 17%	39 16%	39 16%	39 16%	31 13%
E	160 12%	52 14%	55 11%	53 11%	82 12%	78 11%	26 14%	26 14%	29 12%	26 10%	28 11%	25 10%
SUMMARY												
AB	307 22%	77 20%	104 21%	127 25%	150 22%	157 23%	32 17%	44 24%	53 21%	50 20%	65 26% f	63 25% f
DE	364 27%	107 29%	134 27%	124 25%	185 27%	179 26%	50 27%	57 31%	68 27%	65 26%	67 27%	57 23%
ABC1	720 52%	175 47%	269 54% a	276 55% a	349 51%	371 54%	80 43%	95 50%	131 53% f	138 55% f	138 55% f	138 56% f
C2DE	655 48%	200 53% bc	231 46%	224 45%	339 49%	317 46%	107 57% hijk	94 50%	117 47%	114 45%	115 45%	110 44%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.
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.

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND N	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
A	25 2%	25 8%	- -%	- -%	- -%	25 4%	- -%	25 2%	23 2%	1 1%	* 1%	1 4%	18 2%	7 4%	25 2%
		bcdefg				bcdfg		bcdf				ijln		ijln	
B	282 21%	282 92%	- -%	- -%	- -%	282 39%	- -%	282 21%	245 21%	22 18%	11 20%	3 12%	251 21%	31 17%	282 21%
		bcdefg				bcdfg		bcdf	k	k	k		k		k
C1	412 30%	- -%	412 100%	- -%	- -%	412 57%	- -%	412 30%	351 30%	39 31%	15 27%	8 28%	358 30%	54 30%	412 30%
			acdefg			acdfg		acdf							
C2	291 21%	- -%	- -%	291 100%	- -%	- -%	291 44%	291 21%	243 21%	28 23%	12 22%	7 27%	246 21%	45 25%	291 21%
				abdefg			abdeg	abde				hln			
D	204 15%	- -%	- -%	- -%	204 56%	- -%	204 31%	204 15%	172 15%	17 14%	9 17%	6 20%	181 15%	23 13%	204 15%
					abcefg		abceg	abce				hilmn			
E	160 12%	- -%	- -%	- -%	160 44%	- -%	160 24%	160 12%	134 11%	16 13%	7 13%	2 9%	141 12%	19 11%	160 12%
					abcefg		abceg	abce							
SUMMARY															
AB	307 22%	307 100%	- -%	- -%	- -%	307 43%	- -%	307 22%	268 23%	23 19%	11 21%	4 16%	270 23%	38 21%	307 22%
		bcdefg				bcdfg		bcdf	k				k		k
DE	364 27%	- -%	- -%	- -%	364 100%	- -%	364 56%	364 27%	306 26%	34 27%	17 30%	8 29%	323 27%	42 23%	364 27%
					abcefg		abceg	abce							
ABC1	720 52%	307 100%	412 100%	- -%	- -%	720 100%	- -%	720 52%	619 53%	62 50%	26 48%	12 44%	628 52%	92 52%	720 52%
		cdfg	cdfg			cdfg		cdf	k				k		k
C2DE	655 48%	- -%	- -%	291 100%	364 100%	- -%	655 100%	655 48%	549 47%	62 50%	29 52%	15 56%	569 48%	87 48%	655 48%
				abeg	abeg		abeg	abe				hln			

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

Any break column with 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, streaming stick or games console to go online) (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Child has their own one	148	19	43	87	64	84	8	11	16	27	40	47
	11%	5%	9%	17%	9%	12%	4%	6%	6%	11%	16%	19%
			a	ab						fg	fgh	fghi
Household has & child makes use of	779	206	300	273	388	391	96	110	157	143	135	138
	57%	55%	60%	55%	56%	57%	51%	58%	63%	57%	53%	56%
									fj			
Household has but child does not use	63	26	19	18	36	28	14	12	11	8	10	7
	5%	7%	4%	4%	5%	4%	7%	7%	5%	3%	4%	3%
		bc					ik					
Do not have in the household	382	124	137	121	198	184	69	55	64	73	66	55
	28%	33%	27%	24%	29%	27%	37%	29%	26%	29%	26%	22%
		bc					hjk					
Don't know	2	*	1	1	1	1	*	*	*	1	1	-
	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%

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

Any break column with 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, streaming stick or games console to go online) (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Child has their own one	148	33	47	30	39	80	69	148	117	21	7	3	126	22	148
	11%	11%	11%	10%	11%	11%	10%	11%	10%	17%	13%	10%	11%	13%	11%
										hkl					
Household has & child makes use of	779	207	256	164	152	463	316	779	682	47	31	18	679	100	779
	57%	67%	62%	56%	42%	64%	48%	57%	58%	38%	56%	67%	57%	56%	57%
		cdg	dfg	df		cdg	d	df	i		i	hijlmn	i	i	i
Household has but child does not use	63	11	20	16	17	30	33	63	44	16	3	1	48	15	63
	5%	3%	5%	6%	5%	4%	5%	5%	4%	13%	5%	4%	4%	8%	5%
										hijkl				hkl	
Do not have in the household	382	57	89	80	157	146	237	382	323	39	15	5	340	42	382
	28%	18%	22%	27%	43%	20%	36%	28%	28%	31%	27%	18%	28%	24%	28%
				ae	abcefg		abceg	abe	k	km	k		k		k
Don't know	2	-	1	1	*	1	1	2	2	*	-	*	2	-	2
	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	-%	1%	*%	-%	*%
												n			

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

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

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

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Child has their own one	407	80	146	180	197	209	37	43	65	81	95	85
	30%	21%	29%	36%	29%	30%	20%	23%	26%	32%	38%	34%
			a	ab						fg	fgh	fgh
Household has & child makes use of	532	162	199	170	280	252	90	73	100	99	90	80
	39%	43%	40%	34%	41%	37%	48%	39%	40%	39%	36%	32%
		c	c				gjk					
Household has but child does not use	78	25	25	28	34	44	13	12	10	15	11	18
	6%	7%	5%	6%	5%	6%	7%	6%	4%	6%	4%	7%
Do not have in the household	357	107	129	121	176	181	47	60	73	56	57	64
	26%	29%	26%	24%	26%	26%	25%	32%	29%	22%	22%	26%
								ij				
Don't know	1	1	1	-	-	1	-	1	-	1	-	-
	*%	*%	*%	-%	-%	*%	-%	*%	-%	*%	-%	-%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.
Table 9

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

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

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Child has their own one	407	67	110	96	134	177	230	407	295	70	28	13	331	75	407
	30%	22%	27%	33%	37%	25%	35%	30%	25%	57%	51%	47%	28%	42%	30%
				abe	abeg		abeg	ae		hklmn	hlmn	hln		hln	h
Household has & child makes use of	532	116	159	112	145	275	256	532	480	24	17	10	474	58	532
	39%	38%	39%	38%	40%	38%	39%	39%	41%	20%	31%	37%	40%	33%	39%
									ijm		i	i	ij	i	ij
Household has but child does not use	78	17	20	17	24	37	41	78	70	6	2	1	70	9	78
	6%	6%	5%	6%	7%	5%	6%	6%	6%	5%	4%	3%	6%	5%	6%
									k				k		k
Do not have in the household	357	106	124	65	62	229	128	357	322	24	8	4	320	37	357
	26%	34%	30%	22%	17%	32%	19%	26%	28%	19%	14%	13%	27%	20%	26%
		cdfg	cdf			cdfg		df	ijkm	k			ijk	k	ijk
Don't know	1	1	-	1	-	1	1	1	1	-	-	-	1	-	1
	*%	*%	-%	*%	-%	*%	*%	*%	*%	-%	-%	-%	*%	-%	*%

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

Any break column with 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 or Freeview HD recorder) that allows you to record and store TV programmes and pause/ rewind live TV programmes (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Child has their own one	84	10	26	48	42	43	6	5	9	17	27	21
	6%	3%	5%	10%	6%	6%	3%	3%	4%	7%	11%	8%
				ab						g	fgh	fgh
Household has & child makes use of	715	159	273	284	367	348	87	72	145	128	136	148
	52%	42%	55%	57%	53%	51%	47%	38%	58%	51%	54%	60%
			a	a					fg	g	g	fgi
Household has but child does not use	156	61	62	33	73	83	22	39	31	31	19	14
	11%	16%	12%	7%	11%	12%	12%	21%	13%	12%	8%	6%
		c	c				k	fhijk	k	k		
Do not have in the household	416	143	139	134	205	212	71	72	63	76	70	64
	30%	38%	28%	27%	30%	31%	38%	38%	25%	30%	28%	26%
		bc					hjk	hijk				
Don't know	3	1	*	2	1	2	*	1	*	-	1	1
	*/%	*/%	*/%	*/%	*/%	*/%	*/%	1%	*/%	-%	*/%	*/%

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

Any break column with 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 or Freeview HD recorder) that allows you to record and store TV programmes and pause/ rewind live TV programmes (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Child has their own one	84 6%	16 5%	34 8%	16 5%	19 5%	49 7%	35 5%	84 6%	66 6%	12 10% hjl	3 5%	2 8%	67 6%	17 10% hl	84 6%
Household has & child makes use of	715 52%	179 58% dfg	212 51% d	162 56% d	162 44%	391 54% d	324 49%	715 52% d	597 51%	63 51%	36 65% hilmn	19 69% hilmn	627 52%	88 49%	715 52%
Household has but child does not use	156 11%	38 12% d	62 15% cdfg	30 10%	27 7%	99 14% df	57 9%	156 11% df	137 12% jk	15 12% jk	2 3%	2 7%	133 11% jk	23 13% jk	156 11% jk
Do not have in the household	416 30%	75 24%	105 25%	82 28%	155 42% abcefg	179 25%	237 36% abcefg	416 30% abe	365 31% k	33 26% k	15 26% k	4 16%	366 31% k	50 28% k	416 30% k
Don't know	3 *%	- -%	* *%	1 *%	2 *%	* *%	3 *%	3 *%	3 *%	- -%	- -%	* 1% hln	3 *%	- -%	3 *%

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

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

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

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Child has their own one	268	13	66	190	126	143	6	6	30	35	89	101
	20%	3%	13%	38%	18%	21%	3%	3%	12%	14%	35%	41%
			a	ab					fg	fg	fghi	fghi
Household has & child makes use of	524	119	234	171	279	245	63	56	118	116	98	74
	38%	32%	47%	34%	41%	36%	34%	30%	47%	46%	39%	30%
			ac		e				fgjk	fgk	gk	
Household has but child does not use	282	140	91	51	138	144	67	74	45	45	26	25
	20%	37%	18%	10%	20%	21%	36%	39%	18%	18%	10%	10%
		bc	c				hijk	hijk	jk	jk		
Do not have in the household	301	103	110	88	146	155	50	52	55	55	41	47
	22%	27%	22%	18%	21%	23%	27%	28%	22%	22%	16%	19%
		bc					jk	jk				

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

Any break column with 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	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Child has their own one	268	79	86	46	57	165	103	268	238	18	9	3	227	41	268
	20%	26%	21%	16%	16%	23%	16%	20%	20%	15%	17%	12%	19%	23%	20%
		cdfg	df			cdf		f	ik				k	ik	ik
Household has & child makes use of	524	128	173	109	115	301	223	524	475	25	15	10	472	52	524
	38%	42%	42%	37%	31%	42%	34%	38%	41%	20%	27%	36%	39%	29%	38%
		df	df			df		d	ijm		i	ij	ijm	i	ijm
Household has but child does not use	282	69	93	69	51	162	120	282	225	37	14	6	240	41	282
	20%	23%	22%	24%	14%	23%	18%	20%	19%	30%	25%	20%	20%	23%	20%
		d	d	df		df		d		hkln	hl				
Do not have in the household	301	30	61	67	142	91	210	301	231	44	17	9	256	44	301
	22%	10%	15%	23%	39%	13%	32%	22%	20%	35%	31%	32%	21%	25%	22%
			a	abe	abcefg		abcefg	abe		hlmn	hln	hln			

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

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

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

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Child has their own one	679	138	246	295	331	348	72	65	114	132	145	150
	49%	37%	49%	59%	48%	51%	39%	35%	46%	52%	57%	61%
			a	ab					g	fg	fgh	fghi
Household has & child makes use of	420	141	176	103	221	198	72	69	94	82	56	47
	31%	38%	35%	21%	32%	29%	39%	37%	38%	33%	22%	19%
		c	c				jk	jk	jk	jk		
Household has but child does not use	120	53	28	39	55	65	21	32	15	13	19	20
	9%	14%	6%	8%	8%	9%	11%	17%	6%	5%	8%	8%
		bc					hi	hijk				
Do not have in the household	155	43	49	62	78	76	21	22	24	25	33	29
	11%	12%	10%	12%	11%	11%	11%	12%	10%	10%	13%	12%
Don't know	1	-	1	-	1	-	-	-	1	-	-	-
	*%	-%	*%	-%	*%	-%	-%	-%	*%	-%	-%	-%

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

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

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

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Child has their own one	679	156	203	151	169	359	320	679	554	76	33	16	569	109	679
	49%	51%	49%	52%	46%	50%	49%	49%	47%	61% hln	59% hln	60% hln	48%	61% hln	49%
Household has & child makes use of	420	100	144	82	94	244	176	420	369	29	14	8	379	41	420
	31%	33% df	35% cdf	28%	26%	34% df	27%	31%	32% ijm	24%	26%	28%	32% ijm	23%	31% im
Household has but child does not use	120	33	33	27	27	66	54	120	106	11	3	1	107	13	120
	9%	11%	8%	9%	7%	9%	8%	9%	9% jk	9% k	5%	5%	9% jk	7%	9% jk
Do not have in the household	155	18	33	31	73	51	104	155	139	8	6	2	139	15	155
	11%	6%	8%	11% ae	20% abceg	7%	16% abceg	11% abe	12% i	6%	10%	8%	12% i	9%	11% i
Don't know	1	-	-	-	1	-	1	1	1	-	-	-	1	-	1
	*%	-%	-%	-%	*%	-%	*%	*%	*%	-%	-%	-%	*%	-%	*%

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

Any break column with 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 etc.) (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Child has their own one	662	21	215	426	328	334	10	11	106	109	213	213
	48%	5%	43%	85%	48%	49%	5%	6%	43%	43%	84%	86%
			a	ab					fg	fg	fghi	fghi
Household has & child makes use of	258	104	120	34	128	130	47	57	63	57	19	15
	19%	28%	24%	7%	19%	19%	25%	30%	25%	23%	7%	6%
		c	c				jk	ijk	jk	jk		
Household has but child does not use	428	234	160	34	222	207	126	108	78	82	18	16
	31%	62%	32%	7%	32%	30%	67%	57%	31%	33%	7%	7%
		bc	c				ghijk	hijk	jk	jk		
Do not have in the household	27	17	4	6	9	18	5	12	1	3	3	3
	2%	5%	1%	1%	1%	3%	3%	6%	1%	1%	1%	1%
		bc						fhijk				
Don't know	*	*	-	*	*	*	*	-	-	-	-	*
	*%	*%	-%	*%	*%	*%	*%	-%	-%	-%	-%	*%

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

Any break column with 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 etc.) (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Child has their own one	662 48%	159 52% cf	208 50%	127 44%	168 46%	367 51% cf	295 45%	662 48%	552 47% k	67 54% hkl	32 58% hkl	11 39%	563 47% k	99 55% hkl	662 48% k
Household has & child makes use of	258 19%	60 20%	73 18%	61 21%	64 17%	133 18%	125 19%	258 19%	224 19% i	17 14%	11 20% i	6 21% i	227 19% i	31 17%	258 19% i
Household has but child does not use	428 31%	85 28%	123 30%	98 34%	123 34%	208 29%	220 34% ae	428 31%	368 31% jm	39 31% j	11 21%	11 39% hijlmn	385 32% jm	43 24%	428 31% jm
Do not have in the household	27 2%	3 1%	9 2%	5 2%	10 3%	12 2%	15 2%	27 2%	24 2%	1 1%	1 1%	* 1% hln	21 2%	5 3% k	27 2%
Don't know	* *%	- -%	- -%	* *%	* *%	- -%	* *%	* *%	- -%	- -%	- -%	* 1% hln	- -%	* *%	* *%

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

Any break column with 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, Nintendo Switch and so on (SINGLE CODE)

Base : All parents

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Child has their own one	478	62	179	238	325	153	45	16	114	65	166	72
	35%	16%	36%	48%	47%	22%	24%	9%	46%	26%	66%	29%
			a	ab	e		g		fgik	g	fghik	g
Household has & child makes use of	274	81	113	80	146	128	47	34	58	55	41	39
	20%	22%	23%	16%	21%	19%	25%	18%	23%	22%	16%	16%
		c	c				jk		jk			
Household has but child does not use	151	53	47	51	37	114	18	34	13	34	5	46
	11%	14%	9%	10%	5%	17%	10%	18%	5%	13%	2%	19%
		b			d		j	fhj		hj		fhj
Do not have in the household	468	178	160	130	179	290	76	102	63	98	40	90
	34%	48%	32%	26%	26%	42%	41%	54%	25%	39%	16%	36%
		bc	c		d		hj	fhijk	j	hj		hj
Don't know	3	1	1	1	1	2	-	1	1	-	-	1
	*%	*%	*%	*%	*%	*%	-%	1%	*%	-%	-%	1%

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

Any break column with 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, Nintendo Switch and so on (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Child has their own one	478	104	132	97	145	236	242	478	374	66	27	12	398	81	478
	35%	34%	32%	33%	40%	33%	37%	35%	32%	53%	49%	42%	33%	45%	35%
					be					hkl	hln	hln		hln	
Household has & child makes use of	274	69	84	66	55	154	121	274	248	12	10	5	239	35	274
	20%	23%	20%	23%	15%	21%	18%	20%	21%	10%	18%	17%	20%	20%	20%
		d	d	d		d		d	i		i	i	i	i	i
Household has but child does not use	151	35	50	31	35	85	66	151	133	9	6	3	134	17	151
	11%	11%	12%	11%	10%	12%	10%	11%	11%	7%	12%	12%	11%	10%	11%
									i				i		
Do not have in the household	468	98	146	96	129	244	225	468	411	37	12	8	423	46	468
	34%	32%	35%	33%	35%	34%	34%	34%	35%	30%	22%	30%	35%	26%	34%
									jm	j		j	jkm		jm
Don't know	3	1	-	1	1	1	2	3	3	-	-	-	3	-	3
	*%	*%	-%	*%	*%	*%	*%	*%	*%	-%	-%	-%	*%	-%	*%

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

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

QP3H. (SHOWCARD) EQUIPMENT IN THE HOME - Radio (whether FM/ AM or digital DAB) (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Child has their own one	62	5	26	32	32	30	2	3	11	15	19	13
	5%	1%	5%	6%	5%	4%	1%	1%	5%	6%	7%	5%
			a	a					fg	fg	fg	fg
Household has & child makes use of	246	54	81	112	114	132	28	26	37	44	50	61
	18%	14%	16%	22%	17%	19%	15%	14%	15%	18%	20%	25%
				ab								fghi
Household has but child does not use	434	132	156	147	218	216	71	61	75	80	72	74
	32%	35%	31%	29%	32%	31%	38%	33%	30%	32%	29%	30%
		c					j					
Do not have in the household	630	183	237	210	322	309	85	98	125	112	111	99
	46%	49%	47%	42%	47%	45%	46%	52%	50%	44%	44%	40%
		c						k	k			
Don't know	2	1	1	-	1	1	1	*	-	1	-	-
	*%	*%	*%	-%	*%	*%	1%	*%	-%	*%	-%	-%

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

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

QP3H. (SHOWCARD) EQUIPMENT IN THE HOME - Radio (whether FM/ AM or digital DAB) (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Child has their own one	62 5%	19 6%	16 4%	9 3%	18 5%	35 5%	27 4%	62 5%	51 4%	6 5%	4 8%	1 3%	50 4%	13 7%	62 5%
											hkl			k	
Household has & child makes use of	246 18%	62 20%	85 21%	47 16%	52 14%	147 20%	99 15%	246 18%	212 18%	18 15%	14 26%	2 6%	212 18%	34 19%	246 18%
		df	df			df			k	k	hikl		k	k	k
Household has but child does not use	434 32%	117 38%	132 32%	96 33%	89 25%	249 35%	185 28%	434 32%	361 31%	48 39%	13 24%	12 44%	371 31%	63 35%	434 32%
		dfg	d	d		df		d	j	hjl		hjl	j	j	j
Do not have in the household	630 46%	110 36%	179 43%	137 47%	205 56%	288 40%	342 52%	630 46%	543 46%	51 42%	24 43%	13 47%	563 47%	68 38%	630 46%
			a	ae	abceg		abeg	ae	m			m	m		m
Don't know	2 *%	- -%	* *%	1 *%	1 *%	* *%	2 *%	2 *%	2 *%	- -%	- -%	* *%	1 *%	1 1%	2 *%
														l	

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

Any break column with 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 AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Child has their own one	152	36	49	67	75	78	20	16	20	29	35	32
	11%	10%	10%	13%	11%	11%	11%	9%	8%	12%	14%	13%
Household has & child makes use of	463	131	166	166	228	235	73	58	77	89	78	87
	34%	35%	33%	33%	33%	34%	39%	31%	31%	35%	31%	35%
Household has but child does not use	230	57	84	90	110	120	23	33	46	37	41	49
	17%	15%	17%	18%	16%	17%	12%	18%	19%	15%	16%	20%
Do not have in the household	526	150	199	177	271	255	70	80	103	96	97	79
	38%	40%	40%	35%	39%	37%	38%	42%	42%	38%	39%	32%
Don't know	3	1	1	1	3	*	1	*	1	*	1	-
	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	1%	-%

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

Any break column with 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

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Child has their own one	152	25	44	31	52	70	82	152	100	30	20	2	115	37	152
	11%	8%	11%	11%	14%	10%	13%	11%	9%	24%	37%	9%	10%	21%	11%
					ae		a			hkln	hiklmn			hkln	h
Household has & child makes use of	463	131	114	94	124	246	217	463	411	30	16	6	416	48	463
	34%	43%	28%	32%	34%	34%	33%	34%	35%	25%	29%	22%	35%	27%	34%
		bcdefg			b	b	b	b	ijklm		k		ijklm		ikm
Household has but child does not use	230	54	83	46	47	137	93	230	198	20	4	8	200	30	230
	17%	18%	20%	16%	13%	19%	14%	17%	17%	16%	8%	30%	17%	17%	17%
			df			df			j	j		hijklmn	j	j	j
Do not have in the household	526	96	169	119	142	265	261	526	457	44	15	11	462	64	526
	38%	31%	41%	41%	39%	37%	40%	38%	39%	35%	27%	38%	39%	36%	38%
		a	a	a	a	a	a	a	j	j		j	j	j	j
Don't know	3	*	2	1	*	2	1	3	3	-	-	*	3	-	3
	*%	*%	*%	*%	*%	*%	*%	*%	*%	-%	-%	1%	*%	-%	*%
												hln			

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

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

QP3J. (SHOWCARD) EQUIPMENT IN THE HOME - Smart speakers which can respond to voice commands - e.g. Amazon Echo (Alexa), Google Home, Apple HomePod (SINGLE CODE)

Base : All parents

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Child has their own one	90	9	22	59	38	51	3	6	7	14	28	31
	7%	2%	4%	12%	6%	7%	2%	3%	3%	6%	11%	13%
				ab						f	fghi	fghi
Household has & child makes use of	288	65	104	120	144	144	33	31	52	51	58	62
	21%	17%	21%	24%	21%	21%	18%	17%	21%	20%	23%	25%
				a								g
Household has but child does not use	128	42	48	38	61	67	17	25	26	21	18	21
	9%	11%	10%	8%	9%	10%	9%	13%	11%	8%	7%	8%
								j				
Do not have in the household	866	258	326	282	442	424	133	125	161	165	148	134
	63%	69%	65%	56%	64%	62%	71%	67%	65%	65%	59%	54%
		c	c				jk	k	k	k		
Don't know	4	1	1	1	3	1	*	1	1	-	1	-
	*/%	*/%	*/%	*/%	*/%	*/%	*/%	1%	1%	-%	*/%	-%

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

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

QP3J. (SHOWCARD) EQUIPMENT IN THE HOME - Smart speakers which can respond to voice commands - e.g. Amazon Echo (Alexa), Google Home, Apple HomePod (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Child has their own one	90	40	22	13	15	62	28	90	72	10	7	1	74	16	90
	7%	13%	5%	4%	4%	9%	4%	7%	6%	8%	13%	4%	6%	9%	7%
		bcdefg				bcd		f		k	hikln			k	
Household has & child makes use of	288	83	86	59	60	169	119	288	244	23	16	6	249	39	288
	21%	27%	21%	20%	16%	24%	18%	21%	21%	18%	28%	21%	21%	22%	21%
		bcd				df		d			hikln				
Household has but child does not use	128	36	36	30	25	73	55	128	109	10	3	5	108	20	128
	9%	12%	9%	10%	7%	10%	8%	9%	9%	8%	5%	19%	9%	11%	9%
		d							j			hijklmn	j	j	j
Do not have in the household	866	148	267	188	263	414	451	866	740	81	29	15	761	104	866
	63%	48%	65%	65%	72%	58%	69%	63%	63%	65%	53%	56%	64%	58%	63%
			ae	ae	abceg	a	aeg	ae	jk	jk			jk		jk
Don't know	4	-	1	1	2	1	3	4	3	*	-	*	4	-	4
	*%	-%	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	-%	*%

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

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

QP3K. (SHOWCARD) EQUIPMENT IN THE HOME - Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit) (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Child has their own one	121	13	50	58	54	68	5	8	23	27	26	32
	9%	4%	10%	12%	8%	10%	3%	5%	9%	11%	10%	13%
			a	a					fg	fg	fg	fg
Household has & child makes use of	37	5	14	18	20	17	3	2	7	7	10	8
	3%	1%	3%	4%	3%	2%	1%	1%	3%	3%	4%	3%
				a							g	
Household has but child does not use	291	91	93	107	143	148	43	48	48	45	52	55
	21%	24%	19%	21%	21%	22%	23%	25%	19%	18%	21%	22%
		b						i				
Do not have in the household	923	266	341	315	468	455	137	130	169	172	162	154
	67%	71%	68%	63%	68%	66%	73%	69%	68%	68%	64%	62%
		c					jk					
Don't know	4	*	1	2	3	*	-	*	1	-	2	-
	*/%	*/%	*/%	*/%	1%	*/%	-%	*/%	1%	-%	1%	-%
					e							

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

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

QP3K. (SHOWCARD) EQUIPMENT IN THE HOME - Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit) (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Child has their own one	121 9%	43 14%	37 9%	18 6%	24 7%	79 11%	42 6%	121 9%	98 8%	17 13%	5 9%	2 7%	100 8%	22 12%	121 9%
		bcd	fg			cd	f			hkl				k	
Household has & child makes use of	37 3%	12 4%	10 3%	10 4%	4 1%	22 3%	14 2%	37 3%	32 3%	1 1%	3 5%	1 3%	35 3%	2 1%	37 3%
		d		d		d					hilmn				
Household has but child does not use	291 21%	96 31%	92 22%	60 20%	43 12%	188 26%	103 16%	291 21%	235 20%	37 30%	11 19%	9 32%	256 21%	35 19%	291 21%
		bcd	df	df		cd	fg	df		hjl	mn	hjl	mn		
Do not have in the household	923 67%	155 51%	273 66%	202 69%	292 80%	429 60%	494 75%	923 67%	801 69%	69 56%	37 67%	16 59%	803 67%	119 67%	923 67%
			ae	ae	abce	a	abce	ae	ik		ik		ik	i	ik
Don't know	4 *%	1 *%	* *%	1 *%	1 *%	1 *%	2 *%	4 *%	3 *%	- -%	- -%	* *%	2 *%	1 1%	4 *%

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

Any break column with 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-K - SUMMARY TO SHOW MEDIA DEVICES CHILD HAS OF THEIR OWN

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Tablet computer	679 49%	138 37%	246 49% a	295 59% ab	331 48%	348 51%	72 39%	65 35%	114 46% g	132 52% fg	145 57% fgh	150 61% fghi
Any type of mobile phone, including Smartphone	662 48%	21 5%	215 43% a	426 85% ab	328 48%	334 49%	10 5%	11 6%	106 43% fg	109 43% fg	213 84% fghi	213 86% fghi
Games console or games player	478 35%	62 16%	179 36% a	238 48% ab	325 47% e	153 22%	45 24% g	16 9%	114 46% fgik	65 26% g	166 66% fghik	72 29% g
Standard TV set	407 30%	80 21%	146 29% a	180 36% ab	197 29%	209 30%	37 20%	43 23%	65 26% fg	81 32% fg	95 38% fgh	85 34% fgh
Desktop computer/ laptop/ netbook - with internet access	268 20%	13 3%	66 13% a	190 38% ab	126 18%	143 21%	6 3%	6 3%	30 12% fg	35 14% fg	89 35% fghi	101 41% fghi
DVD/ Blu-ray player	152 11%	36 10%	49 10%	67 13%	75 11%	78 11%	20 11%	16 9%	20 8%	29 12%	35 14% h	32 13%
Smart TV set	148 11%	19 5%	43 9% a	87 17% ab	64 9%	84 12%	8 4%	11 6%	16 6%	27 11% fg	40 16% fgh	47 19% fghi
Wearable technology	121 9%	13 4%	50 10% a	58 12% a	54 8%	68 10%	5 3%	8 5%	23 9% fg	27 11% fg	26 10% fg	32 13% fg
Smart speakers	90 7%	9 2%	22 4%	59 12% ab	38 6%	51 7%	3 2%	6 3%	7 3%	14 6% f	28 11% fghi	31 13% fghi
Digital Video Recorder/ DVR	84 6%	10 3%	26 5%	48 10% ab	42 6%	43 6%	6 3%	5 3%	9 4%	17 7% g	27 11% fgh	21 8% fgh

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

Any break column with 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-K - SUMMARY TO SHOW MEDIA DEVICES CHILD HAS OF THEIR OWN

Base : All parents

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Radio	62	5	26	32	32	30	2	3	11	15	19	13
	5%	1%	5%	6%	5%	4%	1%	1%	5%	6%	7%	5%
			a	a					fg	fg	fg	fg
ANY STANDARD/ SMART TV	538	96	183	259	256	282	45	51	79	104	132	127
	39%	25%	37%	52%	37%	41%	24%	27%	32%	41%	52%	51%
			a	ab						fgh	fghi	fghi
None of these	331	180	121	30	162	169	85	95	60	61	17	13
	24%	48%	24%	6%	24%	25%	46%	50%	24%	24%	7%	5%
		bc	c				hijk	hijk	jk	jk		
Mean number of types of equipment (out of 11)	2.3	1.1	2.1	3.4	2.3	2.2	1.1	1.0	2.1	2.2	3.5	3.2
			a	ab					fg	fg	fghi	fghi
Standard deviation	2.03	1.41	1.92	1.98	2.06	2.00	1.51	1.30	1.86	1.98	2.02	1.93
Standard error	.04	.05	.07	.07	.06	.06	.08	.06	.10	.09	.10	.10

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.
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-K - SUMMARY TO SHOW MEDIA DEVICES CHILD HAS OF THEIR OWN

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Tablet computer	679 49%	156 51%	203 49%	151 52%	169 46%	359 50%	320 49%	679 49%	554 47%	76 61% hln	33 59% hln	16 60% hln	569 48%	109 61% hln	679 49%
Any type of mobile phone, including Smartphone	662 48%	159 52% cf	208 50%	127 44%	168 46%	367 51% cf	295 45%	662 48%	552 47% k	67 54% hkl	32 58% hkl	11 39%	563 47% k	99 55% hkl	662 48% k
Games console or games player	478 35%	104 34%	132 32%	97 33%	145 40% be	236 33%	242 37%	478 35%	374 32%	66 53% hkl	27 49% hln	12 42% hln	398 33%	81 45% hln	478 35%
Standard TV set	407 30%	67 22%	110 27%	96 33% abe	134 37% abeg	177 25%	230 35% abeg	407 30% ae	295 25%	70 57% hklmn	28 51% hlmn	13 47% hln	331 28%	75 42% hln	407 30% h
Desktop computer/ laptop/ netbook - with internet access	268 20%	79 26% cdfg	86 21% df	46 16%	57 16%	165 23% cdf	103 16%	268 20% f	238 20% ik	18 15%	9 17%	3 12%	227 19% k	41 23% ik	268 20% ik
DVD/ Blu-ray player	152 11%	25 8%	44 11%	31 11%	52 14% ae	70 10%	82 13% a	152 11%	100 9%	30 24% hkl	20 37% hiklmn	2 9%	115 10%	37 21% hkl	152 11% h
Smart TV set	148 11%	33 11%	47 11%	30 10%	39 11%	80 11%	69 10%	148 11%	117 10%	21 17% hkl	7 13%	3 10%	126 11%	22 13%	148 11%
Wearable technology	121 9%	43 14% bcdfg	37 9%	18 6%	24 7%	79 11% cdf	42 6%	121 9% f	98 8%	17 13% hkl	5 9%	2 7%	100 8%	22 12% k	121 9%
Smart speakers	90 7%	40 13% bcdefg	22 5%	13 4%	15 4%	62 9% bcd	28 4%	90 7% f	72 6%	10 8% k	7 13% hikln	1 4%	74 6%	16 9% k	90 7%
Digital Video Recorder/ DVR	84 6%	16 5%	34 8%	16 5%	19 5%	49 7%	35 5%	84 6%	66 6%	12 10% hjl	3 5%	2 8%	67 6%	17 10% hl	84 6%

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

Any break column with 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-K - SUMMARY TO SHOW MEDIA DEVICES CHILD HAS OF THEIR OWN

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Radio	62 5%	19 6%	16 4%	9 3%	18 5%	35 5%	27 4%	62 5%	51 4%	6 5%	4 8%	1 3%	50 4%	13 7%	62 5%
											hklm			k	
ANY STANDARD/ SMART TV	538 39%	97 32%	155 37%	119 41%	167 46%	252 35%	286 44%	538 39%	400 34%	87 70%	35 64%	15 55%	443 37%	95 53%	538 39%
				a	abeg		abeg	a		hklmn	hklmn	hln		hln	h
None of these	331 24%	68 22%	96 23%	82 28%	84 23%	165 23%	166 25%	331 24%	304 26%	16 13%	6 10%	5 18%	303 25%	28 16%	331 24%
									ijklm			j	ijklm		ijklm
Mean number of types of equipment (out of 11)	2.3	2.4	2.3	2.2	2.3	2.3	2.2	2.3	2.2	3.2 hklm	3.2 hklm	2.4 h	2.2	3.0 hklm	2.3 h
Standard deviation	2.03	2.11	2.07	2.00	1.94	2.09	1.97	2.03	2.00	2.08	1.93	1.89	2.00	2.07	2.03
Standard error	.04	.10	.08	.09	.07	.06	.06	.04	.06	.11	.10	.10	.05	.11	.04

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

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

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

Base : All parents

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
NONE	327	177	120	30	162	165	85	91	60	60	17	13
	24%	47%	24%	6%	24%	24%	46%	49%	24%	24%	7%	5%
		bc	c				hijk	hijk	jk	jk		
1-2	474	136	187	151	231	243	70	66	94	93	68	84
	34%	36%	37%	30%	34%	35%	37%	35%	38%	37%	27%	34%
		c	c				j	j	j	j		
3-4	382	55	137	191	192	190	27	28	69	68	96	95
	28%	15%	27%	38%	28%	28%	14%	15%	28%	27%	38%	38%
			a	ab					fg	fg	fghi	fghi
5-11	192	8	56	128	102	90	5	3	26	31	72	56
	14%	2%	11%	26%	15%	13%	3%	1%	10%	12%	28%	23%
			a	ab					fg	fg	fghi	fghi
Mean number of types of equipment (out of 11)	2.3	1.1	2.1	3.4	2.3	2.2	1.1	1.0	2.1	2.2	3.5	3.2
			a	ab					fg	fg	fghi	fghi
Standard deviation	2.03	1.41	1.92	1.98	2.06	2.00	1.51	1.30	1.86	1.98	2.02	1.93
Standard error	.04	.05	.07	.07	.06	.06	.08	.06	.10	.09	.10	.10

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.
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.

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

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
NONE	327 24%	64 21%	96 23%	82 28% ae	84 23%	160 22%	166 25%	327 24%	300 26% ijklm	16 13%	6 10%	5 18% j	300 25% ijklm	27 15%	327 24% ijklm
1-2	474 34%	118 38% cf	153 37% cf	87 30%	117 32%	270 38% cf	204 31%	474 34%	421 36% ijm	29 23%	15 27%	10 36% ijm	428 36% ijm	46 26%	474 34% ijm
3-4	382 28%	71 23%	112 27%	84 29%	116 32% ae	183 25%	199 30% ae	382 28%	303 26%	48 39% hln	21 39% hln	10 35% hln	314 26%	69 38% hln	382 28%
5-11	192 14%	55 18% bf	51 12%	38 13%	48 13%	106 15%	86 13%	192 14%	145 12%	31 25% hkln	14 25% hkln	3 11%	155 13%	38 21% hkln	192 14%
Mean number of types of equipment (out of 11)	2.3	2.4	2.3	2.2	2.3	2.3	2.2	2.3	2.2	3.2 hkln	3.2 hkln	2.4 h	2.2	3.0 hkln	2.3 h
Standard deviation	2.03	2.11	2.07	2.00	1.94	2.09	1.97	2.03	2.00	2.08	1.93	1.89	2.00	2.07	2.03
Standard error	.04	.10	.08	.09	.07	.06	.06	.04	.06	.11	.10	.10	.05	.11	.04

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

Any break column with 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-K - SUMMARY TO SHOW MEDIA DEVICES CHILD USES IN THE HOUSEHOLD

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Tablet computer	1099	279	421	398	553	546	145	134	208	214	200	198
	80%	74%	84%	80%	80%	79%	77%	71%	84%	85%	79%	80%
			ac	a					g	fg	g	g
Standard TV set	938	243	345	351	477	461	127	116	165	180	185	165
	68%	65%	69%	70%	69%	67%	68%	61%	66%	72%	73%	67%
										g	g	
Smart TV set	928	225	342	361	452	475	104	120	173	169	175	185
	67%	60%	68%	72%	66%	69%	56%	64%	70%	67%	69%	75%
			a	a					f	f	f	fg
Any type of mobile phone, including Smartphone	920	124	336	460	457	463	56	68	169	167	232	228
	67%	33%	67%	92%	66%	67%	30%	36%	68%	66%	92%	92%
			a	ab					fg	fg	fghi	fghi
Digital Video Recorder/ DVR	799	169	299	331	409	390	93	76	154	145	162	169
	58%	45%	60%	66%	60%	57%	50%	41%	62%	58%	64%	68%
			a	ab			g		fg	g	fg	fgi
Desktop computer/ laptop/ netbook - with internet access	792	132	299	361	404	388	70	62	148	151	186	175
	58%	35%	60%	72%	59%	56%	37%	33%	60%	60%	74%	71%
			a	ab					fg	fg	fghi	fghi
Games console or games player	752	143	292	318	472	281	92	51	172	120	208	110
	55%	38%	58%	64%	69%	41%	49%	27%	69%	48%	82%	44%
			a	a	e		g		fgik	g	fghik	g
DVD/ Blu-ray player	615	168	215	233	303	312	93	75	97	118	113	119
	45%	45%	43%	47%	44%	45%	50%	40%	39%	47%	45%	48%
							gh					h
Smart speakers	378	74	125	179	182	196	37	37	59	66	86	93
	27%	20%	25%	36%	26%	28%	20%	20%	24%	26%	34%	37%
			a	ab							fghi	fghi
Radio	309	58	107	143	146	162	30	29	48	59	69	74
	22%	16%	21%	29%	21%	24%	16%	15%	19%	24%	27%	30%
			a	ab						fg	fgh	fgh

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

Any break column with 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-K - SUMMARY TO SHOW MEDIA DEVICES CHILD USES IN THE HOUSEHOLD

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Wearable technology	158	18	64	76	74	84	8	11	30	35	37	39
	11%	5%	13%	15%	11%	12%	4%	6%	12%	14%	15%	16%
			a	a					fg	fg	fg	fg
ANY STANDARD/ SMART TV	1346	362	492	492	675	672	180	182	244	248	250	242
	98%	97%	98%	98%	98%	98%	96%	97%	98%	98%	99%	98%
											fg	
None of these	9	6	2	1	3	6	2	3	1	1	-	1
	1%	1%	*%	*%	*%	1%	1%	2%	*%	*%	-%	1%
		c						j				
Mean number of types of equipment (out of 11)	5.6	4.4	5.7	6.4	5.7	5.5	4.6	4.1	5.7	5.7	6.5	6.3
			a	ab	e		g		fg	fg	fghi	fghi
Standard deviation	2.19	2.09	2.08	1.93	2.15	2.22	2.16	2.00	2.04	2.12	1.83	2.02
Standard error	.05	.08	.07	.07	.06	.06	.12	.10	.11	.10	.09	.10

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.
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.

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

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Tablet computer	1099	256	346	233	263	603	496	1099	923	105	47	24	948	150	1099
	80%	83%	84%	80%	72%	84%	76%	80%	79%	85%	85%	87%	79%	84%	80%
		df	df	d		dfg		df		hln	hln	hln			
Standard TV set	938	183	269	208	278	452	486	938	776	94	45	23	805	133	938
	68%	60%	65%	71%	76%	63%	74%	68%	66%	76%	82%	84%	67%	75%	68%
				ae	abeg		abeg	ae		hln	hlmn	hilmn		hl	
Smart TV set	928	240	303	194	191	543	385	928	800	69	38	21	805	122	928
	67%	78%	73%	67%	52%	75%	59%	67%	68%	56%	68%	77%	67%	68%	67%
		cdfg	cdfg	df		cdfg	d	df	i		i	hijlmn	i	i	i
Any type of mobile phone, including Smartphone	920	219	281	189	232	500	420	920	776	84	43	17	790	130	920
	67%	71%	68%	65%	64%	69%	64%	67%	66%	68%	78%	60%	66%	73%	67%
		df				df			k		hikln			k	k
Digital Video Recorder/ DVR	799	195	246	178	181	441	359	799	664	76	39	21	694	105	799
	58%	63%	60%	61%	50%	61%	55%	58%	57%	61%	70%	77%	58%	59%	58%
		df	d	df		df		d			hilmn	hilmn			
Desktop computer/ laptop/ netbook - with internet access	792	208	258	155	172	466	326	792	713	43	24	13	699	93	792
	58%	68%	63%	53%	47%	65%	50%	58%	61%	35%	43%	48%	58%	52%	58%
		cdfg	cdf			cdfg		df	ijkm		i	i	ijk	i	ijk
Games console or games player	752	173	216	163	200	390	363	752	622	78	36	16	637	116	752
	55%	56%	52%	56%	55%	54%	55%	55%	53%	63%	66%	59%	53%	65%	55%
										hln	hln			hln	
DVD/ Blu-ray player	615	157	159	125	175	315	300	615	511	60	36	8	531	85	615
	45%	51%	38%	43%	48%	44%	46%	45%	44%	49%	65%	31%	44%	47%	45%
		bceg			b		b	b	k	k	hiklmn		k	k	k
Smart speakers	378	123	108	72	75	231	147	378	316	32	23	7	323	55	378
	27%	40%	26%	25%	21%	32%	22%	27%	27%	26%	41%	24%	27%	31%	27%
		bcddefg	d			bcdfg		df			hiklmn				
Radio	309	81	102	56	70	182	126	309	263	25	18	3	262	47	309
	22%	26%	25%	19%	19%	25%	19%	22%	23%	20%	33%	9%	22%	26%	22%
		cdf	df			cdf			k	k	hikln		k	k	k

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

Any break column with 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-K - SUMMARY TO SHOW MEDIA DEVICES CHILD USES IN THE HOUSEHOLD

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Wearable technology	158	54	47	28	28	101	57	158	130	18	8	3	135	23	158
	11%	18%	11%	10%	8%	14%	9%	11%	11%	14%	14%	9%	11%	13%	11%
		bcdfg				cdf		df		k					
ANY STANDARD/ SMART TV	1346	301	405	284	357	706	641	1346	1144	121	54	27	1169	177	1346
	98%	98%	98%	98%	98%	98%	98%	98%	98%	98%	99%	98%	98%	99%	98%
None of these	9	1	2	3	4	3	7	9	8	1	-	-	9	-	9
	1%	*%	*%	1%	1%	*%	1%	1%	1%	1%	-%	-%	1%	-%	1%
Mean number of types of equipment (out of 11)	5.6	6.1	5.7	5.5	5.1	5.9	5.3	5.6	5.6	5.5	6.5	5.7	5.5	5.9	5.6
		bcdefg	df	df		cdg		df			hiklmn			hiln	
Standard deviation	2.19	2.23	2.21	2.12	2.08	2.23	2.10	2.19	2.21	2.04	1.97	1.90	2.21	1.97	2.19
Standard error	.05	.10	.09	.09	.08	.07	.06	.05	.06	.11	.10	.10	.05	.10	.05

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

Any break column with 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-K - SUMMARY TO SHOW MEDIA DEVICES IN THE HOUSEHOLD

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Any type of mobile phone, including Smartphone	1348	358	496	494	678	670	182	176	247	249	249	245
	98%	95%	99%	99%	99%	97%	97%	94%	99%	99%	99%	99%
			a	a					g	g	g	g
Tablet computer	1219	332	450	438	608	611	166	166	223	227	220	218
	89%	88%	90%	88%	88%	89%	89%	88%	90%	90%	87%	88%
Desktop computer/ laptop/ netbook - with internet access	1074	272	390	412	542	532	136	136	194	196	212	200
	78%	73%	78%	82%	79%	77%	73%	72%	78%	78%	84%	81%
			a	a							fg	fg
Standard TV set	1017	268	370	379	511	506	140	127	175	195	196	183
	74%	71%	74%	76%	74%	74%	75%	68%	71%	77%	78%	74%
										g	g	
Smart TV set	991	251	362	378	488	503	118	133	184	177	186	193
	72%	67%	72%	76%	71%	73%	63%	71%	74%	70%	74%	78%
			a	a					f		f	f
Digital Video Recorder/ DVR	956	231	361	364	482	474	115	115	185	176	181	183
	69%	61%	72%	73%	70%	69%	62%	61%	75%	70%	72%	74%
			a	a					fg	g	fg	fg
Games console or games player	904	196	339	369	508	395	110	85	185	154	213	156
	66%	52%	68%	74%	74%	57%	59%	45%	75%	61%	84%	63%
			a	ab	e		g		fgik	g	fghik	g
DVD/ Blu-ray player	845	224	299	322	413	432	116	108	143	156	154	168
	61%	60%	60%	64%	60%	63%	62%	58%	58%	62%	61%	68%
												gh
Radio	743	190	263	290	365	378	100	90	123	140	141	149
	54%	51%	53%	58%	53%	55%	54%	48%	50%	55%	56%	60%
				a								gh
Smart speakers	506	116	173	217	243	263	54	62	86	87	104	114
	37%	31%	35%	43%	35%	38%	29%	33%	35%	35%	41%	46%
				ab							fg	fghi

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

Any break column with 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-K - SUMMARY TO SHOW MEDIA DEVICES IN THE HOUSEHOLD

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Wearable technology	449	109	158	182	216	232	50	58	77	80	88	94
	33%	29%	32%	36%	31%	34%	27%	31%	31%	32%	35%	38%
				a								f
ANY STANDARD/ SMART TV	1367	372	497	498	685	682	185	187	248	249	252	246
	99%	99%	99%	100%	100%	99%	99%	99%	100%	99%	100%	99%
Mean number of types of equipment (out of 11)	7.3	6.8	7.3	7.7	7.4	7.3	6.9	6.7	7.3	7.3	7.7	7.7
			a	ab					fg	fg	fghi	fghi
Standard deviation	2.09	2.20	2.03	2.00	2.07	2.12	2.22	2.18	2.04	2.02	1.92	2.08
Standard error	.04	.08	.07	.07	.06	.06	.12	.11	.11	.10	.10	.11

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

Any break column with 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-K - SUMMARY TO SHOW MEDIA DEVICES IN THE HOUSEHOLD

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Any type of mobile phone, including Smartphone	1348 98%	304 99%	404 98%	286 98%	354 97%	708 98%	641 98%	1348 98%	1144 98%	122 99%	54 99%	27 99%	1175 98%	173 97%	1348 98%
Tablet computer	1219 89%	289 94%	380 92%	260 89%	290 80%	669 93%	550 84%	1219 89%	1028 88%	116 94%	49 90%	25 92%	1056 88%	163 91%	1219 89%
		cdg	dfg	df		cdg		df		hln		h			
Desktop computer/ laptop/ netbook - with internet access	1074 78%	277 90%	351 85%	224 77%	222 61%	628 87%	446 68%	1074 78%	938 80%	80 65%	38 69%	19 68%	940 79%	134 75%	1074 78%
		bcdg	cdg	df		cdg	d	df	ijk				ijk	i	ijk
Standard TV set	1017 74%	201 65%	289 70%	225 77%	302 83%	490 68%	527 80%	1017 74%	846 72%	100 81%	47 86%	24 87%	875 73%	142 80%	1017 74%
				abe	abeg		abeg	ae		hln	hln	hilmn		h	
Smart TV set	991 72%	251 82%	322 78%	210 72%	208 57%	573 80%	418 64%	991 72%	844 72%	84 68%	40 73%	22 81%	854 71%	137 76%	991 72%
		cdg	dfg	df		cdg	d	df				hijln		i	
Digital Video Recorder/ DVR	956 69%	233 76%	307 75%	208 71%	208 57%	540 75%	416 63%	956 69%	801 69%	91 74%	40 74%	23 83%	827 69%	128 72%	956 69%
		dfg	dfg	df		dfg	d	df				hijlmn			
Games console or games player	904 66%	208 68%	267 65%	195 67%	234 64%	475 66%	429 65%	904 66%	754 65%	87 70%	43 78%	19 70%	771 64%	133 74%	904 66%
										l	hikln	hl		hln	
DVD/ Blu-ray player	845 61%	211 69%	242 59%	170 59%	223 61%	452 63%	393 60%	845 61%	709 61%	80 65%	40 73%	17 60%	731 61%	114 64%	845 61%
		bcdg									hiklmn				
Radio	743 54%	198 64%	234 57%	152 52%	159 44%	431 60%	312 48%	743 54%	625 53%	72 58%	31 57%	15 53%	633 53%	110 61%	743 54%
		bcdg	df	d		cdg		df						hln	
Smart speakers	506 37%	160 52%	144 35%	102 35%	100 27%	304 42%	202 31%	506 37%	425 36%	43 35%	26 47%	12 44%	431 36%	74 42%	506 37%
		bcdefg	d	d		bcdfg		df			hilm	hilm			

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

Any break column with 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-K - SUMMARY TO SHOW MEDIA DEVICES IN THE HOUSEHOLD

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Wearable technology	449	151	139	88	71	290	159	449	365	55	18	11	391	58	449
	33%	49%	34%	30%	20%	40%	24%	33%	31%	44%	33%	41%	33%	33%	33%
		bcdefg	df	df		bcdfg		df		hijlmn		hjin			
ANY STANDARD/ SMART TV	1367	304	409	290	363	714	653	1367	1161	124	55	27	1188	179	1367
	99%	99%	99%	100%	100%	99%	100%	99%	99%	100%	100%	100%	99%	100%	99%
Mean number of types of equipment (out of 11)	7.3	8.1	7.5	7.3	6.5	7.7	6.9	7.3	7.3	7.5	7.8	7.8	7.3	7.7	7.3
		bcdefg	df	df		bcdfg	d	df		hl	hln	hln		hln	
Standard deviation	2.09	2.01	1.95	1.99	2.13	2.00	2.10	2.09	2.11	1.95	1.99	2.14	2.12	1.85	2.09
Standard error	.04	.09	.08	.09	.08	.06	.06	.04	.06	.10	.11	.11	.05	.10	.04

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

Any break column with 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 and Android phones such as the Samsung Galaxy. (SINGLE CODE)

Base : Parents of children with their own mobile phone

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1030	43	340	647	501	529	22	21	151	189	328	319
Effective Weighted Sample	705	25	224	457	354	351	11	13	100	125	246	214
Total	662	21	215	426	328	334	10	11	106	109	213	213
Yes	618	**	186	415	302	316	**	**	89	96	204	211
	93%	**	86%	97% b	92%	95%	**	**	84%	88%	96% hi	99% hij
No	42	**	29	11	26	16	**	**	17	12	9	2
	6%	**	13% c	3%	8%	5%	**	**	16% jk	11% jk	4% k	1%
Don't know	1	**	1	-	-	1	**	**	-	1	-	-
	*%	**	1%	-%	-%	*%	**	**	-%	1%	-%	-%

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

Any break column with 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 and Android phones such as the Samsung Galaxy. (SINGLE CODE)

Base : Parents of children with their own mobile phone

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1030	233	300	220	277	533	497	1030	552	170	183	125	855	175	1030
Effective Weighted Sample	705	165	214	144	183	379	327	705	521	155	176	123	599	106	705
Total	662	159	208	127	168	367	295	662	552	67	32	11	563	99	662
Yes	618 93%	150 95%	193 93%	120 94%	155 92%	344 94%	275 93%	618 93%	520 94%	60 89%	29 90%	10 96% ij	527 93%	92 93%	618 93%
No	42 6%	9 5%	15 7%	7 6%	12 7%	23 6%	19 7%	42 6%	32 6%	7 11% hk	3 10% hk	* 4%	36 6%	7 7%	42 6%
Don't know	1 *%	- -%	- -%	- -%	1 1%	- -%	1 *%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%

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

Any break column with 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 : Parents of children with their own mobile phone

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1030	43	340	647	501	529	22	21	151	189	328	319
Effective Weighted Sample	705	25	224	457	354	351	11	13	100	125	246	214
Total	662	21	215	426	328	334	10	11	106	109	213	213
SMARTPHONE	618	**	186	415	302	316	**	**	89	96	204	211
	93%	**	86%	97% b	92%	95%	**	**	84%	88%	96% hi	99% hij
NOT SMARTPHONE	42	**	29	11	26	16	**	**	17	12	9	2
	6%	**	13% c	3%	8%	5%	**	**	16% jk	11% jk	4% k	1%
UNSURE IF SMARTPHONE	1	**	1	-	-	1	**	**	-	1	-	-
	*%	**	1%	-%	-%	*%	**	**	-%	1%	-%	-%

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

Any break column with 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 : Parents of children with their own mobile phone

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1030	233	300	220	277	533	497	1030	552	170	183	125	855	175	1030
Effective Weighted Sample	705	165	214	144	183	379	327	705	521	155	176	123	599	106	705
Total	662	159	208	127	168	367	295	662	552	67	32	11	563	99	662
SMARTPHONE	618	150	193	120	155	344	275	618	520	60	29	10	527	92	618
	93%	95%	93%	94%	92%	94%	93%	93%	94%	89%	90%	96%	93%	93%	93%
										ij					
NOT SMARTPHONE	42	9	15	7	12	23	19	42	32	7	3	*	36	7	42
	6%	5%	7%	6%	7%	6%	7%	6%	6%	11%	10%	4%	6%	7%	6%
										hk	hk				
UNSURE IF SMARTPHONE	1	-	-	-	1	-	1	1	1	-	-	-	1	-	1
	*%	-%	-%	-%	1%	-%	*%	*%	*%	-%	-%	-%	*%	-%	*%

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

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

SUMMARY OF CHILD'S MOBILE PHONE OWNERSHIP

Base : All parents

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
SMARTPHONE	618	18	186	415	302	316	9	9	89	96	204	211
	45%	5%	37%	83%	44%	46%	5%	5%	36%	38%	81%	85%
			a	ab					fg	fg	fghi	fghi
NOT SMARTPHONE	42	3	29	11	26	16	1	2	17	12	9	2
	3%	1%	6%	2%	4%	2%	*%	1%	7%	5%	4%	1%
			ac						fgk	fgk	fk	
UNSURE IF SMARTPHONE	1	-	1	-	-	1	-	-	-	1	-	-
	*%	-%	*%	-%	-%	*%	-%	-%	-%	*%	-%	-%
NO MOBILE PHONE	713	354	285	74	359	354	177	177	142	142	40	34
	52%	95%	57%	15%	52%	51%	95%	94%	57%	57%	16%	14%
		bc	c				hijk	hijk	jk	jk		

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

Any break column with 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	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
SMARTPHONE	618	150	193	120	155	344	275	618	520	60	29	10	527	92	618
	45%	49%	47%	41%	42%	48%	42%	45%	44%	48%	52%	38%	44%	51%	45%
		cf				cf			k	k	hkl		k	kl	k
NOT SMARTPHONE	42	9	15	7	12	23	19	42	32	7	3	*	36	7	42
	3%	3%	4%	3%	3%	3%	3%	3%	3%	6%	6%	1%	3%	4%	3%
										hkl	hkl				
UNSURE IF SMARTPHONE	1	-	-	-	1	-	1	1	1	-	-	-	1	-	1
	*%	-%	-%	-%	*%	-%	*%	*%	*%	-%	-%	-%	*%	-%	*%
NO MOBILE PHONE	713	148	205	163	197	353	360	713	616	57	23	17	633	80	713
	52%	48%	50%	56%	54%	49%	55%	52%	53%	46%	42%	61%	53%	45%	52%
				ae			ae		ijm			hijlmn	ijm		j

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

Any break column with 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? (MULTI CODE)

Base : All parents

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Using a fixed broadband connection (perhaps using Wi-Fi)	1274 93%	337 90%	464 93%	473 95% a	639 93%	635 92%	167 89%	170 90%	235 95% f	229 91%	237 94%	236 95% fg
Using a mobile network signal (likely to be 3G or 4G)	835 61%	164 44%	290 58% a	382 76% ab	426 62%	409 60%	87 47%	77 41%	149 60% fg	141 56% fg	190 75% fghi	191 77% fghi
Neither of these	31 2%	20 5% bc	8 2%	3 1%	15 2%	16 2%	9 5% hjk	11 6% hijk	3 1%	6 2% k	3 1%	- -%
SUMMARY												
EITHER OF THESE	1344 98%	355 95%	492 98% a	497 99% a	673 98%	671 98%	178 95%	177 94%	245 99% fg	246 98% g	249 99% fg	248 100% fgi
BOTH OF THESE	766 56%	146 39%	262 52% a	358 72% ab	392 57%	373 54%	76 41%	70 37%	138 56% fg	124 49% g	178 71% fghi	179 73% fghi
FIXED BROADBAND ONLY AVAILABLE	508 37%	191 51% bc	202 40% c	115 23%	247 36%	262 38%	91 49% hjk	100 53% hijk	97 39% jk	106 42% jk	59 23%	56 23%
MOBILE NETWORK SIGNAL ONLY AVAILABLE	69 5%	18 5%	28 6%	24 5%	33 5%	36 5%	11 6%	7 4%	11 4%	17 7%	12 5%	12 5%

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

Any break column with 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? (MULTI CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Using a fixed broadband connection (perhaps using Wi-Fi)	1274 93%	298 97% cdfg	393 95% df	272 93% df	312 86% df	691 96% dfg	584 89% df	1274 93% df	1081 92% df	115 93% df	52 95% df	27 98% hilmn	1107 93% df	167 93% df	1274 93% df
Using a mobile network signal (likely to be 3G or 4G)	835 61%	189 61%	275 67% cdfg	167 57%	204 56%	464 64% cdf	371 57%	835 61%	745 64% ijkm	54 44% k	27 49% k	9 33%	736 61% ijk	99 56% ik	835 61% ijk
Neither of these	31 2%	8 3%	10 2%	4 1%	9 3%	18 2%	14 2%	31 2%	27 2% j	4 3% j	* *% j	* 1%	28 2% j	3 2%	31 2% j
SUMMARY															
EITHER OF THESE	1344 98%	299 97%	402 98%	287 99%	355 97%	702 98%	642 98%	1344 98%	1142 98%	120 97%	55 100% hilmn	27 99%	1168 98%	176 98%	1344 98%
BOTH OF THESE	766 56%	187 61% cdf	265 64% cdfg	152 52% d	161 44%	453 63% cdfg	313 48% df	766 56% df	684 59% ijkm	49 39%	24 44% k	9 32%	675 56% ijk	91 51% ik	766 56% ijk
FIXED BROADBAND ONLY AVAILABLE	508 37%	111 36%	127 31%	120 41% be	151 41% be	238 33%	270 41% beg	508 37% b	396 34%	66 53% hlmn	28 51% hln	18 66% hijlmn	432 36%	76 43% h	508 37%
MOBILE NETWORK SIGNAL ONLY AVAILABLE	69 5%	1 *% a	10 2% a	15 5% abe	43 12% abceg	11 2%	58 9% abceg	69 5% abe	61 5% k	5 4% k	3 5% k	* 1% k	61 5% k	9 5% k	69 5% k

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

Any break column with 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... (MULTI CODE)

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
A fixed broadband connection (perhaps using Wi-Fi)	1142	261	425	456	571	571	130	131	213	213	229	227
	83%	70%	85%	91%	83%	83%	69%	70%	86%	84%	91%	92%
			a	ab					fg	fg	fghi	fghi
A mobile network signal (likely to be 3G or 4G)	518	54	179	285	260	258	28	26	92	87	141	145
	38%	14%	36%	57%	38%	37%	15%	14%	37%	35%	56%	58%
			a	ab					fg	fg	fghi	fghi
No - child does not go online at home	128	84	37	7	66	62	44	41	20	17	2	4
	9%	22%	7%	1%	10%	9%	23%	22%	8%	7%	1%	2%
		bc	c				hijk	hijk	jk	jk		
Don't know	1	-	-	1	-	1	-	-	-	-	-	1
	*%	-%	-%	*%	-%	*%	-%	-%	-%	-%	-%	*%
SUMMARY												
EITHER OF THESE	1215	271	455	490	606	609	134	136	225	230	247	243
	88%	72%	91%	98%	88%	89%	72%	72%	91%	91%	98%	98%
			a	ab					fg	fg	fghi	fghi
BOTH OF THESE	445	44	149	252	225	220	23	21	79	70	123	129
	32%	12%	30%	50%	33%	32%	12%	11%	32%	28%	49%	52%
			a	ab					fg	fg	fghi	fghi
FIXED BROADBAND ONLY	697	217	276	204	346	351	107	111	134	142	106	98
	51%	58%	55%	41%	50%	51%	57%	59%	54%	56%	42%	40%
		c	c				jk	jk	jk	jk		
MOBILE NETWORK SIGNAL ONLY	73	10	30	34	36	38	5	5	13	17	18	16
	5%	3%	6%	7%	5%	5%	3%	3%	5%	7%	7%	6%
			a	a						fg	fg	g
DOES NOT HAVE ACCESS AT HOME	31	20	8	3	15	16	9	11	3	6	3	-
	2%	5%	2%	1%	2%	2%	5%	6%	1%	2%	1%	-%
		bc					hjk	hijk		k		

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.
Table 27

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

QP4B. And does your child go online at home through... (MULTI CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
A fixed broadband connection (perhaps using Wi-Fi)	1142 83%	270 88% cdfg	354 86% df	238 82%	281 77%	624 87% cdfg	518 79%	1142 83% df	968 83%	101 81%	50 91% hilm	24 87% il	985 82%	157 88% i	1142 83%
A mobile network signal (likely to be 3G or 4G)	518 38%	117 38%	181 44% cdfg	96 33%	124 34%	298 41% cdf	220 34%	518 38%	471 40% ijk	30 24% k	13 24% k	4 16%	457 38% ijk	61 34% ijk	518 38% ijk
No - child does not go online at home	128 9%	22 7%	32 8%	34 12% ae	39 11%	54 8%	74 11% ae	128 9%	110 9% j	14 11% jm	1 2%	3 10% j	117 10% j	11 6% j	128 9% j
Don't know	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	1 1% hln	- -%	1 *%	- -%	1 *%
SUMMARY															
EITHER OF THESE	1215 88%	277 90%	370 90%	253 87%	315 86%	648 90% f	568 87%	1215 88%	1032 88%	106 86%	53 97% hiklmn	24 88%	1051 88%	165 92% i	1215 88%
BOTH OF THESE	445 32%	110 36% cdf	164 40% cdfg	81 28%	90 25%	274 38% cdfg	170 26%	445 32% df	407 35% ijk	24 19%	10 18%	4 15%	392 33% ijk	53 30% ijk	445 32% ijk
FIXED BROADBAND ONLY	697 51%	160 52%	189 46%	157 54% b	191 52%	350 49%	348 53% b	697 51%	560 48%	77 62% hln	40 73% hilmn	20 72% hilmn	593 50%	104 58% hln	697 51%
MOBILE NETWORK SIGNAL ONLY	73 5%	7 2%	16 4%	15 5%	35 9% abceg	24 3%	50 8% abeg	73 5% ae	64 5% k	5 4% k	3 6% k	* 1%	65 5% k	8 4% k	73 5% k
DOES NOT HAVE ACCESS AT HOME	31 2%	8 3%	10 2%	4 1%	9 3%	18 2%	14 2%	31 2%	27 2% j	4 3% j	* *%	* 1%	28 2% j	3 2%	31 2% j

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

Any break column with 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 (such as BBC iPlayer or ITV Hub) or other on-demand content (such as Netflix or Amazon Prime Video). IF NECESSARY – Not DVDs or video clips. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
	Total	5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
A television set	1258	359	460	440	626	632	179	180	228	231	219	221
	91%	96%	92%	88%	91%	92%	96%	95%	92%	92%	87%	89%
		bc	c				jk	jk	j	j		
A tablet (like an iPad, Kindle Fire, Samsung Galaxy Tab)	585	149	209	228	293	293	73	76	104	104	115	113
	43%	40%	42%	46%	43%	43%	39%	40%	42%	41%	46%	45%
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy)	362	46	110	206	172	190	25	21	54	56	94	112
	26%	12%	22%	41%	25%	28%	13%	11%	22%	22%	37%	45%
			a	ab					fg	fg	fghi	fghi
A desktop computer/ laptop/ netbook	268	26	96	146	132	136	11	15	48	48	73	73
	19%	7%	19%	29%	19%	20%	6%	8%	19%	19%	29%	29%
			a	ab					fg	fg	fghi	fghi
A games console or games player (like a PlayStation/ Xbox/ Nintendo Switch and so on)	218	29	80	109	162	56	20	8	64	16	77	32
	16%	8%	16%	22%	24%	8%	11%	4%	26%	6%	31%	13%
			a	ab	e		g		fgik		fgik	gi
Other type of device	2	1	*	1	2	*	1	-	-	*	1	-
	*%	*%	*%	*%	*%	*%	1%	-%	-%	*%	*%	-%
NONE OF THESE/ Does not watch TV programmes	21	7	6	9	9	12	3	4	2	3	4	5
	2%	2%	1%	2%	1%	2%	2%	2%	1%	1%	1%	2%
Don't know	2	-	2	*	*	2	-	-	-	2	*	*
	*%	-%	*%	*%	*%	*%	-%	-%	-%	1%	*%	*%

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

Any break column with 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 (such as BBC iPlayer or ITV Hub) or other on-demand content (such as Netflix or Amazon Prime Video). IF NECESSARY – Not DVDs or video clips. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
SUMMARY												
EVER WATCHES TV PROGRAMMES	1352	368	493	491	678	674	184	185	246	247	249	242
	98%	98%	99%	98%	99%	98%	98%	98%	99%	98%	98%	98%
ONLY THROUGH A TV SET	530	195	202	133	263	267	98	96	96	106	68	65
	39%	52%	40%	27%	38%	39%	53%	51%	39%	42%	27%	26%
		bc	c				hijk	hijk	jk	jk		
ANY DEVICE OTHER THAN A TV SET	822	174	290	358	415	407	85	88	149	141	180	178
	60%	46%	58%	72%	60%	59%	46%	47%	60%	56%	71%	72%
			a	ab					fg	fg	fghi	fghi
ONLY THROUGH A DEVICE OTHER THAN A TV SET	94	10	33	51	52	42	5	5	17	15	30	22
	7%	3%	7%	10%	8%	6%	3%	3%	7%	6%	12%	9%
			a	ab					fg	g	fgi	fg
THROUGH A COMPUTER/ LAPTOP/ TABLET	696	158	250	288	339	357	75	83	124	126	140	148
	51%	42%	50%	58%	49%	52%	40%	44%	50%	50%	56%	60%
			a	ab					f	f	fg	fghi

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.
Table 28

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

QP5. (SHOWCARD) Does your child 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 (such as BBC iPlayer or ITV Hub) or other on-demand content (such as Netflix or Amazon Prime Video). IF NECESSARY – Not DVDs or video clips. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
A television set	1258 91%	284 93% d	384 93% d	268 92%	321 88%	669 93% df	589 90%	1258 91% d	1070 92%	110 89%	53 96% hiklmn	25 92%	1102 92% m	156 87%	1258 91%
A tablet (like an iPad, Kindle Fire, Samsung Galaxy Tab)	585 43%	139 45% df	203 49% dfg	123 42% d	120 33%	342 47% dfg	244 37%	585 43% df	477 41%	60 49% hln	33 60% hilmn	16 57% hiln	499 42%	86 48% h	585 43%
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy)	362 26%	87 28%	109 26%	74 26%	92 25%	196 27%	166 25%	362 26%	301 26%	36 29%	18 33% hklm	6 23%	308 26%	54 30%	362 26%
A desktop computer/ laptop/ netbook	268 19%	71 23% cdf	100 24% cdfg	45 15%	52 14%	171 24% cdfg	96 15%	268 19% df	244 21% ijk	15 12%	5 8%	4 13%	241 20% ijk	27 15% j	268 19% ijk
A games console or games player (like a PlayStation/ Xbox/ Nintendo Switch and so on)	218 16%	36 12%	66 16%	51 18% a	64 18% a	103 14%	115 18% a	218 16%	166 14%	33 27% hklm	15 28% hklm	4 13%	175 15%	43 24% hklm	218 16%
Other type of device	2 *%	1 *%	1 *%	* *%	- -%	2 *%	* *%	2 *%	2 *%	- -%	* *%	- -%	2 *%	- -%	2 *%
NONE OF THESE/ Does not watch TV programmes	21 2%	5 2%	5 1%	4 1%	8 2%	10 1%	12 2%	21 2%	19 2%	2 1%	1 1%	* 1%	21 2%	* *%	21 2%
Don't know	2 *%	- -%	2 *%	- -%	* *%	2 *%	* *%	2 *%	1 *%	- -%	* 1%	* 1%	2 *%	- -%	2 *%

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

Any break column with 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 (such as BBC iPlayer or ITV Hub) or other on-demand content (such as Netflix or Amazon Prime Video). IF NECESSARY – Not DVDs or video clips. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
SUMMARY															
EVER WATCHES TV PROGRAMMES	1352 98%	302 98%	406 99%	287 99%	356 98%	708 98%	643 98%	1352 98%	1149 98%	122 99%	54 98%	27 99%	1173 98%	178 100%	1352 98%
ONLY THROUGH A TV SET	530 39%	109 36%	141 34%	123 42%	156 43%	250 35%	279 43%	530 39%	472 40%	40 32%	11 20%	8 28%	470 39%	59 33%	530 39%
				be	abe		abe		ijk	j		j	ijk	j	ijk
ANY DEVICE OTHER THAN A TV SET	822 60%	193 63%	265 64%	164 56%	200 55%	458 64%	364 56%	822 60%	677 58%	82 67%	43 78%	20 71%	703 59%	119 67%	822 60%
			df	cdf		cdf				hln	hiklmn	hln		hl	
ONLY THROUGH A DEVICE OTHER THAN A TV SET	94 7%	18 6%	22 5%	19 7%	35 10%	40 6%	54 8%	94 7%	79 7%	12 10%	1 2%	2 7%	72 6%	22 12%	94 7%
					be		e		j	jl		j	j	hijkln	j
THROUGH A COMPUTER/ LAPTOP/ TABLET	696 51%	169 55%	239 58%	139 48%	149 41%	408 57%	288 44%	696 51%	578 49%	66 54%	35 64%	17 62%	598 50%	98 55%	696 51%
		df	cdgf	d		cdgf		df			hilmn	hilmn			

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

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

QP6. (SHOWCARD) There are many ways your child may watch TV programmes and films. Which, if any, of these ways do they ever watch TV programmes and films? (MULTI CODE)

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Watching programmes at the time they are broadcast on scheduled TV – so watching EastEnders at 7.30pm on BBC 1 for example (BROADCAST/ LIVE TV)	1023 74%	275 73%	372 74%	376 75%	516 75%	507 74%	145 77% g	131 69%	185 75%	187 74%	186 74%	190 77%
Watching through any paid-for on-demand services like Netflix, Amazon Prime Video or NOW TV (SVoD)	844 61%	205 55%	297 59%	342 68% ab	419 61%	425 62%	102 55%	103 55%	146 59%	151 60%	171 68% fghi	171 69% fghi
Watching something that was shown on TV that has been recorded to watch at another time (DVR BASED TIME SHIFTED TV)	668 49%	152 41%	245 49% a	271 54% a	332 48%	336 49%	76 41%	76 40%	122 49%	123 49% g	134 53% fg	137 55% fg
Watching programmes or films on other websites or apps like YouTube, Vimeo, Facebook Watch (AvoD)	575 42%	123 33%	207 41% a	244 49% ab	303 44%	272 40%	65 35%	59 31%	105 42% g	102 41% g	133 53% fghi	111 45% fg
Watching through any online or catch-up services from UK broadcasters like BBC iPlayer, ITV Hub or All 4 (BVoD)	544 40%	111 30%	188 38% a	245 49% ab	276 40%	268 39%	57 30%	55 29%	95 38% g	93 37%	124 49% fghi	121 49% fghi

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

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

QP6. (SHOWCARD) There are many ways your child may watch TV programmes and films. Which, if any, of these ways do they ever watch TV programmes and films? (MULTI CODE)

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Watching Blu rays/ DVDs/ videos	360	104	131	125	187	173	56	48	62	69	69	56
	26%	28%	26%	25%	27%	25%	30%	25%	25%	28%	27%	23%
Through renting or buying programmes or films from online stores like iTunes, Google Play Store or Sky Store (TVoD)	152	27	45	80	67	85	11	16	21	24	35	45
	11%	7%	9%	16%	10%	12%	6%	9%	8%	10%	14%	18%
				ab							fh	fghi
None of these	30	8	14	9	16	15	4	4	8	6	4	5
	2%	2%	3%	2%	2%	2%	2%	2%	3%	2%	2%	2%
Don't know	2	1	1	1	2	1	-	1	1	*	1	-
	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%	*%	-%
SUMMARY												
ANY VoD	1101	275	389	438	555	546	138	137	193	195	224	214
	80%	73%	78%	88%	81%	79%	74%	73%	78%	78%	89%	86%
				ab							fghi	fghi

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

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

QP6. (SHOWCARD) There are many ways your child may watch TV programmes and films. Which, if any, of these ways do they ever watch TV programmes and films? (MULTI CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Watching programmes at the time they are broadcast on scheduled TV – so watching EastEnders at 7.30pm on BBC 1 for example (BROADCAST/ LIVE TV)	1023 74%	223 73%	309 75%	225 77%	267 73%	532 74%	491 75%	1023 74%	865 74%	92 75%	45 81%	20 74%	902 75%	121 68%	1023 74%
											hiklmn		m		m
Watching through any paid-for on-demand services like Netflix, Amazon Prime Video or NOW TV (SVoD)	844 61%	206 67%	248 60%	181 62%	209 57%	454 63%	390 60%	844 61%	692 59%	95 77%	36 66%	22 78%	713 60%	131 73%	844 61%
		df								hjl	hl	hjl		hln	
Watching something that was shown on TV that has been recorded to watch at another time (DVR BASED TIME SHIFTED TV)	668 49%	171 56%	205 50%	143 49%	149 41%	376 52%	292 45%	668 49%	561 48%	58 47%	35 63%	14 52%	584 49%	84 47%	668 49%
		dfg	d	d		df		d			hiklmn				
Watching programmes or films on other websites or apps like YouTube, Vimeo, Facebook Watch (AvoD)	575 42%	140 46%	176 43%	129 44%	129 35%	317 44%	258 39%	575 42%	506 43%	44 35%	16 29%	10 35%	491 41%	84 47%	575 42%
		d	d	d		d		d	ijk				jk	ijk	ijk
Watching through any online or catch-up services from UK broadcasters like BBC iPlayer, ITV Hub or All 4 (BVoD)	544 40%	155 51%	157 38%	125 43%	106 29%	312 43%	231 35%	544 40%	458 39%	47 38%	27 49%	11 41%	470 39%	74 41%	544 40%
		bcdefg	d	df		df	d	df			hiln				

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

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

QP6. (SHOWCARD) There are many ways your child may watch TV programmes and films. Which, if any, of these ways do they ever watch TV programmes and films? (MULTI CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Watching Blu rays/ DVDs/ videos	360	96	91	79	93	187	173	360	291	43	23	3	303	57	360
	26%	31%	22%	27%	26%	26%	26%	26%	25%	35%	41%	11%	25%	32%	26%
		b							k	hkl	hklmn		k	hkl	k
Through renting or buying programmes or films from online stores like iTunes, Google Play Store or Sky Store (TVoD)	152	54	44	28	26	98	54	152	128	19	3	1	129	23	152
	11%	17%	11%	10%	7%	14%	8%	11%	11%	16%	5%	5%	11%	13%	11%
		bcd				df		df	jk	hijkl			jk	jk	jk
None of these	30	3	11	7	10	14	16	30	29	1	*	*	29	1	30
	2%	1%	3%	2%	3%	2%	3%	2%	2%	1%	1%	2%	2%	1%	2%
									ij				ij		i
Don't know	2	-	1	-	2	1	2	2	2	1	-	-	2	-	2
	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
SUMMARY															
ANY VoD	1101	266	337	235	262	604	497	1101	924	107	45	24	944	157	1101
	80%	87%	82%	81%	72%	84%	76%	80%	79%	87%	82%	88%	79%	88%	80%
		cd	df	d		df		df		hln		hjl		hln	

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

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

QP7. (SHOWCARD) Does your child ever watch TV programmes or films on any of these paid-for online on-demand services? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Netflix	758	178	269	311	375	384	88	90	134	135	153	158
	55%	47%	54%	62%	55%	56%	47%	48%	54%	54%	61%	64%
			a	ab							fg	fghi
Amazon Prime Video	218	65	60	94	101	117	29	36	26	34	47	46
	16%	17%	12%	19%	15%	17%	15%	19%	10%	14%	19%	19%
		b		b				h			h	h
NOW TV	149	37	52	60	86	64	20	18	28	23	38	23
	11%	10%	10%	12%	12%	9%	11%	9%	11%	9%	15%	9%
					e						gik	
Disney Life	67	29	23	14	26	41	11	18	9	14	5	9
	5%	8%	5%	3%	4%	6%	6%	10%	4%	6%	2%	4%
		bc				d	j	hjk		j		
Hayu	19	5	4	10	7	12	3	2	1	4	4	6
	1%	1%	1%	2%	1%	2%	1%	1%	*%	1%	1%	2%
												h
ANY PAID-FOR ON-DEMAND TELEVISION SERVICES	844	205	297	342	419	425	102	103	146	151	171	171
	61%	55%	59%	68%	61%	62%	55%	55%	59%	60%	68%	69%
				ab							fghi	fghi
No, none	513	169	191	153	258	255	84	85	97	94	77	76
	37%	45%	38%	31%	38%	37%	45%	45%	39%	37%	31%	31%
		bc	c				jk	jk	jk			
Don't know	17	1	12	4	10	8	1	*	5	7	4	*
	1%	*%	2%	1%	1%	1%	1%	*%	2%	3%	1%	*%
			ac						gk	gk		

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

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

QP7. (SHOWCARD) Does your child ever watch TV programmes or films on any of these paid-for online on-demand services? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Netflix	758 55%	177 58%	227 55%	162 56%	193 53%	404 56%	355 54%	758 55%	615 53%	90 73% hijn	35 63% hln	19 68% hln	636 53%	122 68% hln	758 55%
Amazon Prime Video	218 16%	76 25% bcdefg	64 15% d	45 15% d	34 9%	139 19% dfg	79 12% df	218 16% df	193 17% jk	18 14% k	5 9%	2 7%	181 15% jk	37 21% jk	218 16% jk
NOW TV	149 11%	37 12% b	30 7%	34 12% b	48 13% be	67 9%	82 13% be	149 11% b	130 11%	10 8%	4 7%	5 17% hijln	125 10%	25 14% j	149 11%
Disney Life	67 5%	15 5%	20 5%	12 4%	20 5%	35 5%	32 5%	67 5%	51 4%	7 6%	3 6%	5 19% hijlmn	59 5%	8 4%	67 5%
Hayu	19 1%	7 2% d	6 1%	4 1%	2 *%	13 2%	6 1%	19 1%	17 1% jk	2 2% jkm	- -%	- -%	19 2% jk	- -%	19 1% jk
ANY PAID-FOR ON-DEMAND TELEVISION SERVICES	844 61%	206 67% df	248 60%	181 62%	209 57%	454 63%	390 60%	844 61%	692 59%	95 77% hijn	36 66% hl	22 78% hijn	713 60%	131 73% hln	844 61%
No, none	513 37%	98 32%	155 38%	106 37%	153 42% ae	254 35%	259 40% a	513 37%	463 40% ijkm	26 21%	18 33% ikm	5 19%	470 39% ijkm	43 24%	513 37% ikm
Don't know	17 1%	3 1%	9 2% d	3 1%	2 1%	12 2%	5 1%	17 1%	13 1%	3 2%	1 1%	1 2%	13 1%	4 2%	17 1%

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

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

QP8. (SHOWCARD) And which do they watch the most? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child ever watches TV programmes or films on paid-for online on-demand services

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1505	449	510	546	728	777	208	241	239	271	281	265
Effective Weighted Sample	955	255	327	375	472	483	118	139	151	177	205	173
Total	844	205	297	342	419	425	102	103	146	151	171	171
Netflix	689	154	243	292	338	351	78	76	118	125	141	151
	82%	75%	82%	85%	81%	83%	77%	74%	81%	82%	82%	88%
				a								fg
NOW TV	62	19	23	20	39	23	12	7	13	10	14	6
	7%	9%	8%	6%	9%	5%	12%	7%	9%	7%	8%	4%
					e		k		k			
Amazon Prime Video	55	14	19	22	27	28	5	8	8	11	13	9
	7%	7%	6%	6%	6%	7%	5%	8%	5%	7%	8%	5%
Disney Life	26	14	7	6	9	17	3	11	4	3	2	4
	3%	7%	2%	2%	2%	4%	3%	10%	3%	2%	1%	2%
		bc						fhijk				
Hayu	1	-	-	1	1	*	-	-	-	-	1	*
	*%	-%	-%	*%	*%	*%	-%	-%	-%	-%	*%	*%
Don't know	11	4	5	1	6	5	3	1	3	3	*	1
	1%	2%	2%	*%	1%	1%	3%	1%	2%	2%	*%	1%
							j					
WATCHES ON DEMAND CONTENT	844	205	297	342	419	425	102	103	146	151	171	171
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

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

QP8. (SHOWCARD) And which do they watch the most? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child ever watches TV programmes or films on paid-for online on-demand services

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1505	326	426	355	398	752	753	1505	736	269	228	272	1244	261	1505
Effective Weighted Sample	955	222	277	216	240	500	456	955	683	237	215	251	810	145	955
Total	844	206	248	181	209	454	390	844	692	95	36	22	713	131	844
Netflix	689 82%	157 76%	208 84% a	150 83%	174 83%	365 80%	324 83% a	689 82%	557 81% k	84 89% hkl	32 89% hkl	16 73%	578 81% k	111 85% k	689 82% k
NOW TV	62 7%	16 8%	12 5%	13 7%	21 10% b	28 6%	34 9%	62 7%	54 8%	5 5%	2 5%	2 7%	52 7%	9 7%	62 7%
Amazon Prime Video	55 7%	18 9% d	18 7%	13 7%	7 3%	35 8% d	20 5%	55 7%	52 8% ijk	3 3%	* 1%	* 1%	49 7% ijk	6 5% jk	55 7% ijk
Disney Life	26 3%	9 4%	8 3%	5 3%	5 2%	16 4%	10 3%	26 3%	19 3%	1 1%	2 6% hi	4 19% hijlmn	23 3%	3 2%	26 3%
Hayu	1 *% hln	* *%	1 *%	- -%	- -%	1 *%	- -%	1 *%	- -%	1 1% hln	- -%	- -%	1 *%	- -%	1 *%
Don't know	11 1%	5 3% cf	2 1%	* *%	3 1%	8 2%	3 1%	11 1%	9 1%	2 2%	- -%	* *%	9 1%	2 1%	11 1%
WATCHES ON DEMAND CONTENT	844 100%	206 100%	248 100%	181 100%	209 100%	454 100%	390 100%	844 100%	692 100%	95 100%	36 100%	22 100%	713 100%	131 100%	844 100%

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

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

QP8. (SHOWCARD) And which do they watch the most? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Netflix	689	154	243	292	338	351	78	76	118	125	141	151
	50%	41%	49%	58%	49%	51%	42%	40%	48%	50%	56%	61%
			a	ab						g	fg	fghi
NOW TV	62	19	23	20	39	23	12	7	13	10	14	6
	5%	5%	5%	4%	6%	3%	6%	4%	5%	4%	5%	2%
					e		k					
Amazon Prime Video	55	14	19	22	27	28	5	8	8	11	13	9
	4%	4%	4%	4%	4%	4%	3%	5%	3%	4%	5%	4%
Disney Life	26	14	7	6	9	17	3	11	4	3	2	4
	2%	4%	1%	1%	1%	2%	2%	6%	2%	1%	1%	2%
		bc						fhijk				
Hayu	1	-	-	1	1	*	-	-	-	-	1	*
	*%	-%	-%	*%	*%	*%	-%	-%	-%	-%	*%	*%
Don't know	11	4	5	1	6	5	3	1	3	3	*	1
	1%	1%	1%	*%	1%	1%	2%	1%	1%	1%	*%	*%
WATCHES ON DEMAND CONTENT	844	205	297	342	419	425	102	103	146	151	171	171
	61%	55%	59%	68%	61%	62%	55%	55%	59%	60%	68%	69%
				ab							fghi	fghi
DOES NOT WATCH/UNSURE WHETHER WATCHES PAID-FOR ON-DEMAND CONTENT	531	170	203	158	268	262	85	85	102	101	81	77
	39%	45%	41%	32%	39%	38%	45%	45%	41%	40%	32%	31%
		c	c				jk	jk	jk	jk		

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

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

QP8. (SHOWCARD) And which do they watch the most? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Netflix	689 50%	157 51%	208 50%	150 52%	174 48%	365 51%	324 49%	689 50%	557 48%	84 68% hijkln	32 59% hln	16 57% hln	578 48%	111 62% hln	689 50%
NOW TV	62 5%	16 5%	12 3%	13 4%	21 6%	28 4%	34 5%	62 5%	54 5%	5 4%	2 3%	2 6%	52 4%	9 5%	62 5%
Amazon Prime Video	55 4%	18 6% df	18 4%	13 4%	7 2%	35 5% d	20 3%	55 4% d	52 4% jk	3 2%	* 1%	* 1%	49 4% jk	6 3% jk	55 4% jk
Disney Life	26 2%	9 3%	8 2%	5 2%	5 1%	16 2%	10 2%	26 2%	19 2%	1 1%	2 4% hin	4 15% hijlmn	23 2%	3 2%	26 2%
Hayu	1 *% *	* *% *	1 *% *	- -% *	- -% *	1 *% *	- -% *	1 *% *	- -% *	1 1% hln	- -% *	- -% *	1 *% *	- -% *	1 *% *
Don't know	11 1%	5 2% cf	2 1%	* *% *	3 1%	8 1%	3 *% *	11 1%	9 1%	2 1% j	- -% *	* *% *	9 1%	2 1%	11 1%
WATCHES ON DEMAND CONTENT	844 61%	206 67% df	248 60%	181 62%	209 57%	454 63%	390 60%	844 61%	692 59%	95 77% hjl	36 66% hl	22 78% hjl	713 60%	131 73% hln	844 61%
DOES NOT WATCH/UNSURE WHETHER WATCHES PAID-FOR ON-DEMAND CONTENT	531 39%	102 33%	164 40%	110 38%	155 43% a	266 37%	265 40% a	531 39%	477 41% ijk	29 23%	19 34% ik	6 22%	483 40% ijk	48 27%	531 39% ik

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

Any break column with 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) Thinking specifically about the UK broadcasters' online services such as BBC iPlayer, ITV Hub and All 4. 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? (SINGLE CODE)

Base : All parents

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Yes, knew this	1171	316	423	432	584	586	158	159	211	212	216	216
	85%	84%	85%	86%	85%	85%	84%	84%	85%	84%	86%	87%
No, did not know this	204	59	77	68	103	101	29	30	37	40	37	31
	15%	16%	15%	14%	15%	15%	16%	16%	15%	16%	14%	13%

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

Any break column with 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) Thinking specifically about the UK broadcasters' online services such as BBC iPlayer, ITV Hub and All 4. 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? (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND N	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Yes, knew this	1171	271	353	244	303	624	546	1171	981	117	50	23	1012	159	1171
	85%	88%	86%	84%	83%	87%	83%	85%	84%	94%	91%	84%	85%	89%	85%
		df								hklmn	hklm				
No, did not know this	204	36	59	47	62	95	109	204	188	7	5	4	185	20	204
	15%	12%	14%	16%	17%	13%	17%	15%	16%	6%	9%	16%	15%	11%	15%
					a		a		ij			ij	ij	i	ij

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

Any break column with 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. Have you set up a PIN code or password on any of these services to prevent your child watching or downloading unsuitable programmes or films? (SINGLE CODE)

Base : All parents

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Yes	766	209	310	247	393	373	112	96	154	156	127	121
	56%	56%	62% ac	49%	57%	54%	60% jk	51%	62% gjk	62% gjk	50%	49%
No	591	164	185	242	283	309	74	90	92	93	117	125
	43%	44% b	37%	48% b	41%	45%	39%	48% hi	37%	37%	46% hi	51% fhi
Don't know	17	2	5	10	12	6	1	2	2	3	9	1
	1%	1%	1%	2%	2%	1%	*% fghik	1%	1%	1%	4%	*%

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

Any break column with 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. Have you set up a PIN code or password on any of these services to prevent your child watching or downloading unsuitable programmes or films? (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Yes	766	184	250	153	179	435	332	766	662	61	27	16	667	100	766
	56%	60%	61%	53%	49%	60%	51%	56%	57%	50%	50%	57%	56%	56%	56%
		df	cdf			cdfg		df	ij						
No	591	120	159	134	179	279	312	591	493	61	27	11	518	74	591
	43%	39%	39%	46%	49%	39%	48%	43%	42%	49%	48%	42%	43%	41%	43%
				be	abeg		abeg		hn	h					
Don't know	17	3	3	4	7	6	12	17	15	1	1	*	12	5	17
	1%	1%	1%	1%	2%	1%	2%	1%	1%	1%	2%	1%	1%	3%	1%
														l	

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

Any break column with 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) The following questions ask about the TV programmes your child watches. By this I mean any programmes your child watches live or as they are broadcast, rather than any programmes viewed after they are broadcast on catch-up services. Do you have any of these rules about the TV programmes that your child watches live or as the programmes are broadcast? (MULTI CODE)

Base : Parents whose child watches broadcast television

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1773	563	627	583	849	924	271	292	288	339	290	293
Effective Weighted Sample	1173	348	417	412	576	598	170	181	191	230	218	195
Total	1023	275	372	376	516	507	145	131	185	187	186	190
Rules about what they watch	703	199	281	222	351	351	107	92	140	141	104	118
	69%	72%	76%	59%	68%	69%	74%	71%	76%	76%	56%	62%
		c	c				jk	j	jk	jk		
Rules about when they watch	623	176	260	187	321	302	99	78	132	127	90	97
	61%	64%	70%	50%	62%	60%	68%	59%	72%	68%	48%	51%
		c	c				jk	j	gjk	jk		
Rules about how much time they spend watching	598	176	235	187	312	286	101	75	121	114	90	97
	58%	64%	63%	50%	61%	56%	70%	57%	65%	61%	48%	51%
		c	c				gjk		jk	jk		
Rules about who they are watching with/ can only watch when supervised	311	97	132	82	163	148	56	40	65	67	41	41
	30%	35%	36%	22%	32%	29%	39%	31%	35%	36%	22%	22%
		c	c				jk	k	jk	jk		
Other rules	7	2	3	2	1	5	1	1	1	2	*	2
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
ANY RULES	845	250	323	272	422	424	134	116	159	164	129	144
	83%	91%	87%	72%	82%	84%	93%	89%	86%	88%	69%	76%
		c	c				hjk	jk	jk	jk		
No, do not have any rules	178	26	48	104	94	83	11	15	26	22	57	47
	17%	9%	13%	28%	18%	16%	7%	11%	14%	12%	31%	24%
				ab					f		fghi	fghi

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

Any break column with 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) The following questions ask about the TV programmes your child watches. By this I mean any programmes your child watches live or as they are broadcast, rather than any programmes viewed after they are broadcast on catch-up services. Do you have any of these rules about the TV programmes that your child watches live or as the programmes are broadcast? (MULTI CODE)

Base : Parents whose child watches broadcast television

		SOCIAL GRADE							NATION							
		Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1773	349	511	405	508	860	913	1773	967	267	284	255	1514	259	1773	
Effective Weighted Sample	1173	245	345	268	316	590	584	1173	885	231	270	236	1032	141	1173	
Total	1023	223	309	225	267	532	491	1023	865	92	45	20	902	121	1023	
Rules about what they watch	703	166	201	163	173	367	335	703	591	68	29	14	612	90	703	
	69%	74% bd	65%	72% d	65%	69%	68%	69%	68%	74% j	65%	71%	68%	75% j	69%	
Rules about when they watch	623	152	179	148	145	331	293	623	520	60	31	12	539	85	623	
	61%	68% bdfg	58%	66% bd	54%	62% d	60%	61% d	60%	65%	70% hklm	60%	60% hln	70% hln	61%	
Rules about how much time they spend watching	598	148	180	140	129	328	269	598	487	60	37	14	513	85	598	
	58%	67% bdfg	58% d	62% df	48%	62% df	55%	58% d	56%	65% hln	82% hiklmn	67% hln	57% hln	70% hln	58%	
Rules about who they are watching with/ can only watch when supervised	311	75	90	67	80	164	147	311	272	22	14	4	282	30	311	
	30%	34%	29%	30%	30%	31%	30%	30%	31% ik	23% ik	32% ik	18% ik	31% ik	24% ik	30% ik	
Other rules	7	4	1	1	1	5	2	7	6	*	*	*	7	-	7	
	1%	2% bf	*%	*%	*%	1%	*%	1%	1%	*% j	*% j	*% j	1% j	-% j	1% j	
ANY RULES	845	195	245	190	215	440	405	845	710	77	41	17	739	106	845	
	83%	87% bd	79%	85%	80%	83%	82%	83%	82%	83%	91% hikln	84%	82%	88%	83%	
No, do not have any rules	178	28	64	34	52	92	86	178	155	15	4	3	163	14	178	
	17%	13%	21% a	15%	20% a	17%	18%	17%	18% j	17% j	9% j	16% j	18% j	12% j	17% j	

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

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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 broadcast television

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1773	563	627	583	849	924	271	292	288	339	290	293
Effective Weighted Sample	1173	348	417	412	576	598	170	181	191	230	218	195
Total	1023	275	372	376	516	507	145	131	185	187	186	190
Very concerned	67	15	26	26	40	28	10	5	15	11	15	11
	7%	6%	7%	7%	8%	5%	7%	4%	8%	6%	8%	6%
Fairly concerned	250	51	97	102	131	119	27	24	56	42	49	53
	24%	19%	26%	27%	25%	23%	18%	19%	30%	22%	26%	28%
			a	a					fg		fg	
Neither/ nor	123	24	59	39	55	68	10	14	30	30	15	24
	12%	9%	16%	10%	11%	13%	7%	11%	16%	16%	8%	13%
			ac						fj	fj		
Not very concerned	330	84	123	122	165	165	46	38	55	68	63	59
	32%	31%	33%	32%	32%	33%	32%	29%	30%	37%	34%	31%
Not at all concerned	253	100	65	87	125	128	52	49	30	35	43	44
	25%	36%	18%	23%	24%	25%	36%	37%	16%	19%	23%	23%
		bc		b			hijk	hijk				
Don't know	*	*	-	*	*	*	*	-	-	-	-	*
	*%	*%	-%	*%	*%	*%	*%	-%	-%	-%	-%	*%
SUMMARY CODES												
TOTAL CONCERNED	318	66	124	128	171	147	36	30	70	53	64	64
	31%	24%	33%	34%	33%	29%	25%	23%	38%	29%	34%	33%
			a	a					fgi		fg	g
TOTAL NOT CONCERNED	582	184	189	209	290	293	98	87	85	104	107	103
	57%	67%	51%	56%	56%	58%	68%	66%	46%	55%	57%	54%
		bc					hijk	hik			h	
TOTAL NEITHER/ DON'T KNOW	123	24	59	39	55	68	10	14	30	30	15	24
	12%	9%	16%	10%	11%	13%	7%	11%	16%	16%	8%	13%
			ac						fj	fj		

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

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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 broadcast television

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1773	349	511	405	508	860	913	1773	967	267	284	255	1514	259	1773
Effective Weighted Sample	1173	245	345	268	316	590	584	1173	885	231	270	236	1032	141	1173
Total	1023	223	309	225	267	532	491	1023	865	92	45	20	902	121	1023
Very concerned	67 7%	18 8% c	22 7%	8 4%	19 7%	40 7% c	28 6%	67 7%	60 7% km	5 5% k	3 7% km	* 1%	65 7% km	2 2%	67 7% km
Fairly concerned	250 24%	61 27% d	79 26%	58 26%	52 20%	140 26% d	111 22%	250 24%	219 25% ij	18 19%	7 17%	6 30% ij	225 25% j	26 21%	250 24% j
Neither/ nor	123 12%	26 12%	49 16% df	24 11%	24 9%	75 14% df	48 10%	123 12%	107 12% j	10 11%	3 8%	2 11%	111 12% j	12 10%	123 12% j
Not very concerned	330 32%	75 34%	98 32%	67 30%	89 34%	173 33%	156 32%	330 32%	258 30%	40 43% hln	22 50% hlmn	9 45% hln	282 31%	47 39% h	330 32%
Not at all concerned	253 25%	43 19%	61 20%	66 30% abe	82 31% abeg	104 20%	148 30% abeg	253 25% e	221 26% jk	20 22% k	9 19% k	2 12%	219 24% k	34 28% k	253 25% k
Don't know	* *%	- -%	- -%	- -%	* *%	- -%	* *%	* *%	- -%	- -%	- -%	* 1% hln	* *%	- -%	* *%
SUMMARY CODES															
TOTAL CONCERNED	318 31%	78 35% df	101 33%	67 30%	72 27%	179 34% df	138 28%	318 31%	279 32% ijm	22 24%	10 23%	6 31% j	290 32% ijm	28 23%	318 31% ijm
TOTAL NOT CONCERNED	582 57%	118 53%	159 51%	134 59% be	171 64% abeg	277 52%	305 62% abeg	582 57%	479 55%	60 65% hln	31 69% hklm	12 57%	501 56%	81 67% hln	582 57%
TOTAL NEITHER/ DON'T KNOW	123 12%	26 12%	49 16% df	24 11%	24 9%	75 14% df	48 10%	123 12%	107 12% j	10 11%	3 8%	2 12%	111 12% j	12 10%	123 12% j

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

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

Base : Parents whose child watches broadcast television

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1773	563	627	583	849	924	271	292	288	339	290	293
Effective Weighted Sample	1173	348	417	412	576	598	170	181	191	230	218	195
Total	1023	275	372	376	516	507	145	131	185	187	186	190
Very concerned	56	12	18	26	31	25	7	5	14	4	10	16
	5%	4%	5%	7%	6%	5%	5%	4%	8%	2%	5%	8%
									i			i
Fairly concerned	238	59	100	79	136	101	33	26	54	46	50	29
	23%	21%	27%	21%	26%	20%	23%	20%	29%	25%	27%	15%
					e				gk	k	k	
Neither/ nor	127	28	50	49	59	68	15	14	24	26	21	28
	12%	10%	13%	13%	11%	13%	10%	10%	13%	14%	11%	15%
Not very concerned	333	89	127	118	163	170	47	42	60	67	56	62
	33%	32%	34%	31%	32%	34%	32%	32%	33%	36%	30%	32%
Not at all concerned	267	87	76	105	125	142	44	43	32	44	49	55
	26%	32%	20%	28%	24%	28%	30%	33%	17%	24%	27%	29%
		b		b			h	hi			h	h
Don't know	1	*	1	*	1	*	-	*	1	-	-	*
	*%	*%	*%	*%	*%	*%	-%	*%	*%	-%	-%	*%
SUMMARY CODES												
TOTAL CONCERNED	294	71	118	105	168	126	39	32	68	50	60	45
	29%	26%	32%	28%	33%	25%	27%	24%	37%	27%	32%	23%
					e				gik		k	
TOTAL NOT CONCERNED	601	176	203	222	288	313	90	85	92	110	106	117
	59%	64%	55%	59%	56%	62%	62%	65%	50%	59%	57%	61%
		b				d	h	h				h
TOTAL NEITHER/ DON'T KNOW	129	29	51	49	60	69	15	14	25	26	21	29
	13%	10%	14%	13%	12%	14%	10%	10%	13%	14%	11%	15%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.

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 broadcast television

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1773	349	511	405	508	860	913	1773	967	267	284	255	1514	259	1773
Effective Weighted Sample	1173	245	345	268	316	590	584	1173	885	231	270	236	1032	141	1173
Total	1023	223	309	225	267	532	491	1023	865	92	45	20	902	121	1023
Very concerned	56 5%	18 8% cf	16 5%	5 2%	17 6% c	34 6% c	22 4%	56 5% c	47 5%	5 5%	4 8% km	1 3%	53 6%	3 2%	56 5%
Fairly concerned	238 23%	66 29% cdfg	73 24%	47 21%	52 20%	139 26% df	99 20%	238 23%	200 23%	17 18%	14 32% hilmn	7 34% hilmn	214 24%	24 20%	238 23%
Neither/ nor	127 12%	33 15%	43 14%	26 12%	26 10%	75 14%	52 11%	127 12%	109 13%	9 10%	7 15%	2 11%	109 12%	19 15%	127 12%
Not very concerned	333 33%	63 28%	102 33%	82 36% a	87 32%	165 31%	168 34%	333 33%	270 31%	41 45% hjl n	14 30%	9 43% hjl n	285 32%	48 40% h	333 33%
Not at all concerned	267 26%	44 20%	74 24%	65 29% ae	84 32% abe	118 22%	149 30% abe	267 26% a	240 28% ijk	20 21% jk	6 14% k	2 8%	240 27% jk	28 23% jk	267 26% jk
Don't know	1 *%	- -%	1 *%	* *%	1 *%	1 *%	1 *%	1 *%	- -%	1 1% hln	- -%	* 2% hjl n	1 *%	* *%	1 *%
SUMMARY CODES															
TOTAL CONCERNED	294 29%	83 37% bcd fg	89 29%	52 23%	69 26%	173 32% cdf	121 25%	294 29%	246 28%	22 23%	18 40% hilmn	8 37% hilmn	267 30%	27 22%	294 29%
TOTAL NOT CONCERNED	601 59%	107 48%	177 57% a	147 65% abeg	171 64% ae	283 53%	318 65% abeg	601 59% ae	510 59% jk	61 66% jkl n	20 45%	10 51%	525 58% jk	76 62% jk	601 59% jk
TOTAL NEITHER/ DON'T KNOW	129 13%	33 15%	43 14%	26 12%	27 10%	76 14%	53 11%	129 13%	109 13%	10 11%	7 15%	3 12%	110 12%	19 15%	129 13%

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

Any break column with 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 broadcast television

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1773	563	627	583	849	924	271	292	288	339	290	293
Effective Weighted Sample	1173	348	417	412	576	598	170	181	191	230	218	195
Total	1023	275	372	376	516	507	145	131	185	187	186	190
Very concerned	70	19	33	19	44	26	10	8	21	11	13	7
	7%	7%	9%	5%	9%	5%	7%	6%	12%	6%	7%	4%
			c		e				ik			
Fairly concerned	235	64	89	83	123	113	34	30	47	42	42	41
	23%	23%	24%	22%	24%	22%	24%	23%	25%	22%	22%	21%
Neither/ nor	140	26	68	46	73	67	16	10	33	35	24	22
	14%	9%	18%	12%	14%	13%	11%	8%	18%	19%	13%	12%
			ac						g	fgk		
Not very concerned	303	86	113	105	146	157	47	39	52	61	47	57
	30%	31%	30%	28%	28%	31%	32%	30%	28%	33%	25%	30%
Not at all concerned	267	79	68	120	126	141	37	42	31	37	58	62
	26%	29%	18%	32%	24%	28%	25%	32%	17%	20%	31%	33%
		b		b			h	hi			hi	hi
Don't know	6	2	1	4	4	2	1	1	1	*	2	1
	1%	1%	*%	1%	1%	*%	1%	1%	*%	*%	1%	1%
SUMMARY CODES												
TOTAL CONCERNED	306	83	121	102	167	139	44	39	68	53	54	48
	30%	30%	33%	27%	32%	27%	31%	29%	37%	28%	29%	25%
									k			
TOTAL NOT CONCERNED	570	165	181	224	272	298	84	81	83	98	105	119
	56%	60%	49%	60%	53%	59%	58%	62%	45%	53%	57%	63%
		b		b		d	h	h			h	hi
TOTAL NEITHER/ DON'T KNOW	147	28	69	50	77	70	17	11	34	35	27	23
	14%	10%	19%	13%	15%	14%	12%	8%	18%	19%	14%	12%
			ac						g	fg		

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

Any break column with 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 broadcast television

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1773	349	511	405	508	860	913	1773	967	267	284	255	1514	259	1773
Effective Weighted Sample	1173	245	345	268	316	590	584	1173	885	231	270	236	1032	141	1173
Total	1023	223	309	225	267	532	491	1023	865	92	45	20	902	121	1023
Very concerned	70 7%	20 9% c	22 7%	9 4%	19 7%	42 8% c	28 6%	70 7%	59 7%	6 6%	4 10% km	1 5%	65 7%	5 4%	70 7%
Fairly concerned	235 23%	53 24%	79 26%	50 22%	54 20%	132 25%	104 21%	235 23%	198 23%	16 17%	15 33% hilmn	7 33% hilmn	211 23% i	24 20%	235 23%
Neither/ nor	140 14%	34 15%	43 14%	26 12%	37 14%	77 14%	63 13%	140 14%	120 14%	12 13%	6 14%	2 11%	126 14%	15 12%	140 14%
Not very concerned	303 30%	62 28%	94 30%	78 35% d	69 26%	156 29%	148 30%	303 30%	246 28%	39 42% hjl	12 28%	7 33%	259 29%	45 37% hl	303 30%
Not at all concerned	267 26%	52 23%	70 23%	60 27%	85 32% abeg	122 23%	145 30% be	267 26%	240 28% ijk	18 19% k	7 16%	2 11%	237 26% ijk	30 25% jk	267 26% ijk
Don't know	6 1%	2 1%	2 1%	1 *%	2 1%	3 1%	3 1%	6 1%	2 *%	3 3% hjl	* *%	1 7% hijlmn	4 *%	2 2% hl	6 1%
SUMMARY CODES															
TOTAL CONCERNED	306 30%	73 33%	101 33%	59 26%	73 27%	174 33% f	132 27%	306 30%	258 30%	22 23%	19 42% hilmn	8 38% hilmn	277 31% i	29 24%	306 30% i
TOTAL NOT CONCERNED	570 56%	114 51%	164 53%	139 62% abe	154 58%	278 52%	293 60% abe	570 56%	486 56% jk	56 61% jk	19 43%	9 45%	496 55% jk	75 62% jk	570 56% jk
TOTAL NEITHER/ DON'T KNOW	147 14%	36 16%	44 14%	27 12%	40 15%	80 15%	66 14%	147 14%	122 14%	15 16%	6 14%	4 17%	130 14%	17 14%	147 14%

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

Any break column with 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 broadcast television

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1773	563	627	583	849	924	271	292	288	339	290	293
Effective Weighted Sample	1173	348	417	412	576	598	170	181	191	230	218	195
Total	1023	275	372	376	516	507	145	131	185	187	186	190
Very concerned	64	20	28	16	39	26	11	10	17	11	11	5
	6%	7%	8%	4%	7%	5%	7%	7%	9%	6%	6%	3%
			c				k	k	k			
Fairly concerned	258	65	99	94	138	120	33	32	57	43	48	45
	25%	24%	27%	25%	27%	24%	23%	25%	31%	23%	26%	24%
Neither/ nor	138	33	60	45	63	76	17	16	24	37	22	23
	14%	12%	16%	12%	12%	15%	11%	12%	13%	20%	12%	12%
										fgjk		
Not very concerned	301	77	112	112	147	154	43	34	51	61	54	59
	29%	28%	30%	30%	29%	30%	29%	26%	28%	33%	29%	31%
Not at all concerned	257	78	71	108	128	129	41	37	36	35	50	58
	25%	28%	19%	29%	25%	25%	28%	28%	20%	19%	27%	30%
		b		b			hi	hi			i	hi
Don't know	4	2	1	1	2	2	1	1	1	*	*	1
	*%	1%	*%	*%	*%	*%	1%	1%	*%	*%	*%	*%
SUMMARY CODES												
TOTAL CONCERNED	322	85	128	109	176	146	43	42	74	54	59	50
	31%	31%	34%	29%	34%	29%	30%	32%	40%	29%	32%	26%
					e				ik			
TOTAL NOT CONCERNED	558	155	183	220	275	283	84	71	87	96	104	116
	55%	56%	49%	59%	53%	56%	58%	55%	47%	51%	56%	61%
				b			h					hi
TOTAL NEITHER/ DON'T KNOW	143	35	61	46	64	78	17	18	24	37	23	24
	14%	13%	16%	12%	12%	15%	12%	13%	13%	20%	12%	12%
										fjk		

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

Any break column with 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 broadcast television

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1773	349	511	405	508	860	913	1773	967	267	284	255	1514	259	1773
Effective Weighted Sample	1173	245	345	268	316	590	584	1173	885	231	270	236	1032	141	1173
Total	1023	223	309	225	267	532	491	1023	865	92	45	20	902	121	1023
Very concerned	64 6%	18 8%	20 6%	9 4%	17 6%	38 7%	26 5%	64 6%	54 6%	5 6%	4 9% km	1 4%	60 7%	4 3%	64 6%
Fairly concerned	258 25%	60 27%	90 29% cf	46 21%	62 23%	150 28% cf	108 22%	258 25%	222 26% i	15 16%	14 32% hilmn	7 32% himn	235 26% i	23 19%	258 25% i
Neither/ nor	138 14%	36 16%	37 12%	29 13%	37 14%	73 14%	66 13%	138 14%	114 13%	15 16%	7 15%	3 15%	120 13%	18 15%	138 14%
Not very concerned	301 29%	63 28%	96 31%	78 35% d	65 24%	158 30%	143 29%	301 29%	243 28%	40 44% hijkln	12 26%	7 33%	257 28%	45 37% hjl	301 29%
Not at all concerned	257 25%	46 21%	64 21%	62 28% be	85 32% abeg	110 21%	147 30% abeg	257 25% e	232 27% ijk	16 17% k	8 17% k	2 9%	227 25% ijk	30 24% k	257 25% ijk
Don't know	4 *%	1 *%	2 1%	* *%	1 1%	3 1%	2 *%	4 *%	1 *%	2 2% hln	* *%	1 7% hijlmn	3 *%	1 1%	4 *%
SUMMARY CODES															
TOTAL CONCERNED	322 31%	78 35% cf	110 36% cf	56 25%	79 29%	188 35% cf	134 27%	322 31% c	276 32% im	20 22%	18 41% hilmn	7 36% im	295 33% im	27 22%	322 31% im
TOTAL NOT CONCERNED	558 55%	109 49%	160 52%	140 62% abeg	150 56%	269 50%	290 59% abe	558 55%	474 55% jk	56 60% jk	19 43%	9 42%	484 54% jk	74 61% jk	558 55% jk
TOTAL NEITHER/ DON'T KNOW	143 14%	36 16%	39 13%	29 13%	39 14%	75 14%	67 14%	143 14%	115 13%	17 18%	7 15%	4 21% hln	123 14%	20 16%	143 14%

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

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QP14. (SHOWCARD) I'd like to ask you a bit more about your views on the types of programmes your child watches on scheduled TV (i.e. watching at the time of broadcast). I 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 broadcast television

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1773	563	627	583	849	924	271	292	288	339	290	293
Effective Weighted Sample	1173	348	417	412	576	598	170	181	191	230	218	195
Total	1023	275	372	376	516	507	145	131	185	187	186	190
Very concerned	56	13	24	19	30	25	6	7	14	10	11	8
	5%	5%	6%	5%	6%	5%	4%	5%	7%	5%	6%	4%
Fairly concerned	258	55	101	101	147	111	33	22	58	43	55	46
	25%	20%	27%	27%	28%	22%	23%	17%	31%	23%	30%	24%
			a	a	e				g		g	
Not very concerned	393	95	156	142	177	216	45	50	69	87	63	79
	38%	35%	42%	38%	34%	43%	31%	39%	37%	46%	34%	42%
			a			d				fj		f
Not at all concerned	311	112	88	110	160	150	61	51	43	45	56	54
	30%	41%	24%	29%	31%	30%	42%	39%	23%	24%	30%	29%
		bc					hijk	hik				
Don't know	6	*	3	3	2	4	-	*	1	2	1	2
	1%	*%	1%	1%	*%	1%	-%	*%	1%	1%	*%	1%
SUMMARY CODES												
TOTAL CONCERNED	313	68	125	121	177	136	38	29	72	53	66	54
	31%	25%	34%	32%	34%	27%	27%	22%	39%	28%	36%	29%
			a	a	e				fgik		g	
TOTAL NOT CONCERNED	704	207	244	252	337	366	106	101	112	132	119	133
	69%	75%	66%	67%	65%	72%	73%	77%	61%	71%	64%	70%
		bc				d	hj	hj		h		h

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

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QP14. (SHOWCARD) I'd like to ask you a bit more about your views on the types of programmes your child watches on scheduled TV (i.e. watching at the time of broadcast). I 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 broadcast television

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND N	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1773	349	511	405	508	860	913	1773	967	267	284	255	1514	259	1773
Effective Weighted Sample	1173	245	345	268	316	590	584	1173	885	231	270	236	1032	141	1173
Total	1023	223	309	225	267	532	491	1023	865	92	45	20	902	121	1023
Very concerned	56 5%	13 6%	17 5%	8 4%	18 7%	30 6%	26 5%	56 5%	47 5% m	5 6% m	2 5%	1 3%	54 6% m	2 2%	56 5%
Fairly concerned	258 25%	58 26%	87 28% d	58 26%	54 20%	145 27% d	112 23%	258 25%	226 26% ijm	15 16%	9 20%	7 35% hijlmn	238 26% ijm	20 17%	258 25% im
Not very concerned	393 38%	96 43%	117 38%	83 37%	97 37%	212 40%	181 37%	393 38%	319 37%	45 48% hln	19 44% h	10 49% hln	337 37%	56 46% hl	393 38%
Not at all concerned	311 30%	55 25%	87 28% a	73 33% a	95 36% abe	142 27%	168 34% ae	311 30%	268 31% k	26 28% k	14 31% k	2 12%	268 30% k	42 35% k	311 30% k
Don't know	6 1%	2 1%	1 *% *	1 *% *	3 1%	3 1%	4 1%	6 1%	4 *% hjl	2 2% hjl	- -%	* 1%	5 1%	1 1%	6 1%
SUMMARY CODES															
TOTAL CONCERNED	313 31%	71 32%	104 34%	67 30%	72 27%	175 33%	138 28%	313 31%	274 32% im	20 22%	11 25%	8 38% ijmn	291 32% ijm	22 18%	313 31% im
TOTAL NOT CONCERNED	704 69%	151 68%	204 66%	157 70%	192 72%	354 67%	349 71%	704 69%	587 68%	70 76% hkl	33 75% hkl	12 61%	606 67%	98 81% hkl	704 69% k

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

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QP15. Still thinking specifically about what your child watches during the day and up until 9 in the evening, what kind of things concern you about what your child has seen on scheduled TV in the last 12 months? (MULTI CODE)

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

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	~f	~g	h	i	j	~k
Unweighted total	534	142	201	191	275	259	72	70	100	101	103	88
Effective Weighted Sample	348	86	134	129	190	159	47	39	69	68	75	54
Total	313	68	125	121	177	136	38	29	72	53	66	54
Violence (in general)	190	42	76	72	108	81	**	**	43	33	41	**
	61%	62%	61%	59%	61%	60%	**	**	60%	62%	62%	**
Unsuitable content for younger people/ children	160	36	58	67	93	67	**	**	35	23	38	**
	51%	53%	46%	55%	52%	49%	**	**	48%	44%	57%	**
Bad language	153	35	63	55	91	62	**	**	38	26	28	**
	49%	52%	50%	45%	51%	46%	**	**	52%	48%	43%	**
Unsuitable content aired too early/ pre-watershed/ before 9pm	124	23	57	44	71	53	**	**	35	22	26	**
	40%	34%	46%	37%	40%	39%	**	**	48%	42%	38%	**
Sex/ sexually explicit content	119	30	42	47	65	54	**	**	23	18	24	**
	38%	44%	33%	39%	37%	40%	**	**	32%	35%	37%	**
Portrayal of anti-social behaviour	114	20	47	48	73	41	**	**	33	14	28	**
	37%	29%	38%	40%	41%	30%	**	**	46%	27%	42%	**
					e				i			
Glamorisation of certain lifestyles	89	11	39	39	44	45	**	**	23	16	17	**
	29%	16%	31%	33%	25%	33%	**	**	32%	30%	26%	**
			a	a								
Sexually provocative/ sexualised performances (i.e. could be through acting or dancing in music videos etc)	85	17	28	39	47	38	**	**	16	13	20	**
	27%	26%	23%	32%	26%	28%	**	**	22%	24%	31%	**
Nakedness/ naked bodies/ naked body parts	83	15	30	38	52	31	**	**	19	11	22	**
	26%	22%	24%	31%	29%	22%	**	**	26%	21%	33%	**

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

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QP15. Still thinking specifically about what your child watches during the day and up until 9 in the evening, what kind of things concern you about what your child has seen on scheduled TV in the last 12 months? (MULTI CODE)

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

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	~f	~g	h	i	j	~k
Unweighted total	534	142	201	191	275	259	72	70	100	101	103	88
Effective Weighted Sample	348	86	134	129	190	159	47	39	69	68	75	54
Total	313	68	125	121	177	136	38	29	72	53	66	54
Makes me feel embarrassed/ don't feel comfortable watching with my child/ children	61 19%	7 10%	21 16%	34 28% ab	32 18%	29 21%	** **	** **	10 14%	10 20%	18 27%	** **
Lack of respect towards adults	57 18%	12 18%	21 17%	24 20%	35 20%	23 17%	** **	** **	14 19%	7 14%	13 20%	** **
Makes me feel embarrassed/ don't feel comfortable watching with others/ adults	53 17%	9 14%	17 14%	26 22%	26 15%	27 20%	** **	** **	8 11%	9 18%	13 19%	** **
Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.)	50 16%	8 12%	22 18%	20 17%	28 16%	22 16%	** **	** **	12 17%	10 18%	12 17%	** **
Invasion of privacy/ not respecting people's privacy	43 14%	5 7%	21 17% a	18 15%	25 14%	18 13%	** **	** **	13 18%	8 15%	11 16%	** **
Negative portrayal of women/ objectification of women	35 11%	6 9%	13 10%	16 13%	19 11%	16 11%	** **	** **	8 11%	5 9%	8 13%	** **
Other	5 2%	1 1%	4 3%	1 *% *	5 3%	1 *% *	** **	** **	4 5%	* 1%	* *% *	** ** *
Don't know	9 3%	2 3%	2 2%	5 4%	5 3%	4 3%	** **	** **	- -%	2 4%	3 5%	** **

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

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QP15. Still thinking specifically about what your child watches during the day and up until 9 in the evening, what kind of things concern you about what your child has seen on scheduled TV in the last 12 months? (MULTI CODE)

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

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	534	104	166	122	142	270	264	534	303	58	76	97	478	56	534
Effective Weighted Sample	348	74	113	78	84	186	162	348	277	48	72	92	321	27	348
Total	313	71	104	67	72	175	138	313	274	20	11	8	291	22	313
Violence (in general)	190	49	61	37	43	110	80	190	168	**	**	**	177	**	190
	61%	70%	58%	56%	59%	63%	58%	61%	61%	**	**	**	61%	**	61%
Unsuitable content for younger people/ children	160	36	54	33	36	90	70	160	141	**	**	**	149	**	160
	51%	51%	52%	50%	51%	52%	50%	51%	52%	**	**	**	51%	**	51%
Bad language	153	35	47	34	37	83	70	153	133	**	**	**	143	**	153
	49%	50%	45%	50%	51%	47%	51%	49%	48%	**	**	**	49%	**	49%
Unsuitable content aired too early/ pre-watershed/ before 9pm	124	34	46	22	23	80	45	124	110	**	**	**	112	**	124
	40%	48%	44%	33%	32%	46%	32%	40%	40%	**	**	**	39%	**	40%
		df				df									
Sex/ sexually explicit content	119	26	33	30	30	59	60	119	100	**	**	**	111	**	119
	38%	37%	32%	45%	42%	34%	43%	38%	36%	**	**	**	38%	**	38%
Portrayal of anti-social behaviour	114	35	34	23	23	69	45	114	102	**	**	**	107	**	114
	37%	50%	32%	34%	32%	39%	33%	37%	37%	**	**	**	37%	**	37%
		bdfg													
Glamorisation of certain lifestyles	89	24	33	16	16	57	32	89	75	**	**	**	83	**	89
	29%	34%	32%	24%	23%	33%	23%	29%	27%	**	**	**	29%	**	29%
Sexually provocative/ sexualised performances (i.e. could be through acting or dancing in music videos etc)	85	19	27	17	21	47	38	85	72	**	**	**	77	**	85
	27%	27%	26%	26%	29%	27%	28%	27%	26%	**	**	**	26%	**	27%
Nakedness/ naked bodies/ naked body parts	83	15	30	13	25	45	38	83	73	**	**	**	77	**	83
	26%	21%	29%	19%	34%	26%	27%	26%	27%	**	**	**	26%	**	26%
					c										

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

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QP15. Still thinking specifically about what your child watches during the day and up until 9 in the evening, what kind of things concern you about what your child has seen on scheduled TV in the last 12 months? (MULTI CODE)

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

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	534	104	166	122	142	270	264	534	303	58	76	97	478	56	534
Effective Weighted Sample	348	74	113	78	84	186	162	348	277	48	72	92	321	27	348
Total	313	71	104	67	72	175	138	313	274	20	11	8	291	22	313
Makes me feel embarrassed/ don't feel comfortable watching with my child/ children	61 19%	13 19%	23 22%	10 14%	15 20%	37 21%	24 17%	61 19%	50 18%	** **	** **	** **	57 20%	** **	61 19%
Lack of respect towards adults	57 18%	15 21%	16 15%	15 23%	11 16%	31 18%	27 19%	57 18%	48 18%	** **	** **	** **	52 18%	** **	57 18%
Makes me feel embarrassed/ don't feel comfortable watching with others/ adults	53 17%	9 12%	20 20%	11 16%	13 18%	29 17%	24 17%	53 17%	44 16%	** **	** **	** **	51 17%	** **	53 17%
Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.)	50 16%	10 15%	13 12%	14 21%	13 18%	23 13%	27 19%	50 16%	41 15%	** **	** **	** **	46 16%	** **	50 16%
Invasion of privacy/ not respecting people's privacy	43 14%	13 18%	14 13%	6 9%	10 14%	27 15%	16 12%	43 14%	38 14%	** **	** **	** **	38 13%	** **	43 14%
Negative portrayal of women/ objectification of women	35 11%	9 12%	8 7%	9 14%	9 13%	17 9%	18 13%	35 11%	26 9%	** **	** **	** **	32 11%	** **	35 11%
Other	5 2%	1 2%	2 2%	3 4%	- -%	3 2%	3 2%	5 2%	5 2%	** **	** **	** **	4 2%	** **	5 2%
Don't know	9 3%	1 1%	2 2%	4 6%	2 3%	3 1%	6 4%	9 3%	7 3%	** **	** **	** **	8 3%	** **	9 3%

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

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QP15. Still thinking specifically about what your child watches during the day and up until 9 in the evening, what kind of things concern you about what your child has seen on scheduled TV in the last 12 months? (MULTI CODE)

Base : Parents whose child watches broadcast television

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1773	563	627	583	849	924	271	292	288	339	290	293
Effective Weighted Sample	1173	348	417	412	576	598	170	181	191	230	218	195
Total	1023	275	372	376	516	507	145	131	185	187	186	190
Violence (in general)	190	42	76	72	108	81	23	19	43	33	41	30
	19%	15%	20%	19%	21%	16%	16%	14%	23%	18%	22%	16%
					e				g		g	
Unsuitable content for younger people/ children	160	36	58	67	93	67	20	15	35	23	38	29
	16%	13%	16%	18%	18%	13%	14%	12%	19%	12%	20%	15%
					e						gi	
Bad language	153	35	63	55	91	62	25	10	38	26	28	26
	15%	13%	17%	15%	18%	12%	17%	8%	20%	14%	15%	14%
					e		g		g		g	
Unsuitable content aired too early/ pre-watershed/ before 9pm	124	23	57	44	71	53	11	12	35	22	26	19
	12%	8%	15%	12%	14%	11%	8%	9%	19%	12%	14%	10%
			a						fgk			
Sex/ sexually explicit content	119	30	42	47	65	54	17	13	23	18	24	23
	12%	11%	11%	12%	13%	11%	12%	10%	13%	10%	13%	12%
Portrayal of anti-social behaviour	114	20	47	48	73	41	12	7	33	14	28	20
	11%	7%	13%	13%	14%	8%	9%	6%	18%	8%	15%	10%
			a	a	e				fgik		gi	
Glamorisation of certain lifestyles	89	11	39	39	44	45	4	8	23	16	17	22
	9%	4%	10%	10%	9%	9%	2%	6%	13%	8%	9%	12%
			a	a					fg	f	f	fg
Sexually provocative/ sexualised performances (i.e. could be through acting or dancing in music videos etc)	85	17	28	39	47	38	11	7	16	13	20	19
	8%	6%	8%	10%	9%	7%	7%	5%	8%	7%	11%	10%
				a							g	

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

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QP15. Still thinking specifically about what your child watches during the day and up until 9 in the evening, what kind of things concern you about what your child has seen on scheduled TV in the last 12 months? (MULTI CODE)

Base : Parents whose child watches broadcast television

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1773	563	627	583	849	924	271	292	288	339	290	293
Effective Weighted Sample	1173	348	417	412	576	598	170	181	191	230	218	195
Total	1023	275	372	376	516	507	145	131	185	187	186	190
Nakedness/ naked bodies/ naked body parts	83	15	30	38	52	31	11	4	19	11	22	16
	8%	6%	8%	10%	10%	6%	8%	3%	10%	6%	12%	8%
			a	a	e		g		g		gi	g
Makes me feel embarrassed/ don't feel comfortable watching with my child/ children	61	7	21	34	32	29	4	3	10	10	18	16
	6%	2%	6%	9%	6%	6%	3%	2%	6%	6%	10%	8%
			a	a							fg	fg
Lack of respect towards adults	57	12	21	24	35	23	8	4	14	7	13	11
	6%	4%	6%	6%	7%	4%	6%	3%	7%	4%	7%	6%
Makes me feel embarrassed/ don't feel comfortable watching with others/ adults	53	9	17	26	26	27	6	4	8	9	13	14
	5%	3%	5%	7%	5%	5%	4%	3%	4%	5%	7%	7%
			a	a								g
Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.)	50	8	22	20	28	22	4	4	12	10	12	8
	5%	3%	6%	5%	5%	4%	3%	3%	7%	5%	6%	4%
			a									
Invasion of privacy/ not respecting people's privacy	43	5	21	18	25	18	2	3	13	8	11	7
	4%	2%	6%	5%	5%	3%	1%	2%	7%	4%	6%	4%
			a	a					fg		fg	
Negative portrayal of women/ objectification of women	35	6	13	16	19	16	3	4	8	5	8	7
	3%	2%	3%	4%	4%	3%	2%	3%	4%	3%	5%	4%

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

Any break column with 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 9 in the evening, what kind of things concern you about what your child has seen on scheduled TV in the last 12 months? (MULTI CODE)

Base : Parents whose child watches broadcast television

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1773	563	627	583	849	924	271	292	288	339	290	293
Effective Weighted Sample	1173	348	417	412	576	598	170	181	191	230	218	195
Total	1023	275	372	376	516	507	145	131	185	187	186	190
Other	5	1	4	1	5	1	1	-	4	*	*	*
	1%	*%	1%	*%	1%	*%	*%	-%	2%	*%	*%	*%
Don't know	9	2	2	5	5	4	2	1	-	2	3	1
	1%	1%	1%	1%	1%	1%	1%	*%	-%	1%	2%	1%
TOTAL NOT CONCERNED/DON'T KNOW	710	208	247	256	339	371	106	101	113	134	120	136
WHETHER CONCERNED	69%	75%	66%	68%	66%	73%	73%	78%	61%	72%	64%	71%
		bc				d	h	hj		h		h

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

Any break column with 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 9 in the evening, what kind of things concern you about what your child has seen on scheduled TV in the last 12 months? (MULTI CODE)

Base : Parents whose child watches broadcast television

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1773	349	511	405	508	860	913	1773	967	267	284	255	1514	259	1773
Effective Weighted Sample	1173	245	345	268	316	590	584	1173	885	231	270	236	1032	141	1173
Total	1023	223	309	225	267	532	491	1023	865	92	45	20	902	121	1023
Violence (in general)	190 19%	49 22% f	61 20%	37 17%	43 16%	110 21%	80 16%	190 19%	168 19% im	9 10%	8 17% im	4 22% im	177 20% im	12 10%	190 19% im
Unsuitable content for younger people/ children	160 16%	36 16%	54 18%	33 15%	36 14%	90 17%	70 14%	160 16%	141 16% im	9 10%	6 13%	4 18% im	149 16% im	11 9%	160 16% im
Bad language	153 15%	35 16%	47 15%	34 15%	37 14%	83 16%	70 14%	153 15%	133 15% m	11 12%	5 11%	4 22% hijklmn	143 16% jm	10 8%	153 15% m
Unsuitable content aired too early/ pre-watershed/ before 9pm	124 12%	34 15% df	46 15% df	22 10%	23 9%	80 15% cdf	45 9%	124 12%	110 13% i	5 6%	6 13% i	3 15% i	112 12% i	12 10%	124 12% i
Sex/ sexually explicit content	119 12%	26 12%	33 11%	30 13%	30 11%	59 11%	60 12%	119 12%	100 12%	9 10%	5 12%	4 21% hijklmn	111 12% m	8 7%	119 12%
Portrayal of anti-social behaviour	114 11%	35 16% dfg	34 11%	23 10%	23 9%	69 13% df	45 9%	114 11%	102 12% im	4 4%	6 14% im	2 11% i	107 12% im	7 6%	114 11% im
Glamorisation of certain lifestyles	89 9%	24 11% df	33 11% df	16 7%	16 6%	57 11% df	32 7%	89 9%	75 9%	5 5%	6 14% hilmn	3 14% hilmn	83 9%	6 5%	89 9%
Sexually provocative/ sexualised performances (i.e. could be through acting or dancing in music videos etc)	85 8%	19 9%	27 9%	17 8%	21 8%	47 9%	38 8%	85 8%	72 8% i	4 4%	4 10% i	4 18% hijklmn	77 8% i	8 7%	85 8% i

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

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QP15. Still thinking specifically about what your child watches during the day and up until 9 in the evening, what kind of things concern you about what your child has seen on scheduled TV in the last 12 months? (MULTI CODE)

Base : Parents whose child watches broadcast television

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1773	349	511	405	508	860	913	1773	967	267	284	255	1514	259	1773
Effective Weighted Sample	1173	245	345	268	316	590	584	1173	885	231	270	236	1032	141	1173
Total	1023	223	309	225	267	532	491	1023	865	92	45	20	902	121	1023
Nakedness/ naked bodies/ naked body parts	83 8%	15 7%	30 10%	13 6%	25 9%	45 8%	38 8%	83 8%	73 8% i	3 4%	4 8% i	3 15% hijklmn	77 9% i	5 5%	83 8% i
Makes me feel embarrassed/ don't feel comfortable watching with my child/ children	61 6%	13 6%	23 8%	10 4%	15 6%	37 7%	24 5%	61 6%	50 6%	4 5%	4 9% himn	2 9% m	57 6%	4 3%	61 6%
Lack of respect towards adults	57 6%	15 7%	16 5%	15 7%	11 4%	31 6%	27 5%	57 6%	48 6%	4 4%	3 7%	2 11% hilmn	52 6%	5 5%	57 6%
Makes me feel embarrassed/ don't feel comfortable watching with others/ adults	53 5%	9 4%	20 7%	11 5%	13 5%	29 5%	24 5%	53 5%	44 5%	4 4%	4 10% hiklmn	1 3%	51 6%	2 2%	53 5%
Discriminatory treatment or portrayal of people (age/ disability/ sexuality/ race/ religion etc.)	50 5%	10 5%	13 4%	14 6%	13 5%	23 4%	27 5%	50 5%	41 5%	3 3%	5 11% hilmn	2 9% hilmn	46 5%	4 3%	50 5%
Invasion of privacy/ not respecting people's privacy	43 4%	13 6%	14 5%	6 3%	10 4%	27 5%	16 3%	43 4%	38 4%	2 2%	3 7% i	1 3%	38 4%	5 4%	43 4%
Negative portrayal of women/ objectification of women	35 3%	9 4%	8 3%	9 4%	9 3%	17 3%	18 4%	35 3%	26 3%	2 2%	6 13% hilmn	2 8% hilmn	32 4%	3 2%	35 3%

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

Any break column with 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 9 in the evening, what kind of things concern you about what your child has seen on scheduled TV in the last 12 months? (MULTI CODE)

Base : Parents whose child watches broadcast television

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1773	349	511	405	508	860	913	1773	967	267	284	255	1514	259	1773
Effective Weighted Sample	1173	245	345	268	316	590	584	1173	885	231	270	236	1032	141	1173
Total	1023	223	309	225	267	532	491	1023	865	92	45	20	902	121	1023
Other	5	1	2	3	-	3	3	5	5	1	-	-	4	1	5
	1%	1%	1%	1%	-%	1%	1%	1%	1%	1%	-%	-%	*%	1%	1%
Don't know	9	1	2	4	2	3	6	9	7	2	*	*	8	1	9
	1%	*%	1%	2%	1%	*%	1%	1%	1%	2%	*%	*%	1%	1%	1%
				e											
TOTAL NOT CONCERNED/DON'T KNOW	710	152	205	158	195	357	353	710	592	72	33	13	611	99	710
WHETHER CONCERNED	69%	68%	66%	70%	73%	67%	72%	69%	68%	78%	75%	62%	68%	82%	69%
										hkln	kl		hkln	kl	

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

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

QP22A. Does your child ever use the YouTube website or app? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Yes, uses the YouTube website or app	1056	240	372	444	527	529	120	119	184	188	223	221
	77%	64%	74%	89%	77%	77%	64%	63%	74%	75%	88%	89%
			a	ab					fg	fg	fghi	fghi
No, does not use the YouTube website or app	302	132	123	47	149	152	65	67	61	61	23	24
	22%	35%	25%	9%	22%	22%	35%	36%	25%	24%	9%	10%
		bc	c				hijk	hijk	jk	jk		
Don't know	18	3	5	9	11	6	2	1	3	2	7	3
	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	3%	1%

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

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

QP22A. Does your child ever use the YouTube website or app? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Yes, uses the YouTube website or app	1056	240	315	231	270	555	501	1056	902	92	42	21	911	144	1056
	77%	78%	76%	79%	74%	77%	76%	77%	77%	74%	76%	75%	76%	81%	77%
No, does not use the YouTube website or app	302	65	94	58	84	159	143	302	251	32	13	6	273	29	302
	22%	21%	23%	20%	23%	22%	22%	22%	21%	26% m	24% m	22%	23% m	16%	22%
Don't know	18	2	4	2	10	6	12	18	16	1	*	1	12	6	18
	1%	1%	1%	1%	3% abceg	1%	2%	1%	1%	*% ijln	*% ijln	3% ijln	1% ijln	3% ijln	1%

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

Any break column with 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 children called YouTube Kids, or do they use both? (MULTI CODE)

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

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	~h	~i	~j	~k
Unweighted total	479	479	-	-	223	256	223	256	-	-	-	-
Effective Weighted Sample	288	288	-	-	135	155	135	155	-	-	-	-
Total	240	240	-	-	120	119	120	119	-	-	-	-
Uses 'main' YouTube website/ app	133	133	**	**	74	59	74	59	**	**	**	**
	56%	56%	**	**	61%	50%	61%	50%	**	**	**	**
					e		g					
Uses YouTube Kids app	144	144	**	**	67	77	67	77	**	**	**	**
	60%	60%	**	**	56%	64%	56%	64%	**	**	**	**
Don't know	2	2	**	**	-	2	-	2	**	**	**	**
	1%	1%	**	**	-%	2%	-%	2%	**	**	**	**
SUMMARY												
ONLY USES YOUTUBE KIDS APP	104	104	**	**	46	58	46	58	**	**	**	**
	44%	44%	**	**	39%	49%	39%	49%	**	**	**	**
ONLY USES THE MAIN YOUTUBE WEBSITE/ APP	94	94	**	**	53	40	53	40	**	**	**	**
	39%	39%	**	**	44%	34%	44%	34%	**	**	**	**
USES BOTH YOUTUBE SITES/APPS	40	40	**	**	21	19	21	19	**	**	**	**
	17%	17%	**	**	17%	16%	17%	16%	**	**	**	**

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

Any break column with 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 children called YouTube Kids, or do they use both? (MULTI CODE)

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

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	479	95	113	120	151	208	271	479	237	80	73	89	397	82	479
Effective Weighted Sample	288	63	68	76	82	131	157	288	218	75	72	88	252	36	288
Total	240	55	55	67	64	109	130	240	205	21	9	5	209	31	240
Uses 'main' YouTube website/ app	133	**	31	40	31	62	71	133	116	**	**	**	118	**	133
	56%	**	57%	59%	49%	57%	54%	56%	56%	**	**	**	56%	**	56%
Uses YouTube Kids app	144	**	33	40	40	65	79	144	124	**	**	**	125	**	144
	60%	**	60%	60%	62%	59%	61%	60%	60%	**	**	**	60%	**	60%
Don't know	2	**	-	*	1	1	1	2	2	**	**	**	2	**	2
	1%	**	-%	*%	2%	1%	1%	1%	1%	**	**	**	1%	**	1%
SUMMARY															
ONLY USES YOUTUBE KIDS APP	104	**	24	27	32	46	58	104	88	**	**	**	89	**	104
	44%	**	43%	40%	49%	42%	45%	44%	43%	**	**	**	43%	**	44%
ONLY USES THE MAIN YOUTUBE WEBSITE/APP	94	**	22	27	23	43	50	94	79	**	**	**	82	**	94
	39%	**	40%	40%	37%	40%	38%	39%	39%	**	**	**	39%	**	39%
USES BOTH YOUTUBE SITES/APPS	40	**	9	13	8	19	21	40	36	**	**	**	36	**	40
	17%	**	17%	19%	12%	17%	16%	17%	18%	**	**	**	17%	**	17%

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

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

QP22C. (SHOWCARD) Here is a list of the sorts of things that your child may have watched on YouTube. Which if any of these types of things do they watch on YouTube? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Parents whose child uses the YouTube website or app

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1752	479	604	669	840	912	223	256	274	330	343	326
Effective Weighted Sample	1158	288	397	476	569	590	135	155	179	221	258	220
Total	1056	240	372	444	527	529	120	119	184	188	223	221
Funny videos/ jokes/ pranks/ challenges	719	119	272	328	367	352	64	55	134	138	168	159
	68%	50%	73%	74%	70%	67%	53%	46%	73%	73%	76%	72%
			a	a					fg	fg	fg	fg
Music videos	647	101	222	324	310	336	48	53	112	110	150	174
	61%	42%	60%	73%	59%	64%	40%	44%	61%	58%	67%	79%
			a	ab					fg	fg	fgi	fghij
Cartoons/ animations/ mini-movies or songs	520	170	200	150	257	263	80	91	105	94	72	78
	49%	71%	54%	34%	49%	50%	66%	76%	57%	50%	32%	35%
		bc	c				ijk	hijk	jk	jk		
'How-to' videos or tutorials about hobbies/ things they are interested in	457	71	178	207	212	244	31	40	83	95	98	109
	43%	30%	48%	47%	40%	46%	26%	34%	45%	51%	44%	49%
			a	a		d			fg	fg	fg	fg
Game tutorials/ walk-throughs/ watching other people play games	442	70	166	206	283	159	37	32	105	61	141	66
	42%	29%	44%	46%	54%	30%	31%	27%	57%	32%	63%	30%
			a	a	e				fgik		fgik	
Vloggers or YouTube influencers (such as Zoella or KSI)	380	43	133	204	189	192	21	22	69	64	98	106
	36%	18%	36%	46%	36%	36%	18%	18%	38%	34%	44%	48%
			a	ab					fg	fg	fgi	fghi
Sports/ football clips or videos	350	34	133	183	265	86	25	9	95	38	144	38
	33%	14%	36%	41%	50%	16%	21%	8%	52%	20%	65%	17%
			a	a	e		g		fgik	g	fghik	g
Film trailers, clips of programmes, 'best-bits' or programme highlights	317	26	112	180	161	157	10	16	64	47	86	93
	30%	11%	30%	40%	30%	30%	8%	14%	35%	25%	39%	42%
			a	ab					fgi	fg	fgi	fgi

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

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

QP22C. (SHOWCARD) Here is a list of the sorts of things that your child may have watched on YouTube. Which if any of these types of things do they watch on YouTube? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Parents whose child uses the YouTube website or app

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1752	479	604	669	840	912	223	256	274	330	343	326
Effective Weighted Sample	1158	288	397	476	569	590	135	155	179	221	258	220
Total	1056	240	372	444	527	529	120	119	184	188	223	221
Whole programmes or films	259	30	101	128	130	129	14	16	52	50	64	64
	25%	12%	27%	29%	25%	24%	12%	13%	28%	26%	29%	29%
			a	a					fg	fg	fg	fg
'Unboxing' videos - e.g where toys are unwrapped or assembled	243	67	99	77	109	135	33	34	43	56	33	44
	23%	28%	27%	17%	21%	25%	27%	29%	23%	30%	15%	20%
		c	c				j	jk	j	jk		
Relaxing videos like slime-making, soap carving or people whispering	175	47	76	51	60	115	18	29	23	54	19	33
	17%	20%	20%	12%	11%	22%	15%	25%	12%	28%	9%	15%
		c	c			d	j	fhjk		fhjk		j
Other	17	3	7	6	6	10	1	2	3	4	2	4
	2%	1%	2%	1%	1%	2%	1%	2%	2%	2%	1%	2%
Don't know	5	1	2	2	2	3	1	-	*	2	1	1
	1%	*%	1%	1%	*%	1%	1%	-%	*%	1%	1%	1%

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

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

QP22C. (SHOWCARD) Here is a list of the sorts of things that your child may have watched on YouTube. Which if any of these types of things do they watch on YouTube? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Parents whose child uses the YouTube website or app

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND N	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1752	358	479	417	498	837	915	1752	956	264	260	272	1459	293	1752
Effective Weighted Sample	1158	253	330	269	308	584	577	1158	886	232	246	263	999	159	1158
Total	1056	240	315	231	270	555	501	1056	902	92	42	21	911	144	1056
Funny videos/ jokes/ pranks/ challenges	719 68%	163 68%	214 68%	147 64%	195 72% c	377 68%	342 68%	719 68%	599 66%	73 79% hkl	33 78% hkl	14 69%	614 67%	105 73%	719 68%
Music videos	647 61%	148 62%	213 68% cdfg	134 58%	152 56%	360 65% df	286 57%	647 61%	557 62% k	56 61% k	26 63% k	8 37%	556 61% k	91 63% k	647 61% k
Cartoons/ animations/ mini-movies or songs	520 49%	114 47%	158 50%	119 51%	130 48%	271 49%	249 50%	520 49%	453 50%	39 43%	19 44%	10 48%	451 49%	70 48%	520 49%
'How-to' videos or tutorials about hobbies/ things they are interested in	457 43%	106 44%	150 48% f	92 40%	108 40%	256 46% f	200 40%	457 43%	386 43%	40 43%	23 55% hikln	8 40%	386 42%	71 49%	457 43%
Game tutorials/ walk-throughs/ watching other people play games	442 42%	85 35%	135 43%	110 48% ae	111 41%	220 40%	222 44% a	442 42%	374 42%	40 43%	18 44%	9 45%	371 41% l	71 49%	442 42%
Vloggers or YouTube influencers (such as Zoella or KSI)	380 36%	73 30%	116 37%	87 38%	105 39% a	189 34%	192 38% a	380 36%	320 35%	32 35%	20 49% hikln	8 39%	323 35%	57 40%	380 36%
Sports/ football clips or videos	350 33%	80 33%	115 36%	74 32%	82 31%	195 35%	156 31%	350 33%	298 33%	31 34%	15 37%	6 30%	308 34%	43 30%	350 33%
Film trailers, clips of programmes, 'best-bits' or programme highlights	317 30%	81 34% c	98 31%	59 26%	78 29%	180 32%	138 28%	317 30%	268 30% k	27 30% k	17 42% hikln	4 21%	271 30% k	47 33% k	317 30% k

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

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

QP22C. (SHOWCARD) Here is a list of the sorts of things that your child may have watched on YouTube. Which if any of these types of things do they watch on YouTube? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Parents whose child uses the YouTube website or app

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1752	358	479	417	498	837	915	1752	956	264	260	272	1459	293	1752
Effective Weighted Sample	1158	253	330	269	308	584	577	1158	886	232	246	263	999	159	1158
Total	1056	240	315	231	270	555	501	1056	902	92	42	21	911	144	1056
Whole programmes or films	259	49	98	52	59	148	111	259	230	21	4	4	229	30	259
	25%	21%	31%	22%	22%	27%	22%	25%	25%	23%	10%	18%	25%	21%	25%
			acdfg						jk	j		j	jk	j	jk
'Unboxing' videos - e.g where toys are unwrapped or assembled	243	52	78	48	66	129	114	243	213	16	13	2	205	38	243
	23%	22%	25%	21%	25%	23%	23%	23%	24%	17%	31%	8%	22%	27%	23%
									ik	k	hikln		k	ik	k
Relaxing videos like slime-making, soap carving or people whispering	175	42	45	37	51	87	88	175	148	17	8	2	141	34	175
	17%	17%	14%	16%	19%	16%	18%	17%	16%	19%	19%	12%	15%	24%	17%
										k	k			hkln	k
Other	17	8	3	4	1	11	6	17	15	1	*	*	12	4	17
	2%	3%	1%	2%	1%	2%	1%	2%	2%	1%	1%	1%	1%	3%	2%
		bdf													
Don't know	5	1	2	1	*	4	2	5	5	*	*	*	5	-	5
	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%

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

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

QP23. (SHOWCARD) Including any ways you may have already mentioned, does your child ever use any of the following devices to go online at home or elsewhere? Please think about any reason your child may have for going online – maybe to look at a website or use an app, watch a TV programme or video clip, play games online, check emails or visit a social media site or app.(RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	939 68%	236 63%	358 72% a	345 69% a	470 68%	470 68%	117 63%	119 64%	177 71% f	181 72% fg	176 70%	169 68%
A laptop/ netbook	759 55%	132 35%	283 57% a	344 69% ab	382 55%	377 55%	66 36%	66 35%	138 56% fg	145 58% fg	177 70% fghi	166 67% fghi
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy)	753 55%	102 27%	244 49% a	406 81% ab	369 54%	384 56%	51 27%	51 27%	119 48% fg	125 50% fg	199 79% fghi	207 84% fghi
A games console or games player (like a PlayStation, Xbox, Nintendo Switch and so on)	377 27%	42 11%	140 28% a	195 39% ab	269 39% e	108 16%	31 16% g	11 6%	93 38% fgik	47 19% g	145 57% fghik	50 20% g
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)	252 18%	49 13%	95 19% a	108 22% a	140 20% e	113 16%	26 14%	23 12%	51 20% g	44 18%	62 25% fgi	46 18% g
A desktop computer (PC or Mac)	250 18%	31 8%	97 19% a	122 24% ab	140 20% e	111 16%	16 9%	14 8%	52 21% fg	45 18% fg	71 28% fgik	51 21% fg
Other type of device	2 *%	1 *%	1 *%	1 *%	2 *%	1 *%	- -%	1 *%	1 *%	- -%	1 *%	- -%

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

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

QP23. (SHOWCARD) Including any ways you may have already mentioned, does your child ever use any of the following devices to go online at home or elsewhere? Please think about any reason your child may have for going online – maybe to look at a website or use an app, watch a TV programme or video clip, play games online, check emails or visit a social media site or app.(RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
NONE OF THESE/ Does not go online	128	86	38	5	68	60	46	40	20	18	2	2
	9%	23%	8%	1%	10%	9%	25%	21%	8%	7%	1%	1%
		bc	c				hijk	hijk	jk	jk		
Don't know	4	-	3	2	2	2	-	-	2	1	*	1
	*%	-%	1%	*%	*%	*%	-%	-%	1%	*%	*%	1%
SUMMARY												
GOES ONLINE THROUGH ANY TYPE OF DEVICE	1243	289	460	494	617	626	141	148	226	233	250	244
	90%	77%	92%	99%	90%	91%	75%	79%	91%	93%	99%	99%
			a	ab					fg	fg	fghi	fghi
GOES ONLINE THROUGH A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	841	144	315	382	426	415	73	70	154	161	198	184
	61%	38%	63%	76%	62%	60%	39%	37%	62%	64%	79%	74%
			a	ab					fg	fg	fghi	fghi
ANY USE OF A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1187	270	438	480	592	596	133	137	217	221	243	237
	86%	72%	88%	96%	86%	87%	71%	73%	87%	88%	96%	96%
			a	ab					fg	fg	fghi	fghi
ONLY USES A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	402	146	145	111	191	211	68	78	72	72	51	60
	29%	39%	29%	22%	28%	31%	36%	42%	29%	29%	20%	24%
		bc	c				jk	hijk	j	j		
ONLY GOES ONLINE ON A MOBILE PHONE	33	8	12	12	12	21	3	6	6	7	3	9
	2%	2%	2%	2%	2%	3%	1%	3%	2%	3%	1%	3%
ONLY GOES ONLINE ON A TABLET	160	79	64	17	75	85	36	43	30	34	9	8
	12%	21%	13%	3%	11%	12%	19%	23%	12%	14%	4%	3%
		bc	c				hjk	hijk	jk	jk		

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.
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.

QP23. (SHOWCARD) Including any ways you may have already mentioned, does your child ever use any of the following devices to go online at home or elsewhere? Please think about any reason your child may have for going online – maybe to look at a website or use an app, watch a TV programme or video clip, play games online, check emails or visit a social media site or app.(RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	939 68%	221 72% df	308 75% cdfg	196 67% d	215 59%	529 73% cdfg	411 63%	939 68% df	792 68%	83 67%	44 79% hilmn	21 75% hiln	814 68%	126 70%	939 68%
A laptop/ netbook	759 55%	196 64% cdfg	243 59% cdf	151 52%	168 46%	440 61% cdfg	319 49%	759 55% df	686 59% ijklm	38 30%	23 42% i	12 44% i	677 57% ijklm	82 46% i	759 55% ijklm
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy)	753 55%	189 62% cdfg	234 57% df	151 52%	178 49%	423 59% cdf	330 50%	753 55% df	648 55% k	63 51%	30 55% k	12 43%	658 55% k	95 53% k	753 55% k
A games console or games player (like a PlayStation, Xbox, Nintendo Switch and so on)	377 27%	83 27%	109 26%	90 31%	96 26%	192 27%	185 28%	377 27%	308 26%	42 34% hln	19 34% hln	8 30%	320 27%	57 32%	377 27%
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)	252 18%	70 23% cdf	89 22% cdf	42 14%	51 14%	159 22% cdfg	93 14%	252 18% df	216 19% ik	16 13%	17 30% hiklmn	3 11%	221 18% ik	32 18% k	252 18% ik
A desktop computer (PC or Mac)	250 18%	71 23% cdfg	79 19% d	50 17%	50 14%	151 21% df	100 15%	250 18% d	230 20% ijk	12 9%	6 11%	2 9%	221 18% ijk	30 17% ik	250 18% ijk
Other type of device	2 *%	1 *%	* *%	1 *%	1 *%	1 *%	1 *%	2 *%	2 *%	- -%	* *%	- -%	2 *%	- -%	2 *%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.
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.

QP23. (SHOWCARD) Including any ways you may have already mentioned, does your child ever use any of the following devices to go online at home or elsewhere? Please think about any reason your child may have for going online – maybe to look at a website or use an app, watch a TV programme or video clip, play games online, check emails or visit a social media site or app.(RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
NONE OF THESE/ Does not go online	128	17	38	30	43	54	73	128	107	17	1	3	114	13	128
	9%	5%	9%	10%	12%	8%	11%	9%	9%	13%	2%	10%	10%	7%	9%
			a	ae	ae	a	j	hjlmn				j	j	j	j
Don't know	4	1	1	1	1	2	2	4	2	2	-	*	4	*	4
	*%	*%	*%	*%	*%	*%	*%	*%	*%	1%	-%	1%	*%	*%	*%
										hjl		h			
SUMMARY															
GOES ONLINE THROUGH ANY TYPE OF DEVICE	1243	289	374	259	321	663	580	1243	1059	105	54	24	1078	165	1243
	90%	94%	91%	89%	88%	92%	89%	90%	91%	85%	98%	89%	90%	92%	90%
		cdfg				df			i		hiklmn		i	i	i
GOES ONLINE THROUGH A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	841	218	263	172	188	482	359	841	757	44	26	14	746	95	841
	61%	71%	64%	59%	52%	67%	55%	61%	65%	36%	48%	50%	62%	53%	61%
		bcdg	df	d		cdg		df	ijk		i	i	ijk	i	ijk
ANY USE OF A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1187	277	362	248	301	639	549	1187	1008	103	52	24	1025	163	1187
	86%	90%	88%	85%	83%	89%	84%	86%	86%	83%	94%	87%	86%	91%	86%
		df	df			df		d			hikln			il	
ONLY USES A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	402	71	110	88	133	181	221	402	302	61	28	11	332	70	402
	29%	23%	27%	30%	36%	25%	34%	29%	26%	50%	50%	38%	28%	39%	29%
			a	abeg	abeg	ae				hklmn	hklmn	hln		hln	
ONLY GOES ONLINE ON A MOBILE PHONE	33	4	3	3	22	7	25	33	27	4	1	*	30	3	33
	2%	1%	1%	1%	6%	1%	4%	2%	2%	3%	2%	2%	2%	2%	2%
					abceg		abceg	be							
ONLY GOES ONLINE ON A TABLET	160	34	46	34	46	80	80	160	128	21	7	4	135	26	160
	12%	11%	11%	12%	13%	11%	12%	12%	11%	17%	12%	16%	11%	14%	12%
										hln		hln			

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.
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.

QP23. (SHOWCARD) Including any ways you may have already mentioned, does your child ever use any of the following devices to go online at home or elsewhere? Please think about any reason your child may have for going online – maybe to look at a website or use an app, watch a TV programme or video clip, play games online, check emails or visit a social media site or app.(RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2343	287	103	125	119	634	428	107	119	103	757	433	108	103	104	748
Effective Weighted Sample	1552	264	98	124	118	362	391	100	117	102	502	407	97	100	103	532
Total	1375	242	25	15	7	289	398	35	19	8	460	419	45	20	9	494
A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	939 68%	196 81%	22 88%	13 83%	6 87%	236 82%	305 77%	31 88% fj	16 82%	7 86% f	358 78%	292 70%	31 67%	15 78%	7 81% klo	345 70%
A laptop/ netbook	759 55%	119 49% bcd	7 27%	4 26%	2 31%	132 46% bcd	258 65% ghi	11 31%	10 50% g	4 54% g	283 62% gh	308 74% lmn	20 44%	10 49%	6 62% l	344 70% lm
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy)	753 55%	88 36% d	7 27%	6 40% bd	1 21%	102 35% d	214 54% i	18 52% i	9 48% i	3 31%	244 53% i	346 83%	38 83%	15 76%	8 86%	406 82%
A games console or games player (like a PlayStation, Xbox, Nintendo Switch and so on)	377 27%	33 14%	4 16%	4 25% ae	1 21%	42 15%	115 29%	15 43% fj	7 36%	3 40% f	140 30%	160 38%	23 51% ko	8 42%	4 40%	195 40%
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)	252 18%	41 17%	3 10%	5 30% abde	1 14%	49 17%	83 21% i	6 17%	6 29% gij	1 11%	95 21% i	93 22%	8 17%	6 33% klno	1 14%	108 22%
A desktop computer (PC or Mac)	250 18%	29 12% bcd	1 3%	1 5%	* 4%	31 11% bd	90 23% ghi	5 13%	2 10%	1 11%	97 21% hi	111 27% ln	6 14%	3 17%	1 15%	122 25% ln
Other type of device	2 *%	1 *%	- -%	* 1%	- -%	1 *%	1 *%	- -%	- -%	- -%	1 *%	1 *%	- -%	- -%	- -%	1 *%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.
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.

QP23. (SHOWCARD) Including any ways you may have already mentioned, does your child ever use any of the following devices to go online at home or elsewhere? Please think about any reason your child may have for going online – maybe to look at a website or use an app, watch a TV programme or video clip, play games online, check emails or visit a social media site or app.(RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND a	SCOT- LAND b	WALES c	N IRELAND d	ALL e	ENG- LAND f	SCOT- LAND g	WALES h	N IRELAND i	ALL j	ENG- LAND k	SCOT- LAND l	WALES m	N IRELAND n	ALL o
Significance Level: 95%																
Unweighted total	2343	287	103	125	119	634	428	107	119	103	757	433	108	103	104	748
Effective Weighted Sample	1552	264	98	124	118	362	391	100	117	102	502	407	97	100	103	532
Total	1375	242	25	15	7	289	398	35	19	8	460	419	45	20	9	494
NONE OF THESE/ Does not go online	128 9%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
Don't know	4 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
SUMMARY																
GOES ONLINE THROUGH ANY TYPE OF DEVICE	1243 90%	242 100%	25 100%	15 100%	7 100%	289 100%	398 100%	35 100%	19 100%	8 100%	460 100%	419 100%	45 100%	20 100%	9 100%	494 100%
GOES ONLINE THROUGH A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	841 61%	130 54%	7 29%	4 28%	2 34%	144 50%	286 72%	13 38%	10 55%	5 63%	315 69%	341 81%	23 52%	12 59%	6 68%	382 77%
		bcd				bcd	gh		g	g	gh	lmn			l	lmn
ANY USE OF A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1187 86%	224 93%	24 97%	15 97%	7 99%	270 93%	377 95%	34 98%	18 96%	8 98%	438 95%	407 97%	45 98%	19 95%	9 99%	480 97%
					ae											
ONLY USES A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	402 29%	112 46%	18 71%	11 72%	5 66%	146 50%	112 28%	21 62%	9 45%	3 37%	145 31%	78 19%	22 48%	8 41%	3 32%	111 23%
			ae	ae	ae			fhij	fj				kno	ko	ko	
ONLY GOES ONLINE ON A MOBILE PHONE	33 2%	6 3%	1 4%	1 5%	* 4%	8 3%	11 3%	1 2%	* 2%	- -%	12 3%	10 2%	2 4%	* 1%	* 2%	12 2%
ONLY GOES ONLINE ON A TABLET	160 12%	62 26%	11 42%	4 28%	2 35%	79 27%	52 13%	9 24%	2 10%	1 17%	64 14%	14 3%	2 4%	* 2%	1 6%	17 3%
			ace					thj								

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

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

QP24. (SHOWCARD) And when your child goes online at home or elsewhere, which device do they mostly use? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2139	634	757	748	1021	1118	291	343	346	411	384	364
Effective Weighted Sample	1391	362	502	532	679	712	166	197	227	279	289	245
Total	1243	289	460	494	617	626	141	148	226	233	250	244
A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	524	200	217	107	247	276	93	107	102	114	52	55
	42%	69%	47%	22%	40%	44%	66%	72%	45%	49%	21%	22%
		bc	c				hijk	hijk	jk	jk		
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy)	390	34	108	248	161	229	15	19	44	64	102	145
	31%	12%	24%	50%	26%	37%	10%	13%	19%	28%	41%	59%
		a	ab		d				f	fgh	fghi	fghij
A games console or games player (like a PlayStation, Xbox, Nintendo Switch and so on)	137	14	54	69	120	17	12	2	46	8	62	7
	11%	5%	12%	14%	19%	3%	8%	1%	20%	3%	25%	3%
		a	a		e		gik		fgik		fgik	
A laptop/ netbook	124	24	51	49	55	70	12	11	21	30	22	28
	10%	8%	11%	10%	9%	11%	9%	8%	9%	13%	9%	11%
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)	32	13	14	6	13	19	6	6	2	12	4	1
	3%	4%	3%	1%	2%	3%	4%	4%	1%	5%	2%	1%
		c	c				hk	hk		hjk		
A desktop computer (PC or Mac)	30	4	12	14	17	13	2	2	9	3	6	8
	2%	1%	3%	3%	3%	2%	1%	1%	4%	1%	3%	3%
Other	1	1	-	-	-	1	-	1	-	-	-	-
	*%	*%	-%	-%	-%	*%	-%	*%	-%	-%	-%	-%
Don't know	6	1	4	1	5	1	1	-	3	1	1	-
	*%	*%	1%	*%	1%	*%	1%	-%	1%	1%	*%	-%

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

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

QP24. (SHOWCARD) And when your child goes online at home or elsewhere, which device do they mostly use? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2139	634	757	748	1021	1118	291	343	346	411	384	364
Effective Weighted Sample	1391	362	502	532	679	712	166	197	227	279	289	245
Total	1243	289	460	494	617	626	141	148	226	233	250	244
MOSTLY USES A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	154 12%	27 9%	63 14%	64 13%	71 11%	83 13%	14 10%	13 9%	29 13%	34 15%	28 11%	36 15%
MOSTLY USES A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1083 87%	261 90%	393 85%	430 87%	542 88%	542 87%	126 89%	135 91%	194 86%	198 85%	221 89%	208 85%
		b						i				

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

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

QP24. (SHOWCARD) And when your child goes online at home or elsewhere, which device do they mostly use? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2139	442	608	484	605	1050	1089	2139	1148	318	347	326	1786	353	2139
Effective Weighted Sample	1391	312	407	305	370	718	675	1391	1059	279	329	314	1205	186	1391
Total	1243	289	374	259	321	663	580	1243	1059	105	54	24	1078	165	1243
A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	524 42%	126 44%	153 41%	120 46%	125 39%	279 42%	245 42%	524 42%	445 42%	46 43%	20 38%	12 50% hjl	455 42%	69 42%	524 42%
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy)	390 31%	95 33%	106 28%	77 30%	112 35%	201 30%	188 32%	390 31%	329 31%	38 36% k	17 31%	7 27%	338 31%	52 31%	390 31%
A games console or games player (like a PlayStation, Xbox, Nintendo Switch and so on)	137 11%	21 7%	45 12% a	30 12%	40 13% a	66 10%	71 12% a	137 11% a	105 10%	17 16% hln	10 19% hln	4 16% hln	109 10%	27 17% hln	137 11%
A laptop/ netbook	124 10%	30 10%	47 13% cf	19 7%	28 9%	77 12% cf	47 8%	124 10%	118 11% ijklm	3 3%	3 5%	1 3%	116 11% ijklm	8 5%	124 10% ijklm
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)	32 3%	8 3%	10 3%	7 3%	7 2%	18 3%	14 2%	32 3%	28 3% i	1 1%	2 4% i	1 3% i	25 2% i	7 4% i	32 3%
A desktop computer (PC or Mac)	30 2%	10 3%	8 2%	7 3%	6 2%	18 3%	12 2%	30 2%	29 3% i	1 1%	1 1%	* 1% i	28 3% i	3 2%	30 2%
Other	1 *% -%	- -%	* *% -%	- -%	1 *% -%	* *% -%	1 *% -%	1 *% -%	1 *% -%	- -%	* *% -%	- -%	1 *% -%	- -%	1 *% -%
Don't know	6 *% -%	- -%	4 1%	* *% -%	2 1%	4 1%	2 *% -%	6 *% -%	5 *% -%	1 1%	* 1%	- -%	6 1%	- -%	6 *% -%

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

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QP24. (SHOWCARD) And when your child goes online at home or elsewhere, which device do they mostly use? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2139	442	608	484	605	1050	1089	2139	1148	318	347	326	1786	353	2139
Effective Weighted Sample	1391	312	407	305	370	718	675	1391	1059	279	329	314	1205	186	1391
Total	1243	289	374	259	321	663	580	1243	1059	105	54	24	1078	165	1243
MOSTLY USES A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	154 12%	40 14%	55 15%	26 10%	34 10%	95 14%	59 10%	154 12%	146 14%	4 3%	3 6%	1 4%	143 13%	11 7%	154 12%
			f			f			ijklm				ijklm		ijklm
MOSTLY USES A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1083 87%	249 86%	315 84%	234 90%	285 89%	565 85%	519 89%	1083 87%	908 86%	101 96%	50 93%	23 96%	929 86%	154 93%	1083 87%
				be			be			hln	hln	hln		hln	

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

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

QP24. (SHOWCARD) And when your child goes online at home or elsewhere, which device do they mostly use? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2139	287	103	125	119	634	428	107	119	103	757	433	108	103	104	748
Effective Weighted Sample	1391	264	98	124	118	362	391	100	117	102	502	407	97	100	103	532
Total	1243	242	25	15	7	289	398	35	19	8	460	419	45	20	9	494
A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	524 42%	164 68%	21 82% ace	10 64%	5 76% c	200 69%	188 47%	17 49%	7 39%	5 56% h	217 47%	94 22%	8 17%	3 17%	2 26%	107 22%
A mobile phone/ Smartphone (like an iPhone/ Samsung Galaxy)	390 31%	29 12%	3 10%	2 12%	* 6%	34 12%	95 24% i	8 22% i	5 26% i	1 11%	108 24% i	205 49%	28 61% k	10 52%	5 57%	248 50%
A games console or games player (like a PlayStation, Xbox, Nintendo Switch and son)	137 11%	10 4%	1 2%	2 14% abe	1 10% abe	14 5%	39 10%	9 24% fj	4 22% fj	2 27% fj	54 12%	56 13%	8 18%	4 22% ko	1 12%	69 14%
A laptop/ netbook	124 10%	22 9% cd	1 4%	* 2%	* 1%	24 8% cd	49 12% gi	1 3%	1 7%	* 3%	51 11% gi	47 11% ln	1 2%	1 5%	* 4%	49 10% ln
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)	32 3%	11 4%	* 1%	1 7% b	* 7% b	13 4%	12 3%	* 1%	1 4%	* 3%	14 3%	5 1%	- -%	* 2%	- -%	6 1%
A desktop computer (PC or Mac)	30 2%	4 2%	- -%	* 1%	* 1%	4 1%	11 3%	* 1%	* 1%	- -%	12 3%	13 3%	* 1%	* 2%	* 2%	14 3%
Other	1 *%	1 *%	- -%	* 1%	- -%	1 *%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%	- -%
Don't know	6 *%	1 *%	- -%	* 1%	- -%	1 *%	4 1%	- -%	* 1%	- -%	4 1%	- -%	1 1% ko	- -%	- -%	1 *%

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

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

QP24. (SHOWCARD) And when your child goes online at home or elsewhere, which device do they mostly use? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2139	287	103	125	119	634	428	107	119	103	757	433	108	103	104	748
Effective Weighted Sample	1391	264	98	124	118	362	391	100	117	102	502	407	97	100	103	532
Total	1243	242	25	15	7	289	398	35	19	8	460	419	45	20	9	494
MOSTLY USES A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	154 12%	25 11%	1 4%	* 3%	* 2%	27 9%	60 15%	1 4%	2 8%	* 3%	63 14%	60 14%	1 3%	1 7%	1 6%	64 13%
		cd				cd	gi				gi	lmn				ln
MOSTLY USES A DEVICE OTHER THAN A DESKTOP COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	1083 87%	216 89%	24 96%	15 96%	7 98%	261 90%	334 84%	34 96%	17 90%	8 97%	393 85%	359 86%	44 96%	18 93%	9 94%	430 87%
				a	ae			fj		fhj			ko	k	ko	

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

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

QP26. (SHOWCARD) Do you have any of these rules about what your child does online? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2133	634	755	744	1018	1115	291	343	347	408	380	364
Effective Weighted Sample	1388	362	502	529	677	711	166	197	229	277	285	246
Total	1238	289	459	490	614	624	141	148	228	231	246	244
Rules about the types of websites or apps they can use	828 67%	210 73% c	348 76% c	270 55%	411 67%	417 67%	108 76% jk	102 69% jk	170 75% jk	178 77% jk	134 54%	137 56%
Rules about who they can contact online	674 54%	112 39%	282 61% a	280 57% a	347 56%	327 52%	66 47% g	47 31%	144 63% fg	138 59% fg	137 56% g	143 59% fg
Rules about how much time they spend online	624 50%	132 46%	268 58% ac	224 46%	330 54% e	294 47%	75 53% gk	58 39%	134 59% gjk	134 58% gjk	122 50% g	102 42%
Rules about the information they can share online	612 49%	92 32%	262 57% a	258 53% a	315 51%	297 48%	54 39% g	37 25%	132 58% fg	130 56% fg	128 52% fg	130 53% fg
Rules about spending money online	609 49%	91 31%	242 53% a	276 56% a	318 52% e	290 47%	54 38% g	36 24%	123 54% fg	119 51% fg	141 57% fg	135 55% fg
Rules about when they can go online	550 44%	128 44% c	244 53% ac	177 36%	283 46%	267 43%	69 49% jk	60 40%	122 54% gjk	122 53% gjk	92 37%	85 35%
SPONTANEOUS RESPONSES												
Rules about only going online when supervised/ accompanied	9 1%	8 3% bc	1 *% *	- -%	5 1%	4 1%	5 3% hijk	3 2% jk	* *% *	1 *% *	- -% -	- -% -
Other rules	24 2%	6 2%	8 2%	9 2%	14 2%	10 2%	3 2%	3 2%	3 1%	5 2%	7 3% k	2 1%

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

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

QP26. (SHOWCARD) Do you have any of these rules about what your child does online? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2133	634	755	744	1018	1115	291	343	347	408	380	364
Effective Weighted Sample	1388	362	502	529	677	711	166	197	229	277	285	246
Total	1238	289	459	490	614	624	141	148	228	231	246	244
ANY RULES	1091	257	425	410	550	541	129	128	211	213	210	200
	88%	89%	93%	84%	90%	87%	92%	86%	93%	92%	85%	82%
		c	c				k		gjk	gjk		
No, do not have any rules	147	32	34	80	64	83	12	21	17	18	36	44
	12%	11%	7%	16%	10%	13%	8%	14%	7%	8%	15%	18%
				ab				hi			hi	fhi

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

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

QP26. (SHOWCARD) Do you have any of these rules about what your child does online? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2133	441	604	481	607	1045	1088	2133	1144	319	344	326	1786	347	2133
Effective Weighted Sample	1388	310	405	304	371	715	675	1388	1054	279	326	312	1206	182	1388
Total	1238	287	373	258	320	660	578	1238	1054	107	53	25	1078	161	1238
Rules about the types of websites or apps they can use	828 67%	205 71% b	234 63%	178 69%	211 66%	439 66%	389 67%	828 67%	701 67% k	74 69% k	38 71% k	15 59%	705 65% k	122 76% hkln	828 67% k
Rules about who they can contact online	674 54%	172 60% bd	194 52%	150 58% d	159 50%	366 55%	309 53%	674 54%	570 54% k	58 55% k	35 66% hikln	10 43%	564 52% k	110 68% hkln	674 54% k
Rules about how much time they spend online	624 50%	151 53% d	198 53% d	134 52% d	141 44%	349 53% df	275 48%	624 50% d	512 49%	61 57% hln	38 72% hiklmn	13 52%	534 50%	90 56%	624 50%
Rules about the information they can share online	612 49%	152 53% d	185 50%	137 53% d	137 43%	337 51% d	274 47%	612 49% d	512 49% k	57 53% k	34 65% hikln	9 36%	516 48% k	96 60% hkln	612 49% k
Rules about spending money online	609 49%	146 51%	183 49%	139 54% d	141 44%	329 50%	280 48%	609 49%	505 48%	57 54% kl	35 66% hikln	10 42%	508 47%	101 63% hkln	609 49% k
Rules about when they can go online	550 44%	132 46%	166 45%	118 46%	133 41%	299 45%	251 43%	550 44%	448 43%	55 51% hkln	36 68% hiklmn	10 43%	473 44%	76 47%	550 44%
SPONTANEOUS RESPONSES															
Rules about only going online when supervised/ accompanied	9 1%	2 1%	3 1%	1 1%	3 1%	5 1%	4 1%	9 1%	7 1%	* *% hikln	1 3% hikln	* *%	8 1%	1 1%	9 1%
Other rules	24 2%	8 3%	5 1%	3 1%	7 2%	13 2%	10 2%	24 2%	20 2% k	2 2% k	1 2% k	- -%	20 2% k	4 2% k	24 2% k

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

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QP26. (SHOWCARD) Do you have any of these rules about what your child does online? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2133	441	604	481	607	1045	1088	2133	1144	319	344	326	1786	347	2133
Effective Weighted Sample	1388	310	405	304	371	715	675	1388	1054	279	326	312	1206	182	1388
Total	1238	287	373	258	320	660	578	1238	1054	107	53	25	1078	161	1238
ANY RULES	1091	254	322	232	283	576	515	1091	923	98	49	22	938	153	1091
	88%	88%	86%	90%	89%	87%	89%	88%	88%	92% hl	91%	88%	87%	95% hkln	88%
No, do not have any rules	147	33	51	26	37	84	63	147	131	8	5	3	140	7	147
	12%	12%	14%	10%	11%	13%	11%	12%	12% im	8%	9%	12% m	13% im	5%	12% m

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

Any break column with 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	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2133	287	103	125	119	634	418	104	118	100	740	428	108	100	102	738
Effective Weighted Sample	1388	264	98	124	118	362	381	97	116	99	491	402	97	97	101	525
Total	1238	242	25	15	7	289	389	34	19	8	450	414	45	19	9	488
Rules about the types of websites or apps they can use	828 67%	179 74% d	17 68% d	10 69% d	4 55% d	210 73% d	293 75% i	28 81% i	15 79% i	5 62% i	341 76% i	223 54% k	28 61% l	12 65% k	6 62% n	269 55% o
Rules about who they can contact online	674 54%	95 39%	8 34%	7 47% bd	2 30%	112 39%	239 62% i	22 64% i	16 83% fgij	4 46% i	281 62% i	236 57%	27 60%	12 66% n	4 47%	280 57%
Rules about how much time they spend online	624 50%	104 43%	15 58% ae	11 71% abde	3 49%	132 46%	219 56%	26 76% fij	15 77% fij	4 56%	264 59%	186 45%	20 43%	13 67% kln	5 51%	223 46%
Rules about the information they can share online	612 49%	75 31%	8 33%	7 45% ade	2 22%	92 32% d	223 57% i	20 59% i	15 78% fgij	3 44% i	261 58% i	214 52% n	28 61% n	13 68% kno	4 40%	258 53% n
Rules about spending money online	609 49%	71 30%	10 39% d	8 50% ade	2 24%	91 31%	207 53%	17 49%	14 76% fgij	4 47%	242 54%	227 55%	30 66% n	13 71% kno	5 50%	274 56%
Rules about when they can go online	550 44%	101 42%	13 52%	12 76% abde	3 40%	128 44%	202 52%	21 60%	14 74% fgij	4 52%	241 54%	142 34%	20 44%	11 57% kno	3 36%	177 36%
SPONTANEOUS RESPONSES																
Rules about only going online when supervised/ accompanied	9 1%	6 2%	* 1% abde	1 9% abde	* 2%	8 3%	1 *% i	- -% i	* 1% fgij	- -% i	1 *% i	- -% k	- -% l	- -% m	- -% n	- -% o
Other rules	24 2%	6 2%	- -%	* 2%	- -%	6 2%	5 1%	1 3%	* 2%	- -%	6 1%	8 2%	* 1%	1 3%	- -%	9 2%
ANY RULES	1091 88%	214 89%	23 90%	14 95% d	6 82%	257 89% d	358 92%	33 98% i	18 93%	7 89%	416 92%	343 83%	41 89%	16 86%	8 91% k	409 84%

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

Any break column with 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	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2133	287	103	125	119	634	418	104	118	100	740	428	108	100	102	738
Effective Weighted Sample	1388	264	98	124	118	362	381	97	116	99	491	402	97	97	101	525
Total	1238	242	25	15	7	289	389	34	19	8	450	414	45	19	9	488
No, do not have any rules	147	28	3	1	1	32	31	1	1	1	34	71	5	3	1	79
	12%	11%	10%	5%	18% ce	11%	8%	2%	7%	11% g	8%	17% n	11%	14%	9%	16%

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

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2133	634	755	744	1018	1115	291	343	347	408	380	364
Effective Weighted Sample	1388	362	502	529	677	711	166	197	229	277	285	246
Total	1238	289	459	490	614	624	141	148	228	231	246	244
Being nearby and regularly checking what they do	668	211	312	144	328	340	105	106	151	162	72	71
	54%	73%	68%	29%	53%	54%	74%	72%	66%	70%	30%	29%
		c	c				jk	jk	jk	jk		
Asking about what they are doing or have been doing online	666	113	286	267	329	336	63	50	137	148	129	138
	54%	39%	62%	54%	54%	54%	45%	33%	60%	64%	52%	56%
			ac	a			g		fg	fgj	g	fg
Check the browser/ device history after they have been online	411	74	173	164	210	201	43	31	80	93	87	77
	33%	26%	38%	34%	34%	32%	31%	21%	35%	40%	36%	32%
			a	a			g		g	fgk	g	g
Sitting beside them and watching or helping them while they are online	388	165	143	80	182	206	85	80	61	82	36	43
	31%	57%	31%	16%	30%	33%	60%	54%	27%	36%	15%	18%
		bc	c				hijk	hijk	jk	hjk		
Other types of supervision	38	6	17	16	19	19	1	5	9	8	9	7
	3%	2%	4%	3%	3%	3%	1%	3%	4%	3%	4%	3%
ANY TYPES OF SUPERVISION	1064	280	430	354	528	537	138	143	212	218	178	176
	86%	97%	94%	72%	86%	86%	98%	96%	93%	94%	72%	72%
		bc	c				hjk	jk	jk	jk		
No, don't supervise their online access and use	174	9	29	136	87	87	3	6	16	13	68	68
	14%	3%	6%	28%	14%	14%	2%	4%	7%	6%	28%	28%
			a	ab					f		fghi	fghi

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

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

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2133	441	604	481	607	1045	1088	2133	1144	319	344	326	1786	347	2133
Effective Weighted Sample	1388	310	405	304	371	715	675	1388	1054	279	326	312	1206	182	1388
Total	1238	287	373	258	320	660	578	1238	1054	107	53	25	1078	161	1238
Being nearby and regularly checking what they do	668 54%	158 55%	196 53%	146 56%	168 52%	354 54%	314 54%	668 54%	574 54% k	56 52% k	27 51% k	10 42%	585 54% k	83 51%	668 54% k
Asking about what they are doing or have been doing online	666 54%	164 57%	209 56%	132 51%	161 50%	373 57% f	293 51%	666 54%	561 53%	60 56%	30 57%	15 59% l	561 52%	105 65% hln	666 54%
Check the browser/ device history after they have been online	411 33%	95 33%	120 32%	91 35%	105 33%	215 33%	197 34%	411 33%	328 31%	48 45% hln	25 47% hln	11 44% hln	343 32%	68 43% hln	411 33%
Sitting beside them and watching or helping them while they are online	388 31%	96 33%	117 31%	80 31%	96 30%	212 32%	175 30%	388 31%	345 33% ijk	26 25%	12 22%	4 18%	341 32% ijk	47 29% k	388 31% ijk
Other types of supervision	38 3%	8 3%	13 3%	7 3%	10 3%	21 3%	17 3%	38 3%	29 3% k	6 6% hkln	3 5% k	* 1%	32 3% k	6 4% k	38 3% k
ANY TYPES OF SUPERVISION	1064 86%	249 87%	322 86%	222 86%	271 85%	571 86%	494 85%	1064 86%	896 85%	96 90% h	49 91% hln	24 96% hijlmn	919 85%	145 90%	1064 86%
No, don't supervise their online access and use	174 14%	38 13%	51 14%	36 14%	49 15%	90 14%	84 15%	174 14%	157 15% ijk	11 10% k	5 9% k	1 4%	158 15% jk	16 10% k	174 14% jk

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

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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	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2133	287	103	125	119	634	418	104	118	100	740	428	108	100	102	738
Effective Weighted Sample	1388	264	98	124	118	362	381	97	116	99	491	402	97	97	101	525
Total	1238	242	25	15	7	289	389	34	19	8	450	414	45	19	9	488
Being nearby and regularly checking what they do	668 54%	176 73%	19 77%	11 75%	5 67%	211 73%	268 69%	24 69%	12 65%	4 49%	308 68%	126 30%	12 25%	4 19%	2 19%	143 29%
Asking about what they are doing or have been doing online	666 54%	94 39%	10 38%	7 43%	3 43%	113 39%	243 63%	23 67%	13 67%	5 66%	284 63%	221 53%	28 61%	11 59%	6 68%	266 55%
Check the browser/ device history after they have been online	411 33%	59 24%	8 32%	5 34%	3 36%	74 26%	141 36%	18 54%	10 55%	3 44%	173 38%	127 31%	21 46%	9 49%	5 52%	162 33%
Sitting beside them and watching or helping them while they are online	388 31%	139 57%	16 62%	8 52%	3 40%	165 57%	128 33%	5 16%	3 15%	1 13%	138 31%	74 18%	4 10%	1 4%	* 4%	80 16%
Other types of supervision	38 3%	4 2%	1 6%	* 3%	* 1%	6 2%	13 3%	3 9%	1 5%	* 1%	17 4%	13 3%	2 4%	1 6%	- -%	16 3%
ANY TYPES OF SUPERVISION	1064 86%	234 97%	24 96%	15 99%	7 99%	280 97%	364 94%	33 97%	19 98%	8 97%	423 94%	291 70%	37 82%	15 78%	8 93%	352 72%
No, don't supervise their online access and use	174 14%	8 3%	1 4%	* 1%	* 1%	9 3%	25 6%	1 3%	* 2%	* 3%	27 6%	123 30%	8 18%	4 22%	1 7%	136 28%

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

Any break column with 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. (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2133	634	755	744	1018	1115	291	343	347	408	380	364
Effective Weighted Sample	1388	362	502	529	677	711	166	197	229	277	285	246
Total	1238	289	459	490	614	624	141	148	228	231	246	244
Yes	1047	191	418	438	514	532	98	93	202	216	215	223
	85%	66%	91%	89%	84%	85%	69%	63%	89%	94%	87%	91%
			a	a					fg	fgj	fg	fg
No	187	98	39	50	97	90	43	55	24	15	29	21
	15%	34%	9%	10%	16%	14%	31%	37%	11%	6%	12%	9%
		bc					hijk	hijk			i	
Don't know	4	1	2	2	3	1	*	1	1	*	1	1
	*%	*%	*%	*%	*%	*%	*%	*%	1%	*%	1%	*%

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

Any break column with 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. (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND N	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2133	441	604	481	607	1045	1088	2133	1144	319	344	326	1786	347	2133
Effective Weighted Sample	1388	310	405	304	371	715	675	1388	1054	279	326	312	1206	182	1388
Total	1238	287	373	258	320	660	578	1238	1054	107	53	25	1078	161	1238
Yes	1047	247	316	220	264	562	484	1047	884	91	51	21	906	141	1047
	85%	86%	85%	85%	83%	85%	84%	85%	84%	86%	95%	87%	84%	87%	85%
											hiklmn				
No	187	38	57	38	54	95	92	187	167	15	3	3	168	19	187
	15%	13%	15%	15%	17%	14%	16%	15%	16%	14%	5%	11%	16%	12%	15%
									jk	j		j	jk	j	j
Don't know	4	2	*	*	1	3	2	4	3	1	-	*	3	1	4
	*%	1%	*%	*%	*%	*%	*%	*%	*%	1%	-%	2%	*%	1%	*%
												hjin			

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

Any break column with 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. (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2133	287	103	125	119	634	418	104	118	100	740	428	108	100	102	738
Effective Weighted Sample	1388	264	98	124	118	362	381	97	116	99	491	402	97	97	101	525
Total	1238	242	25	15	7	289	389	34	19	8	450	414	45	19	9	488
Yes	1047	156	17	13	5	191	352	32	19	7	410	367	41	19	9	436
	85%	64%	67%	85%	72%	66%	91%	94%	99%	91%	91%	89%	91%	99%	95%	89%
				abde					fgij					klo		
No	187	86	8	2	2	98	35	2	*	*	38	46	4	*	*	50
	15%	35%	32%	15%	28%	34%	9%	6%	1%	6%	8%	11%	8%	1%	3%	10%
		c	c		c	c	h	h		h	h	mn	m			mn
Don't know	4	1	*	-	-	1	1	-	-	*	2	1	1	-	*	2
	*%	*%	1%	-%	-%	*%	*%	-%	-%	3%	*%	*%	1%	-%	2%	*%
										fj					ko	

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

Any break column with 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 AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1815	438	695	682	864	951	210	228	313	382	341	341
Effective Weighted Sample	1170	237	459	476	569	601	114	124	204	258	254	226
Total	1047	191	418	438	514	532	98	93	202	216	215	223
At least every few weeks	529	106	236	187	258	271	54	52	110	126	94	93
	51%	55%	56%	43%	50%	51%	55%	56%	55%	58%	44%	42%
		c	c				jk	jk	jk	jk		
At least every few months	295	48	119	128	141	154	23	25	60	59	57	71
	28%	25%	29%	29%	27%	29%	24%	26%	30%	27%	27%	32%
EVERY FEW WEEKS OR EVERY FEW MONTHS	824	154	355	315	399	425	77	76	171	184	151	164
	79%	81%	85%	72%	78%	80%	79%	82%	85%	85%	70%	74%
		c	c					j	jk	jk		
Less often than every few months, but more than once	177	29	55	94	91	87	16	13	29	26	46	48
	17%	15%	13%	21%	18%	16%	17%	14%	14%	12%	21%	22%
				ab							i	i
Have talked to them once, and not since then	37	6	6	25	19	17	2	3	1	6	16	8
	3%	3%	1%	6%	4%	3%	2%	4%	*%	3%	8%	4%
				b				h		h	fhi	h
Don't know	9	2	2	4	6	3	2	*	2	*	2	2
	1%	1%	1%	1%	1%	1%	2%	*%	1%	*%	1%	1%

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

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

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

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

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1815	382	509	418	506	891	924	1815	948	266	323	278	1514	301	1815
Effective Weighted Sample	1170	265	341	261	306	606	566	1170	876	235	307	266	1011	159	1170
Total	1047	247	316	220	264	562	484	1047	884	91	51	21	906	141	1047
At least every few weeks	529 51%	126 51%	155 49%	115 52%	133 50%	281 50%	247 51%	529 51%	443 50%	43 47%	34 67%	9 40%	459 51%	70 49%	529 51%
									k		hiklmn		k		k
At least every few months	295 28%	75 31%	89 28%	63 29%	68 26%	165 29%	131 27%	295 28%	249 28%	30 33%	9 18%	8 36%	258 29%	37 26%	295 28%
									j	j		hjlmn	j	j	j
EVERY FEW WEEKS OR EVERY FEW MONTHS	824 79%	201 82%	245 77%	178 81%	200 76%	446 79%	378 78%	824 79%	691 78%	73 80%	43 86%	16 77%	718 79%	106 76%	824 79%
											hklmn				
Less often than every few months, but more than once	177 17%	38 15%	60 19%	33 15%	47 18%	97 17%	80 17%	177 17%	154 17%	13 15%	7 13%	4 17%	150 17%	27 20%	177 17%
Have talked to them once, and not since then	37 3%	6 2%	8 3%	9 4%	14 5%	14 2%	23 5%	37 3%	33 4%	2 2%	1 2%	1 5%	32 4%	4 3%	37 3%
					e		e					j			
Don't know	9 1%	2 1%	3 1%	* *%	4 1%	5 1%	4 1%	9 1%	5 1%	3 4%	- -%	* 2%	6 1%	3 2%	9 1%
										hjl		j		j	

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

Any break column with 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	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		a	~b	c	~d	e	f	~g	h	~i	j	k	~l	~m	~n	o
Unweighted total	1815	179	68	106	85	438	377	97	117	91	682	382	99	99	97	677
Effective Weighted Sample	1170	165	65	105	84	237	345	91	115	90	449	358	88	96	96	474
Total	1047	156	17	13	5	191	352	32	19	7	410	367	41	19	9	436
At least every few weeks	529	88	**	8	**	106	201	**	14	**	233	152	**	**	**	186
	51%	57%	**	62%	**	55%	57%	**	75% fj	**	57%	41%	**	**	**	43%
At least every few months	295	39	**	2	**	48	99	**	4	**	116	106	**	**	**	127
	28%	25%	**	19%	**	25%	28%	**	19%	**	28% h	29%	**	**	**	29%
EVERY FEW WEEKS OR EVERY FEW MONTHS	824	128	**	11	**	154	300	**	18	**	350	258	**	**	**	313
	79%	82%	**	81%	**	81%	85%	**	94% fj	**	85%	70%	**	**	**	72%
Less often than every few months, but more than once	177	23	**	2	**	29	49	**	1	**	54	82	**	**	**	94
	17%	15%	**	16%	**	15%	14% h	**	6%	**	13% h	22%	**	**	**	21%
Have talked to them once, and not since then	37	4	**	*	**	6	4	**	-	**	5	24	**	**	**	25
	3%	2%	**	3%	**	3%	1%	**	-%	**	1%	7%	**	**	**	6%
Don't know	9	2	**	-	**	2	-	**	-	**	2	3	**	**	**	4
	1%	1%	**	-%	**	1%	-%	**	-%	**	*%	1%	**	**	**	1%

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

Any break column with 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 AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2133	634	755	744	1018	1115	291	343	347	408	380	364
Effective Weighted Sample	1388	362	502	529	677	711	166	197	229	277	285	246
Total	1238	289	459	490	614	624	141	148	228	231	246	244
At least every few weeks	529	106	236	187	258	271	54	52	110	126	94	93
	43%	37%	51%	38%	42%	43%	38%	35%	48%	54%	38%	38%
			ac						fgjk	fgjk		
At least every few months	295	48	119	128	141	154	23	25	60	59	57	71
	24%	17%	26%	26%	23%	25%	17%	17%	27%	25%	23%	29%
			a	a					fg	fg		fg
EVERY FEW WEEKS OR EVERY FEW MONTHS	824	154	355	315	399	425	77	76	171	184	151	164
	67%	53%	77%	64%	65%	68%	55%	51%	75%	80%	61%	67%
			ac	a					fgj	fgjk	g	fg
Less often than every few months, but more than once	177	29	55	94	91	87	16	13	29	26	46	48
	14%	10%	12%	19%	15%	14%	11%	9%	13%	11%	19%	20%
				ab							fgi	fghi
Have talked to them once, and not since then	37	6	6	25	19	17	2	3	1	6	16	8
	3%	2%	1%	5%	3%	3%	2%	2%	*%	2%	7%	3%
				ab						h	fghi	h
Don't know	9	2	2	4	6	3	2	*	2	*	2	2
	1%	1%	*%	1%	1%	1%	1%	*%	1%	*%	1%	1%
HAVE NEVER TALKED TO CHILD ABOUT HOW TO STAY SAFE ONLINE	192	99	41	52	100	92	43	55	26	15	31	21
	15%	34%	9%	11%	16%	15%	31%	37%	11%	6%	13%	9%
		bc					hijk	hijk			i	

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

Any break column with 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

		SOCIAL GRADE							NATION							
		Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2133	441	604	481	607	1045	1088	2133	1144	319	344	326	1786	347	2133	
Effective Weighted Sample	1388	310	405	304	371	715	675	1388	1054	279	326	312	1206	182	1388	
Total	1238	287	373	258	320	660	578	1238	1054	107	53	25	1078	161	1238	
At least every few weeks	529 43%	126 44%	155 42%	115 45%	133 41%	281 43%	247 43%	529 43%	443 42% k	43 40%	34 64% hiklmn	9 35%	459 43% k	70 43%	529 43% k	
At least every few months	295 24%	75 26%	89 24%	63 24%	68 21%	165 25%	131 23%	295 24%	249 24% j	30 28% j	9 17%	8 32% hijklmn	258 24% j	37 23%	295 24% j	
EVERY FEW WEEKS OR EVERY FEW MONTHS	824 67%	201 70% d	245 66%	178 69%	200 63%	446 68%	378 65%	824 67%	691 66%	73 68%	43 81% hiklmn	16 67%	718 67%	106 66%	824 67%	
Less often than every few months, but more than once	177 14%	38 13%	60 16%	33 13%	47 15%	97 15%	80 14%	177 14%	154 15%	13 13%	7 12%	4 15%	150 14%	27 17%	177 14%	
Have talked to them once, and not since then	37 3%	6 2%	8 2%	9 3%	14 4% e	14 2%	23 4%	37 3%	33 3%	2 2%	1 2%	1 4% j	32 3%	4 3%	37 3%	
Don't know	9 1%	2 1%	3 1%	* *%	4 1%	5 1%	4 1%	9 1%	5 *%	3 3% hjln	- -%	* 2% j	6 1%	3 2%	9 1%	
HAVE NEVER TALKED TO CHILD ABOUT HOW TO STAY SAFE ONLINE	192 15%	41 14%	57 15%	38 15%	56 17%	98 15%	94 16%	192 15%	170 16% j	15 14% j	3 5%	3 13% j	171 16% j	20 13% j	192 15% j	

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

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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	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2133	287	103	125	119	634	418	104	118	100	740	428	108	100	102	738
Effective Weighted Sample	1388	264	98	124	118	362	381	97	116	99	491	402	97	97	101	525
Total	1238	242	25	15	7	289	389	34	19	8	450	414	45	19	9	488
At least every few weeks	529 43%	88 36%	7 28%	8 53% abde	2 35%	106 37%	201 52% i	16 46%	14 74% fgij	3 39%	233 52% i	152 37%	20 44%	12 62% klno	3 32%	186 38%
At least every few months	295 24%	39 16%	5 19%	2 16%	1 18%	48 17%	99 25%	11 33% h	4 19%	3 32% h	116 26%	106 26%	14 30% m	3 17%	4 43% kmo	127 26% m
EVERY FEW WEEKS OR EVERY FEW MONTHS	824 67%	128 53%	12 47%	11 70% abde	4 52%	154 53%	300 77%	27 79%	18 93% fgij	6 71%	350 78%	258 62%	34 74% k	15 79% ko	7 76% ko	313 64%
Less often than every few months, but more than once	177 14%	23 9%	4 14%	2 14%	1 11%	29 10%	49 13%	3 8%	1 6%	1 14%	54 12%	82 20%	7 15%	3 17%	1 16%	94 19%
Have talked to them once, and not since then	37 3%	4 2%	1 4%	* 2%	* 6% ae	6 2%	4 1%	1 2%	- -%	* 6% fhj	5 1%	24 6% l	- -%	* 2%	* 2%	25 5% l
Don't know	9 1%	2 1%	* 1%	- -%	* 3%	2 1%	- -%	2 5% fhj	- -%	- -%	2 *% h	3 1%	1 1%	- -%	* 1%	4 1%
HAVE NEVER TALKED TO CHILD ABOUT HOW TO STAY SAFE ONLINE	192 15%	86 36% c	8 33% c	2 15%	2 28% c	99 34% c	37 9% h	2 6% h	* 1%	1 9% h	40 9% h	47 11% m	4 9% m	* 1%	* 5%	52 11% m

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

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QP30A. You said earlier your child uses a mobile phone. When they go to bed are they allowed to keep the mobile phone with them? (SINGLE CODE)

Base : Parents whose child uses a mobile phone

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1502	279	523	700	720	782	126	153	235	288	359	341
Effective Weighted Sample	1008	164	354	495	495	513	71	94	161	197	269	229
Total	920	124	336	460	457	463	56	68	169	167	232	228
Yes	445	7	115	322	224	221	1	6	62	53	161	162
	48%	6%	34%	70%	49%	48%	2%	9%	37%	32%	69%	71%
No		a	ab					f	fg	fg	fghi	fghi
	475	117	221	137	233	242	55	61	107	114	71	67
	52%	94%	66%	30%	51%	52%	98%	90%	63%	68%	30%	29%
		bc	c				ghijk	hijk	jk	jk		
Don't know	*	*	-	*	*	*	-	*	-	-	*	*
	*%	*%	-%	*%	*%	*%	-%	*%	-%	-%	*%	*%

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

Any break column with 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. You said earlier your child uses a mobile phone. When they go to bed are they allowed to keep the mobile phone with them? (SINGLE CODE)

Base : Parents whose child uses a mobile phone

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1502	326	429	331	416	755	747	1502	817	227	264	194	1253	249	1502
Effective Weighted Sample	1008	234	295	218	263	529	481	1008	757	203	251	182	865	143	1008
Total	920	219	281	189	232	500	420	920	776	84	43	17	790	130	920
Yes	445	100	141	91	112	241	203	445	374	41	22	7	380	64	445
	48%	46%	50%	48%	48%	48%	48%	48%	48%	49%	51%	43%	48%	49%	48%
No	475	118	140	97	119	258	217	475	402	43	21	9	409	66	475
	52%	54%	50%	52%	52%	52%	52%	52%	52%	51%	48%	56%	52%	51%	52%
Don't know	*	*	-	-	*	*	*	*	-	-	*	*	*	*	*
	*%	*%	-%	-%	*%	*%	*%	*%	-%	-%	1% hln	1% hln	*%	*%	*%

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

Any break column with 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. You said earlier your child uses a mobile phone. When they go to bed are they allowed to keep the mobile phone with them? (SINGLE CODE)

Base : Parents of children with their own mobile phone

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1030	43	340	647	501	529	22	21	151	189	328	319
Effective Weighted Sample	705	25	224	457	354	351	11	13	100	125	246	214
Total	662	21	215	426	328	334	10	11	106	109	213	213
Yes	415	**	96	315	209	206	**	**	52	44	156	159
	63%	**	45%	74% b	64%	62%	**	**	49%	41%	73% hi	75% hi
No	247	**	119	111	120	127	**	**	54	65	57	54
	37%	**	55% c	26%	36%	38%	**	**	51% jk	59% jk	27%	25%
Don't know	*	**	-	*	*	*	**	**	-	-	*	*
	*%	**	-%	*%	*%	*%	**	**	-%	-%	*%	*%

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

Any break column with 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. You said earlier your child uses a mobile phone. When they go to bed are they allowed to keep the mobile phone with them? (SINGLE CODE)

Base : Parents of children with their own mobile phone

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1030	233	300	220	277	533	497	1030	552	170	183	125	855	175	1030
Effective Weighted Sample	705	165	214	144	183	379	327	705	521	155	176	123	599	106	705
Total	662	159	208	127	168	367	295	662	552	67	32	11	563	99	662
Yes	415	97	132	81	105	229	185	415	345	41	22	7	353	61	415
	63%	61%	64%	63%	62%	63%	63%	63%	62%	61%	68%	64%	63%	62%	63%
No	247	62	76	47	63	137	110	247	207	26	10	4	210	37	247
	37%	39%	36%	37%	37%	37%	37%	37%	38%	39%	31%	35%	37%	38%	37%
Don't know	*	*	-	-	*	*	*	*	-	-	*	*	*	*	*
	*%	*%	-%	-%	*%	*%	*%	*%	-%	-%	*%	1% hln	*%	*%	*%

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

Any break column with 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. You said earlier your child uses a tablet. When they go to bed are they allowed to keep the tablet with them? (SINGLE CODE)

Base : Parents whose child uses a tablet computer

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1927	605	707	615	920	1007	285	320	324	383	311	304
Effective Weighted Sample	1246	351	467	432	612	635	168	186	212	258	234	200
Total	1099	279	421	398	553	546	145	134	208	214	200	198
Yes	338	32	99	207	150	188	13	19	39	60	98	109
	31%	12%	23%	52%	27%	34%	9%	14%	19%	28%	49%	55%
		a	ab		d				f	fgh	fghi	fghi
No	756	246	322	188	401	355	132	114	168	154	101	87
	69%	88%	76%	47%	73%	65%	91%	85%	81%	72%	50%	44%
		bc	c		e		hijk	ijk	ijk	jk		
Don't know	4	1	*	3	2	3	-	1	-	*	2	2
	*%	*%	*%	1%	*%	*%	-%	1%	-%	*%	1%	1%

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

Any break column with 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. You said earlier your child uses a tablet. When they go to bed are they allowed to keep the tablet with them? (SINGLE CODE)

Base : Parents whose child uses a tablet computer

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1927	401	569	445	512	970	957	1927	1009	311	300	307	1603	324	1927
Effective Weighted Sample	1246	280	380	280	308	660	588	1246	927	269	284	286	1074	172	1246
Total	1099	256	346	233	263	603	496	1099	923	105	47	24	948	150	1099
Yes	338 31%	78 30%	105 30%	66 29%	89 34%	182 30%	156 31%	338 31%	278 30%	34 32%	18 38% hln	9 37% hl	275 29%	63 42% hln	338 31%
No	756 69%	177 69%	241 70%	167 71%	171 65%	418 69%	338 68%	756 69%	642 70% jkm	70 67% m	29 61%	15 63%	671 71% jkm	86 57%	756 69% jkm
Don't know	4 *%	2 1%	1 *%	- -%	2 1%	2 *%	2 *%	4 *%	2 *%	2 1% hln	* *%	* 1%	3 *%	1 1%	4 *%

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

Any break column with 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. You said earlier your child uses a tablet. When they go to bed are they allowed to keep the tablet with them? (SINGLE CODE)

Base : Parents of children with their own tablet

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1230	317	443	470	577	653	144	173	199	244	234	236
Effective Weighted Sample	773	175	276	324	375	398	83	94	120	158	173	153
Total	679	138	246	295	331	348	72	65	114	132	145	150
Yes	277	19	79	179	122	155	7	12	30	49	85	94
	41%	14%	32%	61%	37%	45%	10%	18%	26%	37%	58%	63%
			a	ab		d			f	fg	fghi	fghi
No	399	118	167	114	209	190	65	53	84	83	60	54
	59%	86%	68%	39%	63%	55%	90%	81%	74%	63%	41%	36%
		bc	c		e		hijk	ijk	jk	jk		
Don't know	3	1	-	2	1	3	-	1	-	-	1	2
	*%	1%	-%	1%	*%	1%	-%	1%	-%	-%	*%	1%

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

Any break column with 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. You said earlier your child uses a tablet. When they go to bed are they allowed to keep the tablet with them? (SINGLE CODE)

Base : Parents of children with their own tablet

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1230	245	355	298	332	600	630	1230	591	226	201	212	993	237	1230
Effective Weighted Sample	773	168	231	180	195	399	375	773	548	200	191	201	648	125	773
Total	679	156	203	151	169	359	320	679	554	76	33	16	569	109	679
Yes	277	65	85	57	69	150	127	277	223	31	17	7	220	56	277
	41%	42%	42%	38%	41%	42%	40%	41%	40%	40%	51%	40%	39%	52%	41%
											hikln			hikln	
No	399	89	118	94	98	207	192	399	328	45	16	10	347	52	399
	59%	57%	58%	62%	58%	58%	60%	59%	59%	59%	48%	59%	61%	47%	59%
									jm	jm		jm	jm		jm
Don't know	3	2	-	-	2	2	2	3	2	1	*	*	2	1	3
	*%	1%	-%	-%	1%	*%	1%	*%	*%	1%	*%	1%	*%	1%	*%

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

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

QP31. (SHOWCARD) Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2032	598	719	715	974	1058	275	323	334	385	365	350
Effective Weighted Sample	1320	343	476	505	646	674	157	187	219	260	273	235
Total	1182	278	436	468	589	593	135	143	219	217	234	234
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield)	724 61%	168 61%	281 64%	275 59%	356 61%	368 62%	83 62%	85 60%	135 62%	145 67% j	138 59%	138 59%
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)	712 60%	155 56%	271 62%	287 61%	360 61%	352 59%	81 60%	73 51%	135 62% g	135 62% g	143 61% g	143 61% g
AWARE OF EITHER OF THESE CONTENT FILTERS	880 74%	206 74%	336 77%	339 72%	442 75%	439 74%	104 77%	102 71%	165 75%	171 79% k	173 74%	166 71%
PIN/ Password required to enter websites unless already approved	804 68%	185 66%	314 72% c	306 65%	405 69%	399 67%	95 70%	90 63%	162 74% gj	151 70%	148 63%	157 67%
Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.	600 51%	133 48%	237 54%	230 49%	309 52%	291 49%	72 53%	61 43%	120 55% g	117 54% g	117 50%	112 48%

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

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

QP31. (SHOWCARD) Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2032	598	719	715	974	1058	275	323	334	385	365	350
Effective Weighted Sample	1320	343	476	505	646	674	157	187	219	260	273	235
Total	1182	278	436	468	589	593	135	143	219	217	234	234
YouTube restricted mode enabled to filter inappropriate content	578 49%	132 48%	243 56% ac	203 43%	285 48%	294 49%	69 51% j	63 44%	127 58% gj	117 54% gj	89 38%	114 49% j
Safe search enabled on search engine websites - e.g. Google	490 41%	106 38%	187 43%	198 42%	245 42%	245 41%	56 42%	50 35%	93 43%	93 43%	96 41%	102 44%
AWARE OF ANY OF THE ABOVE 6 TOOLS OR CONTROLS	1040 88%	247 89% c	402 92% c	392 84%	519 88%	522 88%	123 91% j	124 87%	201 92% jk	201 93% jk	195 83%	197 84%
Change the settings on your child's phone or tablet to stop any apps being downloaded	546 46%	123 44%	217 50%	206 44%	266 45%	280 47%	65 48%	58 41%	111 50% gj	106 49% j	90 38%	116 50% j
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	530 45%	114 41%	213 49% a	203 43%	261 44%	270 45%	58 43%	56 40%	107 49%	106 49% g	96 41%	107 46%
Change the settings on your child's phone or tablet to stop any in-app purchases	525 44%	117 42%	205 47%	202 43%	261 44%	264 45%	63 47%	54 38%	101 46%	105 48% g	97 41%	105 45%

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

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

QP31. (SHOWCARD) Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2032	598	719	715	974	1058	275	323	334	385	365	350
Effective Weighted Sample	1320	343	476	505	646	674	157	187	219	260	273	235
Total	1182	278	436	468	589	593	135	143	219	217	234	234
AWARE OF ANY OF THE THREE TOOLS USED FOR TABLETS OR MOBILE PHONES	699 59%	157 57%	272 62%	270 58%	344 58%	355 60%	83 61%	74 52%	135 62%	137 63%	126 54%	144 62%
										gj		g
AWARE OF ANY OF THE ABOVE 9 TOOLS OR CONTROLS	1050 89%	251 90%	405 93%	394 84%	522 89%	528 89%	124 92%	127 89%	202 92%	203 94%	196 84%	197 85%
		c	c				jk		jk	jk		
None of these	115 10%	21 8%	27 6%	67 14% ab	60 10%	55 9%	10 7%	11 8%	16 7%	11 5%	34 15% fghi	33 14% fghi
Don't know	17 1%	6 2%	4 1%	8 2%	7 1%	10 2%	2 1%	4 3%	1 1%	2 1%	4 2%	4 2%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.
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.

QP31. (SHOWCARD) Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2032	431	592	461	548	1023	1009	2032	1087	299	326	320	1696	336	2032
Effective Weighted Sample	1320	305	396	288	333	700	621	1320	1003	262	309	307	1144	176	1320
Total	1182	283	365	245	289	648	534	1182	1006	101	51	24	1026	156	1182
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield)	724 61%	183 65%	222 61%	142 58%	176 61%	405 63%	319 60%	724 61%	614 61% k	63 62% k	36 72% hiklmn	11 45%	628 61% k	96 62% k	724 61% k
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)	712 60%	182 64%	220 60%	146 60%	164 57%	402 62%	310 58%	712 60%	607 60% jk	66 65% jk	26 52%	13 53%	617 60% jk	95 61% j	712 60% jk
AWARE OF EITHER OF THESE CONTENT FILTERS	880 74%	221 78%	266 73%	176 72%	218 75%	487 75%	393 74%	880 74%	747 74% k	77 76% k	40 78% k	16 69%	758 74%	123 79% k	880 74% k
PIN/ Password required to enter websites unless already approved	804 68%	203 72%	244 67%	165 68%	192 66%	447 69%	357 67%	804 68%	681 68%	73 72%	33 66%	17 70%	704 69%	100 64%	804 68%
Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.	600 51%	156 55% b	173 47%	125 51%	145 50%	329 51%	271 51%	600 51%	498 50% k	62 61% hkln	29 58% hkln	10 42%	514 50% k	86 55% k	600 51% k

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

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

QP31. (SHOWCARD) Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2032	431	592	461	548	1023	1009	2032	1087	299	326	320	1696	336	2032
Effective Weighted Sample	1320	305	396	288	333	700	621	1320	1003	262	309	307	1144	176	1320
Total	1182	283	365	245	289	648	534	1182	1006	101	51	24	1026	156	1182
YouTube restricted mode enabled to filter inappropriate content	578 49%	152 54% cdf	181 50%	112 46%	133 46%	333 51% f	245 46%	578 49%	493 49% k	53 52% k	24 48% k	8 35%	498 49% k	80 52% k	578 49% k
Safe search enabled on search engine websites - e.g. Google	490 41%	135 48% cdfg	148 41%	92 38%	114 39%	284 44%	206 39%	490 41%	412 41% k	45 45% k	26 51% hkl	7 28%	418 41% k	72 46% k	490 41% k
AWARE OF ANY OF THE ABOVE 6 TOOLS OR CONTROLS	1040 88%	255 90%	320 88%	216 88%	250 87%	574 89%	466 87%	1040 88%	881 88%	91 90%	47 92% hln	22 90%	899 88%	141 91%	1040 88%
Change the settings on your child's phone or tablet to stop any apps being downloaded	546 46%	144 51% cdf	180 49% cdf	100 41%	121 42%	325 50% cdf	221 41%	546 46% f	460 46% k	53 53% hkl	25 49% k	7 30%	465 45% k	81 52% k	546 46% k
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	530 45%	144 51% df	160 44%	107 44%	119 41%	304 47%	226 42%	530 45%	455 45% k	46 46% k	22 44% k	7 28%	455 44% k	76 49% k	530 45% k
Change the settings on your child's phone or tablet to stop any in-app purchases	525 44%	139 49% cf	167 46%	98 40%	121 42%	306 47% cf	219 41%	525 44%	438 44% k	56 55% hkl	24 48% k	8 32%	446 43% k	79 51% k	525 44% k

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

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

QP31. (SHOWCARD) Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2032	431	592	461	548	1023	1009	2032	1087	299	326	320	1696	336	2032
Effective Weighted Sample	1320	305	396	288	333	700	621	1320	1003	262	309	307	1144	176	1320
Total	1182	283	365	245	289	648	534	1182	1006	101	51	24	1026	156	1182
AWARE OF ANY OF THE THREE TOOLS USED FOR TABLETS OR MOBILE PHONES	699 59%	182 64% cdf	227 62% df	135 55%	154 53%	409 63% cdf	289 54%	699 59% f	590 59% k	69 68% hijkln	28 56% k	11 47%	603 59% k	96 62% k	699 59% k
AWARE OF ANY OF THE ABOVE 9 TOOLS OR CONTROLS	1050 89%	255 90%	325 89%	218 89%	252 87%	580 90%	470 88%	1050 89%	886 88%	96 94% hln	47 92% hl	22 92%	906 88%	144 93%	1050 89%
None of these	115 10%	27 10%	34 9%	23 9%	30 10%	61 9%	53 10%	115 10%	106 10% ijk	5 5%	3 6%	1 5%	104 10% ijk	10 7%	115 10% ik
Don't know	17 1%	* *%	5 1%	4 2%	7 3% ae	6 1%	11 2% a	17 1%	15 1%	1 1%	1 1%	1 3% hilmn	16 2%	1 1%	17 1%

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

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

QP31. (SHOWCARD) Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		a	~b	c	d	e	f	~g	h	~i	j	k	l	~m	n	o
Unweighted total	2032	275	92	115	116	598	394	99	115	98	706	408	104	95	102	709
Effective Weighted Sample	1320	253	88	114	115	343	360	93	113	97	465	383	93	92	101	502
Total	1182	234	23	14	7	278	369	33	19	8	428	395	44	18	9	466
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield)	724 61%	144 61%	** **	10 74%	3 42%	168 61%	242 66%	** **	13 72%	** **	280 65%	228 58%	30 68%	** **	4 46%	275 59%
		d		ade		d						n	n			n
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)	712 60%	131 56%	** **	7 53%	4 52%	155 56%	236 64%	** **	10 54%	** **	270 63%	240 61%	32 73%	** **	5 56%	285 61%
													kno			
AWARE OF EITHER OF THESE CONTENT FILTERS	880 74%	175 75%	** **	11 80%	4 66%	206 74%	289 78%	** **	15 80%	** **	335 78%	282 71%	36 81%	** **	7 74%	338 73%
				d												
PIN/ Password required to enter websites unless already approved	804 68%	155 66%	** **	9 65%	5 67%	185 66%	269 73%	** **	13 72%	** **	311 73%	255 65%	33 75%	** **	6 68%	305 66%
Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.	600 51%	110 47%	** **	8 56%	3 43%	133 48%	202 55%	** **	11 59%	** **	235 55%	185 47%	30 68%	** **	4 42%	230 49%
				d									kno			

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

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

QP31. (SHOWCARD) Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		a	~b	c	d	e	f	~g	h	~i	j	k	l	~m	n	o
Unweighted total	2032	275	92	115	116	598	394	99	115	98	706	408	104	95	102	709
Effective Weighted Sample	1320	253	88	114	115	343	360	93	113	97	465	383	93	92	101	502
Total	1182	234	23	14	7	278	369	33	19	8	428	395	44	18	9	466
YouTube restricted mode enabled to filter inappropriate content	578 49%	112 48%	** **	7 49%	2 35%	132 48%	208 56%	** **	11 57%	** **	241 56%	171 43%	22 51%	** **	3 31%	203 44%
		d		d		d						n	n			n
Safe search enabled on search engine websites - e.g. Google	490 41%	89 38%	** **	7 49%	2 29%	106 38%	157 43%	** **	11 61%	** **	186 43%	166 42%	22 50%	** **	2 23%	197 42%
				ade					fj			n	n			n
AWARE OF ANY OF THE ABOVE 6 TOOLS OR CONTROLS	1040 88%	207 88%	** **	13 93%	6 92%	247 89%	342 93%	** **	18 96%	** **	397 93%	328 83%	39 90%	** **	8 89%	391 84%
Change the settings on your child's phone or tablet to stop any apps being downloaded	546 46%	103 44%	** **	8 57%	2 27%	123 44%	184 50%	** **	11 58%	** **	215 50%	172 44%	25 58%	** **	2 25%	206 44%
		d		ade		d						n	kno			n
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	530 45%	97 42%	** **	7 49%	2 29%	114 41%	183 50%	** **	10 55%	** **	211 49%	173 44%	22 50%	** **	3 29%	202 43%
		d		d		d						n	n			n
Change the settings on your child's phone or tablet to stop any in-app purchases	525 44%	95 41%	** **	8 54%	2 26%	117 42%	175 47%	** **	10 55%	** **	204 48%	167 42%	26 59%	** **	3 33%	202 43%
		d		ade		d							kno			

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

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

QP31. (SHOWCARD) Please read each of the descriptions shown on this card. Before today were you aware of any of these types of technical tools or controls? Which ones? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		a	~b	c	d	e	f	~g	h	~i	j	k	l	~m	n	o
Unweighted total	2032	275	92	115	116	598	394	99	115	98	706	408	104	95	102	709
Effective Weighted Sample	1320	253	88	114	115	343	360	93	113	97	465	383	93	92	101	502
Total	1182	234	23	14	7	278	369	33	19	8	428	395	44	18	9	466
AWARE OF ANY OF THE THREE TOOLS USED FOR TABLETS OR MOBILE PHONES	699 59%	130 56%	** **	9 63%	3 43%	157 57%	230 62%	** **	12 66%	** **	268 63%	226 57%	31 71%	** **	4 47%	269 58%
		d		d		d						kno				
AWARE OF ANY OF THE ABOVE 9 TOOLS OR CONTROLS	1050 89%	210 90%	** **	13 93%	6 93%	251 90%	344 93%	** **	18 97%	** **	401 94%	328 83%	41 93%	** **	8 90%	392 84%
												ko				
None of these	115 10%	19 8%	** **	1 6%	* 3%	21 8%	21 6%	** **	1 3%	** **	24 5%	61 15%	2 5%	** **	1 8%	66 14%
												ln				l
Don't know	17 1%	5 2%	** **	* 2%	* 4%	6 2%	3 1%	** **	- -%	** **	4 1%	6 2%	1 2%	** **	* 2%	8 2%

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

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

QP32. (SHOWCARD) Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2032	598	719	715	974	1058	275	323	334	385	365	350
Effective Weighted Sample	1320	343	476	505	646	674	157	187	219	260	273	235
Total	1182	278	436	468	589	593	135	143	219	217	234	234
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)	425 36%	90 33%	177 41% ac	157 34%	222 38%	203 34%	46 34%	44 31%	93 42% gk	84 39%	83 35%	74 32%
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield)	385 33%	97 35% c	159 36% c	129 27%	192 33%	193 32%	46 34% k	51 36% k	73 33% k	85 39% jk	73 31%	56 24%
USE EITHER OF THESE CONTENT FILTERS	568 48%	136 49%	233 53% c	199 43%	289 49%	279 47%	69 51% k	67 47%	112 51% k	121 56% jk	108 46%	91 39%
PIN/ Password required to enter websites unless already approved	494 42%	117 42% c	214 49% c	163 35%	266 45% e	228 38%	66 49% gjk	51 36% gjk	114 52% gjk	99 46% gjk	86 37%	78 33%
YouTube restricted mode enabled to filter inappropriate content	298 25%	77 28% c	141 32% c	81 17%	145 25%	153 26%	36 27% j	41 28% jk	72 33% jk	69 32% jk	37 16%	44 19%

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

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

QP32. (SHOWCARD) Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2032	598	719	715	974	1058	275	323	334	385	365	350
Effective Weighted Sample	1320	343	476	505	646	674	157	187	219	260	273	235
Total	1182	278	436	468	589	593	135	143	219	217	234	234
Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.	265 22%	66 24%	115 26%	84 18%	155 26%	110 19%	35 26%	31 22%	69 32%	46 21%	51 22%	33 14%
		c	c		e		k	k	gijk	k	k	
Safe search enabled on search engine websites - e.g. Google	204 17%	53 19%	83 19%	68 15%	109 19%	95 16%	29 21%	24 17%	45 21%	38 18%	35 15%	33 14%
USE ANY OF THE ABOVE 6 TOOLS OR CONTROLS	823 70%	202 73%	340 78%	281 60%	424 72%	399 67%	103 76%	99 70%	175 80%	166 76%	147 63%	134 57%
		c	c				jk	k	gjk	jk		
Change the settings on your child's phone or tablet to stop any in-app purchases	246 21%	54 20%	112 26%	80 17%	120 20%	126 21%	28 21%	26 18%	49 22%	63 29%	42 18%	38 16%
			ac							gjk		
Change the settings on your child's phone or tablet to stop any apps being downloaded	237 20%	52 19%	103 24%	82 17%	116 20%	121 20%	28 21%	24 17%	48 22%	56 26%	40 17%	41 18%
			c							gjk		
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	219 19%	46 16%	96 22%	77 17%	117 20%	102 17%	23 17%	23 16%	52 24%	44 20%	42 18%	36 15%
			ac						gk			

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

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QP32. (SHOWCARD) Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2032	598	719	715	974	1058	275	323	334	385	365	350
Effective Weighted Sample	1320	343	476	505	646	674	157	187	219	260	273	235
Total	1182	278	436	468	589	593	135	143	219	217	234	234
USE ANY OF THE THREE TOOLS USED FOR TABLETS OR MOBILE PHONES	376 32%	80 29%	162 37% ac	134 29%	188 32%	187 32%	42 31%	38 27%	77 35%	84 39% gjk	69 30%	65 28%
USE OF ANY OF THE ABOVE 9 TOOLS OR CONTROLS	863 73%	212 76% c	354 81% c	297 64%	440 75%	424 71%	106 78% jk	106 74% k	178 81% jk	176 81% jk	156 66%	142 61%
Do not use any of these tools or controls	178 15%	37 13%	47 11%	93 20% ab	79 13%	99 17%	16 12%	21 15%	23 10%	25 11%	40 17% h	52 22% fhi
NOT AWARE OF ANY OF THESE TOOLS OR CONTROLS	115 10%	21 8%	27 6%	67 14% ab	60 10%	55 9%	10 7%	11 8%	16 7%	11 5%	34 15% fghi	33 14% fghi
Don't know	26 2%	8 3%	7 2%	11 2%	10 2%	16 3%	4 3%	4 3%	3 1%	5 2%	4 2%	7 3%

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

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QP32. (SHOWCARD) Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2032	431	592	461	548	1023	1009	2032	1087	299	326	320	1696	336	2032
Effective Weighted Sample	1320	305	396	288	333	700	621	1320	1003	262	309	307	1144	176	1320
Total	1182	283	365	245	289	648	534	1182	1006	101	51	24	1026	156	1182
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)	425 36%	110 39% d	137 38%	87 35%	90 31%	248 38% d	177 33%	425 36%	369 37% jk	36 36% k	15 29% k	5 19%	353 34% k	72 46% hijkln	425 36% jk
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield)	385 33%	94 33%	126 34%	70 29%	95 33%	220 34%	165 31%	385 33%	336 33% ik	20 20%	25 49% hiklmn	4 15%	330 32% ik	55 35% ik	385 33% ik
USE EITHER OF THESE CONTENT FILTERS	568 48%	144 51%	178 49%	115 47%	131 45%	322 50%	246 46%	568 48%	491 49% ik	42 41% k	29 56% hikln	7 28%	478 47% k	90 58% hikln	568 48% ik
PIN/ Password required to enter websites unless already approved	494 42%	127 45%	146 40%	101 41%	120 42%	273 42%	221 41%	494 42%	416 41%	42 41%	26 51% hilmn	11 47%	432 42%	63 40%	494 42%
YouTube restricted mode enabled to filter inappropriate content	298 25%	72 25%	96 26%	57 23%	73 25%	168 26%	130 24%	298 25%	256 25% k	24 24% k	15 29% k	4 17%	251 24% k	47 30% k	298 25% k

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

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QP32. (SHOWCARD) Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2032	431	592	461	548	1023	1009	2032	1087	299	326	320	1696	336	2032
Effective Weighted Sample	1320	305	396	288	333	700	621	1320	1003	262	309	307	1144	176	1320
Total	1182	283	365	245	289	648	534	1182	1006	101	51	24	1026	156	1182
Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.	265 22%	59 21%	83 23%	54 22%	68 24%	142 22%	123 23%	265 22%	220 22%	23 23%	19 37%	3 13%	226 22%	39 25%	265 22%
Safe search enabled on search engine websites - e.g. Google	204 17%	55 20%	64 17%	40 17%	45 16%	119 18%	85 16%	204 17%	170 17%	16 16%	16 32%	2 6%	167 16%	37 24%	204 17%
USE ANY OF THE ABOVE 6 TOOLS OR CONTROLS	823 70%	203 72%	261 71%	165 68%	194 67%	464 72%	359 67%	823 70%	701 70%	66 65%	40 79%	16 66%	703 68%	120 77%	823 70%
Change the settings on your child's phone or tablet to stop any in-app purchases	246 21%	59 21%	83 23%	47 19%	56 19%	142 22%	104 19%	246 21%	202 20%	24 24%	16 32%	3 13%	205 20%	41 27%	246 21%
Change the settings on your child's phone or tablet to stop any apps being downloaded	237 20%	58 20%	78 21%	45 18%	56 19%	135 21%	101 19%	237 20%	199 20%	20 19%	16 31%	3 12%	201 20%	36 23%	237 20%
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	219 19%	56 20%	65 18%	44 18%	55 19%	121 19%	98 18%	219 19%	190 19%	15 15%	12 24%	2 7%	185 18%	34 22%	219 19%

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

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QP32. (SHOWCARD) Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2032	431	592	461	548	1023	1009	2032	1087	299	326	320	1696	336	2032
Effective Weighted Sample	1320	305	396	288	333	700	621	1320	1003	262	309	307	1144	176	1320
Total	1182	283	365	245	289	648	534	1182	1006	101	51	24	1026	156	1182
USE ANY OF THE THREE TOOLS USED FOR TABLETS OR MOBILE PHONES	376 32%	89 32%	127 35%	75 31%	85 29%	216 33%	160 30%	376 32%	316 k	35 k	20 39% hkl	5 21%	321 31% k	55 35% k	376 32% k
USE OF ANY OF THE ABOVE 9 TOOLS OR CONTROLS	863 73%	207 73%	275 75%	175 71%	207 72%	481 74%	382 71%	863 73%	731 73%	75 74%	41 80% hkl	17 70%	737 72%	126 81% hkl	863 73%
Do not use any of these tools or controls	178 15%	47 17%	49 13%	40 16%	42 15%	95 15%	82 15%	178 15%	147 15%	19 19% jm	6 12%	5 21% hjlmn	161 16%	17 11%	178 15%
NOT AWARE OF ANY OF THESE TOOLS OR CONTROLS	115 10%	27 10%	34 9%	23 9%	30 10%	61 9%	53 10%	115 10%	106 10% ijk	5 5%	3 6%	1 5%	104 10% ijk	10 7%	115 10% ik
Don't know	26 2%	2 1%	7 2%	7 3%	10 3% ae	9 1%	17 3% ae	26 2%	22 2%	2 2%	1 2%	1 4% n	24 2%	2 1%	26 2%

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

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QP32. (SHOWCARD) Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		a	~b	c	d	e	f	~g	h	~i	j	k	l	~m	n	o
Unweighted total	2032	275	92	115	116	598	394	99	115	98	706	408	104	95	102	709
Effective Weighted Sample	1320	253	88	114	115	343	360	93	113	97	465	383	93	92	101	502
Total	1182	234	23	14	7	278	369	33	19	8	428	395	44	18	9	466
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)	425 36%	80 34% d	** **	3 25% d	1 12%	90 33% d	154 42%	** **	7 37%	** **	177 41%	134 34%	15 35%	** **	2 24%	156 34%
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield)	385 33%	85 36% d	** **	6 47% de	1 13%	97 35% d	139 38%	** **	9 50% fj	** **	158 37%	111 28% ln	7 16%	** **	1 13%	128 28% ln
USE EITHER OF THESE CONTENT FILTERS	568 48%	119 51% d	** **	7 51% d	1 20%	136 49% d	202 55%	** **	11 60%	** **	232 54%	169 43% n	16 37%	** **	3 30%	198 43% n
PIN/ Password required to enter websites unless already approved	494 42%	96 41%	** **	7 51%	3 42%	117 42% d	183 49%	** **	11 58%	** **	212 50%	136 35%	15 34%	** **	4 47% ko	163 35%
YouTube restricted mode enabled to filter inappropriate content	298 25%	63 27%	** **	5 35% d	1 18%	77 28% d	119 32%	** **	7 39%	** **	138 32%	71 18%	6 13%	** **	1 13%	81 17%

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

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QP32. (SHOWCARD) Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		a	~b	c	d	e	f	~g	h	~i	j	k	l	~m	n	o
Unweighted total	2032	275	92	115	116	598	394	99	115	98	706	408	104	95	102	709
Effective Weighted Sample	1320	253	88	114	115	343	360	93	113	97	465	383	93	92	101	502
Total	1182	234	23	14	7	278	369	33	19	8	428	395	44	18	9	466
Parental controls built into the device by the manufacturer - e.g. Windows, Apple, Xbox, PlayStation etc.	265 22%	56 24%	** **	5 34% de	1 15%	66 24%	95 26%	** **	8 42% fj	** **	115 27%	69 17% n	8 18% n	** **	1 8%	84 18% n
Safe search enabled on search engine websites - e.g. Google	204 17%	45 19% d	** **	4 31% ade	1 8%	53 19% d	68 18%	** **	8 42% fj	** **	82 19%	58 15% n	6 13% n	** **	* 4%	68 15% n
USE ANY OF THE ABOVE 6 TOOLS OR CONTROLS	823 70%	170 73%	** **	11 80%	5 70%	202 73%	291 79%	** **	15 83%	** **	337 79%	238 60%	23 53%	** **	6 62%	280 60%
Change the settings on your child's phone or tablet to stop any in-app purchases	246 21%	41 18% d	** **	5 39% ade	1 8%	54 20% d	95 26%	** **	8 42% fj	** **	111 26%	66 17%	10 22%	** **	1 16%	80 17%
Change the settings on your child's phone or tablet to stop any apps being downloaded	237 20%	41 18% d	** **	5 38% ade	1 10%	52 19% d	87 23%	** **	8 43% fj	** **	103 24%	70 18% n	8 19% n	** **	1 8%	82 18% n
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	219 19%	38 16% d	** **	4 26% ade	* 4%	46 16% d	82 22%	** **	7 37% fj	** **	95 22%	69 18% n	6 13% n	** **	* 4%	77 17% n

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

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

QP32. (SHOWCARD) Do you use any of these types of technical tools or controls to manage your child's access to online content? Which ones? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		a	~b	c	d	e	f	~g	h	~i	j	k	l	~m	n	o
Unweighted total	2032	275	92	115	116	598	394	99	115	98	706	408	104	95	102	709
Effective Weighted Sample	1320	253	88	114	115	343	360	93	113	97	465	383	93	92	101	502
Total	1182	234	23	14	7	278	369	33	19	8	428	395	44	18	9	466
USE ANY OF THE THREE TOOLS USED FOR TABLETS OR MOBILE PHONES	376 32%	63 27%	** **	6 45%	1 14%	80 29%	137 37%	** **	10 53%	** **	160 37%	114 29%	14 32%	** **	2 18%	134 29%
		d		ade		d			fj			n	n			n
USE OF ANY OF THE ABOVE 9 TOOLS OR CONTROLS	863 73%	177 75%	** **	11 81%	5 71%	212 76%	302 82%	** **	16 84%	** **	350 82%	250 63%	27 62%	** **	6 65%	296 64%
Do not use any of these tools or controls	178 15%	32 13%	** **	2 11%	2 22%	37 13%	40 11%	** **	2 12%	** **	47 11%	76 19%	13 30%	** **	2 24%	93 20%
					ace								ko			
NOT AWARE OF ANY OF THESE TOOLS OR CONTROLS	115 10%	19 8%	** **	1 6%	* 3%	21 8%	21 6%	** **	1 3%	** **	24 5%	61 15%	2 5%	** **	1 8%	66 14%
												ln				l
Don't know	26 2%	7 3%	** **	* 3%	* 4%	8 3%	6 2%	** **	* 1%	** **	7 2%	9 2%	2 4%	** **	* 3%	11 2%

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

Any break column with 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

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2032	598	719	715	974	1058	275	323	334	385	365	350
Effective Weighted Sample	1320	343	476	505	646	674	157	187	219	260	273	235
Total	1182	278	436	468	589	593	135	143	219	217	234	234
AWARE AND USE	425	90	177	157	222	203	46	44	93	84	83	74
	36%	33%	41%	34%	38%	34%	34%	31%	42%	39%	35%	32%
			ac						gk			
AWARE AND STOPPED USING	30	5	6	19	12	18	3	2	1	5	7	12
	3%	2%	1%	4%	2%	3%	3%	1%	1%	2%	3%	5%
			b									gh
AWARE BUT NEVER USED	257	59	87	110	126	131	32	28	41	46	53	57
	22%	21%	20%	24%	21%	22%	24%	19%	19%	21%	23%	24%
TOTAL AWARE	712	155	271	287	360	352	81	73	135	135	143	143
	60%	56%	62%	61%	61%	59%	60%	51%	62%	62%	61%	61%
									g	g	g	g
TOTAL NOT AWARE	470	123	165	181	228	241	54	69	84	82	91	91
	40%	44%	38%	39%	39%	41%	40%	49%	38%	38%	39%	39%
								hijk				

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

Any break column with 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	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND N	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2032	431	592	461	548	1023	1009	2032	1087	299	326	320	1696	336	2032
Effective Weighted Sample	1320	305	396	288	333	700	621	1320	1003	262	309	307	1144	176	1320
Total	1182	283	365	245	289	648	534	1182	1006	101	51	24	1026	156	1182
AWARE AND USE	425	110	137	87	90	248	177	425	369	36	15	5	353	72	425
	36%	39% d	38%	35%	31%	38% d	33%	36%	37% jk	36% k	29% k	19%	34% k	46% hijklm	36% jk
AWARE AND STOPPED USING	30	7	7	9	8	14	16	30	25	3	1	1	28	3	30
	3%	2%	2%	4%	3%	2%	3%	3%	3%	3%	2%	6% hijklm	3%	2%	3%
AWARE BUT NEVER USED	257	65	75	50	67	140	117	257	212	27	10	7	236	20	257
	22%	23%	21%	20%	23%	22%	22%	22%	21% m	27% hm	20% m	28% hijmn	23% m	13%	22% m
TOTAL AWARE	712	182	220	146	164	402	310	712	607	66	26	13	617	95	712
	60%	64%	60%	60%	57%	62%	58%	60%	60% jk	65% jk	52%	53%	60% jk	61% j	60% jk
TOTAL NOT AWARE	470	101	145	99	125	246	224	470	399	35	25	11	409	60	470
	40%	36%	40%	40%	43%	38%	42%	40%	40%	35%	48% hilmn	47% hiln	40%	39%	40%

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

Any break column with 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	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND a	SCOT- LAND ~b	WALES c	IRELAND d	ALL e	ENG- LAND f	SCOT- LAND ~g	WALES h	IRELAND ~i	ALL j	ENG- LAND k	SCOT- LAND l	WALES ~m	IRELAND n	ALL o
Significance Level: 95%																
Unweighted total	2032	275	92	115	116	598	394	99	115	98	706	408	104	95	102	709
Effective Weighted Sample	1320	253	88	114	115	343	360	93	113	97	465	383	93	92	101	502
Total	1182	234	23	14	7	278	369	33	19	8	428	395	44	18	9	466
AWARE AND USE	425	80	**	3	1	90	154	**	7	**	177	134	15	**	2	156
	36%	34%	**	25%	12%	33%	42%	**	37%	**	41%	34%	35%	**	24%	34%
		d		d		d										
AWARE AND STOPPED USING	30	3	**	*	1	5	5	**	*	**	6	17	2	**	*	19
	3%	1%	**	2%	9%	2%	1%	**	1%	**	1%	4%	4%	**	5%	4%
					ace											
AWARE BUT NEVER USED	257	48	**	4	2	59	76	**	3	**	87	88	15	**	2	110
	22%	21%	**	26%	31%	21%	21%	**	16%	**	20%	22%	35%	**	27%	24%
					ae								ko			
TOTAL AWARE	712	131	**	7	4	155	236	**	10	**	270	240	32	**	5	285
	60%	56%	**	53%	52%	56%	64%	**	54%	**	63%	61%	73%	**	56%	61%
													kno			
TOTAL NOT AWARE	470	103	**	7	3	123	134	**	9	**	158	155	12	**	4	180
	40%	44%	**	47%	48%	44%	36%	**	46%	**	37%	39%	27%	**	44%	39%
												l			l	l

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

Any break column with 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

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2032	598	719	715	974	1058	275	323	334	385	365	350
Effective Weighted Sample	1320	343	476	505	646	674	157	187	219	260	273	235
Total	1182	278	436	468	589	593	135	143	219	217	234	234
AWARE AND USE	385	97	159	129	192	193	46	51	73	85	73	56
	33%	35%	36%	27%	33%	32%	34%	36%	33%	39%	31%	24%
		c	c				k	k	k	jk		
AWARE AND STOPPED USING	51	9	15	27	23	28	4	5	7	8	11	15
	4%	3%	3%	6%	4%	5%	3%	3%	3%	4%	5%	7%
AWARE BUT NEVER USED	289	62	107	120	142	147	33	29	55	52	54	66
	24%	22%	25%	26%	24%	25%	24%	20%	25%	24%	23%	28%
TOTAL AWARE	724	168	281	275	356	368	83	85	135	145	138	138
	61%	61%	64%	59%	61%	62%	62%	60%	62%	67%	59%	59%
										j		
TOTAL NOT AWARE	458	110	155	193	232	225	52	58	84	71	96	96
	39%	39%	36%	41%	39%	38%	38%	40%	38%	33%	41%	41%
										i		

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

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

Base : Parents with broadband at home whose child goes online

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2032	431	592	461	548	1023	1009	2032	1087	299	326	320	1696	336	2032
Effective Weighted Sample	1320	305	396	288	333	700	621	1320	1003	262	309	307	1144	176	1320
Total	1182	283	365	245	289	648	534	1182	1006	101	51	24	1026	156	1182
AWARE AND USE	385 33%	94 33%	126 34%	70 29%	95 33%	220 34%	165 31%	385 33%	336 33%	20 20%	25 49%	4 15%	330 32%	55 35%	385 33%
									ik		hiklmn		ik	ik	ik
AWARE AND STOPPED USING	51 4%	8 3%	9 3%	20 8%	13 4%	18 3%	33 6%	51 4%	46 5%	4 4%	* *%	1 4%	44 4%	6 4%	51 4%
				abeg			abe		j	j		j	j	j	j
AWARE BUT NEVER USED	289 24%	81 29%	87 24%	52 21%	69 24%	168 26%	121 23%	289 24%	233 23%	38 38%	11 23%	6 26%	254 25%	35 23%	289 24%
		cf								hijklmn					
TOTAL AWARE	724 61%	183 65%	222 61%	142 58%	176 61%	405 63%	319 60%	724 61%	614 61%	63 62%	36 72%	11 45%	628 61%	96 62%	724 61%
									k	k	hiklmn		k	k	k
TOTAL NOT AWARE	458 39%	100 35%	143 39%	102 42%	113 39%	242 37%	215 40%	458 39%	392 39%	38 38%	14 28%	13 55%	399 39%	59 38%	458 39%
									j	j		hijklmn	j	j	j

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

Any break column with 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	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		a	~b	c	d	e	f	~g	h	~i	j	k	l	~m	n	o
Unweighted total	2032	275	92	115	116	598	394	99	115	98	706	408	104	95	102	709
Effective Weighted Sample	1320	253	88	114	115	343	360	93	113	97	465	383	93	92	101	502
Total	1182	234	23	14	7	278	369	33	19	8	428	395	44	18	9	466
AWARE AND USE	385	85	**	6	1	97	139	**	9	**	158	111	7	**	1	128
	33%	36%	**	47%	13%	35%	38%	**	50%	**	37%	28%	16%	**	13%	28%
		d		de		d			fj			ln				ln
AWARE AND STOPPED USING	51	9	**	-	*	9	14	**	*	**	15	23	3	**	*	26
	4%	4%	**	-%	3%	3%	4%	**	1%	**	3%	6%	8%	**	5%	6%
		c														
AWARE BUT NEVER USED	289	50	**	4	2	62	88	**	4	**	107	94	20	**	3	120
	24%	21%	**	27%	27%	22%	24%	**	21%	**	25%	24%	45%	**	28%	26%
													kno			
TOTAL AWARE	724	144	**	10	3	168	242	**	13	**	280	228	30	**	4	275
	61%	61%	**	74%	42%	61%	66%	**	72%	**	65%	58%	68%	**	46%	59%
		d		ade		d						n	n			n
TOTAL NOT AWARE	458	91	**	4	4	110	127	**	5	**	148	166	14	**	5	191
	39%	39%	**	26%	58%	39%	34%	**	28%	**	35%	42%	32%	**	54%	41%
		c			ace	c									klo	

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

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

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

Base : Parents with broadband at home whose child goes online

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2032	598	719	715	974	1058	275	323	334	385	365	350
Effective Weighted Sample	1320	343	476	505	646	674	157	187	219	260	273	235
Total	1182	278	436	468	589	593	135	143	219	217	234	234
AWARE AND USE	265	66	115	84	155	110	35	31	69	46	51	33
	22%	24%	26%	18%	26%	19%	26%	22%	32%	21%	22%	14%
		c	c		e		k	k	gijk	k	k	
AWARE BUT DO NOT USE	335	67	122	146	154	181	37	30	51	71	66	80
	28%	24%	28%	31%	26%	30%	27%	21%	23%	33%	28%	34%
				a						gh		gh
TOTAL AWARE	600	133	237	230	309	291	72	61	120	117	117	112
	51%	48%	54%	49%	52%	49%	53%	43%	55%	54%	50%	48%
									g	g		
TOTAL NOT AWARE	582	145	199	238	280	303	63	81	99	100	117	121
	49%	52%	46%	51%	48%	51%	47%	57%	45%	46%	50%	52%
								hi				

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

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

Base : Parents with broadband at home whose child goes online

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2032	431	592	461	548	1023	1009	2032	1087	299	326	320	1696	336	2032
Effective Weighted Sample	1320	305	396	288	333	700	621	1320	1003	262	309	307	1144	176	1320
Total	1182	283	365	245	289	648	534	1182	1006	101	51	24	1026	156	1182
AWARE AND USE	265 22%	59 21%	83 23%	54 22%	68 24%	142 22%	123 23%	265 22%	220 k	23 23%	19 37%	3 13%	226 22%	39 25%	265 22%
										k	hiklmn		k	k	k
AWARE BUT DO NOT USE	335 28%	97 34%	89 25%	71 29%	77 27%	187 29%	148 28%	335 28%	278 j	39 38%	11 21%	7 29%	287 28%	47 30%	335 28%
		bdfg							j	hijkl		j	j	j	j
TOTAL AWARE	600 51%	156 55%	173 47%	125 51%	145 50%	329 51%	271 51%	600 51%	498 k	62 61%	29 58%	10 42%	514 50%	86 55%	600 51%
		b							k	hkln	hkln		k	k	k
TOTAL NOT AWARE	582 49%	127 45%	192 53%	120 49%	144 50%	318 49%	264 49%	582 49%	508 50%	39 39%	21 42%	14 58%	513 50%	70 45%	582 49%
			a						ij			hijklmn	ij		ij

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

Any break column with 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	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		a	~b	c	d	e	f	~g	h	~i	j	k	l	~m	n	o
Unweighted total	2032	275	92	115	116	598	394	99	115	98	706	408	104	95	102	709
Effective Weighted Sample	1320	253	88	114	115	343	360	93	113	97	465	383	93	92	101	502
Total	1182	234	23	14	7	278	369	33	19	8	428	395	44	18	9	466
AWARE AND USE	265	56	**	5	1	66	95	**	8	**	115	69	8	**	1	84
	22%	24%	**	34%	15%	24%	26%	**	42%	**	27%	17%	18%	**	8%	18%
				de					fj			n	n			n
AWARE BUT DO NOT USE	335	54	**	3	2	67	106	**	3	**	120	117	22	**	3	146
	28%	23%	**	23%	27%	24%	29%	**	17%	**	28%	30%	50%	**	34%	31%
							h				h		kno			
TOTAL AWARE	600	110	**	8	3	133	202	**	11	**	235	185	30	**	4	230
	51%	47%	**	56%	43%	48%	55%	**	59%	**	55%	47%	68%	**	42%	49%
				d									kno			
TOTAL NOT AWARE	582	124	**	6	4	145	167	**	8	**	193	209	14	**	5	236
	49%	53%	**	44%	57%	52%	45%	**	41%	**	45%	53%	32%	**	58%	51%
					c							l			l	l

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

Any break column with 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

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2032	598	719	715	974	1058	275	323	334	385	365	350
Effective Weighted Sample	1320	343	476	505	646	674	157	187	219	260	273	235
Total	1182	278	436	468	589	593	135	143	219	217	234	234
AWARE AND USE	494	117	214	163	266	228	66	51	114	99	86	78
	42%	42%	49%	35%	45%	38%	49%	36%	52%	46%	37%	33%
		c	c		e		gjk		gjk	gjk		
AWARE BUT DO NOT USE	310	67	100	142	139	170	28	39	48	52	63	79
	26%	24%	23%	30%	24%	29%	21%	27%	22%	24%	27%	34%
				ab		d						fhi
TOTAL AWARE	804	185	314	306	405	399	95	90	162	151	148	157
	68%	66%	72%	65%	69%	67%	70%	63%	74%	70%	63%	67%
			c						gj			
TOTAL NOT AWARE	378	93	122	162	183	195	41	53	57	65	86	77
	32%	34%	28%	35%	31%	33%	30%	37%	26%	30%	37%	33%
				b				h			h	

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

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

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

Base : Parents with broadband at home whose child goes online

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2032	431	592	461	548	1023	1009	2032	1087	299	326	320	1696	336	2032
Effective Weighted Sample	1320	305	396	288	333	700	621	1320	1003	262	309	307	1144	176	1320
Total	1182	283	365	245	289	648	534	1182	1006	101	51	24	1026	156	1182
AWARE AND USE	494	127	146	101	120	273	221	494	416	42	26	11	432	63	494
	42%	45%	40%	41%	42%	42%	41%	42%	41%	41%	51%	47%	42%	40%	42%
AWARE BUT DO NOT USE	310	76	98	65	71	174	136	310	265	31	8	6	272	37	310
	26%	27%	27%	26%	25%	27%	25%	26%	j	jk	15%	23%	27%	24%	26%
TOTAL AWARE	804	203	244	165	192	447	357	804	681	73	33	17	704	100	804
	68%	72%	67%	68%	66%	69%	67%	68%	68%	72%	66%	70%	69%	64%	68%
TOTAL NOT AWARE	378	80	121	79	98	201	177	378	325	28	17	7	322	56	378
	32%	28%	33%	32%	34%	31%	33%	32%	32%	28%	34%	30%	31%	36%	32%

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

Any break column with 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	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		a	~b	c	d	e	f	~g	h	~i	j	k	l	~m	n	o
Unweighted total	2032	275	92	115	116	598	394	99	115	98	706	408	104	95	102	709
Effective Weighted Sample	1320	253	88	114	115	343	360	93	113	97	465	383	93	92	101	502
Total	1182	234	23	14	7	278	369	33	19	8	428	395	44	18	9	466
AWARE AND USE	494	96	**	7	3	117	183	**	11	**	212	136	15	**	4	163
	42%	41%	**	51%	42%	42%	49%	**	58%	**	50%	35%	34%	**	47% ko	35%
AWARE BUT DO NOT USE	310	58	**	2	2	67	86	**	3	**	99	119	18	**	2	142
	26%	25%	**	13%	24%	24%	23%	**	14%	**	23%	30%	41%	**	21%	31%
		c			c	c	h				h		kno			
TOTAL AWARE	804	155	**	9	5	185	269	**	13	**	311	255	33	**	6	305
	68%	66%	**	65%	67%	66%	73%	**	72%	**	73%	65%	75%	**	68%	66%
TOTAL NOT AWARE	378	79	**	5	2	93	100	**	5	**	117	140	11	**	3	160
	32%	34%	**	35%	33%	34%	27%	**	28%	**	27%	35%	25%	**	32%	34%

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

Any break column with 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

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2032	598	719	715	974	1058	275	323	334	385	365	350
Effective Weighted Sample	1320	343	476	505	646	674	157	187	219	260	273	235
Total	1182	278	436	468	589	593	135	143	219	217	234	234
AWARE AND USE	204	53	83	68	109	95	29	24	45	38	35	33
	17%	19%	19%	15%	19%	16%	21%	17%	21%	18%	15%	14%
AWARE BUT DO NOT USE	286	53	104	129	136	150	27	25	48	56	60	69
	24%	19%	24%	28%	23%	25%	20%	18%	22%	26%	26%	30%
				a							g	fg
TOTAL AWARE	490	106	187	198	245	245	56	50	93	93	96	102
	41%	38%	43%	42%	42%	41%	42%	35%	43%	43%	41%	44%
TOTAL NOT AWARE	692	172	249	271	344	348	79	93	126	123	139	132
	59%	62%	57%	58%	58%	59%	58%	65%	57%	57%	59%	56%

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

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

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

Base : Parents with broadband at home whose child goes online

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2032	431	592	461	548	1023	1009	2032	1087	299	326	320	1696	336	2032
Effective Weighted Sample	1320	305	396	288	333	700	621	1320	1003	262	309	307	1144	176	1320
Total	1182	283	365	245	289	648	534	1182	1006	101	51	24	1026	156	1182
AWARE AND USE	204	55	64	40	45	119	85	204	170	16	16	2	167	37	204
	17%	20%	17%	17%	16%	18%	16%	17%	17%	16%	32%	6%	16%	24%	17%
									k	k	hiklmn		k	hikln	k
AWARE BUT DO NOT USE	286	80	85	52	69	165	121	286	242	29	10	5	251	35	286
	24%	28%	23%	21%	24%	25%	23%	24%	24%	29%	19%	22%	24%	22%	24%
		c								jk			j		j
TOTAL AWARE	490	135	148	92	114	284	206	490	412	45	26	7	418	72	490
	41%	48%	41%	38%	39%	44%	39%	41%	41%	45%	51%	28%	41%	46%	41%
		cdfg							k	k	hklm		k	k	k
TOTAL NOT AWARE	692	147	217	152	176	364	328	692	594	56	25	17	608	83	692
	59%	52%	59%	62%	61%	56%	61%	59%	59%	55%	49%	72%	59%	54%	59%
				a	a		a	a	j			hijklmn	j		j

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

Any break column with 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	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		a	~b	c	d	e	f	~g	h	~i	j	k	l	~m	n	o
Unweighted total	2032	275	92	115	116	598	394	99	115	98	706	408	104	95	102	709
Effective Weighted Sample	1320	253	88	114	115	343	360	93	113	97	465	383	93	92	101	502
Total	1182	234	23	14	7	278	369	33	19	8	428	395	44	18	9	466
AWARE AND USE	204	45	**	4	1	53	68	**	8	**	82	58	6	**	*	68
	17%	19%	**	31%	8%	19%	18%	**	42%	**	19%	15%	13%	**	4%	15%
		d		ade		d			fj			n	n			n
AWARE BUT DO NOT USE	286	44	**	3	1	53	90	**	4	**	104	108	16	**	2	129
	24%	19%	**	18%	21%	19%	24%	**	19%	**	24%	27%	37%	**	19%	28%
												n	n			
TOTAL AWARE	490	89	**	7	2	106	157	**	11	**	186	166	22	**	2	197
	41%	38%	**	49%	29%	38%	43%	**	61%	**	43%	42%	50%	**	23%	42%
				ade					fj			n	n			n
TOTAL NOT AWARE	692	146	**	7	5	172	212	**	7	**	242	229	22	**	7	268
	59%	62%	**	51%	71%	62%	57%	**	39%	**	57%	58%	50%	**	77%	58%
		c			c	c	h				h				klo	

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

Any break column with 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

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2032	598	719	715	974	1058	275	323	334	385	365	350
Effective Weighted Sample	1320	343	476	505	646	674	157	187	219	260	273	235
Total	1182	278	436	468	589	593	135	143	219	217	234	234
AWARE AND USE	298	77	141	81	145	153	36	41	72	69	37	44
	25%	28%	32%	17%	25%	26%	27%	28%	33%	32%	16%	19%
		c	c				j	jk	jk	jk		
AWARE BUT DO NOT USE	280	55	103	122	139	140	33	23	55	48	52	70
	24%	20%	24%	26%	24%	24%	24%	16%	25%	22%	22%	30%
				a					g			gi
TOTAL AWARE	578	132	243	203	285	294	69	63	127	117	89	114
	49%	48%	56%	43%	48%	49%	51%	44%	58%	54%	38%	49%
			ac				j		gj	gj		j
TOTAL NOT AWARE	604	146	193	265	304	300	66	80	93	100	145	120
	51%	52%	44%	57%	52%	51%	49%	56%	42%	46%	62%	51%
		b		b				hi			fhik	

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

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

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

Base : Parents with broadband at home whose child goes online

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2032	431	592	461	548	1023	1009	2032	1087	299	326	320	1696	336	2032
Effective Weighted Sample	1320	305	396	288	333	700	621	1320	1003	262	309	307	1144	176	1320
Total	1182	283	365	245	289	648	534	1182	1006	101	51	24	1026	156	1182
AWARE AND USE	298	72	96	57	73	168	130	298	256	24	15	4	251	47	298
	25%	25%	26%	23%	25%	26%	24%	25%	25%	24%	29%	17%	24%	30%	25%
									k	k	k		k	k	k
AWARE BUT DO NOT USE	280	80	85	55	59	165	115	280	237	29	10	4	246	33	280
	24%	28%	23%	23%	21%	25%	21%	24%	24%	28%	19%	18%	24%	21%	24%
		df							k	jk			k		k
TOTAL AWARE	578	152	181	112	133	333	245	578	493	53	24	8	498	80	578
	49%	54%	50%	46%	46%	51%	46%	49%	49%	52%	48%	35%	49%	52%	49%
		cdf				f			k	k	k		k	k	k
TOTAL NOT AWARE	604	130	184	133	157	314	289	604	513	48	27	16	529	75	604
	51%	46%	50%	54%	54%	49%	54%	51%	51%	48%	52%	65%	51%	48%	51%
				a	a		ae					hijklmn			

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

Any break column with 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	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		a	~b	c	d	e	f	~g	h	~i	j	k	l	~m	n	o
Unweighted total	2032	275	92	115	116	598	394	99	115	98	706	408	104	95	102	709
Effective Weighted Sample	1320	253	88	114	115	343	360	93	113	97	465	383	93	92	101	502
Total	1182	234	23	14	7	278	369	33	19	8	428	395	44	18	9	466
AWARE AND USE	298	63	**	5	1	77	119	**	7	**	138	71	6	**	1	81
	25%	27%	**	35%	18%	28%	32%	**	39%	**	32%	18%	13%	**	13%	17%
				d		d										
AWARE BUT DO NOT USE	280	48	**	2	1	55	89	**	3	**	103	100	17	**	2	122
	24%	21%	**	14%	17%	20%	24%	**	18%	**	24%	25%	38%	**	17%	26%
													kno			
TOTAL AWARE	578	112	**	7	2	132	208	**	11	**	241	171	22	**	3	203
	49%	48%	**	49%	35%	48%	56%	**	57%	**	56%	43%	51%	**	31%	44%
		d		d		d						n	n			n
TOTAL NOT AWARE	604	123	**	7	4	146	161	**	8	**	188	224	21	**	6	263
	51%	52%	**	51%	65%	52%	44%	**	43%	**	44%	57%	49%	**	69%	56%
					ace										klo	

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

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

QP31G/ QP32G SUMMARY OF AWARENESS AND USE - Change the settings on your child's phone or tablet to stop any apps being downloaded

Base : Parents whose child uses a smartphone or tablet computer

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2082	611	742	729	1004	1078	288	323	342	400	374	355
Effective Weighted Sample	1352	354	489	515	670	683	169	187	223	269	280	238
Total	1199	281	442	477	604	595	145	136	219	223	241	236
AWARE AND USE	249	60	107	82	121	128	32	28	48	59	41	41
	21%	21%	24%	17%	20%	22%	22%	21%	22%	26%	17%	18%
			c							jk		
AWARE BUT DO NOT USE	309	70	114	126	147	162	38	32	59	55	50	75
	26%	25%	26%	26%	24%	27%	26%	24%	27%	25%	21%	32%
											j	
TOTAL AWARE	559	130	221	208	269	290	70	60	107	114	91	117
	47%	46%	50%	44%	44%	49%	48%	44%	49%	51%	38%	50%
			c				j		j	j		j
TOTAL NOT AWARE	640	151	221	268	335	305	75	76	111	110	149	119
	53%	54%	50%	56%	56%	51%	52%	56%	51%	49%	62%	50%
				b							fhik	

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

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

QP31G/ QP32G SUMMARY OF AWARENESS AND USE - Change the settings on your child's phone or tablet to stop any apps being downloaded

Base : Parents whose child uses a smartphone or tablet computer

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2082	433	600	472	577	1033	1049	2082	1097	327	328	330	1738	344	2082
Effective Weighted Sample	1352	304	401	298	352	705	649	1352	1010	283	311	308	1168	184	1352
Total	1199	279	367	250	302	646	552	1199	1009	113	52	26	1036	163	1199
AWARE AND USE	249	61	82	46	61	143	107	249	209	21	17	3	212	37	249
	21%	22%	22%	18%	20%	22%	19%	21%	21%	19%	32%	10%	20%	23%	21%
									k	k	hiklmn		k	k	k
AWARE BUT DO NOT USE	309	82	106	55	67	188	122	309	258	37	9	5	262	47	309
	26%	29%	29%	22%	22%	29%	22%	26%	26%	33%	17%	20%	25%	29%	26%
		cdf	cdf			cdf			jk	hijkln			j	jk	jk
TOTAL AWARE	559	143	187	101	128	330	229	559	467	58	26	8	474	85	559
	47%	51%	51%	40%	42%	51%	41%	47%	46%	52%	49%	30%	46%	52%	47%
		cdf	cdf			cdf		cf	k	k	k		k	k	k
TOTAL NOT AWARE	640	136	180	149	175	316	324	640	541	55	26	18	562	78	640
	53%	49%	49%	60%	58%	49%	59%	53%	54%	48%	51%	70%	54%	48%	53%
				abeg	abe		abeg					hijklmn			

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

Any break column with 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	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		a	~b	c	d	e	f	g	h	i	j	k	l	~m	n	o
Unweighted total	2082	235	96	111	106	548	387	102	116	100	705	412	106	97	102	717
Effective Weighted Sample	1352	216	91	110	105	306	353	95	114	99	461	387	95	94	101	508
Total	1199	199	23	13	6	242	361	33	19	8	421	399	44	19	9	471
AWARE AND USE	249	41	**	6	1	52	89	7	8	1	106	71	8	**	1	82
	21%	21%	**	41%	9%	22%	25%	22%	43%	16%	25%	18%	17%	**	8%	17%
		d		ade		d			fgij			n				n
AWARE BUT DO NOT USE	309	52	**	2	1	61	95	11	3	2	110	103	17	**	1	126
	26%	26%	**	16%	19%	25%	26%	32%	15%	19%	26%	26%	39%	**	16%	27%
		c				c	h	hi			h	n	kno			n
TOTAL AWARE	559	94	**	8	2	113	184	18	11	3	216	174	25	**	2	208
	47%	47%	**	57%	28%	47%	51%	54%	58%	36%	51%	44%	56%	**	24%	44%
		d		d		d	i	i	i		i	n	kno			n
TOTAL NOT AWARE	640	106	**	6	5	129	177	15	8	5	205	224	20	**	7	263
	53%	53%	**	43%	72%	53%	49%	46%	42%	64%	49%	56%	44%	**	76%	56%
					ace					fghj		l			klo	l

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

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

QP31H/ QP32H SUMMARY OF AWARENESS AND USE - Change the settings on your child's phone or tablet to stop any in-app purchases

Base : Parents whose child uses a smartphone or tablet computer

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2082	611	742	729	1004	1078	288	323	342	400	374	355
Effective Weighted Sample	1352	354	489	515	670	683	169	187	223	269	280	238
Total	1199	281	442	477	604	595	145	136	219	223	241	236
AWARE AND USE	258	59	116	83	127	131	30	29	52	65	45	38
	22%	21%	26% c	17%	21%	22%	21%	21%	24% k	29% jk	19%	16%
AWARE BUT DO NOT USE	279	65	92	122	139	140	36	29	49	44	54	68
	23%	23%	21%	26%	23%	24%	25%	21%	22%	20%	22%	29% i
TOTAL AWARE	537	123	209	205	265	271	66	57	100	108	99	106
	45%	44%	47%	43%	44%	46%	45%	42%	46%	49%	41%	45%
TOTAL NOT AWARE	662	157	233	272	339	323	79	78	118	115	141	130
	55%	56%	53%	57%	56%	54%	55%	58%	54%	51%	59%	55%

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

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

QP31H/ QP32H SUMMARY OF AWARENESS AND USE - Change the settings on your child's phone or tablet to stop any in-app purchases

Base : Parents whose child uses a smartphone or tablet computer

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2082	433	600	472	577	1033	1049	2082	1097	327	328	330	1738	344	2082
Effective Weighted Sample	1352	304	401	298	352	705	649	1352	1010	283	311	308	1168	184	1352
Total	1199	279	367	250	302	646	552	1199	1009	113	52	26	1036	163	1199
AWARE AND USE	258	61	86	49	61	147	111	258	211	27	17	3	217	41	258
	22%	22%	23%	20%	20%	23%	20%	22%	21%	24%	33%	11%	21%	25%	22%
									k	k	hikln		k	k	k
AWARE BUT DO NOT USE	279	77	86	49	66	163	116	279	232	35	7	5	236	43	279
	23%	28%	23%	20%	22%	25%	21%	23%	23%	31%	14%	20%	23%	26%	23%
		cf							j	hijkln			j	j	j
TOTAL AWARE	537	139	172	99	128	310	226	537	442	62	24	8	453	84	537
	45%	50%	47%	39%	42%	48%	41%	45%	44%	55%	47%	31%	44%	51%	45%
		cf				cf			k	hkln	k		k	k	k
TOTAL NOT AWARE	662	141	195	151	175	336	326	662	566	51	27	18	583	79	662
	55%	50%	53%	61%	58%	52%	59%	55%	56%	45%	53%	69%	56%	49%	55%
				ae			ae		i			hijlmn	i		i

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

Any break column with 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	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		a	~b	c	d	e	f	g	h	i	j	k	l	~m	n	o
Unweighted total	2082	235	96	111	106	548	387	102	116	100	705	412	106	97	102	717
Effective Weighted Sample	1352	216	91	110	105	306	353	95	114	99	461	387	95	94	101	508
Total	1199	199	23	13	6	242	361	33	19	8	421	399	44	19	9	471
AWARE AND USE	258	39	**	6	*	53	97	8	8	1	114	68	10	**	1	83
	22%	20%	**	42%	7%	22%	27%	24%	43%	12%	27%	17%	22%	**	16%	18%
		d		ade		d	i	i	fgij		i					
AWARE BUT DO NOT USE	279	47	**	1	1	56	76	8	2	2	89	101	16	**	1	122
	23%	23%	**	10%	19%	23%	21%	24%	13%	22%	21%	25%	36%	**	15%	26%
		c				c		h				n	kno			n
TOTAL AWARE	537	86	**	7	2	108	173	16	10	3	203	169	26	**	3	204
	45%	43%	**	52%	26%	45%	48%	49%	56%	34%	48%	42%	58%	**	31%	43%
		d		d		d	i	i	i		i	n	kno			n
TOTAL NOT AWARE	662	113	**	6	5	134	188	17	8	5	219	230	18	**	6	266
	55%	57%	**	48%	74%	55%	52%	51%	44%	66%	52%	58%	42%	**	69%	57%
					ace					fghj		l			klo	l

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

Any break column with 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

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2082	611	742	729	1004	1078	288	323	342	400	374	355
Effective Weighted Sample	1352	354	489	515	670	683	169	187	223	269	280	238
Total	1199	281	442	477	604	595	145	136	219	223	241	236
AWARE AND USE	225	47	100	78	118	107	23	24	53	47	42	36
	19%	17%	23%	16%	20%	18%	16%	18%	24%	21%	17%	15%
			ac						fk			
AWARE BUT DO NOT USE	311	73	111	127	143	169	39	33	49	62	54	73
	26%	26%	25%	27%	24%	28%	27%	25%	23%	28%	22%	31%
						d						hj
TOTAL AWARE	536	120	211	205	261	276	62	58	103	109	96	109
	45%	43%	48%	43%	43%	46%	43%	43%	47%	49%	40%	46%
										j		
TOTAL NOT AWARE	662	161	230	271	343	319	83	78	116	115	145	127
	55%	57%	52%	57%	57%	54%	57%	57%	53%	51%	60%	54%
											i	

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

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

QP31I/ QP32I SUMMARY OF AWARENESS AND USE - Parental control software or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device

Base : Parents whose child uses a smartphone or tablet computer

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2082	433	600	472	577	1033	1049	2082	1097	327	328	330	1738	344	2082
Effective Weighted Sample	1352	304	401	298	352	705	649	1352	1010	283	311	308	1168	184	1352
Total	1199	279	367	250	302	646	552	1199	1009	113	52	26	1036	163	1199
AWARE AND USE	225 19%	57 21%	68 19%	44 18%	55 18%	125 19%	100 18%	225 19%	195 19%	16 14%	13 25%	2 6%	191 18%	34 21%	225 19%
									ik	k	hikln		k	k	k
AWARE BUT DO NOT USE	311 26%	88 31%	94 26%	61 24%	68 23%	182 28%	129 23%	311 26%	262 26%	35 31%	10 19%	5 19%	267 26%	45 27%	311 26%
		df				f			jk	jk			jk	jk	jk
TOTAL AWARE	536 45%	145 52%	163 44%	105 42%	124 41%	308 48%	229 41%	536 45%	457 45%	51 45%	23 44%	6 25%	458 44%	78 48%	536 45%
		bcdg				df			k	k	k		k	k	k
TOTAL NOT AWARE	662 55%	134 48%	204 56%	145 58%	179 59%	339 52%	323 59%	662 55%	552 55%	62 55%	29 56%	20 75%	578 56%	84 52%	662 55%
			a	a	ae		ae	a				hijlmn			

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

Any break column with 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	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		a	~b	c	d	e	f	g	h	i	j	k	l	~m	n	o
Unweighted total	2082	235	96	111	106	548	387	102	116	100	705	412	106	97	102	717
Effective Weighted Sample	1352	216	91	110	105	306	353	95	114	99	461	387	95	94	101	508
Total	1199	199	23	13	6	242	361	33	19	8	421	399	44	19	9	471
AWARE AND USE	225	37	**	4	*	44	85	6	7	1	98	69	6	**	*	78
	19%	18%	**	26%	3%	18%	23%	17%	37%	11%	23%	17%	13%	**	4%	16%
		d		d		d	i		fgij		i	n	n			n
AWARE BUT DO NOT USE	311	52	**	3	2	61	93	10	3	1	108	105	16	**	2	126
	26%	26%	**	21%	25%	25%	26%	31%	18%	13%	26%	26%	37%	**	23%	27%
							i	hi			i		kno			
TOTAL AWARE	536	89	**	6	2	105	178	16	10	2	206	174	22	**	2	204
	45%	45%	**	47%	28%	43%	49%	49%	55%	24%	49%	44%	50%	**	27%	43%
		d		d		d	i	i	i		i	n	n			n
TOTAL NOT AWARE	662	110	**	7	4	138	183	17	8	6	215	225	22	**	7	267
	55%	55%	**	53%	72%	57%	51%	51%	45%	76%	51%	56%	50%	**	73%	57%
					ace					fghj					klo	

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

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

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

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

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	648	155	267	226	320	328	77	78	124	143	119	107
Effective Weighted Sample	454	102	187	165	231	223	49	53	89	100	94	72
Total	425	90	177	157	222	203	46	44	93	84	83	74
DO YOU FIND THIS TOOL USEFUL?												
Yes	392	82	169	142	204	188	**	**	88	80	75	67
	92%	90%	95%	90%	92%	93%	**	**	95%	95%	90%	91%
No	16	5	4	7	10	6	**	**	1	3	5	1
	4%	6%	2%	4%	4%	3%	**	**	1%	4%	6%	2%
Don't know	16	3	4	9	8	8	**	**	3	1	3	6
	4%	4%	2%	6%	4%	4%	**	**	4%	1%	4%	8% i
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?												
Too much	19	2	7	10	8	11	**	**	2	6	5	5
	5%	2%	4%	6%	4%	6%	**	**	2%	7%	6%	7%
Too little	62	9	25	27	29	33	**	**	13	12	13	14
	15%	10%	14%	17%	13%	16%	**	**	14%	14%	16%	19%
The right amount	311	70	135	105	166	145	**	**	71	65	58	47
	73%	78%	76%	67%	75%	72%	**	**	76%	76%	71%	63%
Don't know	33	9	9	14	19	13	**	**	7	2	6	8
	8%	10%	5%	9%	9%	7%	**	**	7%	3%	8%	11% i
CAN YOUR CHILD GET AROUND THIS TOOL?												
Yes	58	5	22	31	35	23	**	**	13	9	18	12
	14%	6%	13%	20% a	16%	11%	**	**	14%	11%	22% i	17%
No	310	83	134	93	153	157	**	**	68	66	43	49
	73%	92% bc	76% c	59%	69%	77%	**	**	73% j	78% j	52%	66%
Don't know	57	2	21	34	33	24	**	**	12	10	21	13
	13%	3%	12% a	21% ab	15%	12%	**	**	12%	11%	25% hi	17%

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.
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.

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

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

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	~k	l	m	n
Unweighted total	648	154	192	156	146	346	302	648	387	105	98	58	545	103	648
Effective Weighted Sample	454	112	141	103	99	254	202	454	358	94	94	55	383	72	454
Total	425	110	137	87	90	248	177	425	369	36	15	5	353	72	425
DO YOU FIND THIS TOOL USEFUL?															
Yes	392 92%	101 92%	129 94%	78 89%	85 94%	230 93%	162 92%	392 92%	338 92%	36 99% hln	** **	** **	324 92%	68 95%	392 92%
No	16 4%	6 5%	3 2%	5 6%	2 3%	9 3%	8 4%	16 4%	16 4%	* 1%	** **	** **	14 4%	2 3%	16 4%
Don't know	16 4%	4 3%	5 4%	4 4%	3 4%	9 4%	7 4%	16 4%	15 4% i	- -%	** **	** **	14 4%	2 3%	16 4%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?															
Too much	19 5%	7 6%	5 4%	1 1%	6 7%	12 5%	7 4%	19 5%	18 5%	1 3%	** **	** **	12 3%	8 11% iln	19 5%
Too little	62 15%	19 17% d	22 16% d	17 19% d	3 4%	42 17% d	20 11% d	62 15% d	55 15%	4 12%	** **	** **	56 16%	6 8%	62 15%
The right amount	311 73%	77 70%	99 72%	62 72%	72 80%	176 71%	135 76%	311 73%	270 73%	28 77%	** **	** **	258 73%	53 74%	311 73%
Don't know	33 8%	7 6%	11 8%	7 8%	9 10%	18 7%	15 9%	33 8%	27 7%	3 8%	** **	** **	28 8%	5 7%	33 8%
CAN YOUR CHILD GET AROUND THIS TOOL?															
Yes	58 14%	13 11%	19 14%	11 13%	15 17%	32 13%	26 15%	58 14%	47 13%	7 19%	** **	** **	46 13%	12 16%	58 14%
No	310 73%	79 71%	102 74%	63 73%	67 74%	180 73%	130 73%	310 73%	273 74%	24 68%	** **	** **	258 73%	52 72%	310 73%
Don't know	57 13%	19 17%	17 12%	13 15%	8 9%	36 14%	21 12%	57 13%	49 13%	5 13%	** **	** **	49 14%	8 12%	57 13%

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

Prepared by Critical Research : 0203 643 9043

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.
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.

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	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	e	f	~g	~h	~i	j	k	~l	~m	~n	o
Unweighted total	648	87	25	29	14	155	162	42	43	18	265	137	37	25	25	224
Effective Weighted Sample	454	81	24	29	14	102	148	40	42	18	187	128	33	24	25	164
Total	425	80	7	3	1	90	154	14	7	1	177	134	15	4	2	156
DO YOU FIND THIS TOOL USEFUL?																
Yes	392	**	**	**	**	82	147	**	**	**	168	120	**	**	**	141
	92%	**	**	**	**	90%	95%	**	**	**	95%	89%	**	**	**	90%
No	16	**	**	**	**	5	4	**	**	**	4	6	**	**	**	7
	4%	**	**	**	**	6%	3%	**	**	**	2%	5%	**	**	**	4%
Don't know	16	**	**	**	**	3	4	**	**	**	4	8	**	**	**	9
	4%	**	**	**	**	4%	2%	**	**	**	2%	6%	**	**	**	6%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?																
Too much	19	**	**	**	**	2	7	**	**	**	7	9	**	**	**	10
	5%	**	**	**	**	2%	5%	**	**	**	4%	6%	**	**	**	6%
Too little	62	**	**	**	**	9	23	**	**	**	25	23	**	**	**	27
	15%	**	**	**	**	10%	15%	**	**	**	14%	17%	**	**	**	17%
The right amount	311	**	**	**	**	70	118	**	**	**	135	91	**	**	**	105
	73%	**	**	**	**	78%	76%	**	**	**	76%	67%	**	**	**	67%
Don't know	33	**	**	**	**	9	6	**	**	**	9	12	**	**	**	14
	8%	**	**	**	**	10%	4%	**	**	**	5%	9%	**	**	**	9%
CAN YOUR CHILD GET AROUND THIS TOOL?																
Yes	58	**	**	**	**	5	19	**	**	**	22	24	**	**	**	31
	14%	**	**	**	**	6%	12%	**	**	**	12%	18%	**	**	**	20%
No	310	**	**	**	**	83	118	**	**	**	134	81	**	**	**	92
	73%	**	**	**	**	92%	76%	**	**	**	76%	60%	**	**	**	59%
Don't know	57	**	**	**	**	2	18	**	**	**	21	30	**	**	**	34
	13%	**	**	**	**	3%	11%	**	**	**	12%	22%	**	**	**	21%

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

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

QP34B/ QP35B/ QP36B FEEDBACK FROM USERS OF - Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield) (SINGLE CODE)

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

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	~f	~g	h	i	j	~k
Unweighted total	625	185	247	193	301	324	90	95	103	144	108	85
Effective Weighted Sample	423	115	168	140	205	218	54	62	69	101	84	57
Total	385	97	159	129	192	193	46	51	73	85	73	56
DO YOU FIND THIS TOOL USEFUL?												
Yes	352	89	147	116	173	179	**	**	66	81	65	**
	91%	91%	93%	90%	90%	93%	**	**	90%	95%	89%	**
No	26	7	9	10	13	13	**	**	6	3	5	**
	7%	7%	6%	8%	7%	7%	**	**	8%	4%	7%	**
Don't know	7	2	2	3	6	1	**	**	1	1	3	**
	2%	2%	2%	2%	3%	1%	**	**	2%	1%	4%	**
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?												
Too much	16	3	7	6	8	9	**	**	*	7	5	**
	4%	3%	4%	5%	4%	5%	**	**	*%	8% h	7% h	**
Too little	52	14	22	16	26	26	**	**	11	11	10	**
	13%	14%	14%	13%	13%	14%	**	**	14%	13%	14%	**
The right amount	295	76	118	101	147	148	**	**	56	62	54	**
	77%	78%	74%	79%	76%	77%	**	**	77%	72%	74%	**
Don't know	22	5	12	5	12	10	**	**	6	6	4	**
	6%	5%	7%	4%	6%	5%	**	**	8%	7%	5%	**
CAN YOUR CHILD GET AROUND THIS TOOL?												
Yes	49	7	20	21	24	25	**	**	8	13	12	**
	13%	8%	13%	17% a	13%	13%	**	**	10%	15%	17%	**
No	288	88	126	74	140	148	**	**	59	67	40	**
	75%	90% bc	80% c	57%	73%	77%	**	**	81% j	78% j	55%	**
Don't know	48	2	12	34	28	20	**	**	6	6	21	**
	12%	2%	7%	26% ab	14%	10%	**	**	8%	7%	29% hi	**

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.
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.

QP34B/ QP35B/ QP36B FEEDBACK FROM USERS OF - Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield) (SINGLE CODE)

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

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	j	~k	l	~m	n
Unweighted total	625	142	193	133	157	335	290	625	363	61	155	46	526	99	625
Effective Weighted Sample	423	101	132	85	106	233	191	423	334	55	146	43	364	58	423
Total	385	94	126	70	95	220	165	385	336	20	25	4	330	55	385
DO YOU FIND THIS TOOL USEFUL?															
Yes	352	83	115	67	87	197	154	352	307	**	22	**	302	**	352
	91%	88%	91%	95%	92%	90%	93%	91%	91%	**	89%	**	92%	**	91%
No	26	10	7	3	7	17	10	26	23	**	2	**	21	**	26
	7%	11%	5%	4%	7%	8%	6%	7%	7%	**	8%	**	6%	**	7%
Don't know	7	1	5	1	1	6	1	7	6	**	1	**	7	**	7
	2%	1%	4%	1%	1%	3%	1%	2%	2%	**	4%	**	2%	**	2%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?															
Too much	16	5	5	3	4	9	7	16	15	**	1	**	15	**	16
	4%	5%	4%	5%	4%	4%	4%	4%	4%	**	4%	**	5%	**	4%
Too little	52	15	21	8	9	35	16	52	47	**	3	**	48	**	52
	13%	16%	16%	11%	9%	16%	10%	13%	14%	**	11%	**	14%	**	13%
The right amount	295	69	90	57	79	159	136	295	256	**	19	**	248	**	295
	77%	74%	71%	81%	84%	72%	82%	77%	76%	**	76%	**	75%	**	77%
Don't know	22	5	11	3	3	16	6	22	18	**	2	**	19	**	22
	6%	5%	9%	4%	3%	7%	3%	6%	5%	**	9%	**	6%	**	6%
CAN YOUR CHILD GET AROUND THIS TOOL?															
Yes	49	13	13	9	15	25	24	49	41	**	3	**	49	**	49
	13%	14%	10%	13%	15%	12%	14%	13%	12%	**	12%	**	15%	**	13%
No	288	65	99	55	69	164	124	288	255	**	17	**	241	**	288
	75%	69%	78%	79%	73%	74%	75%	75%	76%	**	67%	**	73%	**	75%
Don't know	48	16	15	6	11	31	17	48	39	**	5	**	40	**	48
	12%	17%	12%	9%	12%	14%	10%	12%	12%	**	21%	**	12%	**	12%

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

Any break column with 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	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		~a	~b	~c	~d	e	f	~g	~h	~i	j	k	~l	~m	~n	o
Unweighted total	625	97	20	53	15	185	147	24	57	17	245	118	16	45	13	192
Effective Weighted Sample	423	90	19	53	15	115	134	23	56	17	167	110	14	43	13	139
Total	385	85	5	6	1	97	139	8	9	1	158	111	7	9	1	128
DO YOU FIND THIS TOOL USEFUL?																
Yes	352	**	**	**	**	89	129	**	**	**	146	101	**	**	**	115
	91%	**	**	**	**	91%	92%	**	**	**	93%	90%	**	**	**	90%
No	26	**	**	**	**	7	9	**	**	**	9	8	**	**	**	10
	7%	**	**	**	**	7%	6%	**	**	**	6%	7%	**	**	**	8%
Don't know	7	**	**	**	**	2	2	**	**	**	2	3	**	**	**	3
	2%	**	**	**	**	2%	2%	**	**	**	2%	2%	**	**	**	2%
DOES THIS TOOL BLOCK TOO MUCH OR TOO LITTLE CONTENT?																
Too much	16	**	**	**	**	3	6	**	**	**	7	6	**	**	**	6
	4%	**	**	**	**	3%	5%	**	**	**	5%	5%	**	**	**	5%
Too little	52	**	**	**	**	14	19	**	**	**	22	14	**	**	**	16
	13%	**	**	**	**	14%	14%	**	**	**	14%	13%	**	**	**	13%
The right amount	295	**	**	**	**	76	104	**	**	**	117	87	**	**	**	101
	77%	**	**	**	**	78%	74%	**	**	**	74%	78%	**	**	**	79%
Don't know	22	**	**	**	**	5	10	**	**	**	12	5	**	**	**	5
	6%	**	**	**	**	5%	7%	**	**	**	7%	4%	**	**	**	4%
CAN YOUR CHILD GET AROUND THIS TOOL?																
Yes	49	**	**	**	**	7	18	**	**	**	20	17	**	**	**	21
	13%	**	**	**	**	8%	13%	**	**	**	13%	15%	**	**	**	17%
No	288	**	**	**	**	88	112	**	**	**	126	66	**	**	**	73
	75%	**	**	**	**	90%	81%	**	**	**	80%	59%	**	**	**	57%
Don't know	48	**	**	**	**	2	9	**	**	**	12	29	**	**	**	34
	12%	**	**	**	**	2%	7%	**	**	**	7%	26%	**	**	**	26%

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

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QP42A. (SHOWCARD) You said earlier you were aware of but don't use content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to all of the devices using your home broadband service (also known as home network filtering). Here are some reasons that other people have given for not using this particular technical tool or control, do any of these apply? (MULTI CODE)

Base : Parents with broadband at home whose child goes online that are aware of but do not use 'Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to all of the devices using your home broadband service (also known as home network filtering)'

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	528	165	155	208	257	271	82	83	67	88	108	100
Effective Weighted Sample	329	84	100	147	159	170	43	41	41	60	78	71
Total	287	65	93	129	138	149	35	29	43	51	61	69
Trust my child to be sensible/ responsible	148	15	40	93	72	76	**	**	**	**	44	49
	52%	23%	42%	72%	52%	51%	**	**	**	**	73%	72%
			a	ab								
I prefer to use other ways like talking to my child/ supervising them / using rules	134	22	46	66	64	70	**	**	**	**	28	38
	47%	34%	50%	51%	46%	47%	**	**	**	**	47%	54%
			a	a								
Child is always supervised/ always an adult present	74	28	33	13	36	38	**	**	**	**	6	7
	26%	43%	35%	10%	26%	26%	**	**	**	**	10%	10%
		c	c									
Child learns how to be safe on the internet at school	72	6	23	43	35	37	**	**	**	**	20	23
	25%	9%	25%	33%	25%	25%	**	**	**	**	33%	33%
			a	a								
Child is too young/ don't need to worry about this yet	38	25	11	3	19	19	**	**	**	**	1	2
	13%	38%	12%	2%	14%	13%	**	**	**	**	2%	2%
		bc	c									
Wouldn't work/ they'd find a way around any controls	25	2	7	16	12	14	**	**	**	**	6	10
	9%	3%	8%	12%	8%	9%	**	**	**	**	9%	15%
			a									
Don't know how to do this/ too complicated/ time consuming to install/ administer	24	5	7	12	13	12	**	**	**	**	7	6
	8%	8%	7%	10%	9%	8%	**	**	**	**	11%	8%

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

Any break column with 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)'

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	528	165	155	208	257	271	82	83	67	88	108	100
Effective Weighted Sample	329	84	100	147	159	170	43	41	41	60	78	71
Total	287	65	93	129	138	149	35	29	43	51	61	69
They block too much/ get in the way	23	4	3	16	12	12	**	**	**	**	7	9
	8%	6%	4%	13% b	9%	8%	**	**	**	**	12%	13%
They don't block enough	7	2	*	5	3	4	**	**	**	**	2	3
	2%	3%	*%	4%	2%	3%	**	**	**	**	3%	5%
My Internet Service Provider/ISP does not offer this tool/ control	4	-	*	4	3	2	**	**	**	**	3	1
	2%	-%	*%	3%	2%	1%	**	**	**	**	4%	2%
Other reasons	6	3	1	2	-	6	**	**	**	**	-	2
	2%	4%	2%	2%	-%	4% d	**	**	**	**	-%	3%
Don't know	13	1	6	6	6	7	**	**	**	**	2	3
	5%	2%	6%	4%	5%	4%	**	**	**	**	4%	5%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.
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.

QP42A. (SHOWCARD) You said earlier you were aware of but don't use content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to all of the devices using your home broadband service (also known as home network filtering). Here are some reasons that other people have given for not using this particular technical tool or control, do any of these apply? (MULTI CODE)

Base : Parents with broadband at home whose child goes online that are aware of but do not use 'Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to all of the devices using your home broadband service (also known as home network filtering)'

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	k	l	~m	n
Unweighted total	528	114	159	109	146	273	255	528	259	85	74	110	458	70	528
Effective Weighted Sample	329	76	97	70	87	173	156	329	239	74	70	106	300	29	329
Total	287	72	82	59	74	154	133	287	238	30	11	8	264	23	287
Trust my child to be sensible/ responsible	148	34	40	36	38	73	74	148	123	**	**	3	136	**	148
	52%	47%	48%	62%	51%	48%	56%	52%	52%	**	**	41%	52%	**	52% k
I prefer to use other ways like talking to my child/ supervising them / using rules	134	38	38	27	32	75	59	134	112	**	**	4	124	**	134
	47%	53%	46%	46%	43%	49%	44%	47%	47%	**	**	47%	47%	**	47%
Child is always supervised/ always an adult present	74	21	23	17	12	44	30	74	65	**	**	1	71	**	74
	26%	30%	28%	30%	16%	29%	22%	26%	27%	**	**	14%	27%	**	26% k
		d				d			k				k		k
Child learns how to be safe on the internet at school	72	15	21	17	19	36	36	72	63	**	**	2	67	**	72
	25%	20%	26%	29%	25%	23%	27%	25%	26%	**	**	21%	25%	**	25%
Child is too young/ don't need to worry about this yet	38	11	10	11	6	21	17	38	31	**	**	2	33	**	38
	13%	15%	13%	18%	8%	14%	13%	13%	13%	**	**	21%	12%	**	13%
												hln			
Wouldn't work/ they'd find a way around any controls	25	6	9	6	4	15	10	25	21	**	**	*	23	**	25
	9%	8%	11%	10%	6%	10%	8%	9%	9%	**	**	3%	9%	**	9%
Don't know how to do this/ too complicated/ time consuming to install/ administer	24	6	9	4	5	15	9	24	20	**	**	1	21	**	24
	8%	8%	11%	7%	7%	10%	7%	8%	8%	**	**	11%	8%	**	8%
They block too much/ get in the way	23	4	10	6	4	14	9	23	20	**	**	1	18	**	23
	8%	6%	12%	10%	5%	9%	7%	8%	9%	**	**	14%	7%	**	8%
												l			

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

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QP42A. (SHOWCARD) You said earlier you were aware of but don't use content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to all of the devices using your home broadband service (also known as home network filtering). Here are some reasons that other people have given for not using this particular technical tool or control, do any of these apply? (MULTI CODE)

Base : Parents with broadband at home whose child goes online that are aware of but do not use 'Content filters provided by your broadband internet service provider (e.g. BT, TalkTalk, Sky and Virgin Media) where the filters apply to all of the devices using your home broadband service (also known as home network filtering)'

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	k	l	~m	n
Unweighted total	528	114	159	109	146	273	255	528	259	85	74	110	458	70	528
Effective Weighted Sample	329	76	97	70	87	173	156	329	239	74	70	106	300	29	329
Total	287	72	82	59	74	154	133	287	238	30	11	8	264	23	287
They don't block enough	7 2%	2 3%	3 4%	1 2%	1 1%	5 3%	2 1%	7 2%	6 3%	** **	** **	* 3%	7 3%	** **	7 2%
My Internet Service Provider/ISP does not offer this tool/ control	4 2%	- -%	2 3%	1 1%	1 2%	2 1%	2 2%	4 2%	4 2%	** **	** **	- -%	4 2%	** **	4 2%
Other reasons	6 2%	1 1%	1 1%	1 2%	3 4%	2 1%	4 3%	6 2%	6 2%	** **	** **	* 1%	6 2%	** **	6 2%
Don't know	13 5%	6 9%	1 1%	3 5%	3 4%	7 5%	6 4%	13 5%	11 5%	** **	** **	1 9%	13 5%	** **	13 5%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.
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.

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	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	e	~f	~g	~h	~i	j	k	~l	~m	~n	o
Unweighted total	528	61	26	32	46	165	85	20	20	30	155	113	39	22	32	206
Effective Weighted Sample	329	56	24	32	46	84	78	19	20	30	100	106	35	22	32	147
Total	287	52	6	4	3	65	81	7	3	2	93	105	17	4	3	129
Trust my child to be sensible/ responsible	148	**	**	**	**	15	**	**	**	**	40	76	**	**	**	93
	52%	**	**	**	**	23%	**	**	**	**	42%	72%	**	**	**	72%
I prefer to use other ways like talking to my child/ supervising them / using rules	134	**	**	**	**	22	**	**	**	**	46	54	**	**	**	66
	47%	**	**	**	**	34%	**	**	**	**	50%	51%	**	**	**	51%
Child is always supervised/ always an adult present	74	**	**	**	**	28	**	**	**	**	33	12	**	**	**	13
	26%	**	**	**	**	43%	**	**	**	**	35%	11%	**	**	**	10%
Child learns how to be safe on the internet at school	72	**	**	**	**	6	**	**	**	**	23	37	**	**	**	43
	25%	**	**	**	**	9%	**	**	**	**	25%	35%	**	**	**	33%
Child is too young/ don't need to worry about this yet	38	**	**	**	**	25	**	**	**	**	11	2	**	**	**	3
	13%	**	**	**	**	38%	**	**	**	**	12%	2%	**	**	**	2%
Wouldn't work/ they'd find a way around any controls	25	**	**	**	**	2	**	**	**	**	7	12	**	**	**	16
	9%	**	**	**	**	3%	**	**	**	**	8%	11%	**	**	**	12%
Don't know how to do this/ too complicated/ time consuming to install/ administer	24	**	**	**	**	5	**	**	**	**	7	10	**	**	**	12
	8%	**	**	**	**	8%	**	**	**	**	7%	9%	**	**	**	10%
They block too much/ get in the way	23	**	**	**	**	4	**	**	**	**	3	15	**	**	**	16
	8%	**	**	**	**	6%	**	**	**	**	4%	14%	**	**	**	13%

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

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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)

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	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	e	~f	~g	~h	~i	j	k	~l	~m	~n	o
Unweighted total	528	61	26	32	46	165	85	20	20	30	155	113	39	22	32	206
Effective Weighted Sample	329	56	24	32	46	84	78	19	20	30	100	106	35	22	32	147
Total	287	52	6	4	3	65	81	7	3	2	93	105	17	4	3	129
They don't block enough	7	**	**	**	**	2	**	**	**	**	*	5	**	**	**	5
	2%	**	**	**	**	3%	**	**	**	**	*%	5%	**	**	**	4%
My Internet Service Provider/ISP does not offer this tool/ control	4	**	**	**	**	-	**	**	**	**	*	4	**	**	**	4
	2%	**	**	**	**	-%	**	**	**	**	*%	4%	**	**	**	3%
Other reasons	6	**	**	**	**	3	**	**	**	**	1	2	**	**	**	2
	2%	**	**	**	**	4%	**	**	**	**	2%	2%	**	**	**	2%
Don't know	13	**	**	**	**	1	**	**	**	**	6	5	**	**	**	6
	5%	**	**	**	**	2%	**	**	**	**	6%	4%	**	**	**	4%

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

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

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2133	634	755	744	1018	1115	291	343	347	408	380	364
Effective Weighted Sample	1388	362	502	529	677	711	166	197	229	277	285	246
Total	1238	289	459	490	614	624	141	148	228	231	246	244
SUPERVISE & TALK TO CHILD & TOOLS & RULES	571 46%	119 41%	269 59% ac	183 37%	291 47%	279 45%	61 43%	58 39%	138 60% fgjk	131 57% fgjk	93 38%	90 37%
SUPERVISE & TALK TO CHILD & TOOLS & NOT RULES	15 1%	5 2%	5 1%	5 1%	5 1%	9 1%	1 1%	3 2%	2 1%	3 1%	2 1%	3 1%
SUPERVISE & TALK TO CHILD & RULES & NOT TOOLS	164 13%	26 9%	67 15% a	71 15% a	76 12%	89 14%	14 10%	12 8%	29 13%	38 17% fg	33 13%	38 16% g
SUPERVISE & TOOLS & RULES & NOT TALK	169 14%	71 25% bc	48 11%	49 10%	87 14%	82 13%	36 26% hijk	35 24% hijk	21 9%	28 12%	30 12%	19 8%
TALK TO CHILD & RULES & TOOLS & NOT SUPERVISE	20 2%	2 1%	5 1%	13 3% a	10 2%	10 2%	1 1%	1 1%	1 1%	4 2%	7 3% h	5 2%
SUPERVISE & TALK TO CHILD ONLY	14 1%	2 1%	4 1%	8 2%	1 *%	13 2% d	* *%	2 1%	* *%	3 1% j	- -%	8 3% fhj
SUPERVISE & TOOLS ONLY	21 2%	11 4% c	8 2% c	2 *%	13 2%	8 1%	7 5% ijk	4 3% k	5 2% k	3 1%	2 1%	* *%
SUPERVISE & RULES ONLY	89 7%	35 12% bc	21 5%	32 7%	44 7%	45 7%	15 11% i	20 14% hijk	13 6%	9 4%	16 6%	17 7%
TALK TO CHILD & TOOLS ONLY	4 *%	* *%	- -%	4 1% b	1 *%	3 *%	* *%	- -%	- -%	- -%	1 *%	3 1%

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

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

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2133	634	755	744	1018	1115	291	343	347	408	380	364
Effective Weighted Sample	1388	362	502	529	677	711	166	197	229	277	285	246
Total	1238	289	459	490	614	624	141	148	228	231	246	244
TALK TO CHILD & RULES ONLY	23	*	3	19	9	14	-	*	*	3	9	10
	2%	*%	1%	4%	2%	2%	-%	*%	*%	1%	4%	4%
				ab							fgh	fghi
TOOLS & RULES ONLY	26	1	8	17	16	9	*	1	8	-	8	9
	2%	*%	2%	3%	3%	1%	*%	*%	3%	-%	3%	4%
			a	a					fgi		fgi	fgi
TECHNICAL MEDIATION/ TOOLS ONLY	22	1	7	13	12	9	-	1	4	3	8	5
	2%	*%	2%	3%	2%	2%	-%	1%	2%	1%	3%	2%
				a							fg	
TALK TO CHILD EVERY FEW MONTHS ONLY	14	-	2	12	6	8	-	-	*	1	5	7
	1%	-%	*%	2%	1%	1%	-%	-%	*%	1%	2%	3%
				ab							fgh	fgh
PARENTAL SUPERVISION WHEN ONLINE ONLY	22	11	7	3	11	11	3	8	4	3	3	1
	2%	4%	2%	1%	2%	2%	2%	5%	2%	1%	1%	*%
		bc					k	ijk				
RULES ONLY	30	2	3	25	17	13	2	1	2	1	13	12
	2%	1%	1%	5%	3%	2%	1%	*%	1%	*%	5%	5%
				ab							fghi	fghi
NONE OF THESE	36	2	1	33	15	21	-	2	*	*	15	18
	3%	1%	*%	7%	2%	3%	-%	2%	*%	*%	6%	7%
				ab							fghi	fghi
ANY OF THE SIX TECHNICAL MEDIATION TOOLS	847	209	351	286	437	410	106	103	179	172	152	134
	68%	72%	77%	58%	71%	66%	75%	69%	79%	75%	62%	55%
		c	c		e		jk	k	gjk	jk		
ANY OF THE RULES ABOUT WHAT CHILD DOES ONLINE	1091	257	425	410	550	541	129	128	211	213	210	200
	88%	89%	93%	84%	90%	87%	92%	86%	93%	92%	85%	82%
		c	c				k		gjk	gjk		

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

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

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2133	634	755	744	1018	1115	291	343	347	408	380	364
Effective Weighted Sample	1388	362	502	529	677	711	166	197	229	277	285	246
Total	1238	289	459	490	614	624	141	148	228	231	246	244
ANY PARENTAL SUPERVISION WHEN ONLINE	1064	280	430	354	528	537	138	143	212	218	178	176
	86%	97%	94%	72%	86%	86%	98%	96%	93%	94%	72%	72%
		bc	c				hjk	jk	jk	jk		
ANY TALK TO CHILD ABOUT STAYING SAFE ONLINE AT LEAST EVERY FEW MONTHS	824	154	355	315	399	425	77	76	171	184	151	164
	67%	53%	77%	64%	65%	68%	55%	51%	75%	80%	61%	67%
			ac	a					fgj	fgjk	g	fg
ANY THREE	368	104	126	138	178	190	52	51	53	73	72	66
	30%	36%	27%	28%	29%	30%	37%	35%	23%	31%	29%	27%
		bc					hk	h		h		
ANY TWO	176	50	44	83	85	92	22	27	26	18	36	46
	14%	17%	10%	17%	14%	15%	16%	18%	11%	8%	15%	19%
		b		b			i	hi			i	hi
ANY ONE	88	15	19	54	46	42	5	9	11	9	30	24
	7%	5%	4%	11%	7%	7%	4%	6%	5%	4%	12%	10%
				ab							fghi	fhi
AT LEAST THREE OUT OF FOUR	938	222	395	321	469	469	113	109	191	204	165	156
	76%	77%	86%	65%	76%	75%	80%	74%	84%	88%	67%	64%
		c	ac				jk	k	gjk	fgjk		

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

Any break column with 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	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2133	441	604	481	607	1045	1088	2133	1144	319	344	326	1786	347	2133
Effective Weighted Sample	1388	310	405	304	371	715	675	1388	1054	279	326	312	1206	182	1388
Total	1238	287	373	258	320	660	578	1238	1054	107	53	25	1078	161	1238
SUPERVISE & TALK TO CHILD & TOOLS & RULES	571 46%	140 49% d	170 46%	129 50% d	131 41%	310 47%	260 45%	571 46%	480 46%	46 44%	33 62% hiklmn	11 43%	492 46%	79 49%	571 46%
SUPERVISE & TALK TO CHILD & TOOLS & NOT RULES	15 1%	3 1%	6 2%	1 *% b	4 1%	9 1%	5 1%	15 1%	12 1%	1 1%	1 2%	* 2%	14 1%	1 1%	15 1%
SUPERVISE & TALK TO CHILD & RULES & NOT TOOLS	164 13%	36 12%	51 14%	32 13%	45 14%	87 13%	77 13%	164 13%	136 13%	19 18% hj	5 10%	4 17% j	145 13%	19 12%	164 13%
SUPERVISE & TOOLS & RULES & NOT TALK	169 14%	46 16%	51 14%	28 11%	44 14%	97 15%	72 12%	169 14%	145 14% j	15 14% j	4 8%	5 19% hjln	135 12% j	34 21% hijln	169 14% j
TALK TO CHILD & RULES & TOOLS & NOT SUPERVISE	20 2%	4 1%	6 1%	3 1%	7 2%	10 1%	10 2%	20 2%	17 2%	2 2%	1 3% k	* *% k	16 1%	4 3% k	20 2%
SUPERVISE & TALK TO CHILD ONLY	14 1%	5 2%	1 *% cf	5 2% b	2 1%	6 1%	7 1%	14 1%	11 1%	* *% hiln	1 3% hiln	1 4% hiln	12 1%	2 1%	14 1%
SUPERVISE & TOOLS ONLY	21 2%	4 1%	12 3% cf	1 *% cf	4 1%	16 2% cf	5 1%	21 2%	20 2%	1 1%	* 1%	* 1%	21 2%	* *% ae	21 2%
SUPERVISE & RULES ONLY	89 7%	10 3%	23 6%	22 9% ae	34 11% abeg	33 5%	56 10% abeg	89 7% ae	73 7%	11 10%	3 6%	2 7%	80 7%	9 6%	89 7%
TALK TO CHILD & TOOLS ONLY	4 *% cf	- -% cf	3 1%	1 *% cf	* *% cf	3 *% cf	1 *% cf	4 *% cf	3 *% cf	- -% cf	* 1%	* *% cf	4 *% cf	- -% cf	4 *% cf

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

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

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2133	441	604	481	607	1045	1088	2133	1144	319	344	326	1786	347	2133
Effective Weighted Sample	1388	310	405	304	371	715	675	1388	1054	279	326	312	1206	182	1388
Total	1238	287	373	258	320	660	578	1238	1054	107	53	25	1078	161	1238
TALK TO CHILD & RULES ONLY	23 2%	10 3% b	4 1%	5 2%	5 1%	13 2%	10 2%	23 2%	20 2%	2 2%	1 1%	* 1%	22 2%	1 1%	23 2%
TOOLS & RULES ONLY	26 2%	6 2%	9 2%	4 2%	7 2%	14 2%	11 2%	26 2%	24 2% jk	1 1%	* *%	* *%	24 2% jk	1 1%	26 2% jk
TECHNICAL MEDIATION/ TOOLS ONLY	22 2%	4 1%	10 3%	5 2%	3 1%	14 2%	8 1%	22 2%	21 2% ik	* *%	1 1% k	- -%	19 2% k	3 2%	22 2% k
TALK TO CHILD EVERY FEW MONTHS ONLY	14 1%	4 1%	3 1%	1 *%	6 2%	7 1%	7 1%	14 1%	12 1%	2 1%	* *%	* 1%	14 1%	- -%	14 1%
PARENTAL SUPERVISION WHEN ONLINE ONLY	22 2%	6 2%	6 2%	4 2%	6 2%	12 2%	10 2%	22 2%	19 2% j	2 2% jm	* *%	1 4% hjm	22 2% j	* *%	22 2% j
RULES ONLY	30 2%	3 1%	9 2%	8 3%	10 3%	12 2%	18 3%	30 2%	27 3% jk	2 2% jk	* *%	* *%	25 2% jk	5 3% jk	30 2% jk
NONE OF THESE	36 3%	7 3%	9 2%	8 3%	11 3%	16 2%	19 3%	36 3%	33 3% k	1 1%	1 2%	* 1%	34 3% k	1 1%	36 3%
ANY OF THE SIX TECHNICAL MEDIATION TOOLS	847 68%	207 72% df	266 71% df	172 67%	202 63%	473 72% df	373 65%	847 68% d	723 69%	66 62%	41 77% hikln	16 66%	724 67%	123 76% hikln	847 68%
ANY OF THE RULES ABOUT WHAT CHILD DOES ONLINE	1091 88%	254 88%	322 86%	232 90%	283 89%	576 87%	515 89%	1091 88%	923 88%	98 92% hl	49 91%	22 88%	938 87%	153 95% hkln	1091 88%
ANY PARENTAL SUPERVISION WHEN ONLINE	1064 86%	249 87%	322 86%	222 86%	271 85%	571 86%	494 85%	1064 86%	896 85%	96 90% h	49 91% hln	24 96% hijlmn	919 85%	145 90%	1064 86%

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

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COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2133	441	604	481	607	1045	1088	2133	1144	319	344	326	1786	347	2133
Effective Weighted Sample	1388	310	405	304	371	715	675	1388	1054	279	326	312	1206	182	1388
Total	1238	287	373	258	320	660	578	1238	1054	107	53	25	1078	161	1238
ANY TALK TO CHILD ABOUT STAYING SAFE ONLINE AT LEAST EVERY FEW MONTHS	824 67%	201 70% d	245 66%	178 69%	200 63%	446 68%	378 65%	824 67%	691 66%	73 68%	43 81% hiklmn	16 67%	718 67%	106 66%	824 67%
ANY THREE	368 30%	89 31%	114 31%	64 25%	101 31%	203 31%	165 29%	368 30%	310 29% j	37 35% j	12 22%	9 38% hjln	309 29% j	59 37% jl	368 30% j
ANY TWO	176 14%	34 12%	51 14%	39 15%	53 16%	85 13%	91 16%	176 14%	152 14% m	15 14%	6 12%	3 13%	162 15% m	14 9%	176 14% m
ANY ONE	88 7%	18 6%	28 7%	18 7%	25 8%	45 7%	43 7%	88 7%	79 7% j	7 6% j	1 2%	1 5%	80 7% j	8 5%	88 7% j
AT LEAST THREE OUT OF FOUR	938 76%	229 80% df	284 76%	193 75%	232 72%	513 78%	425 74%	938 76%	790 75%	83 78%	45 84% hln	20 81% hl	801 74%	138 86% hiln	938 76%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

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COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2133	287	103	125	119	634	418	104	118	100	740	428	108	100	102	738
Effective Weighted Sample	1388	264	98	124	118	362	381	97	116	99	491	402	97	97	101	525
Total	1238	242	25	15	7	289	389	34	19	8	450	414	45	19	9	488
SUPERVISE & TALK TO CHILD & TOOLS & RULES	571 46%	99 41%	8 33%	9 58% abde	3 39%	119 41%	228 59% i	21 62% i	14 73% fij	4 47%	267 59% i	151 36%	17 37%	10 55% klo	4 42%	182 37%
SUPERVISE & TALK TO CHILD & TOOLS & NOT RULES	15 1%	4 2%	* 1%	* 3%	* 1%	5 2%	4 1%	- -%	1 3%	* 3%	5 1%	4 1%	1 3%	- -%	* 1%	5 1%
SUPERVISE & TALK TO CHILD & RULES & NOT TOOLS	164 13%	22 9%	3 10%	1 7%	1 8%	26 9%	56 14%	5 14%	2 12%	1 15%	64 14%	56 14%	11 24% kmo	2 9%	2 26% kmo	71 15%
SUPERVISE & TOOLS & RULES & NOT TALK	169 14%	61 25% c	7 26% c	2 15%	2 25% c	71 25% c	41 10%	4 12%	1 5%	1 16% h	47 10%	43 10%	3 7%	1 5%	2 17% lm	49 10%
TALK TO CHILD & RULES & TOOLS & NOT SUPERVISE	20 2%	2 1%	* 1%	* 1%	- -%	2 1%	5 1%	1 2%	* 1%	- -%	5 1%	10 3%	1 2%	1 6%	* 1%	13 3%
SUPERVISE & TALK TO CHILD ONLY	14 1%	2 1%	- -%	* 1%	* 3% ae	2 1%	3 1%	- -%	1 4% fj	* 5% fgj	4 1%	6 1%	* 1%	* 3%	* 3%	7 1%
SUPERVISE & TOOLS ONLY	21 2%	10 4%	1 3%	* 1%	* 3%	11 4%	8 2%	- -%	- -%	- -%	8 2%	2 *%	- -%	* 1%	* 1%	2 *%
SUPERVISE & RULES ONLY	89 7%	29 12%	4 17%	2 14%	1 9%	35 12%	17 4%	3 8% h	* 1%	1 9% h	21 5%	27 7%	4 8%	1 6%	* 3%	32 7%
TALK TO CHILD & TOOLS ONLY	4 *%	- -%	- -%	- -%	* 1% e	* *%	- -%	- -%	- -%	- -%	- -%	3 1%	- -%	* 2%	- -%	4 1%
TALK TO CHILD & RULES ONLY	23 2%	- -%	* 2% ae	- -%	- -%	* *%	3 1%	- -%	- -%	* 1%	3 1%	17 4%	2 4%	1 4%	* 1%	19 4%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.
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.

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2133	287	103	125	119	634	418	104	118	100	740	428	108	100	102	738
Effective Weighted Sample	1388	264	98	124	118	362	381	97	116	99	491	402	97	97	101	525
Total	1238	242	25	15	7	289	389	34	19	8	450	414	45	19	9	488
TOOLS & RULES ONLY	26	1	*	-	-	1	7	-	-	-	7	16	*	*	*	17
	2%	*%	1%	-%	-%	*%	2%	-%	-%	-%	2%	4%	1%	1%	1%	3%
TECHNICAL MEDIATION/ TOOLS ONLY	22	1	-	-	-	1	7	-	-	-	7	12	*	1	-	13
	2%	*%	-%	-%	-%	*%	2%	-%	-%	-%	2%	3%	1%	4%	-%	3%
TALK TO CHILD EVERY FEW MONTHS ONLY	14	-	-	-	-	-	1	*	-	-	2	10	1	*	*	12
	1%	-%	-%	-%	-%	-%	*%	1%	-%	-%	*%	3%	3%	1%	2%	2%
PARENTAL SUPERVISION WHEN ONLINE ONLY	22	9	2	*	1	11	7	*	-	*	7	3	1	-	*	3
	2%	4%	6%	1%	10%	4%	2%	1%	-%	2%	2%	1%	1%	-%	1%	1%
			c		ace											
RULES ONLY	30	2	-	-	-	2	1	-	-	-	1	22	2	*	*	25
	2%	1%	-%	-%	-%	1%	*%	-%	-%	-%	*%	5%	5%	1%	1%	5%
NONE OF THESE	36	2	-	-	-	2	-	*	*	*	1	30	1	1	*	33
	3%	1%	-%	-%	-%	1%	-%	1%	1%	2%	*%	7%	3%	4%	1%	7%
									f	fj		n				n
ANY OF THE SIX TECHNICAL MEDIATION TOOLS	847	177	16	12	5	209	301	26	16	5	347	242	23	14	6	285
	68%	73%	65%	77%	69%	72%	77%	76%	82%	66%	77%	58%	51%	73%	62%	58%
				b			i		i		i			klo		
ANY OF THE RULES ABOUT WHAT CHILD DOES ONLINE	1091	214	23	14	6	257	358	33	18	7	416	343	41	16	8	409
	88%	89%	90%	95%	82%	89%	92%	98%	93%	89%	92%	83%	89%	86%	91%	84%
				d		d		i							k	
ANY PARENTAL SUPERVISION WHEN ONLINE	1064	234	24	15	7	280	364	33	19	8	423	291	37	15	8	352
	86%	97%	96%	99%	99%	97%	94%	97%	98%	97%	94%	70%	82%	78%	93%	72%
													k		klmo	
ANY TALK TO CHILD ABOUT STAYING SAFE ONLINE AT LEAST EVERY FEW MONTHS	824	128	12	11	4	154	300	27	18	6	350	258	34	15	7	313
	67%	53%	47%	70%	52%	53%	77%	79%	93%	71%	78%	62%	74%	79%	76%	64%
				abde					fgij				k	ko	ko	

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

Any break column with 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	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2133	287	103	125	119	634	418	104	118	100	740	428	108	100	102	738
Effective Weighted Sample	1388	264	98	124	118	362	381	97	116	99	491	402	97	97	101	525
Total	1238	242	25	15	7	289	389	34	19	8	450	414	45	19	9	488
ANY THREE	368	88	10	4	2	104	105	9	4	3	121	113	17	4	4	138
	30%	36%	39%	26%	34%	36%	27%	27%	21%	34%	27%	27%	36%	19%	44%	28%
			c							h			m		kmo	
ANY TWO	176	41	6	2	1	50	39	3	1	1	44	71	6	3	1	81
	14%	17%	22%	16%	17%	17%	10%	8%	5%	15%	10%	17%	13%	17%	9%	17%
										h		n				n
ANY ONE	88	12	2	*	1	15	17	1	-	*	18	48	5	1	*	54
	7%	5%	6%	1%	10%	5%	4%	2%	-%	2%	4%	12%	10%	6%	4%	11%
		c	c		c	c	h				h	n				n
AT LEAST THREE OUT OF FOUR	938	187	18	13	5	222	333	30	18	6	388	264	34	14	8	320
	76%	77%	71%	84%	73%	77%	86%	89%	94%	81%	86%	64%	74%	74%	86%	66%
				b					fij						kmo	

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

Any break column with 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, WhatsApp and some activities on YouTube. Does your child have a profile or account on any of these types of sites or apps? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2139	634	757	748	1021	1118	291	343	346	411	384	364
Effective Weighted Sample	1391	362	502	532	679	712	166	197	227	279	289	245
Total	1243	289	460	494	617	626	141	148	226	233	250	244
Yes	459	11	96	351	220	240	4	7	47	49	168	183
	37%	4%	21%	71%	36%	38%	3%	5%	21%	21%	67%	75%
			a	ab					fg	fg	fghi	fghij
No	775	278	358	139	389	386	137	141	174	184	78	61
	62%	96%	78%	28%	63%	62%	97%	95%	77%	79%	31%	25%
		bc	c				hijk	hijk	jk	jk		
Don't know	9	-	6	3	8	*	-	-	5	*	3	-
	1%	-%	1%	1%	1%	*%	-%	-%	2%	*%	1%	-%
			a		e				fgik			

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

Any break column with 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, WhatsApp and some activities on YouTube. Does your child have a profile or account on any of these types of sites or apps? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND N	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2139	442	608	484	605	1050	1089	2139	1148	318	347	326	1786	353	2139
Effective Weighted Sample	1391	312	407	305	370	718	675	1391	1059	279	329	314	1205	186	1391
Total	1243	289	374	259	321	663	580	1243	1059	105	54	24	1078	165	1243
Yes	459	111	140	90	118	251	208	459	381	48	23	8	387	72	459
	37%	39%	37%	35%	37%	38%	36%	37%	36%	45% hkln	43% hkln	31%	36%	44% hkl	37%
No	775	177	232	167	199	409	366	775	670	57	30	17	684	91	775
	62%	61%	62%	64%	62%	62%	63%	62%	63% ijm	54%	56%	69% ijmn	63% ijm	55%	62% ij
Don't know	9	1	2	2	4	3	6	9	8	*	*	-	7	2	9
	1%	*%	1%	1%	1%	*%	1%	1%	1%	*%	1%	-%	1%	1%	1%

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

Any break column with 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, WhatsApp and some activities on YouTube. Does your child have a profile or account on any of these types of sites or apps? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2139	287	103	125	119	634	428	107	119	103	757	433	108	103	104	748
Effective Weighted Sample	1391	264	98	124	118	362	391	100	117	102	502	407	97	100	103	532
Total	1243	242	25	15	7	289	398	35	19	8	460	419	45	20	9	494
Yes	459	10	1	*	-	11	77	11	7	1	96	293	36	16	6	351
	37%	4%	4%	2%	-%	4%	19%	31%	35%	18%	21%	70%	79%	82%	66%	71%
		d	d			d		fij	fij				n	kno		
No	775	232	24	15	7	278	315	24	12	7	358	123	9	4	3	139
	62%	96%	96%	98%	100%	96%	79%	68%	63%	82%	78%	29%	21%	18%	34%	28%
					abe		gh			gh	gh	m			lm	m
Don't know	9	-	-	-	-	-	5	*	*	-	6	3	-	-	-	3
	1%	-%	-%	-%	-%	-%	1%	1%	2%	-%	1%	1%	-%	-%	-%	1%

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

Any break column with 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, WhatsApp and some activities on YouTube. Does your child have a profile or account on any of these types of sites or apps? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Yes	459	11	96	351	220	240	4	7	47	49	168	183
	33%	3%	19%	70%	32%	35%	2%	4%	19%	20%	67%	74%
			a	ab					fg	fg	fghi	fghi
No	775	278	358	139	389	386	137	141	174	184	78	61
	56%	74%	72%	28%	57%	56%	73%	75%	70%	73%	31%	25%
		c	c				jk	jk	jk	jk		
Don't know	9	-	6	3	8	*	-	-	5	*	3	-
	1%	-%	1%	1%	1%	*%	-%	-%	2%	*%	1%	-%
			a		e				fgik			
CHILD DOES NOT GO ONLINE	132	86	40	6	70	62	46	40	22	18	3	4
	10%	23%	8%	1%	10%	9%	25%	21%	9%	7%	1%	1%
		bc	c				hijk	hijk	jk	jk		

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

Any break column with 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, WhatsApp and some activities on YouTube. Does your child have a profile or account on any of these types of sites or apps? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND N	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Yes	459	111	140	90	118	251	208	459	381	48	23	8	387	72	459
	33%	36%	34%	31%	32%	35%	32%	33%	33%	39%	42%	28%	32%	40%	33%
										hkl	hkl			hkl	k
No	775	177	232	167	199	409	366	775	670	57	30	17	684	91	775
	56%	58%	56%	57%	55%	57%	56%	56%	57%	46%	55%	61%	57%	51%	56%
									i		i	im	i		i
Don't know	9	1	2	2	4	3	6	9	8	*	*	-	7	2	9
	1%	*%	*%	1%	1%	*%	1%	1%	1%	*%	1%	-%	1%	1%	1%
CHILD DOES NOT GO ONLINE	132	18	39	32	44	57	75	132	110	18	1	3	119	13	132
	10%	6%	9%	11%	12%	8%	11%	10%	9%	15%	2%	11%	10%	8%	10%
				a	ae		ae	a	j	hjlmn		j	j	j	j

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

Any break column with 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, WhatsApp and some activities on YouTube. Does your child have a profile or account on any of these types of sites or apps? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : All parents

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2343	287	103	125	119	634	428	107	119	103	757	433	108	103	104	748
Effective Weighted Sample	1552	264	98	124	118	362	391	100	117	102	502	407	97	100	103	532
Total	1375	242	25	15	7	289	398	35	19	8	460	419	45	20	9	494
Yes	459	10	1	*	-	11	77	11	7	1	96	293	36	16	6	351
	33%	4%	4%	2%	-%	4%	19%	31%	35%	18%	21%	70%	79%	82%	66%	71%
		d	d			d		fij	fij				n	kno		
No	775	232	24	15	7	278	315	24	12	7	358	123	9	4	3	139
	56%	96%	96%	98%	100%	96%	79%	68%	63%	82%	78%	29%	21%	18%	34%	28%
					abe		gh			gh	gh	m			lm	m
Don't know	9	-	-	-	-	-	5	*	*	-	6	3	-	-	-	3
	1%	-%	-%	-%	-%	-%	1%	1%	2%	-%	1%	1%	-%	-%	-%	1%
CHILD DOES NOT GO ONLINE	132	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	10%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%	-%

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

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

QP44. Which social media or messaging sites or apps does your child use? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Children with a profile or account on social media or messaging sites or apps

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	701	18	159	524	329	372	7	11	65	94	257	267
Effective Weighted Sample	486	13	99	374	238	248	5	8	43	58	193	183
Total	459	11	96	351	220	240	4	7	47	49	168	183
Snapchat	288	**	45	240	125	163	**	**	**	**	104	136
	63%	**	47%	68% b	57%	68% d	**	**	**	**	62%	74% j
WhatsApp	270	**	47	219	126	144	**	**	**	**	100	119
	59%	**	49%	62% b	57%	60%	**	**	**	**	60%	65%
Instagram	268	**	34	233	121	147	**	**	**	**	105	128
	58%	**	35%	66% b	55%	61%	**	**	**	**	62%	70%
Facebook	266	**	26	239	125	141	**	**	**	**	112	128
	58%	**	27%	68% b	57%	59%	**	**	**	**	66%	70%
YouTube	202	**	33	164	104	97	**	**	**	**	83	81
	44%	**	34%	47% b	47%	41%	**	**	**	**	49%	44%
Facebook Messenger	129	**	9	119	67	62	**	**	**	**	60	58
	28%	**	10%	34% b	30%	26%	**	**	**	**	36%	32%
Twitter	71	**	1	71	33	39	**	**	**	**	32	38
	16%	**	1%	20% b	15%	16%	**	**	**	**	19%	21%
TikTok (previously called Musical.ly)	68	**	21	47	31	37	**	**	**	**	22	25
	15%	**	22% c	13%	14%	16%	**	**	**	**	13%	14%
Pinterest	49	**	2	47	14	35	**	**	**	**	13	34
	11%	**	2%	13% b	6%	15% d	**	**	**	**	8%	19% j
Twitch	20	**	2	18	19	1	**	**	**	**	17	1
	4%	**	2%	5% e	9%	*% e	**	**	**	**	10% k	*% e
MySpace	17	**	*	16	6	10	**	**	**	**	6	10
	4%	**	*% b	5% b	3%	4%	**	**	**	**	4%	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.

QP44. Which social media or messaging sites or apps does your child use? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Children with a profile or account on social media or messaging sites or apps

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	701	18	159	524	329	372	7	11	65	94	257	267
Effective Weighted Sample	486	13	99	374	238	248	5	8	43	58	193	183
Total	459	11	96	351	220	240	4	7	47	49	168	183
Google Hangouts	12	**	1	10	8	4	**	**	**	**	7	3
	3%	**	1%	3%	4%	2%	**	**	**	**	4%	2%
Tumblr	8	**	-	8	4	3	**	**	**	**	4	3
	2%	**	-%	2%	2%	1%	**	**	**	**	3%	2%
Other	3	**	1	1	3	-	**	**	**	**	1	-
	1%	**	1%	*%	1%	-%	**	**	**	**	1%	-%
Don't know	2	**	1	1	1	1	**	**	**	**	1	-
	*%	**	1%	*%	1%	*%	**	**	**	**	1%	-%
SUMMARY												
ANY FACEBOOK	270	**	27	242	127	143	**	**	**	**	113	130
	59%	**	28%	69%	58%	60%	**	**	**	**	67%	71%
				b								
Mean number of social media/ messaging sites or apps	3.6	**	2.3	4.1	3.6	3.7	**	**	**	**	4.0	4.2
				b								
Standard deviation	2.27	**	1.46	2.30	2.25	2.29	**	**	**	**	2.30	2.30
Standard error	.09	**	.12	.10	.12	.12	**	**	**	**	.14	.14

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

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

QP44. Which social media or messaging sites or apps does your child use? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Children with a profile or account on social media or messaging sites or apps

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	~k	l	m	n
Unweighted total	701	162	195	152	192	357	344	701	374	112	129	86	577	124	701
Effective Weighted Sample	486	117	143	100	127	259	227	486	356	103	124	85	410	76	486
Total	459	111	140	90	118	251	208	459	381	48	23	8	387	72	459
Snapchat	288 63%	76 68% b	75 53%	62 69% b	75 64%	151 60%	137 66% b	288 63% b	232 61%	33 69% m	17 73% hmn	** **	249 64%	39 54%	288 63%
WhatsApp	270 59%	75 67% df	85 61%	51 56%	59 50%	160 64% df	109 53%	270 59%	227 60%	24 49%	15 64% i	** **	223 58%	47 65% i	270 59%
Instagram	268 58%	73 66% b	70 50%	54 60%	71 60%	144 57%	124 60%	268 58%	221 58%	25 52%	18 79% hilmn	** **	227 59%	41 57%	268 58%
Facebook	266 58%	56 51%	89 63% a	52 57%	69 59%	145 58%	121 58%	266 58%	219 58%	28 59%	14 60%	** **	229 59%	37 51%	266 58%
YouTube	202 44%	53 48%	56 40%	39 43%	53 45%	109 44%	92 44%	202 44%	167 44%	19 40%	12 53%	** **	169 44%	33 46%	202 44%
Facebook Messenger	129 28%	28 25%	39 28%	22 25%	39 33%	67 27%	61 30%	129 28%	101 27%	14 30%	11 48% hilmn	** **	105 27%	23 32%	129 28%
Twitter	71 16%	23 21%	20 14%	15 17%	14 12%	43 17%	29 14%	71 16%	62 16%	6 13%	2 10%	** **	65 17%	7 9%	71 16%
TikTok (previously called Musical.ly)	68 15%	14 13%	18 13%	13 14%	23 19%	32 13%	36 17%	68 15%	58 15%	7 15%	3 12%	** **	56 14%	12 17%	68 15%
Pinterest	49 11%	16 15% b	9 7%	9 10%	15 13%	26 10%	24 11%	49 11%	38 10%	4 8%	7 30% hilmn	** **	42 11%	8 11%	49 11%
Twitch	20 4%	7 7% d	5 4%	6 6% d	2 1%	13 5%	7 3%	20 4%	16 4%	1 3%	2 7%	** **	17 4%	3 4%	20 4%
MySpace	17 4%	5 4%	5 3%	3 3%	4 4%	9 4%	7 4%	17 4%	16 4% ij	- -%	- -%	** **	14 4% j	2 3%	17 4% j
Google Hangouts	12 3%	3 2%	3 2%	3 3%	4 3%	6 2%	6 3%	12 3%	8 2%	- -%	4 18% hilmn	** **	8 2%	4 5% i	12 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.

QP44. Which social media or messaging sites or apps does your child use? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Children with a profile or account on social media or messaging sites or apps

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	~k	l	m	n
Unweighted total	701	162	195	152	192	357	344	701	374	112	129	86	577	124	701
Effective Weighted Sample	486	117	143	100	127	259	227	486	356	103	124	85	410	76	486
Total	459	111	140	90	118	251	208	459	381	48	23	8	387	72	459
Tumblr	8 2%	2 2%	3 2%	1 2%	1 1%	5 2%	3 1%	8 2%	7 2%	- -%	* 2%	** **	6 2%	1 2%	8 2%
Other	3 1%	- -%	2 2%	- -%	* *%	2 1%	* *%	3 1%	2 1%	* 1%	- -%	** **	3 1%	- -%	3 1%
Don't know	2 *%	- -%	1 1%	1 1%	* *%	1 *%	1 1%	2 *%	2 1%	- -%	* *%	** **	2 1%	* *%	2 *%
SUMMARY															
ANY FACEBOOK	270 59%	56 51%	90 64% a	53 59%	71 60%	146 58%	124 60%	270 59%	223 58%	29 61%	14 60%	** **	232 60%	38 53%	270 59%
Mean number of social media/ messaging sites or apps	3.6	3.9	3.4	3.6	3.6	3.6	3.6	3.6	3.6	3.4	4.6 hilmn	**	3.7	3.6	3.6
Standard deviation	2.27	2.26	2.12	2.39	2.37	2.19	2.37	2.27	2.29	1.90	2.62	**	2.26	2.34	2.27
Standard error	.09	.18	.15	.19	.17	.12	.13	.09	.12	.18	.23	**	.09	.21	.09
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

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

QP44. Which social media or messaging sites or apps does your child use? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Children with a profile or account on social media or messaging sites or apps

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	~l	~m	~n	o
Unweighted total	701	11	4	3	-	18	70	29	42	18	159	293	79	84	68	524
Effective Weighted Sample	486	10	4	3	-	13	68	28	42	18	99	279	73	81	67	374
Total	459	10	1	*	-	11	77	11	7	1	96	293	36	16	6	351
Snapchat	288	**	**	**	**	**	**	**	**	**	45	197	**	**	**	240
	63%	**	**	**	**	**	**	**	**	**	47%	67%	**	**	**	68%
WhatsApp	270	**	**	**	**	**	**	**	**	**	47	186	**	**	**	219
	59%	**	**	**	**	**	**	**	**	**	49%	64%	**	**	**	62%
Instagram	268	**	**	**	**	**	**	**	**	**	34	195	**	**	**	233
	58%	**	**	**	**	**	**	**	**	**	35%	66%	**	**	**	66%
Facebook	266	**	**	**	**	**	**	**	**	**	26	199	**	**	**	239
	58%	**	**	**	**	**	**	**	**	**	27%	68%	**	**	**	68%
YouTube	202	**	**	**	**	**	**	**	**	**	33	139	**	**	**	164
	44%	**	**	**	**	**	**	**	**	**	34%	47%	**	**	**	47%
Facebook Messenger	129	**	**	**	**	**	**	**	**	**	9	95	**	**	**	119
	28%	**	**	**	**	**	**	**	**	**	10%	32%	**	**	**	34%
Twitter	71	**	**	**	**	**	**	**	**	**	1	62	**	**	**	71
	16%	**	**	**	**	**	**	**	**	**	1%	21%	**	**	**	20%
TikTok (previously called Musical.ly)	68	**	**	**	**	**	**	**	**	**	21	41	**	**	**	47
	15%	**	**	**	**	**	**	**	**	**	22%	14%	**	**	**	13%
Pinterest	49	**	**	**	**	**	**	**	**	**	2	38	**	**	**	47
	11%	**	**	**	**	**	**	**	**	**	2%	13%	**	**	**	13%
Twitch	20	**	**	**	**	**	**	**	**	**	2	15	**	**	**	18
	4%	**	**	**	**	**	**	**	**	**	2%	5%	**	**	**	5%
MySpace	17	**	**	**	**	**	**	**	**	**	*	16	**	**	**	16
	4%	**	**	**	**	**	**	**	**	**	*%	6%	**	**	**	5%
Google Hangouts	12	**	**	**	**	**	**	**	**	**	1	7	**	**	**	10
	3%	**	**	**	**	**	**	**	**	**	1%	2%	**	**	**	3%
Tumblr	8	**	**	**	**	**	**	**	**	**	-	7	**	**	**	8
	2%	**	**	**	**	**	**	**	**	**	-%	2%	**	**	**	2%
Other	3	**	**	**	**	**	**	**	**	**	1	1	**	**	**	1
	1%	**	**	**	**	**	**	**	**	**	1%	*%	**	**	**	*%
Don't know	2	**	**	**	**	**	**	**	**	**	1	1	**	**	**	1
	*%	**	**	**	**	**	**	**	**	**	1%	*%	**	**	**	*%

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

Prepared by Critical Research : 0203 643 9043

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

QP44. Which social media or messaging sites or apps does your child use? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Children with a profile or account on social media or messaging sites or apps

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	~l	~m	~n	o
Unweighted total	701	11	4	3	-	18	70	29	42	18	159	293	79	84	68	524
Effective Weighted Sample	486	10	4	3	-	13	68	28	42	18	99	279	73	81	67	374
Total	459	10	1	*	-	11	77	11	7	1	96	293	36	16	6	351
SUMMARY																
ANY FACEBOOK	270	**	**	**	**	**	**	**	**	**	27	201	**	**	**	242
	59%	**	**	**	**	**	**	**	**	**	28%	69%	**	**	**	69%
Mean number of social media/ messaging sites or apps	3.6	**	**	**	**	**	**	**	**	**	2.3	4.1	**	**	**	4.1
Standard deviation	2.27	**	**	**	**	**	**	**	**	**	1.46	2.32	**	**	**	2.30
Standard error	.09	**	**	**	**	**	**	**	**	**	.12	.14	**	**	**	.10

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

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

QP45. And which is their main social media or messaging site or app, so the one they use most often? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Children with a profile or account on social media or messaging sites or apps

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	701	18	159	524	329	372	7	11	65	94	257	267
Effective Weighted Sample	486	13	99	374	238	248	5	8	43	58	193	183
Total	459	11	96	351	220	240	4	7	47	49	168	183
Snapchat	112	**	16	93	53	59	**	**	**	**	45	48
	24%	**	17%	27%	24%	25%	**	**	**	**	27%	26%
			b									
Instagram	99	**	14	83	46	52	**	**	**	**	37	47
	21%	**	15%	24%	21%	22%	**	**	**	**	22%	25%
Facebook	86	**	9	77	34	52	**	**	**	**	32	45
	19%	**	10%	22%	15%	22%	**	**	**	**	19%	25%
			b									
WhatsApp	74	**	23	49	39	35	**	**	**	**	27	22
	16%	**	24%	14%	18%	14%	**	**	**	**	16%	12%
			c									
YouTube	57	**	19	33	37	21	**	**	**	**	23	10
	12%	**	20%	9%	17%	9%	**	**	**	**	14%	5%
			c		e						k	
TikTok (previously called Musical.ly)	14	**	12	2	4	10	**	**	**	**	1	1
	3%	**	13%	*%	2%	4%	**	**	**	**	*%	1%
			c									
Facebook Messenger	3	**	-	3	-	3	**	**	**	**	-	3
	1%	**	-%	1%	-%	1%	**	**	**	**	-%	2%
Twitter	1	**	-	1	-	1	**	**	**	**	-	1
	*%	**	-%	*%	-%	1%	**	**	**	**	-%	1%
Google Hangouts	1	**	-	-	1	-	**	**	**	**	-	-
	*%	**	-%	-%	1%	-%	**	**	**	**	-%	-%
Twitch	1	**	-	1	1	-	**	**	**	**	1	-
	*%	**	-%	*%	1%	-%	**	**	**	**	1%	-%
Other	2	**	1	1	2	-	**	**	**	**	1	-
	1%	**	1%	*%	1%	-%	**	**	**	**	1%	-%
Don't know	9	**	1	8	3	6	**	**	**	**	2	5
	2%	**	1%	2%	1%	3%	**	**	**	**	1%	3%

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

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

QP45. And which is their main social media or messaging site or app, so the one they use most often? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Children with a profile or account on social media or messaging sites or apps

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	701	18	159	524	329	372	7	11	65	94	257	267
Effective Weighted Sample	486	13	99	374	238	248	5	8	43	58	193	183
Total	459	11	96	351	220	240	4	7	47	49	168	183
SUMMARY												
ANY FACEBOOK	89	**	9	80	34	56	**	**	**	**	32	48
	19%	**	10%	23% b	15%	23% d	**	**	**	**	19%	26%

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

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

QP45. And which is their main social media or messaging site or app, so the one they use most often? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Children with a profile or account on social media or messaging sites or apps

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	~k	l	m	n
Unweighted total	701	162	195	152	192	357	344	701	374	112	129	86	577	124	701
Effective Weighted Sample	486	117	143	100	127	259	227	486	356	103	124	85	410	76	486
Total	459	111	140	90	118	251	208	459	381	48	23	8	387	72	459
Snapchat	112 24%	26 24%	25 18%	24 27%	36 31%	52 21%	60 29%	112 24%	85 22%	18 38%	5 21%	** **	97 25%	15 21%	112 24%
Instagram	99 21%	21 19%	23 16%	23 25%	32 27%	44 18%	54 26%	99 21%	81 21%	6 12%	12 50%	** **	81 21%	18 24%	99 21%
Facebook	86 19%	20 18%	42 30%	10 11%	13 11%	62 25%	24 11%	86 19%	75 20%	8 16%	2 7%	** **	77 20%	9 12%	86 19%
WhatsApp	74 16%	21 19%	24 17%	15 16%	14 12%	45 18%	29 14%	74 16%	66 17%	5 10%	2 10%	** **	55 14%	18 25%	74 16%
YouTube	57 12%	19 17%	15 11%	11 12%	12 10%	34 14%	23 11%	57 12%	47 12%	8 17%	1 6%	** **	48 12%	10 13%	57 12%
TikTok (previously called Musical.ly)	14 3%	1 1%	4 3%	3 3%	6 5%	5 2%	9 4%	14 3%	12 3%	1 1%	1 5%	** **	12 3%	3 4%	14 3%
Facebook Messenger	3 1%	- -%	* *%	2 2%	1 1%	* *%	3 1%	3 1%	1 *%	2 4%	- -%	** **	3 1%	- -%	3 1%
Twitter	1 *%	- -%	1 1%	- -%	- -%	1 1%	- -%	1 *%	1 *%	- -%	- -%	** **	1 *%	- -%	1 *%
Google Hangouts	1 *%	- -%	- -%	- -%	1 1%	- -%	1 1%	1 *%	1 *%	- -%	- -%	** **	1 *%	- -%	1 *%
Twitch	1 *%	- -%	1 1%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	** **	1 *%	* *%	1 *%
Other	2 1%	- -%	2 2%	- -%	- -%	2 1%	- -%	2 1%	2 1%	- -%	- -%	** **	2 1%	- -%	2 1%
Don't know	9 2%	2 2%	1 1%	3 3%	3 2%	3 1%	6 3%	9 2%	8 2%	1 2%	* *%	** **	9 2%	1 1%	9 2%

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

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

QP45. And which is their main social media or messaging site or app, so the one they use most often? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Children with a profile or account on social media or messaging sites or apps

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	~k	l	m	n
Unweighted total	701	162	195	152	192	357	344	701	374	112	129	86	577	124	701
Effective Weighted Sample	486	117	143	100	127	259	227	486	356	103	124	85	410	76	486
Total	459	111	140	90	118	251	208	459	381	48	23	8	387	72	459
SUMMARY															
ANY FACEBOOK	89	20	43	12	14	63	26	89	76	10	2	**	81	9	89
	19%	18%	31%	13%	12%	25%	13%	19%	20%	20%	7%	**	21%	12%	19%
			acdfg			cdf		f	j	j			j		j

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

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

QP45. And which is their main social media or messaging site or app, so the one they use most often? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Children with a profile or account on social media or messaging sites or apps

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	~l	~m	~n	o
Unweighted total	701	11	4	3	-	18	70	29	42	18	159	293	79	84	68	524
Effective Weighted Sample	486	10	4	3	-	13	68	28	42	18	99	279	73	81	67	374
Total	459	10	1	*	-	11	77	11	7	1	96	293	36	16	6	351
Snapchat	112	**	**	**	**	**	**	**	**	**	16	71	**	**	**	93
	24%	**	**	**	**	**	**	**	**	**	17%	24%	**	**	**	27%
Instagram	99	**	**	**	**	**	**	**	**	**	14	69	**	**	**	83
	21%	**	**	**	**	**	**	**	**	**	15%	24%	**	**	**	24%
Facebook	86	**	**	**	**	**	**	**	**	**	9	67	**	**	**	77
	19%	**	**	**	**	**	**	**	**	**	10%	23%	**	**	**	22%
WhatsApp	74	**	**	**	**	**	**	**	**	**	23	45	**	**	**	49
	16%	**	**	**	**	**	**	**	**	**	24%	15%	**	**	**	14%
YouTube	57	**	**	**	**	**	**	**	**	**	19	28	**	**	**	33
	12%	**	**	**	**	**	**	**	**	**	20%	9%	**	**	**	9%
TikTok (previously called Musical.ly)	14	**	**	**	**	**	**	**	**	**	12	2	**	**	**	2
	3%	**	**	**	**	**	**	**	**	**	13%	1%	**	**	**	*%
Facebook Messenger	3	**	**	**	**	**	**	**	**	**	-	1	**	**	**	3
	1%	**	**	**	**	**	**	**	**	**	-%	*%	**	**	**	1%
Twitter	1	**	**	**	**	**	**	**	**	**	-	1	**	**	**	1
	*%	**	**	**	**	**	**	**	**	**	-%	*%	**	**	**	*%
Google Hangouts	1	**	**	**	**	**	**	**	**	**	-	-	**	**	**	-
	*%	**	**	**	**	**	**	**	**	**	-%	-%	**	**	**	-%
Twitch	1	**	**	**	**	**	**	**	**	**	-	1	**	**	**	1
	*%	**	**	**	**	**	**	**	**	**	-%	*%	**	**	**	*%
Other	2	**	**	**	**	**	**	**	**	**	1	1	**	**	**	1
	1%	**	**	**	**	**	**	**	**	**	1%	*%	**	**	**	*%
Don't know	9	**	**	**	**	**	**	**	**	**	1	7	**	**	**	8
	2%	**	**	**	**	**	**	**	**	**	1%	2%	**	**	**	2%
SUMMARY																
ANY FACEBOOK	89	**	**	**	**	**	**	**	**	**	9	68	**	**	**	80
	19%	**	**	**	**	**	**	**	**	**	10%	23%	**	**	**	23%

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

Any break column with 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 who say their child has a social media account on Facebook or Facebook Messenger

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7 ~a	8-11 ~b	12-15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k
Significance Level: 95%												
Unweighted total	368	3	48	317	169	199	3	-	22	26	144	173
Effective Weighted Sample	254	3	28	224	122	132	3	-	14	15	108	118
Total	239	1	26	212	109	130	1	-	14	12	93	118
Age under 10	1	**	**	*	*	*	**	**	**	**	*	-
	%	**	**	%	%	%	**	**	**	**	%	-%
Aged 10	4	**	**	3	3	1	**	**	**	**	3	*
	2%	**	**	1%	3%	1%	**	**	**	**	3%	%
Aged 11	2	**	**	1	1	2	**	**	**	**	1	1
	1%	**	**	1%	%	1%	**	**	**	**	1%	%
Aged 12	18	**	**	16	7	11	**	**	**	**	6	10
	7%	**	**	8%	7%	8%	**	**	**	**	6%	9%
Aged 13	64	**	**	60	39	26	**	**	**	**	34	25
	27%	**	**	28%	36%	20%	**	**	**	**	37%	22%
					e						k	
Aged 14	26	**	**	25	13	14	**	**	**	**	11	13
	11%	**	**	12%	12%	10%	**	**	**	**	12%	11%
Aged 15	12	**	**	10	6	5	**	**	**	**	6	5
	5%	**	**	5%	6%	4%	**	**	**	**	6%	4%
Aged 16	25	**	**	21	9	16	**	**	**	**	7	15
	10%	**	**	10%	9%	12%	**	**	**	**	7%	12%
Aged 18 or over	15	**	**	11	3	11	**	**	**	**	2	9
	6%	**	**	5%	3%	9%	**	**	**	**	2%	8%
Yes - but don't know what age	25	**	**	22	9	16	**	**	**	**	7	15
	10%	**	**	11%	8%	12%	**	**	**	**	8%	13%
No minimum age	12	**	**	10	6	6	**	**	**	**	5	5
	5%	**	**	5%	5%	5%	**	**	**	**	6%	4%
Don't know whether there is a minimum age	36	**	**	32	13	23	**	**	**	**	12	20
	15%	**	**	15%	12%	18%	**	**	**	**	12%	17%
SUMMARY												
AWARE OF MINIMUM AGE REQUIREMENT	191	**	**	170	90	101	**	**	**	**	77	93
	80%	**	**	80%	83%	78%	**	**	**	**	82%	79%

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

Any break column with 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 who say their child has a social media account on Facebook or Facebook Messenger

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	368	3	48	317	169	199	3	-	22	26	144	173
Effective Weighted Sample	254	3	28	224	122	132	3	-	14	15	108	118
Total	239	1	26	212	109	130	1	-	14	12	93	118
AWARE AND GIVE THE CORRECT RESPONSE (AGED 13)	64	**	**	60	39	26	**	**	**	**	34	25
	27%	**	**	28%	36%	20%	**	**	**	**	37%	22%
					e						k	
AWARE BUT GIVES AN INCORRECT AGE	127	**	**	110	51	76	**	**	**	**	42	68
	53%	**	**	52%	47%	58%	**	**	**	**	45%	57%
INCORRECT RESPONSE - THERE IS NO MINIMUM AGE REQUIREMENT	12	**	**	10	6	6	**	**	**	**	5	5
	5%	**	**	5%	5%	5%	**	**	**	**	6%	4%
UNAWARE OF MINIMUM AGE REQUIREMENT	36	**	**	32	13	23	**	**	**	**	12	20
	15%	**	**	15%	12%	18%	**	**	**	**	12%	17%

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

Any break column with 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 who say their child has a social media account on Facebook or Facebook Messenger

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 b	C2 ~c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	368	76	111	73	108	187	181	368	185	62	76	45	308	60	368
Effective Weighted Sample	254	57	76	48	72	133	120	254	178	58	73	45	219	35	254
Total	239	56	72	45	67	128	111	239	193	28	14	4	206	33	239
Age under 10	1 *%	** **	* *%	** **	* *%	1 *%	* *%	1 *%	- -%	** **	** **	** **	* *%	** **	1 *%
Aged 10	4 2%	** **	2 3%	** **	* 1%	2 2%	1 1%	4 2%	2 1%	** **	** **	** **	3 2%	** **	4 2%
Aged 11	2 1%	** **	1 2%	** **	* *%	2 1%	* *%	2 1%	1 1%	** **	** **	** **	* *%	** **	2 1%
Aged 12	18 7%	** **	5 7%	** **	3 4%	11 9%	7 6%	18 7%	11 6%	** **	** **	** **	16 8%	** **	18 7%
Aged 13	64 27%	** **	19 26%	** **	22 33%	29 23%	36 32%	64 27%	54 28%	** **	** **	** **	52 25%	** **	64 27%
Aged 14	26 11%	** **	8 11% d	** **	1 2%	16 12% d	10 9% d	26 11% d	22 11%	** **	** **	** **	22 11%	** **	26 11%
Aged 15	12 5%	** **	4 5%	** **	3 4%	8 6%	4 3%	12 5%	9 5%	** **	** **	** **	12 6%	** **	12 5%
Aged 16	25 10%	** **	3 4%	** **	11 16% b	11 8%	14 13% b	25 10%	20 10%	** **	** **	** **	25 12%	** **	25 10%
Aged 18 or over	15 6%	** **	5 7%	** **	5 7%	6 5%	8 7%	15 6%	13 7%	** **	** **	** **	13 6%	** **	15 6%
Yes - but don't know what age	25 10%	** **	6 9%	** **	8 12%	13 10%	12 11%	25 10%	21 11%	** **	** **	** **	21 10%	** **	25 10%
No minimum age	12 5%	** **	5 7%	** **	3 5%	6 5%	5 5%	12 5%	10 5%	** **	** **	** **	10 5%	** **	12 5%
Don't know whether there is a minimum age	36 15%	** **	13 19%	** **	10 15%	23 18%	13 12%	36 15%	32 16%	** **	** **	** **	31 15%	** **	36 15%
SUMMARY															
AWARE OF MINIMUM AGE REQUIREMENT	191 80%	** **	53 74%	** **	53 80%	99 77%	93 83%	191 80%	151 78%	** **	** **	** **	166 80%	** **	191 80%

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

Any break column with 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 who say their child has a social media account on Facebook or Facebook Messenger

	Total	SOCIAL GRADE							NATION						
		AB ~a	C1 b	C2 ~c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	368	76	111	73	108	187	181	368	185	62	76	45	308	60	368
Effective Weighted Sample	254	57	76	48	72	133	120	254	178	58	73	45	219	35	254
Total	239	56	72	45	67	128	111	239	193	28	14	4	206	33	239
AWARE AND GIVE THE CORRECT RESPONSE (AGED 13)	64 27%	** **	19 26%	** **	22 33%	29 23%	36 32%	64 27%	54 28%	** **	** **	** **	52 25%	** **	64 27%
AWARE BUT GIVES AN INCORRECT AGE	127 53%	** **	35 48%	** **	31 47%	70 55%	57 51%	127 53%	97 51%	** **	** **	** **	113 55%	** **	127 53%
INCORRECT RESPONSE - THERE IS NO MINIMUM AGE REQUIREMENT	12 5%	** **	5 7%	** **	3 5%	6 5%	5 5%	12 5%	10 5%	** **	** **	** **	10 5%	** **	12 5%
UNAWARE OF MINIMUM AGE REQUIREMENT	36 15%	** **	13 19%	** **	10 15%	23 18%	13 12%	36 15%	32 16%	** **	** **	** **	31 15%	** **	36 15%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.

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.

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 who say their child has a social media account on Facebook or Facebook Messenger

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	ALL ~e	ENG- LAND ~f	SCOT- LAND ~g	WALES ~h	IRELAND ~i	ALL ~j	ENG- LAND k	SCOT- LAND ~l	WALES ~m	IRELAND ~n	ALL o
Significance Level: 95%																
Unweighted total	368	-	2	1	-	3	18	7	18	4	47	165	53	56	39	313
Effective Weighted Sample	254	-	2	1	-	3	17	7	18	4	28	159	50	54	39	222
Total	239	-	1	*	-	1	20	3	3	*	26	171	25	11	4	210
Age under 10	1	**	**	**	**	**	**	**	**	**	**	-	**	**	**	*
	%	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	%
Aged 10	4	**	**	**	**	**	**	**	**	**	**	2	**	**	**	3
	2%	**	**	**	**	**	**	**	**	**	**	1%	**	**	**	1%
Aged 11	2	**	**	**	**	**	**	**	**	**	**	-	**	**	**	1
	1%	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	1%
Aged 12	18	**	**	**	**	**	**	**	**	**	**	10	**	**	**	16
	7%	**	**	**	**	**	**	**	**	**	**	6%	**	**	**	8%
Aged 13	64	**	**	**	**	**	**	**	**	**	**	49	**	**	**	59
	27%	**	**	**	**	**	**	**	**	**	**	29%	**	**	**	28%
Aged 14	26	**	**	**	**	**	**	**	**	**	**	20	**	**	**	25
	11%	**	**	**	**	**	**	**	**	**	**	12%	**	**	**	12%
Aged 15	12	**	**	**	**	**	**	**	**	**	**	8	**	**	**	10
	5%	**	**	**	**	**	**	**	**	**	**	5%	**	**	**	5%
Aged 16	25	**	**	**	**	**	**	**	**	**	**	16	**	**	**	21
	10%	**	**	**	**	**	**	**	**	**	**	9%	**	**	**	10%
Aged 18 or over	15	**	**	**	**	**	**	**	**	**	**	10	**	**	**	11
	6%	**	**	**	**	**	**	**	**	**	**	6%	**	**	**	5%
Yes - but don't know what age	25	**	**	**	**	**	**	**	**	**	**	19	**	**	**	22
	10%	**	**	**	**	**	**	**	**	**	**	11%	**	**	**	11%
No minimum age	12	**	**	**	**	**	**	**	**	**	**	9	**	**	**	10
	5%	**	**	**	**	**	**	**	**	**	**	5%	**	**	**	5%
Don't know whether there is a minimum age	36	**	**	**	**	**	**	**	**	**	**	28	**	**	**	31
	15%	**	**	**	**	**	**	**	**	**	**	17%	**	**	**	15%
SUMMARY																
AWARE OF MINIMUM AGE REQUIREMENT	191	**	**	**	**	**	**	**	**	**	**	133	**	**	**	168
	80%	**	**	**	**	**	**	**	**	**	**	78%	**	**	**	80%

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

Any break column with 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 who say their child has a social media account on Facebook or Facebook Messenger

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	k	~l	~m	~n	o
Unweighted total	368	-	2	1	-	3	18	7	18	4	47	165	53	56	39	313
Effective Weighted Sample	254	-	2	1	-	3	17	7	18	4	28	159	50	54	39	222
Total	239	-	1	*	-	1	20	3	3	*	26	171	25	11	4	210
AWARE AND GIVE THE CORRECT RESPONSE (AGED 13)	64 27%	**	**	**	**	**	**	**	**	**	**	49 29%	**	**	**	59 28%
AWARE BUT GIVES AN INCORRECT AGE	127 53%	**	**	**	**	**	**	**	**	**	**	85 50%	**	**	**	110 52%
INCORRECT RESPONSE - THERE IS NO MINIMUM AGE REQUIREMENT	12 5%	**	**	**	**	**	**	**	**	**	**	9 5%	**	**	**	10 5%
UNAWARE OF MINIMUM AGE REQUIREMENT	36 15%	**	**	**	**	**	**	**	**	**	**	28 17%	**	**	**	31 15%

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

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

QP46B. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Instagram? IF YES: What age is that? (SINGLE CODE)

Base : Parents who say their child has a social media account on Instagram

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7 ~a	8-11 ~b	12-15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k
Significance Level: 95%												
Unweighted total	348	1	54	293	142	206	1	-	18	36	123	170
Effective Weighted Sample	238	1	31	206	103	135	1	-	12	20	91	116
Total	222	1	29	192	94	128	1	-	13	16	80	112
Age under 10	1	**	**	*	*	*	**	**	**	**	*	-
	*%	**	**	*%	*%	*%	**	**	**	**	*%	-%
Aged 10	4	**	**	2	2	2	**	**	**	**	2	*
	2%	**	**	1%	2%	1%	**	**	**	**	2%	*%
Aged 11	4	**	**	2	1	3	**	**	**	**	1	1
	2%	**	**	1%	1%	2%	**	**	**	**	1%	1%
Aged 12	25	**	**	22	9	16	**	**	**	**	8	15
	11%	**	**	12%	9%	13%	**	**	**	**	9%	13%
Aged 13	45	**	**	42	21	24	**	**	**	**	19	23
	20%	**	**	22%	22%	19%	**	**	**	**	24%	20%
Aged 14	19	**	**	18	8	11	**	**	**	**	7	11
	9%	**	**	9%	8%	9%	**	**	**	**	8%	10%
Aged 15	3	**	**	2	1	2	**	**	**	**	1	1
	1%	**	**	1%	1%	2%	**	**	**	**	1%	1%
Aged 16	15	**	**	13	7	9	**	**	**	**	6	6
	7%	**	**	7%	7%	7%	**	**	**	**	8%	6%
Aged 18 or over	1	**	**	1	-	1	**	**	**	**	-	1
	*%	**	**	1%	-%	1%	**	**	**	**	-%	1%
Yes - but don't know what age	22	**	**	16	8	14	**	**	**	**	5	11
	10%	**	**	8%	9%	11%	**	**	**	**	6%	10%
No minimum age	18	**	**	16	8	10	**	**	**	**	7	9
	8%	**	**	8%	9%	8%	**	**	**	**	9%	8%
Don't know whether there is a minimum age	65	**	**	58	30	35	**	**	**	**	24	34
	29%	**	**	30%	31%	28%	**	**	**	**	31%	30%
SUMMARY												
AWARE OF MINIMUM AGE REQUIREMENT	139	**	**	118	57	83	**	**	**	**	49	70
	63%	**	**	61%	60%	65%	**	**	**	**	61%	62%

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

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

QP46B. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Instagram? IF YES: What age is that? (SINGLE CODE)

Base : Parents who say their child has a social media account on Instagram

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	348	1	54	293	142	206	1	-	18	36	123	170
Effective Weighted Sample	238	1	31	206	103	135	1	-	12	20	91	116
Total	222	1	29	192	94	128	1	-	13	16	80	112
AWARE AND GIVE THE CORRECT RESPONSE (AGED 13)	45 20%	**	**	42 22%	21 22%	24 19%	**	**	**	**	19 24%	23 20%
AWARE BUT GIVES AN INCORRECT AGE	94 42%	**	**	76 40%	36 38%	59 46%	**	**	**	**	29 37%	47 42%
INCORRECT RESPONSE - THERE IS NO MINIMUM AGE REQUIREMENT	18 8%	**	**	16 8%	8 9%	10 8%	**	**	**	**	7 9%	9 8%
UNAWARE OF MINIMUM AGE REQUIREMENT	65 29%	**	**	58 30%	30 31%	35 28%	**	**	**	**	24 31%	34 30%

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

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

QP46B. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Instagram? IF YES: What age is that? (SINGLE CODE)

Base : Parents who say their child has a social media account on Instagram

	Total	SOCIAL GRADE							NATION						
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	348	93	87	73	95	180	168	348	174	52	89	33	287	61	348
Effective Weighted Sample	238	66	60	47	65	126	112	238	167	49	86	33	200	37	238
Total	222	64	55	43	60	119	103	222	179	24	16	3	187	36	222
Age under 10	1	**	**	**	**	1	*	1	-	**	**	**	*	**	1
	%	**	**	**	**	%	%	%	%	**	**	**	%	**	%
Aged 10	4	**	**	**	**	2	2	4	2	**	**	**	3	**	4
	2%	**	**	**	**	1%	2%	2%	1%	**	**	**	2%	**	2%
Aged 11	4	**	**	**	**	1	3	4	2	**	**	**	3	**	4
	2%	**	**	**	**	1%	3%	2%	1%	**	**	**	1%	**	2%
Aged 12	25	**	**	**	**	17	8	25	20	**	**	**	23	**	25
	11%	**	**	**	**	14%	8%	11%	11%	**	**	**	12%	**	11%
Aged 13	45	**	**	**	**	25	20	45	36	**	**	**	35	**	45
	20%	**	**	**	**	21%	19%	20%	20%	**	**	**	19%	**	20%
Aged 14	19	**	**	**	**	12	7	19	16	**	**	**	19	**	19
	9%	**	**	**	**	10%	7%	9%	9%	**	**	**	10%	**	9%
Aged 15	3	**	**	**	**	3	-	3	3	**	**	**	3	**	3
	1%	**	**	**	**	2%	-%	1%	1%	**	**	**	1%	**	1%
Aged 16	15	**	**	**	**	7	8	15	13	**	**	**	13	**	15
	7%	**	**	**	**	6%	8%	7%	7%	**	**	**	7%	**	7%
Aged 18 or over	1	**	**	**	**	1	-	1	1	**	**	**	1	**	1
	%	**	**	**	**	1%	-%	%	1%	**	**	**	1%	**	%
Yes - but don't know what age	22	**	**	**	**	14	8	22	14	**	**	**	17	**	22
	10%	**	**	**	**	12%	8%	10%	8%	**	**	**	9%	**	10%
No minimum age	18	**	**	**	**	8	10	18	15	**	**	**	13	**	18
	8%	**	**	**	**	7%	9%	8%	9%	**	**	**	7%	**	8%
Don't know whether there is a minimum age	65	**	**	**	**	28	37	65	58	**	**	**	57	**	65
	29%	**	**	**	**	24%	35%	29%	32%	**	**	**	30%	**	29%
SUMMARY															
AWARE OF MINIMUM AGE REQUIREMENT	139	**	**	**	**	82	57	139	106	**	**	**	117	**	139
	63%	**	**	**	**	69%	55%	63%	59%	**	**	**	63%	**	63%

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

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

QP46B. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Instagram? IF YES: What age is that? (SINGLE CODE)

Base : Parents who say their child has a social media account on Instagram

	Total	SOCIAL GRADE							NATION						
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	348	93	87	73	95	180	168	348	174	52	89	33	287	61	348
Effective Weighted Sample	238	66	60	47	65	126	112	238	167	49	86	33	200	37	238
Total	222	64	55	43	60	119	103	222	179	24	16	3	187	36	222
AWARE AND GIVE THE CORRECT RESPONSE (AGED 13)	45 20%	** **	** **	** **	** **	25 21%	20 19%	45 20%	36 20%	** **	** **	** **	35 19%	** **	45 20%
AWARE BUT GIVES AN INCORRECT AGE	94 42%	** **	** **	** **	** **	57 48%	38 36%	94 42%	70 39%	** **	** **	** **	83 44%	** **	94 42%
INCORRECT RESPONSE - THERE IS NO MINIMUM AGE REQUIREMENT	18 8%	** **	** **	** **	** **	8 7%	10 9%	18 8%	15 9%	** **	** **	** **	13 7%	** **	18 8%
UNAWARE OF MINIMUM AGE REQUIREMENT	65 29%	** **	** **	** **	** **	28 24%	37 35%	65 29%	58 32%	** **	** **	** **	57 30%	** **	65 29%

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

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

QP46B. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Instagram? IF YES: What age is that? (SINGLE CODE)

Base : Parents who say their child has a social media account on Instagram

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	ALL ~e	ENG- LAND ~f	SCOT- LAND ~g	WALES ~h	IRELAND ~i	ALL ~j	ENG- LAND k	SCOT- LAND ~l	WALES ~m	IRELAND ~n	ALL o
Significance Level: 95%																
Unweighted total	348	1	-	-	-	1	18	10	23	3	54	153	42	66	28	289
Effective Weighted Sample	238	1	-	-	-	1	18	10	23	3	31	146	40	64	28	204
Total	222	1	-	-	-	1	21	4	4	*	29	156	20	13	3	191
Age under 10	1	**	**	**	**	**	**	**	**	**	**	-	**	**	**	*
	%	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	%
Aged 10	4	**	**	**	**	**	**	**	**	**	**	1	**	**	**	2
	2%	**	**	**	**	**	**	**	**	**	**	1%	**	**	**	1%
Aged 11	4	**	**	**	**	**	**	**	**	**	**	-	**	**	**	2
	2%	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	1%
Aged 12	25	**	**	**	**	**	**	**	**	**	**	16	**	**	**	21
	11%	**	**	**	**	**	**	**	**	**	**	10%	**	**	**	11%
Aged 13	45	**	**	**	**	**	**	**	**	**	**	34	**	**	**	42
	20%	**	**	**	**	**	**	**	**	**	**	22%	**	**	**	22%
Aged 14	19	**	**	**	**	**	**	**	**	**	**	15	**	**	**	18
	9%	**	**	**	**	**	**	**	**	**	**	9%	**	**	**	9%
Aged 15	3	**	**	**	**	**	**	**	**	**	**	1	**	**	**	2
	1%	**	**	**	**	**	**	**	**	**	**	1%	**	**	**	1%
Aged 16	15	**	**	**	**	**	**	**	**	**	**	11	**	**	**	13
	7%	**	**	**	**	**	**	**	**	**	**	7%	**	**	**	7%
Aged 18 or over	1	**	**	**	**	**	**	**	**	**	**	1	**	**	**	1
	%	**	**	**	**	**	**	**	**	**	**	1%	**	**	**	1%
Yes - but don't know what age	22	**	**	**	**	**	**	**	**	**	**	11	**	**	**	16
	10%	**	**	**	**	**	**	**	**	**	**	7%	**	**	**	9%
No minimum age	18	**	**	**	**	**	**	**	**	**	**	14	**	**	**	16
	8%	**	**	**	**	**	**	**	**	**	**	9%	**	**	**	8%
Don't know whether there is a minimum age	65	**	**	**	**	**	**	**	**	**	**	51	**	**	**	58
	29%	**	**	**	**	**	**	**	**	**	**	33%	**	**	**	30%
SUMMARY																
AWARE OF MINIMUM AGE REQUIREMENT	139	**	**	**	**	**	**	**	**	**	**	90	**	**	**	117
	63%	**	**	**	**	**	**	**	**	**	**	58%	**	**	**	61%

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

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

QP46B. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Instagram? IF YES: What age is that? (SINGLE CODE)

Base : Parents who say their child has a social media account on Instagram

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	ALL ~e	ENG- LAND ~f	SCOT- LAND ~g	WALES ~h	IRELAND ~i	ALL ~j	ENG- LAND k	SCOT- LAND ~l	WALES ~m	IRELAND ~n	ALL o
Significance Level: 95%																
Unweighted total	348	1	-	-	-	1	18	10	23	3	54	153	42	66	28	289
Effective Weighted Sample	238	1	-	-	-	1	18	10	23	3	31	146	40	64	28	204
Total	222	1	-	-	-	1	21	4	4	*	29	156	20	13	3	191
AWARE AND GIVE THE CORRECT RESPONSE (AGED 13)	45 20%	**	**	**	**	**	**	**	**	**	**	34 22%	**	**	**	42 22%
AWARE BUT GIVES AN INCORRECT AGE	94 42%	**	**	**	**	**	**	**	**	**	**	56 36%	**	**	**	75 39%
INCORRECT RESPONSE - THERE IS NO MINIMUM AGE REQUIREMENT	18 8%	**	**	**	**	**	**	**	**	**	**	14 9%	**	**	**	16 8%
UNAWARE OF MINIMUM AGE REQUIREMENT	65 29%	**	**	**	**	**	**	**	**	**	**	51 33%	**	**	**	58 30%

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

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

QP46C. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Snapchat? IF YES: What age is that? (SINGLE CODE)

Base : Parents who say their child has a social media account on Snapchat

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7 ~a	8-11 ~b	12-15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k
Significance Level: 95%												
Unweighted total	354	4	64	286	152	202	-	4	27	37	125	161
Effective Weighted Sample	235	3	38	194	103	132	-	3	17	21	86	109
Total	219	2	35	182	93	126	-	2	17	17	75	107
Age under 10	1	**	**	1	1	-	**	**	**	**	1	-
	*%	**	**	*%	1%	-%	**	**	**	**	1%	-%
Aged 10	1	**	**	1	*	*	**	**	**	**	*	*
	*%	**	**	*%	1%	*%	**	**	**	**	1%	*%
Aged 11	2	**	**	2	1	1	**	**	**	**	1	*
	1%	**	**	1%	1%	1%	**	**	**	**	2%	*%
Aged 12	16	**	**	13	6	10	**	**	**	**	4	9
	7%	**	**	7%	6%	8%	**	**	**	**	5%	9%
Aged 13	32	**	**	29	11	22	**	**	**	**	9	19
	15%	**	**	16%	11%	17%	**	**	**	**	12%	18%
Aged 14	20	**	**	17	12	8	**	**	**	**	9	8
	9%	**	**	9%	13%	6%	**	**	**	**	12%	8%
Aged 15	4	**	**	3	2	2	**	**	**	**	2	1
	2%	**	**	2%	2%	2%	**	**	**	**	3%	1%
Aged 16	9	**	**	7	5	4	**	**	**	**	3	4
	4%	**	**	4%	5%	3%	**	**	**	**	4%	4%
Aged 18 or over	2	**	**	1	-	2	**	**	**	**	-	1
	1%	**	**	1%	-%	2%	**	**	**	**	-%	1%
Yes - but don't know what age	32	**	**	26	11	21	**	**	**	**	8	18
	15%	**	**	14%	12%	17%	**	**	**	**	11%	16%
No minimum age	30	**	**	27	15	15	**	**	**	**	13	14
	14%	**	**	15%	16%	12%	**	**	**	**	17%	13%
Don't know whether there is a minimum age	70	**	**	56	30	40	**	**	**	**	25	31
	32%	**	**	31%	32%	32%	**	**	**	**	33%	29%
SUMMARY												
AWARE OF MINIMUM AGE REQUIREMENT	120	**	**	99	49	71	**	**	**	**	38	61
	55%	**	**	54%	52%	57%	**	**	**	**	50%	57%

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

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

QP46C. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Snapchat? IF YES: What age is that? (SINGLE CODE)

Base : Parents who say their child has a social media account on Snapchat

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	354	4	64	286	152	202	-	4	27	37	125	161
Effective Weighted Sample	235	3	38	194	103	132	-	3	17	21	86	109
Total	219	2	35	182	93	126	-	2	17	17	75	107
AWARE AND GIVE THE CORRECT RESPONSE (AGED 13)	32	**	**	29	11	22	**	**	**	**	9	19
	15%	**	**	16%	11%	17%	**	**	**	**	12%	18%
AWARE BUT GIVES AN INCORRECT AGE	88	**	**	70	38	50	**	**	**	**	29	42
	40%	**	**	38%	41%	39%	**	**	**	**	38%	39%
INCORRECT RESPONSE - THERE IS NO MINIMUM AGE REQUIREMENT	30	**	**	27	15	15	**	**	**	**	13	14
	14%	**	**	15%	16%	12%	**	**	**	**	17%	13%
UNAWARE OF MINIMUM AGE REQUIREMENT	70	**	**	56	30	40	**	**	**	**	25	31
	32%	**	**	31%	32%	32%	**	**	**	**	33%	29%

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

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

QP46C. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Snapchat? IF YES: What age is that? (SINGLE CODE)

Base : Parents who say their child has a social media account on Snapchat

	SOCIAL GRADE								NATION						
	Total	AB ~a	C1 ~b	C2 ~c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	354	88	86	80	100	174	180	354	167	68	57	62	305	49	354
Effective Weighted Sample	235	63	60	50	63	122	113	235	162	63	55	61	209	26	235
Total	219	60	55	46	58	116	104	219	175	29	10	5	194	26	219
Age under 10	1 *0%	** **	** **	** **	1 1%	* *%	1 1%	1 *0%	- -0%	** **	** **	** **	1 *0%	** **	1 *0%
Aged 10	1 *0%	** **	** **	** **	* 1%	- -0%	1 1%	1 *0%	- -0%	** **	** **	** **	1 *0%	** **	1 *0%
Aged 11	2 1%	** **	** **	** **	2 4%	* *%	2 2%	2 1%	2 1%	** **	** **	** **	2 1%	** **	2 1%
Aged 12	16 7%	** **	** **	** **	4 7%	6 5%	10 9%	16 7%	12 7%	** **	** **	** **	15 8%	** **	16 7%
Aged 13	32 15%	** **	** **	** **	10 17%	17 14%	16 15%	32 15%	25 14%	** **	** **	** **	27 14%	** **	32 15%
Aged 14	20 9%	** **	** **	** **	3 5%	16 14% f	4 4%	20 9%	16 9%	** **	** **	** **	20 10%	** **	20 9%
Aged 15	4 2%	** **	** **	** **	* 1%	2 1%	3 2%	4 2%	3 2%	** **	** **	** **	4 2%	** **	4 2%
Aged 16	9 4%	** **	** **	** **	1 2%	6 5%	3 3%	9 4%	7 4%	** **	** **	** **	8 4%	** **	9 4%
Aged 18 or over	2 1%	** **	** **	** **	1 2%	1 1%	1 1%	2 1%	2 1%	** **	** **	** **	2 1%	** **	2 1%
Yes - but don't know what age	32 15%	** **	** **	** **	9 15%	19 17%	13 13%	32 15%	23 13%	** **	** **	** **	30 15%	** **	32 15%
No minimum age	30 14%	** **	** **	** **	9 16%	17 15%	12 12%	30 14%	26 15%	** **	** **	** **	24 12%	** **	30 14%
Don't know whether there is a minimum age	70 32%	** **	** **	** **	18 31%	31 27%	38 37%	70 32%	58 33%	** **	** **	** **	60 31%	** **	70 32%
SUMMARY															
AWARE OF MINIMUM AGE REQUIREMENT	120 55%	** **	** **	** **	31 53%	67 58%	53 51%	120 55%	92 52%	** **	** **	** **	110 57%	** **	120 55%

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

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

QP46C. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Snapchat? IF YES: What age is that? (SINGLE CODE)

Base : Parents who say their child has a social media account on Snapchat

	Total	SOCIAL GRADE							NATION						
		AB ~a	C1 ~b	C2 ~c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	354	88	86	80	100	174	180	354	167	68	57	62	305	49	354
Effective Weighted Sample	235	63	60	50	63	122	113	235	162	63	55	61	209	26	235
Total	219	60	55	46	58	116	104	219	175	29	10	5	194	26	219
AWARE AND GIVE THE CORRECT RESPONSE (AGED 13)	32 15%	** **	** **	** **	10 17%	17 14%	16 15%	32 15%	25 14%	** **	** **	** **	27 14%	** **	32 15%
AWARE BUT GIVES AN INCORRECT AGE	88 40%	** **	** **	** **	21 36%	50 43%	37 36%	88 40%	67 38%	** **	** **	** **	83 43%	** **	88 40%
INCORRECT RESPONSE - THERE IS NO MINIMUM AGE REQUIREMENT	30 14%	** **	** **	** **	9 16%	17 15%	12 12%	30 14%	26 15%	** **	** **	** **	24 12%	** **	30 14%
UNAWARE OF MINIMUM AGE REQUIREMENT	70 32%	** **	** **	** **	18 31%	31 27%	38 37%	70 32%	58 33%	** **	** **	** **	60 31%	** **	70 32%

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

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

QP46C. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Snapchat? IF YES: What age is that? (SINGLE CODE)

Base : Parents who say their child has a social media account on Snapchat

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	ALL ~e	ENG- LAND ~f	SCOT- LAND ~g	WALES ~h	IRELAND ~i	ALL ~j	ENG- LAND k	SCOT- LAND ~l	WALES ~m	IRELAND ~n	ALL o
Significance Level: 95%																
Unweighted total	354	2	1	1	-	4	23	17	11	13	64	141	50	45	47	283
Effective Weighted Sample	235	2	1	1	-	3	23	16	11	13	38	136	46	44	47	193
Total	219	2	*	*	-	2	26	6	2	1	35	146	22	8	4	181
Age under 10	1	**	**	**	**	**	**	**	**	**	**	-	**	**	**	1
	%	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	%
Aged 10	1	**	**	**	**	**	**	**	**	**	**	-	**	**	**	1
	%	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	%
Aged 11	2	**	**	**	**	**	**	**	**	**	**	1	**	**	**	2
	1%	**	**	**	**	**	**	**	**	**	**	1%	**	**	**	1%
Aged 12	16	**	**	**	**	**	**	**	**	**	**	10	**	**	**	13
	7%	**	**	**	**	**	**	**	**	**	**	7%	**	**	**	7%
Aged 13	32	**	**	**	**	**	**	**	**	**	**	20	**	**	**	27
	15%	**	**	**	**	**	**	**	**	**	**	14%	**	**	**	15%
Aged 14	20	**	**	**	**	**	**	**	**	**	**	14	**	**	**	17
	9%	**	**	**	**	**	**	**	**	**	**	9%	**	**	**	9%
Aged 15	4	**	**	**	**	**	**	**	**	**	**	2	**	**	**	3
	2%	**	**	**	**	**	**	**	**	**	**	1%	**	**	**	2%
Aged 16	9	**	**	**	**	**	**	**	**	**	**	6	**	**	**	7
	4%	**	**	**	**	**	**	**	**	**	**	4%	**	**	**	4%
Aged 18 or over	2	**	**	**	**	**	**	**	**	**	**	1	**	**	**	1
	1%	**	**	**	**	**	**	**	**	**	**	1%	**	**	**	1%
Yes - but don't know what age	32	**	**	**	**	**	**	**	**	**	**	20	**	**	**	26
	15%	**	**	**	**	**	**	**	**	**	**	14%	**	**	**	14%
No minimum age	30	**	**	**	**	**	**	**	**	**	**	24	**	**	**	27
	14%	**	**	**	**	**	**	**	**	**	**	17%	**	**	**	15%
Don't know whether there is a minimum age	70	**	**	**	**	**	**	**	**	**	**	47	**	**	**	56
	32%	**	**	**	**	**	**	**	**	**	**	32%	**	**	**	31%
SUMMARY																
AWARE OF MINIMUM AGE REQUIREMENT	120	**	**	**	**	**	**	**	**	**	**	75	**	**	**	98
	55%	**	**	**	**	**	**	**	**	**	**	51%	**	**	**	54%

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

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

QP46C. AWARENESS OF MINIMUM AGE REQUIREMENT FOR SOCIAL MEDIA/ MESSAGING SITES OR APPS - As far as you are aware is there a minimum age that someone has to reach before they can be on Snapchat? IF YES: What age is that? (SINGLE CODE)

Base : Parents who say their child has a social media account on Snapchat

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	k	~l	~m	~n	o
Unweighted total	354	2	1	1	-	4	23	17	11	13	64	141	50	45	47	283
Effective Weighted Sample	235	2	1	1	-	3	23	16	11	13	38	136	46	44	47	193
Total	219	2	*	*	-	2	26	6	2	1	35	146	22	8	4	181
AWARE AND GIVE THE CORRECT RESPONSE (AGED 13)	32 15%	**	**	**	**	**	**	**	**	**	**	20 14%	**	**	**	27 15%
AWARE BUT GIVES AN INCORRECT AGE	88 40%	**	**	**	**	**	**	**	**	**	**	54 37%	**	**	**	70 39%
INCORRECT RESPONSE - THERE IS NO MINIMUM AGE REQUIREMENT	30 14%	**	**	**	**	**	**	**	**	**	**	24 17%	**	**	**	27 15%
UNAWARE OF MINIMUM AGE REQUIREMENT	70 32%	**	**	**	**	**	**	**	**	**	**	47 32%	**	**	**	56 31%

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

Any break column with 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 who say their child has a social media/ messaging account on WhatsApp

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7 ~a	8-11 ~b	12-15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k
Significance Level: 95%												
Unweighted total	310	5	68	237	141	169	2	3	29	39	110	127
Effective Weighted Sample	218	4	43	172	98	121	1	3	18	25	80	93
Total	208	4	43	161	90	118	1	3	20	22	68	93
Age under 10	*	**	**	*	*	-	**	**	**	**	*	-
	*%	**	**	*%	*%	-%	**	**	**	**	*%	-%
Aged 10	2	**	**	2	*	1	**	**	**	**	*	1
	1%	**	**	1%	1%	1%	**	**	**	**	1%	1%
Aged 11	*	**	**	*	*	*	**	**	**	**	*	*
	*%	**	**	*%	*%	*%	**	**	**	**	*%	*%
Aged 12	20	**	**	16	9	11	**	**	**	**	5	11
	10%	**	**	10%	10%	9%	**	**	**	**	8%	11%
Aged 13	17	**	**	13	7	11	**	**	**	**	5	8
	8%	**	**	8%	7%	9%	**	**	**	**	8%	8%
Aged 14	11	**	**	10	7	4	**	**	**	**	7	3
	5%	**	**	6%	8%	3%	**	**	**	**	10%	4%
Aged 15	8	**	**	5	5	3	**	**	**	**	3	2
	4%	**	**	3%	5%	3%	**	**	**	**	5%	2%
Aged 16	10	**	**	4	5	5	**	**	**	**	1	3
	5%	**	**	2%	6%	4%	**	**	**	**	1%	3%
Aged 18 or over	1	**	**	1	-	1	**	**	**	**	-	1
	1%	**	**	1%	-%	1%	**	**	**	**	-%	1%
Yes - but don't know what age	24	**	**	17	11	13	**	**	**	**	6	10
	12%	**	**	10%	13%	11%	**	**	**	**	9%	11%
No minimum age	45	**	**	38	25	20	**	**	**	**	22	15
	22%	**	**	23%	28%	17%	**	**	**	**	32%	17%
											k	
Don't know whether there is a minimum age	68	**	**	56	20	48	**	**	**	**	18	38
	33%	**	**	34%	23%	41%	**	**	**	**	26%	41%
						d						j
SUMMARY												
AWARE OF MINIMUM AGE REQUIREMENT	94	**	**	68	44	50	**	**	**	**	28	40
	45%	**	**	42%	49%	42%	**	**	**	**	42%	43%

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

Any break column with 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 who say their child has a social media/ messaging account on WhatsApp

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	310	5	68	237	141	169	2	3	29	39	110	127
Effective Weighted Sample	218	4	43	172	98	121	1	3	18	25	80	93
Total	208	4	43	161	90	118	1	3	20	22	68	93
AWARE AND GIVE THE CORRECT RESPONSE (AGED 16)	10	**	**	4	5	5	**	**	**	**	1	3
	5%	**	**	2%	6%	4%	**	**	**	**	1%	3%
AWARE BUT GIVES AN INCORRECT AGE	84	**	**	64	39	44	**	**	**	**	28	37
	40%	**	**	40%	44%	38%	**	**	**	**	40%	40%
INCORRECT RESPONSE - THERE IS NO MINIMUM AGE REQUIREMENT	45	**	**	38	25	20	**	**	**	**	22	15
	22%	**	**	23%	28%	17%	**	**	**	**	32%	17%
											k	
UNAWARE OF MINIMUM AGE REQUIREMENT	68	**	**	56	20	48	**	**	**	**	18	38
	33%	**	**	34%	23%	41%	**	**	**	**	26%	41%
						d						j

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

Any break column with 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 who say their child has a social media/ messaging account on WhatsApp

	Total	SOCIAL GRADE							NATION						
		AB ~a	C1 ~b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	310	85	86	67	72	171	139	310	165	59	43	43	254	56	310
Effective Weighted Sample	218	62	64	45	48	126	93	218	158	55	41	43	180	39	218
Total	208	59	63	40	46	122	86	208	170	26	7	4	170	38	208
Age under 10	*	**	**	**	**	-	*	*	-	**	**	**	*	**	*
	*%	**	**	**	**	-%	*%	*%	-%	**	**	**	*%	**	*%
Aged 10	2	**	**	**	**	2	*	2	-	**	**	**	2	**	2
	1%	**	**	**	**	1%	*%	1%	-%	**	**	**	1%	**	1%
Aged 11	*	**	**	**	**	*	*	*	-	**	**	**	-	**	*
	*%	**	**	**	**	*%	*%	*%	-%	**	**	**	-%	**	*%
Aged 12	20	**	**	**	**	15	5	20	17	**	**	**	19	**	20
	10%	**	**	**	**	12%	6%	10%	10%	**	**	**	11%	**	10%
Aged 13	17	**	**	**	**	12	6	17	15	**	**	**	14	**	17
	8%	**	**	**	**	10%	7%	8%	9%	**	**	**	8%	**	8%
Aged 14	11	**	**	**	**	8	3	11	7	**	**	**	10	**	11
	5%	**	**	**	**	7%	3%	5%	4%	**	**	**	6%	**	5%
Aged 15	8	**	**	**	**	3	4	8	7	**	**	**	8	**	8
	4%	**	**	**	**	3%	5%	4%	4%	**	**	**	5%	**	4%
Aged 16	10	**	**	**	**	4	6	10	9	**	**	**	8	**	10
	5%	**	**	**	**	3%	7%	5%	5%	**	**	**	5%	**	5%
Aged 18 or over	1	**	**	**	**	1	-	1	1	**	**	**	1	**	1
	1%	**	**	**	**	1%	-%	1%	1%	**	**	**	1%	**	1%
Yes - but don't know what age	24	**	**	**	**	18	6	24	19	**	**	**	19	**	24
	12%	**	**	**	**	15%	7%	12%	11%	**	**	**	11%	**	12%
No minimum age	45	**	**	**	**	26	20	45	39	**	**	**	36	**	45
	22%	**	**	**	**	21%	23%	22%	23%	**	**	**	21%	**	22%
Don't know whether there is a minimum age	68	**	**	**	**	33	35	68	56	**	**	**	53	**	68
	33%	**	**	**	**	27%	41%	33%	33%	**	**	**	31%	**	33%
						e									
SUMMARY															
AWARE OF MINIMUM AGE REQUIREMENT	94	**	**	**	**	63	31	94	75	**	**	**	81	**	94
	45%	**	**	**	**	52%	36%	45%	44%	**	**	**	48%	**	45%
						f									

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

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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 who say their child has a social media/ messaging account on WhatsApp

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	310	85	86	67	72	171	139	310	165	59	43	43	254	56	310
Effective Weighted Sample	218	62	64	45	48	126	93	218	158	55	41	43	180	39	218
Total	208	59	63	40	46	122	86	208	170	26	7	4	170	38	208
AWARE AND GIVE THE CORRECT RESPONSE (AGED 16)	10 5%	** **	** **	** **	** **	4 3%	6 7%	10 5%	9 5%	** **	** **	** **	8 5%	** **	10 5%
AWARE BUT GIVES AN INCORRECT AGE	84 40%	** **	** **	** **	** **	59 49%	24 29%	84 40%	66 39%	** **	** **	** **	73 43%	** **	84 40%
INCORRECT RESPONSE - THERE IS NO MINIMUM AGE REQUIREMENT	45 22%	** **	** **	** **	** **	26 21%	20 23%	45 22%	39 23%	** **	** **	** **	36 21%	** **	45 22%
UNAWARE OF MINIMUM AGE REQUIREMENT	68 33%	** **	** **	** **	** **	33 27%	35 41%	68 33%	56 33%	** **	** **	** **	53 31%	** **	68 33%

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

Any break column with 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 who say their child has a social media/ messaging account on WhatsApp

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	ALL ~e	ENG- LAND ~f	SCOT- LAND ~g	WALES ~h	IRELAND ~i	ALL ~j	ENG- LAND k	SCOT- LAND ~l	WALES ~m	IRELAND ~n	ALL o
Significance Level: 95%																
Unweighted total	310	4	-	1	-	5	31	14	15	8	68	128	45	27	33	233
Effective Weighted Sample	218	4	-	1	-	4	30	13	15	8	43	122	42	26	33	170
Total	208	4	-	*	-	4	35	5	2	1	43	130	22	5	3	159
Age under 10	*	**	**	**	**	**	**	**	**	**	**	-	**	**	**	*
	*%	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	*%
Aged 10	2	**	**	**	**	**	**	**	**	**	**	-	**	**	**	2
	1%	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	1%
Aged 11	*	**	**	**	**	**	**	**	**	**	**	-	**	**	**	*
	*%	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	*%
Aged 12	20	**	**	**	**	**	**	**	**	**	**	13	**	**	**	16
	10%	**	**	**	**	**	**	**	**	**	**	10%	**	**	**	10%
Aged 13	17	**	**	**	**	**	**	**	**	**	**	11	**	**	**	13
	8%	**	**	**	**	**	**	**	**	**	**	8%	**	**	**	8%
Aged 14	11	**	**	**	**	**	**	**	**	**	**	5	**	**	**	9
	5%	**	**	**	**	**	**	**	**	**	**	4%	**	**	**	6%
Aged 15	8	**	**	**	**	**	**	**	**	**	**	5	**	**	**	5
	4%	**	**	**	**	**	**	**	**	**	**	4%	**	**	**	3%
Aged 16	10	**	**	**	**	**	**	**	**	**	**	3	**	**	**	4
	5%	**	**	**	**	**	**	**	**	**	**	2%	**	**	**	2%
Aged 18 or over	1	**	**	**	**	**	**	**	**	**	**	1	**	**	**	1
	1%	**	**	**	**	**	**	**	**	**	**	1%	**	**	**	1%
Yes - but don't know what age	24	**	**	**	**	**	**	**	**	**	**	13	**	**	**	17
	12%	**	**	**	**	**	**	**	**	**	**	10%	**	**	**	11%
No minimum age	45	**	**	**	**	**	**	**	**	**	**	33	**	**	**	38
	22%	**	**	**	**	**	**	**	**	**	**	26%	**	**	**	24%
Don't know whether there is a minimum age	68	**	**	**	**	**	**	**	**	**	**	46	**	**	**	55
	33%	**	**	**	**	**	**	**	**	**	**	36%	**	**	**	34%
SUMMARY																
AWARE OF MINIMUM AGE REQUIREMENT	94	**	**	**	**	**	**	**	**	**	**	51	**	**	**	67
	45%	**	**	**	**	**	**	**	**	**	**	39%	**	**	**	42%

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

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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 who say their child has a social media/ messaging account on WhatsApp

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	ALL ~e	ENG- LAND ~f	SCOT- LAND ~g	WALES ~h	IRELAND ~i	ALL ~j	ENG- LAND k	SCOT- LAND ~l	WALES ~m	IRELAND ~n	ALL o
Significance Level: 95%																
Unweighted total	310	4	-	1	-	5	31	14	15	8	68	128	45	27	33	233
Effective Weighted Sample	218	4	-	1	-	4	30	13	15	8	43	122	42	26	33	170
Total	208	4	-	*	-	4	35	5	2	1	43	130	22	5	3	159
AWARE AND GIVE THE CORRECT RESPONSE (AGED 16)	10 5%	**	**	**	**	**	**	**	**	**	**	3 2%	**	**	**	4 2%
AWARE BUT GIVES AN INCORRECT AGE	84 40%	**	**	**	**	**	**	**	**	**	**	48 37%	**	**	**	63 40%
INCORRECT RESPONSE - THERE IS NO MINIMUM AGE REQUIREMENT	45 22%	**	**	**	**	**	**	**	**	**	**	33 26%	**	**	**	38 24%
UNAWARE OF MINIMUM AGE REQUIREMENT	68 33%	**	**	**	**	**	**	**	**	**	**	46 36%	**	**	**	55 34%

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

Any break column with 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 goes online at home or elsewhere

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2133	634	755	744	1018	1115	291	343	347	408	380	364
Effective Weighted Sample	1388	362	502	529	677	711	166	197	229	277	285	246
Total	1238	289	459	490	614	624	141	148	228	231	246	244
Strongly disagree	505	172	218	115	254	251	88	84	109	109	57	58
	41%	59%	47%	23%	41%	40%	62%	57%	48%	47%	23%	24%
		bc	c				hijk	ijk	jk	jk		
Slightly disagree	193	31	70	92	98	95	14	17	36	34	48	44
	16%	11%	15%	19%	16%	15%	10%	12%	16%	15%	20%	18%
			a	a							fg	f
Neither agree nor disagree	172	28	53	91	88	85	14	15	25	28	49	42
	14%	10%	12%	18%	14%	14%	10%	10%	11%	12%	20%	17%
				ab							fghi	fg
Slightly agree	236	28	73	135	105	130	12	16	32	40	61	74
	19%	10%	16%	28%	17%	21%	9%	11%	14%	18%	25%	30%
			a	ab						fg	fghi	fghi
Strongly agree	92	18	33	40	48	43	9	9	20	13	19	21
	7%	6%	7%	8%	8%	7%	6%	6%	9%	6%	8%	8%
Don't know	40	12	11	17	20	20	5	7	5	6	11	6
	3%	4%	2%	3%	3%	3%	3%	5%	2%	3%	4%	3%
SUMMARY CODES												
TOTAL DISAGREE	698	203	288	207	352	346	101	102	146	143	105	102
	56%	70%	63%	42%	57%	55%	72%	68%	64%	62%	43%	42%
		bc	c				ijk	jk	jk	jk		
TOTAL AGREE	328	46	106	176	154	174	21	25	52	54	81	95
	26%	16%	23%	36%	25%	28%	15%	17%	23%	23%	33%	39%
			a	ab					f	f	fghi	fghi
TOTAL NEITHER/ DON'T KNOW	213	40	65	107	108	104	19	22	30	35	60	48
	17%	14%	14%	22%	18%	17%	13%	15%	13%	15%	24%	20%
				ab							fghi	

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

Any break column with 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 goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND N	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2133	441	604	481	607	1045	1088	2133	1144	319	344	326	1786	347	2133
Effective Weighted Sample	1388	310	405	304	371	715	675	1388	1054	279	326	312	1206	182	1388
Total	1238	287	373	258	320	660	578	1238	1054	107	53	25	1078	161	1238
Strongly disagree	505 41%	124 43%	152 41%	97 37%	132 41%	276 42%	229 40%	505 41%	419 40%	44 41%	29 54% hilmn	13 53% hilmn	436 40%	69 43%	505 41%
Slightly disagree	193 16%	46 16%	67 18%	38 15%	42 13%	113 17%	81 14%	193 16%	164 16% k	20 18% k	7 14%	3 11%	172 16% k	22 13%	193 16% k
Neither agree nor disagree	172 14%	32 11%	48 13%	44 17% ae	48 15%	80 12%	92 16% e	172 14%	146 14% k	18 17% k	6 11%	2 9%	155 14% k	17 11%	172 14% k
Slightly agree	236 19%	56 20%	72 19%	48 18%	60 19%	129 19%	107 19%	236 19%	211 20% ij	14 13%	6 12%	4 18% j	196 18% ij	40 25% ijl	236 19% ij
Strongly agree	92 7%	23 8%	22 6%	20 8%	27 8%	45 7%	47 8%	92 7%	85 8% ijk	4 4%	2 4%	1 3%	83 8% ijk	9 6%	92 7% ijk
Don't know	40 3%	6 2%	12 3%	12 4%	12 4%	17 3%	23 4%	40 3%	28 3%	8 7% hlmn	3 5% h	2 7% hlmn	36 3%	4 3%	40 3%
SUMMARY CODES															
TOTAL DISAGREE	698 56%	170 59%	219 59%	135 52%	175 55%	389 59% cf	309 54%	698 56%	583 55%	63 59%	36 68% hilmn	16 63% hln	608 56%	91 56%	698 56%
TOTAL AGREE	328 26%	80 28%	94 25%	67 26%	86 27%	174 26%	154 27%	328 26%	296 28% ijk	18 17%	8 16%	5 21%	279 26% ij	49 30% ijk	328 26% ijk
TOTAL NEITHER/ DON'T KNOW	213 17%	38 13%	59 16%	56 22% ae	59 18%	98 15%	115 20% ae	213 17%	175 17%	25 24% hijklmn	9 16%	4 16%	191 18%	21 13%	213 17%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.
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.

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 goes online at home or elsewhere

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND a	SCOT- LAND b	WALES c	IRELAND d	ALL e	ENG- LAND f	SCOT- LAND g	WALES h	IRELAND i	ALL j	ENG- LAND k	SCOT- LAND l	WALES m	IRELAND n	ALL o
Significance Level: 95%																
Unweighted total	2133	287	103	125	119	634	418	104	118	100	740	428	108	100	102	738
Effective Weighted Sample	1388	264	98	124	118	362	381	97	116	99	491	402	97	97	101	525
Total	1238	242	25	15	7	289	389	34	19	8	450	414	45	19	9	488
Strongly disagree	505 41%	139 57%	16 66%	11 73% ae	5 75% ae	172 59%	183 47%	14 42%	11 57% g	4 55%	213 47%	93 22%	12 25%	7 37% ko	3 33% k	114 23%
Slightly disagree	193 16%	25 10%	5 19% acde	1 5%	* 5%	31 11%	57 15%	7 21%	2 12%	1 15%	67 15%	80 19%	7 16%	4 22%	1 12%	92 19%
Neither agree nor disagree	172 14%	26 11% b	1 4%	1 5%	1 8%	28 10%	46 12%	4 13%	2 12%	1 8%	53 12%	74 18%	12 27% kmn	3 15%	1 12%	91 19%
Slightly agree	236 19%	25 10%	2 7%	1 6%	* 5%	28 10%	64 16%	4 11%	2 13%	1 11%	71 16%	119 29% lm	8 18%	3 15%	3 33% lm	133 27% m
Strongly agree	92 7%	18 7% bcd	* 1%	* 1%	* 1%	18 6% bcd	31 8%	2 5%	1 3%	* 3%	33 7%	36 9%	2 4%	1 7%	* 5%	40 8%
Don't know	40 3%	10 4%	1 3%	1 10% ae	* 6%	12 4%	7 2%	3 8% fj	1 3%	1 9% fj	11 2%	12 3%	4 9% ko	1 3%	1 6%	17 3%
SUMMARY CODES																
TOTAL DISAGREE	698 56%	164 68%	21 85% ae	12 78% a	6 80% ae	203 70%	240 62%	21 63%	13 69%	5 69%	280 62%	173 42%	19 41%	11 60% kln	4 44%	207 42%
TOTAL AGREE	328 26%	42 18% bcd	2 8%	1 7%	* 6%	46 16% cd	95 24% i	6 16%	3 16%	1 14%	105 23% i	156 38% lm	10 23%	4 22%	3 38% lm	174 36% lm
TOTAL NEITHER/ DON'T KNOW	213 17%	36 15% b	2 7%	2 15%	1 14%	40 14%	53 14%	7 21%	3 16%	1 17%	65 14%	86 21%	16 36% kmno	3 18%	2 18%	107 22%

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

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

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

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2133	634	755	744	1018	1115	291	343	347	408	380	364
Effective Weighted Sample	1388	362	502	529	677	711	166	197	229	277	285	246
Total	1238	289	459	490	614	624	141	148	228	231	246	244
Strongly disagree	76 6%	29 10% bc	24 5%	23 5%	41 7%	35 6%	17 12% hijk	12 8%	11 5%	13 6%	13 5%	10 4%
Slightly disagree	165 13%	29 10%	83 18% ac	52 11%	94 15% e	71 11%	15 11%	14 9%	48 21% fgjk	36 15% k	31 13%	22 9%
Neither agree nor disagree	279 23%	73 25% c	118 26% c	88 18%	126 20%	154 25%	29 21%	44 30% jk	53 23%	65 28% jk	43 18%	45 18%
Slightly agree	449 36%	90 31%	156 34%	202 41% ab	213 35%	235 38%	44 31%	47 32%	79 35%	77 33%	91 37%	112 46% fghij
Strongly agree	233 19%	56 19%	69 15%	107 22% b	118 19%	115 18%	30 22% h	26 18%	31 14%	38 16%	56 23% h	51 21% h
Don't know	36 3%	12 4% b	8 2%	17 3%	23 4%	13 2%	6 4% i	6 4%	5 2%	3 1%	12 5% i	5 2%
SUMMARY CODES												
TOTAL DISAGREE	241 19%	58 20%	108 23% c	76 15%	135 22% e	107 17%	32 23% k	26 17%	59 26% gjk	49 21% k	44 18%	32 13%
TOTAL AGREE	681 55%	147 51%	225 49%	310 63% ab	331 54%	350 56%	74 52%	73 49%	110 48%	115 50%	147 60% ghi	163 67% fghi
TOTAL NEITHER/ DON'T KNOW	316 25%	85 29% c	126 28% c	104 21%	148 24%	167 27%	35 25%	50 33% jk	59 26%	68 29% k	55 22%	50 20%

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

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

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2133	441	604	481	607	1045	1088	2133	1144	319	344	326	1786	347	2133
Effective Weighted Sample	1388	310	405	304	371	715	675	1388	1054	279	326	312	1206	182	1388
Total	1238	287	373	258	320	660	578	1238	1054	107	53	25	1078	161	1238
Strongly disagree	76 6%	21 7%	21 6%	15 6%	20 6%	41 6%	35 6%	76 6%	71 7% ik	3 2%	2 4%	1 3%	67 6% ik	9 6%	76 6% ik
Slightly disagree	165 13%	42 15%	51 14%	38 15%	34 11%	93 14%	72 12%	165 13%	153 14% ijm	6 5%	3 6%	3 13% ijm	156 14% ijm	9 6%	165 13% ijm
Neither agree nor disagree	279 23%	52 18%	90 24%	53 20%	84 26% a	142 22%	137 24%	279 23%	240 23% k	25 23%	11 20%	4 17%	240 22%	40 25%	279 23% k
Slightly agree	449 36%	101 35%	143 38%	101 39%	105 33%	243 37%	205 36%	449 36%	380 36%	43 41% j	16 30%	9 37%	386 36%	63 39% j	449 36%
Strongly agree	233 19%	67 23% b	60 16%	45 18%	60 19%	127 19%	105 18%	233 19%	184 17%	24 23% h	20 37% hiklmn	4 17%	201 19%	31 20%	233 19%
Don't know	36 3%	4 1%	9 2%	6 2%	17 5% abceg	13 2%	23 4% ae	36 3%	26 2%	6 5% hln	2 3%	3 12% hijlmn	27 3%	9 6% hl	36 3%
SUMMARY CODES															
TOTAL DISAGREE	241 19%	63 22%	72 19%	53 21%	54 17%	134 20%	107 19%	241 19%	224 21% ijkn	8 8%	5 10%	4 16% ij	224 21% ijm	18 11%	241 19% ijm
TOTAL AGREE	681 55%	168 58%	203 54%	146 57%	164 51%	371 56%	311 54%	681 55%	564 54% hklm	68 64% hklm	36 67% hklm	13 55%	587 54%	95 59%	681 55%
TOTAL NEITHER/ DON'T KNOW	316 25%	57 20%	98 26% a	59 23%	102 32% aceg	155 23%	161 28% a	316 25% a	266 25%	31 29%	12 23%	7 29%	267 25%	48 30%	316 25%

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

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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	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2133	287	103	125	119	634	418	104	118	100	740	428	108	100	102	738
Effective Weighted Sample	1388	264	98	124	118	362	381	97	116	99	491	402	97	97	101	525
Total	1238	242	25	15	7	289	389	34	19	8	450	414	45	19	9	488
Strongly disagree	76 6%	27 11% bcd	* 2%	1 5%	* 3%	29 10% bd	21 5%	1 4%	1 4%	* 4%	23 5%	22 5%	1 2%	1 3%	* 1%	23 5%
Slightly disagree	165 13%	25 10%	2 8%	1 9%	1 10%	29 10%	79 20% gh	1 4%	1 7%	1 17% gh	83 19% gh	47 11% m	2 5%	1 4%	1 14% lm	51 11%
Neither agree nor disagree	279 23%	62 26%	6 25%	3 23%	2 24%	73 25%	106 27% i	7 20%	3 18%	1 16%	117 26% i	72 17%	11 24% n	4 19%	1 11%	88 18%
Slightly agree	449 36%	73 30%	11 42% ace	4 29%	3 38%	90 31%	126 32%	16 46% fhj	6 29%	3 34%	150 33%	175 42%	17 37%	6 34%	4 40%	202 41%
Strongly agree	233 19%	46 19%	5 19%	5 30% ade	1 12%	56 19%	53 14%	7 22% f	8 40% fgij	1 17%	69 15%	86 21%	12 27%	7 39% kno	2 22%	107 22%
Don't know	36 3%	9 4%	1 5%	1 5%	1 12% ace	12 4%	5 1%	2 5% fj	* 2%	1 12% fhj	8 2%	12 3%	3 6%	* 1%	1 12% kmo	16 3%
SUMMARY CODES																
TOTAL DISAGREE	241 19%	53 22% b	2 10%	2 13%	1 14%	58 20% b	100 26% gh	3 8%	2 11%	2 21% gh	106 24% gh	69 17% lm	3 7%	1 7%	1 15%	75 15% lm
TOTAL AGREE	681 55%	119 49%	15 61% a	9 59%	4 50%	147 51%	179 46%	23 68% fij	13 69% fij	4 51%	219 49%	261 63%	29 64%	14 72%	6 62%	309 63%
TOTAL NEITHER/ DON'T KNOW	316 25%	71 29%	7 29%	4 28%	3 36%	85 29%	110 28%	8 25%	4 21%	2 28%	125 28%	85 20%	13 30%	4 20%	2 23%	104 21%

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

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QP48B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - I feel I know enough to help my child to stay safe online (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2133	634	755	744	1018	1115	291	343	347	408	380	364
Effective Weighted Sample	1388	362	502	529	677	711	166	197	229	277	285	246
Total	1238	289	459	490	614	624	141	148	228	231	246	244
Strongly disagree	50 4%	13 4%	14 3%	24 5%	24 4%	26 4%	6 4%	7 4%	7 3%	7 3%	11 5%	12 5%
Slightly disagree	106 9%	14 5%	45 10% a	47 10% a	62 10% e	43 7%	8 6%	6 4%	23 10% g	21 9% g	31 13% fgk	16 6%
Neither agree nor disagree	126 10%	25 9%	43 9%	58 12%	56 9%	70 11%	13 9%	13 8%	18 8%	25 11%	26 10%	33 13%
Slightly agree	478 39%	99 34%	174 38%	205 42% a	241 39%	237 38%	45 32%	54 37%	90 40%	84 36%	106 43% f	99 41%
Strongly agree	473 38%	136 47% bc	182 40% c	155 32%	230 37%	244 39%	69 49% jk	67 45% jk	89 39% j	93 40% j	71 29%	84 34%
Don't know	5 *%	2 1%	2 *%	1 *%	1 *%	4 1%	1 *%	2 1%	* *%	2 1%	1 *%	* *%
SUMMARY CODES												
TOTAL DISAGREE	155 13%	27 9%	58 13%	70 14% a	86 14%	69 11%	14 10%	13 9%	30 13%	28 12%	42 17% fg	28 12%
TOTAL AGREE	952 77%	235 81% c	356 78%	361 74%	471 77%	481 77%	114 81% j	121 82% j	179 79%	177 76%	177 72%	183 75%
TOTAL NEITHER/ DON'T KNOW	131 11%	28 10%	45 10%	59 12%	58 9%	74 12%	13 9%	14 10%	18 8%	26 11%	26 11%	33 13%
Columns Tested: a,b,c - d,e - f,g,h,i,j,k												

Any break column with 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 feel I know enough to help my child to stay safe online (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2133	441	604	481	607	1045	1088	2133	1144	319	344	326	1786	347	2133
Effective Weighted Sample	1388	310	405	304	371	715	675	1388	1054	279	326	312	1206	182	1388
Total	1238	287	373	258	320	660	578	1238	1054	107	53	25	1078	161	1238
Strongly disagree	50 4%	7 3%	17 5%	11 4%	14 4%	25 4%	25 4%	50 4%	47 4% ij	2 2%	1 2%	* 2%	46 4% ij	4 2%	50 4%
Slightly disagree	106 9%	25 9%	34 9%	22 9%	25 8%	59 9%	47 8%	106 9%	97 9% ijm	5 5%	2 3%	2 7% j	99 9% ijm	7 4%	106 9% ijm
Neither agree nor disagree	126 10%	25 9%	38 10%	36 14% ade	27 8%	63 10%	63 11%	126 10%	116 11% ijm	5 5%	3 5%	3 12% ijm	116 11% ij	10 6%	126 10% ij
Slightly agree	478 39%	103 36%	152 41%	101 39%	123 38%	254 39%	224 39%	478 39%	396 38% hjl	51 48% hjl	20 38%	11 46% hjl	408 38%	71 44%	478 39%
Strongly agree	473 38%	126 44% bc	131 35%	87 34%	130 41%	257 39%	217 37%	473 38%	396 38% k	43 40% k	27 51% hikln	7 27%	405 38% k	69 43% k	473 38% k
Don't know	5 *%	2 1%	1 *%	1 *%	2 1%	2 *%	3 *%	5 *%	2 *%	1 1%	* 1%	1 6% hijlmn	4 *%	1 *%	5 *%
SUMMARY CODES															
TOTAL DISAGREE	155 13%	32 11%	51 14%	34 13%	38 12%	83 13%	72 12%	155 13%	144 14% ijk	7 6%	3 5%	2 9%	144 13% ijk	11 7%	155 13% ij
TOTAL AGREE	952 77%	228 79%	283 76%	188 73%	253 79%	511 77%	441 76%	952 77%	792 75% hkl	94 88% hkl	48 89% hkl	18 73%	813 75% hkl	139 87% hkl	952 77%
TOTAL NEITHER/ DON'T KNOW	131 11%	27 9%	39 10%	36 14% d	29 9%	66 10%	66 11%	131 11%	118 11% ij	6 5%	3 6%	4 18% hijlmn	121 11% ij	11 7%	131 11% ij

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

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QP48B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT THE INTERNET - I feel I know enough to help my child to stay safe online (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2133	287	103	125	119	634	418	104	118	100	740	428	108	100	102	738
Effective Weighted Sample	1388	264	98	124	118	362	381	97	116	99	491	402	97	97	101	525
Total	1238	242	25	15	7	289	389	34	19	8	450	414	45	19	9	488
Strongly disagree	50 4%	12 5%	1 2%	* 2%	- -%	13 4%	11 3%	1 3%	* 2%	* 5%	13 3%	23 5%	* 1%	* 2%	* 1%	24 5%
		d				d						l				
Slightly disagree	106 9%	12 5%	1 4%	* 3%	1 8%	14 5%	42 11%	2 6%	* 1%	* 6%	45 10%	43 10%	2 4%	1 6%	* 5%	47 10%
							h	h		h	h					
Neither agree nor disagree	126 10%	24 10%	1 3%	* 3%	1 9%	25 9%	39 10%	2 5%	1 5%	1 16%	43 9%	53 13%	2 5%	1 7%	1 13%	58 12%
		bc			c	c				gh		l				
Slightly agree	478 39%	78 32%	13 51%	5 36%	3 42%	99 34%	142 36%	16 47%	7 37%	4 48%	168 37%	170 41%	21 46%	8 41%	4 47%	203 42%
			ace							fj						
Strongly agree	473 38%	116 48%	10 38%	8 56%	3 36%	136 47%	154 40%	13 39%	10 54%	2 20%	179 40%	125 30%	20 43%	8 45%	3 28%	155 32%
		d		bd		d	i	i	fgij		i		kno	kno		
Don't know	5 *%	1 1%	* 1%	- -%	* 5%	2 1%	1 *%	* 1%	* 1%	* 5%	2 *%	- -%	* 1%	- -%	1 7%	1 *%
					ace					fj					klmo	
SUMMARY CODES																
TOTAL DISAGREE	155 13%	24 10%	2 7%	1 5%	1 8%	27 9%	53 14%	3 9%	* 2%	1 11%	58 13%	66 16%	2 5%	1 7%	1 6%	70 14%
							h	h		h	h	lmn				ln
TOTAL AGREE	952 77%	193 80%	22 89%	14 92%	5 78%	235 81%	296 76%	29 86%	17 92%	5 68%	348 77%	295 71%	40 89%	16 85%	7 75%	358 73%
			ad	ade				fi	fij		i		kno	ko		
TOTAL NEITHER/ DON'T KNOW	131 11%	25 10%	1 4%	* 3%	1 14%	28 10%	40 10%	2 6%	1 6%	2 21%	44 10%	53 13%	3 6%	1 7%	2 19%	59 12%
		c			bc	c				fgjh					lmo	

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

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

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

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2133	634	755	744	1018	1115	291	343	347	408	380	364
Effective Weighted Sample	1388	362	502	529	677	711	166	197	229	277	285	246
Total	1238	289	459	490	614	624	141	148	228	231	246	244
Very concerned	96	24	32	40	54	43	12	12	19	13	22	17
	8%	8%	7%	8%	9%	7%	9%	8%	9%	6%	9%	7%
Fairly concerned	323	58	131	134	164	160	33	25	63	68	67	67
	26%	20%	29%	27%	27%	26%	23%	17%	28%	29%	27%	27%
			a	a					g	g	g	g
Neither/ nor	205	29	76	100	109	97	15	13	40	37	54	46
	17%	10%	17%	20%	18%	15%	11%	9%	17%	16%	22%	19%
			a	a					g	g	fg	fg
Not very concerned	335	67	131	136	156	179	29	38	62	70	65	71
	27%	23%	29%	28%	25%	29%	21%	26%	27%	30%	26%	29%
										f		
Not at all concerned	269	110	87	73	130	140	52	58	42	44	36	37
	22%	38%	19%	15%	21%	22%	37%	39%	19%	19%	14%	15%
		bc					hijk	hijk				
Don't know	10	1	1	7	3	7	-	1	1	-	2	5
	1%	*%	*%	1%	1%	1%	-%	1%	1%	-%	1%	2%
				b								i
SUMMARY CODES												
TOTAL CONCERNED	420	82	163	174	217	202	45	37	83	80	90	85
	34%	28%	36%	36%	35%	32%	32%	25%	36%	35%	36%	35%
			a	a					g	g	g	g
TOTAL NOT CONCERNED	604	177	218	209	285	319	81	96	104	114	100	108
	49%	61%	48%	43%	46%	51%	57%	65%	46%	49%	41%	44%
		bc					hjk	hijk		j		
TOTAL NEITHER/ DON'T KNOW	215	30	78	107	112	103	15	15	41	37	55	52
	17%	10%	17%	22%	18%	17%	11%	10%	18%	16%	23%	21%
			a	ab					fg		fgi	fg

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

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

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

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2133	441	604	481	607	1045	1088	2133	1144	319	344	326	1786	347	2133
Effective Weighted Sample	1388	310	405	304	371	715	675	1388	1054	279	326	312	1206	182	1388
Total	1238	287	373	258	320	660	578	1238	1054	107	53	25	1078	161	1238
Very concerned	96 8%	24 8%	27 7%	22 8%	24 8%	50 8%	46 8%	96 8%	79 8%	7 7%	10 19%	* 1%	82 8%	15 9%	96 8%
									k	k	hiklmn		k	k	k
Fairly concerned	323 26%	77 27%	105 28%	74 29%	68 21%	181 27%	142 25%	323 26%	283 27%	16 15%	18 33%	7 27%	285 26%	38 24%	323 26%
				d		d			i		hilmn	i	i	i	i
Neither/ nor	205 17%	54 19%	62 17%	35 14%	54 17%	116 18%	89 15%	205 17%	182 17%	14 13%	5 9%	5 20%	185 17%	21 13%	205 17%
									j			ijm	j		j
Not very concerned	335 27%	77 27%	101 27%	72 28%	85 27%	178 27%	157 27%	335 27%	272 26%	45 42%	9 17%	8 34%	285 26%	50 31%	335 27%
									j	hijklmn		hjl	j	j	j
Not at all concerned	269 22%	55 19%	75 20%	53 20%	87 27%	129 20%	140 24%	269 22%	231 22%	23 22%	12 22%	4 15%	233 22%	36 23%	269 22%
					abceg		e		k	k	k		k	k	k
Don't know	10 1%	* *%	4 1%	3 1%	2 1%	5 1%	5 1%	10 1%	7 1%	1 1%	- -%	1 3%	8 1%	1 1%	10 1%
										j		hjl			
SUMMARY CODES															
TOTAL CONCERNED	420 34%	101 35%	131 35%	96 37%	92 29%	232 35%	188 32%	420 34%	362 34%	23 22%	28 52%	7 29%	367 34%	53 33%	420 34%
				d		d			i		hiklmn	i	i	i	i
TOTAL NOT CONCERNED	604 49%	132 46%	175 47%	125 48%	172 54%	307 47%	296 51%	604 49%	503 48%	68 64%	21 40%	12 48%	518 48%	86 53%	604 49%
					ae				j	hijklmn		j	j	j	j
TOTAL NEITHER/ DON'T KNOW	215 17%	55 19%	66 18%	38 15%	56 18%	121 18%	94 16%	215 17%	189 18%	15 14%	5 9%	6 23%	193 18%	22 14%	215 17%
									j	j		hijklmn	j		j

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

Any break column with 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	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2133	287	103	125	119	634	418	104	118	100	740	428	108	100	102	738
Effective Weighted Sample	1388	264	98	124	118	362	381	97	116	99	491	402	97	97	101	525
Total	1238	242	25	15	7	289	389	34	19	8	450	414	45	19	9	488
Very concerned	96 8%	21 9%	1 5%	2 16%	- -%	24 8%	26 7%	2 7%	4 19%	* 2%	32 7%	32 8%	3 8%	4 21%	* 2%	40 8%
		d	d	abde		d			fgij			n		klno		n
Fairly concerned	323 26%	50 21%	3 11%	4 25%	1 19%	58 20%	117 30%	5 16%	6 33%	2 28%	131 29%	115 28%	8 17%	8 40%	3 33%	133 27%
		b		b			g		g	g	g	l		klo	l	l
Neither/ nor	205 17%	25 10%	1 4%	1 8%	1 20%	29 10%	66 17%	4 13%	1 6%	1 19%	73 16%	86 21%	8 18%	2 12%	2 19%	99 20%
		b			abce		h			h	h	m				
Not very concerned	335 27%	51 21%	11 43%	3 19%	2 35%	67 23%	107 28%	14 42%	4 20%	3 40%	128 29%	112 27%	19 43%	3 14%	3 28%	136 28%
			ace		ace			fhj		fhj		m	kmno		m	m
Not at all concerned	269 22%	94 39%	9 37%	5 32%	2 24%	110 38%	72 19%	7 20%	4 21%	1 8%	84 19%	63 15%	6 14%	3 14%	1 14%	73 15%
		d	d			d	i	i	i		i					
Don't know	10 1%	1 *%	* 1%	- -%	* 2%	1 *%	1 *%	* 1%	- -%	* 3%	1 *%	6 1%	1 2%	- -%	* 4%	7 1%
					e					fj					m	
SUMMARY CODES																
TOTAL CONCERNED	420 34%	71 29%	4 16%	6 41%	1 19%	82 28%	143 37%	8 23%	10 52%	2 30%	163 36%	148 36%	11 24%	11 60%	3 35%	173 36%
		bd		abde		bd	g		fgij		g	l		klno		l
TOTAL NOT CONCERNED	604 49%	145 60%	20 79%	8 51%	4 59%	177 61%	180 46%	21 63%	8 42%	4 48%	213 47%	174 42%	25 56%	5 28%	4 41%	209 43%
			acde			c		fhij				m	kmno		m	m
TOTAL NEITHER/ DON'T KNOW	215 17%	26 11%	1 5%	1 8%	2 22%	30 10%	66 17%	5 14%	1 6%	2 22%	74 16%	92 22%	9 19%	2 12%	2 24%	106 22%
					abce		h			h	h	m			m	m

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

Any break column with 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

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2133	634	755	744	1018	1115	291	343	347	408	380	364
Effective Weighted Sample	1388	362	502	529	677	711	166	197	229	277	285	246
Total	1238	289	459	490	614	624	141	148	228	231	246	244
Very concerned	138	18	48	72	80	58	13	5	28	20	40	32
	11%	6%	10%	15%	13%	9%	9%	4%	12%	9%	16%	13%
			a	ab	e		g		g	g	fgi	g
Fairly concerned	355	58	141	156	186	169	29	29	78	63	79	77
	29%	20%	31%	32%	30%	27%	21%	20%	34%	27%	32%	32%
			a	a					fg		fg	fg
Neither/ nor	182	35	71	77	81	102	17	18	27	44	37	40
	15%	12%	15%	16%	13%	16%	12%	12%	12%	19%	15%	16%
										h		
Not very concerned	320	81	125	114	157	163	41	40	64	61	52	62
	26%	28%	27%	23%	26%	26%	29%	27%	28%	26%	21%	25%
Not at all concerned	240	96	74	70	109	132	41	55	30	44	37	33
	19%	33%	16%	14%	18%	21%	29%	37%	13%	19%	15%	14%
		bc					hijk	hijk				
Don't know	3	1	1	1	2	1	*	1	1	*	1	*
	*%	*%	*%	*%	*%	*%	*%	1%	*%	*%	*%	*%
SUMMARY CODES												
TOTAL CONCERNED	493	76	189	228	266	227	42	34	106	83	119	109
	40%	26%	41%	47%	43%	36%	30%	23%	47%	36%	48%	45%
			a	a	e				fgi	g	fgi	fgi
TOTAL NOT CONCERNED	560	177	199	184	266	294	82	95	94	105	89	95
	45%	61%	43%	38%	43%	47%	58%	64%	41%	45%	36%	39%
		bc					hijk	hijk		j		
TOTAL NEITHER/ DON'T KNOW	185	36	71	78	82	103	17	19	28	44	38	40
	15%	13%	16%	16%	13%	17%	12%	13%	12%	19%	15%	16%
										h		

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

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

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2133	441	604	481	607	1045	1088	2133	1144	319	344	326	1786	347	2133
Effective Weighted Sample	1388	310	405	304	371	715	675	1388	1054	279	326	312	1206	182	1388
Total	1238	287	373	258	320	660	578	1238	1054	107	53	25	1078	161	1238
Very concerned	138 11%	29 10%	44 12%	29 11%	35 11%	74 11%	64 11%	138 11%	110 10%	11 10%	16 29%	1 6%	122 11%	16 10%	138 11%
									k	k	hiklmn		k		k
Fairly concerned	355 29%	94 33%	110 30%	76 30%	74 23%	205 31%	150 26%	355 29%	305 29%	27 25%	14 26%	9 37%	313 29%	42 26%	355 29%
		df	d			df		d				hijlmn			
Neither/ nor	182 15%	48 17%	54 14%	37 14%	43 13%	102 16%	80 14%	182 15%	164 16%	8 8%	5 9%	5 21%	156 14%	27 16%	182 15%
									ij			hijln	ij	ij	ij
Not very concerned	320 26%	68 24%	91 24%	71 28%	89 28%	159 24%	161 28%	320 26%	261 25%	43 40%	9 17%	7 27%	278 26%	42 26%	320 26%
									j	hijklmn		j	j	j	j
Not at all concerned	240 19%	47 16%	73 19%	44 17%	77 24%	119 18%	121 21%	240 19%	212 20%	17 16%	9 18%	2 8%	206 19%	34 21%	240 19%
					ace				k	k	k		k	k	k
Don't know	3 *%	* *%	1 *%	* *%	2 1%	1 *%	2 *%	3 *%	2 *%	1 1%	- -%	* 2%	3 *%	* *%	3 *%
										hn		hijln			
SUMMARY CODES															
TOTAL CONCERNED	493 40%	124 43%	155 42%	105 41%	109 34%	278 42%	214 37%	493 40%	415 39%	37 35%	30 56%	10 42%	435 40%	58 36%	493 40%
		d	d			d		d			hiklmn				
TOTAL NOT CONCERNED	560 45%	115 40%	163 44%	115 45%	166 52%	279 42%	281 49%	560 45%	473 45%	60 56%	19 35%	9 36%	484 45%	76 47%	560 45%
					abeg		ae		jk	hijkln			jk	jk	jk
TOTAL NEITHER/ DON'T KNOW	185 15%	49 17%	55 15%	37 14%	45 14%	103 16%	82 14%	185 15%	166 16%	9 9%	5 9%	5 22%	159 15%	27 17%	185 15%
									ij			hijln	ij	ij	ij

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.
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.

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	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2133	287	103	125	119	634	418	104	118	100	740	428	108	100	102	738
Effective Weighted Sample	1388	264	98	124	118	362	381	97	116	99	491	402	97	97	101	525
Total	1238	242	25	15	7	289	389	34	19	8	450	414	45	19	9	488
Very concerned	138 11%	13 5%	2 8% d	3 17% abde	* 2%	18 6%	36 9%	5 14% i	6 30% fgij	* 4%	47 10% i	59 14%	4 9%	7 39% klno	1 8%	72 15%
Fairly concerned	355 29%	48 20%	4 17%	4 26%	2 24%	58 20%	123 32%	7 21%	5 25%	3 36% g	138 31%	131 32%	15 33%	5 28%	4 47% klmo	155 32%
Neither/ nor	182 15%	30 12%	2 9%	1 8%	2 22% abce	35 12%	64 17% g	1 3%	2 11% g	2 22% gh	69 15% g	67 16%	5 10%	2 9%	2 17%	75 15%
Not very concerned	320 26%	66 27%	9 38% c	3 20%	2 33% c	81 28%	100 26% h	17 50% fhij	3 17%	3 34% h	123 27% h	94 23%	16 34% kmno	3 15%	2 19%	114 23%
Not at all concerned	240 19%	84 35% d	7 28% d	4 29% d	1 16%	96 33% d	65 17% i	4 13% i	3 17% i	* 3%	73 16% i	63 15%	5 11%	2 9%	1 8%	70 14%
Don't know	3 *%	1 *%	* 1%	- -%	* 2% e	1 *%	1 *%	- -%	- -%	* 2% fj	1 *%	- -%	1 2% ko	- -%	* 1% k	1 *%
SUMMARY CODES																
TOTAL CONCERNED	493 40%	62 25%	6 25%	7 43% abde	2 26%	76 26%	159 41%	12 35%	10 55% fgij	3 40%	184 41%	190 46%	19 43%	13 67% klo	5 56%	227 47%
TOTAL NOT CONCERNED	560 45%	150 62% cd	17 66% cd	7 49%	3 49%	177 61% cd	165 42%	21 62% fhij	6 34%	3 37%	196 44%	157 38% mn	21 45% mn	5 24%	2 27%	184 38% mn
TOTAL NEITHER/ DON'T KNOW	185 15%	31 13%	2 10%	1 8%	2 25% abce	36 13%	65 17% g	1 3%	2 11% g	2 23% gh	70 16% g	67 16%	6 12%	2 9%	2 18%	76 16%

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

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

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

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2133	634	755	744	1018	1115	291	343	347	408	380	364
Effective Weighted Sample	1388	362	502	529	677	711	166	197	229	277	285	246
Total	1238	289	459	490	614	624	141	148	228	231	246	244
Very concerned	215	35	88	91	113	102	18	17	42	45	52	39
	17%	12%	19%	19%	18%	16%	13%	12%	19%	20%	21%	16%
			a	a					g	g	fg	
Fairly concerned	314	39	126	149	158	156	22	18	63	63	73	76
	25%	14%	27%	30%	26%	25%	15%	12%	28%	27%	30%	31%
			a	a					fg	fg	fg	fg
Neither/ nor	109	25	42	43	53	56	12	12	19	23	22	21
	9%	8%	9%	9%	9%	9%	9%	8%	8%	10%	9%	9%
Not very concerned	265	49	101	115	128	137	22	27	53	48	53	62
	21%	17%	22%	23%	21%	22%	16%	18%	23%	21%	22%	25%
				a								f
Not at all concerned	329	139	100	89	160	169	66	73	48	52	46	44
	27%	48%	22%	18%	26%	27%	47%	49%	21%	23%	19%	18%
		bc					hijk	hijk				
Don't know	6	2	2	3	2	4	*	2	2	-	-	3
	1%	1%	*%	1%	*%	1%	*%	1%	1%	-%	-%	1%
SUMMARY CODES												
TOTAL CONCERNED	529	75	214	240	270	258	40	35	106	108	125	115
	43%	26%	47%	49%	44%	41%	28%	23%	46%	47%	51%	47%
			a	a					fg	fg	fg	fg
TOTAL NOT CONCERNED	594	188	201	204	288	306	88	100	101	100	99	106
	48%	65%	44%	42%	47%	49%	63%	67%	44%	43%	40%	43%
		bc					hijk	hijk				
TOTAL NEITHER/ DON'T KNOW	115	26	44	46	55	60	13	14	21	23	22	24
	9%	9%	10%	9%	9%	10%	9%	9%	9%	10%	9%	10%

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

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

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2133	441	604	481	607	1045	1088	2133	1144	319	344	326	1786	347	2133
Effective Weighted Sample	1388	310	405	304	371	715	675	1388	1054	279	326	312	1206	182	1388
Total	1238	287	373	258	320	660	578	1238	1054	107	53	25	1078	161	1238
Very concerned	215 17%	52 18%	57 15%	46 18%	60 19%	109 16%	106 18%	215 17%	175 17%	16 15%	22 41%	2 7%	183 17%	32 20%	215 17%
									k	k	hiklmn		k	k	k
Fairly concerned	314 25%	78 27%	107 29%	67 26%	64 20%	184 28%	130 22%	314 25%	280 27%	18 17%	9 16%	7 30%	280 26%	34 21%	314 25%
		d	df			df		d	ij			ijm	ij		ij
Neither/ nor	109 9%	21 7%	43 11%	20 8%	25 8%	64 10%	45 8%	109 9%	96 9%	7 6%	4 7%	3 13%	99 9%	10 7%	109 9%
			f									hijlmn			
Not very concerned	265 21%	72 25%	78 21%	51 20%	64 20%	150 23%	115 20%	265 21%	218 21%	33 31%	6 12%	8 32%	228 21%	38 23%	265 21%
									j	hjl		hijlmn	j	j	j
Not at all concerned	329 27%	65 23%	86 23%	73 28%	105 33%	151 23%	178 31%	329 27%	280 27%	32 30%	13 24%	4 17%	283 26%	46 28%	329 27%
					abeg		abeg		k	k	k		k	k	k
Don't know	6 1%	* *%	2 *%	2 1%	3 1%	2 *%	5 1%	6 1%	5 *%	1 1%	* *%	* 2%	6 1%	1 1%	6 1%
												hijln			
SUMMARY CODES															
TOTAL CONCERNED	529 43%	129 45%	164 44%	112 43%	124 39%	293 44%	236 41%	529 43%	455 43%	34 32%	31 57%	9 36%	463 43%	66 41%	529 43%
									ik		hiklmn		ik	i	ik
TOTAL NOT CONCERNED	594 48%	137 48%	165 44%	124 48%	168 53%	301 46%	293 51%	594 48%	498 47%	65 61%	19 36%	12 48%	511 47%	83 52%	594 48%
					be		b		j	hijkl		j	j	j	j
TOTAL NEITHER/ DON'T KNOW	115 9%	22 8%	44 12%	22 8%	28 9%	66 10%	50 9%	115 9%	101 10%	8 7%	4 7%	4 15%	104 10%	11 7%	115 9%
												hijlmn			

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

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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

		INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2133	287	103	125	119	634	418	104	118	100	740	428	108	100	102	738
Effective Weighted Sample	1388	264	98	124	118	362	381	97	116	99	491	402	97	97	101	525
Total	1238	242	25	15	7	289	389	34	19	8	450	414	45	19	9	488
Very concerned	215	27	3	4	*	35	75	4	8	*	88	73	8	9	1	91
	17%	11%	13%	30%	4%	12%	19%	13%	43%	5%	20%	18%	18%	48%	9%	19%
		d	d	abde		d	i		fgij		i	n	n	klno		n
Fairly concerned	314	33	3	3	1	39	110	8	3	3	123	133	7	3	4	147
	25%	13%	13%	17%	13%	14%	28%	22%	17%	32%	27%	32%	16%	15%	40%	30%
							h			h	h	lm			lmo	lm
Neither/ nor	109	22	1	1	1	25	35	2	2	1	40	38	3	1	1	43
	9%	9%	4%	4%	15%	8%	9%	6%	10%	18%	9%	9%	7%	5%	8%	9%
					bce					fgj						
Not very concerned	265	39	6	2	2	49	84	11	2	3	99	95	15	3	3	115
	21%	16%	25%	13%	35%	17%	21%	33%	10%	34%	22%	23%	32%	13%	29%	24%
			c		ace		h	fhj		fhj	h	m	m		m	m
Not at all concerned	329	121	11	5	2	139	85	8	4	1	98	73	12	3	1	89
	27%	50%	44%	35%	31%	48%	22%	24%	20%	8%	22%	18%	26%	18%	13%	18%
		cd	d			cd	i	i	i		i		kn			
Don't know	6	1	1	*	*	2	1	*	-	*	2	3	-	-	*	3
	1%	*%	2%	1%	2%	1%	*%	1%	-%	3%	*%	1%	-%	-%	1%	1%
										fj						

SUMMARY CODES

TOTAL CONCERNED	529	60	6	7	1	75	184	12	11	3	211	206	16	12	4	238
	43%	25%	25%	47%	17%	26%	47%	35%	60%	38%	47%	50%	34%	63%	49%	49%
				abde			g		fgij		g	l		klno	l	l
TOTAL NOT CONCERNED	594	159	17	7	5	188	169	19	6	3	197	168	27	6	4	204
	48%	66%	68%	49%	66%	65%	43%	57%	30%	42%	44%	40%	58%	32%	42%	42%
		c	c		c	c	h	fhij			h		kmno			
TOTAL NEITHER/ DON'T KNOW	115	23	2	1	1	26	36	3	2	2	42	40	3	1	1	45
	9%	9%	6%	5%	17%	9%	9%	8%	10%	21%	9%	10%	7%	5%	9%	9%
					abce					fghj						

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

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

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

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2133	634	755	744	1018	1115	291	343	347	408	380	364
Effective Weighted Sample	1388	362	502	529	677	711	166	197	229	277	285	246
Total	1238	289	459	490	614	624	141	148	228	231	246	244
Very concerned	201	35	76	91	98	103	18	17	35	42	46	45
	16%	12%	17%	18%	16%	17%	13%	11%	15%	18%	19%	18%
				a						g	g	g
Fairly concerned	333	37	133	164	154	179	17	19	65	67	71	93
	27%	13%	29%	33%	25%	29%	12%	13%	29%	29%	29%	38%
			a	a					fg	fg	fg	fghij
Neither/ nor	140	29	57	54	69	72	12	16	29	29	28	27
	11%	10%	12%	11%	11%	11%	9%	11%	13%	12%	11%	11%
Not very concerned	236	49	91	96	133	103	27	22	50	41	57	40
	19%	17%	20%	20%	22%	16%	19%	15%	22%	18%	23%	16%
					e						g	
Not at all concerned	317	139	97	81	156	161	67	73	46	50	43	38
	26%	48%	21%	17%	25%	26%	47%	49%	20%	22%	17%	16%
		bc					hijk	hijk				
Don't know	10	2	5	4	5	6	*	1	3	3	2	2
	1%	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%
SUMMARY CODES												
TOTAL CONCERNED	534	71	209	254	252	282	35	36	100	109	117	138
	43%	25%	45%	52%	41%	45%	25%	24%	44%	47%	48%	56%
			a	ab					fg	fg	fg	fghij
TOTAL NOT CONCERNED	553	188	187	178	289	264	93	95	96	91	99	78
	45%	65%	41%	36%	47%	42%	66%	64%	42%	39%	40%	32%
		bc					hijk	hijk	k		k	
TOTAL NEITHER/ DON'T KNOW	151	30	63	58	73	78	12	18	31	31	29	28
	12%	10%	14%	12%	12%	12%	9%	12%	14%	14%	12%	12%

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

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

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2133	441	604	481	607	1045	1088	2133	1144	319	344	326	1786	347	2133
Effective Weighted Sample	1388	310	405	304	371	715	675	1388	1054	279	326	312	1206	182	1388
Total	1238	287	373	258	320	660	578	1238	1054	107	53	25	1078	161	1238
Very concerned	201 16%	45 16%	51 14%	50 19% b	55 17%	96 15%	105 18%	201 16%	158 15%	18 17%	22 41% hiklmn	4 14%	170 16%	32 20%	201 16%
Fairly concerned	333 27%	83 29% d	116 31% df	70 27% d	65 20%	199 30% df	135 23%	333 27% d	288 27%	26 25%	12 22%	7 27%	295 27%	38 24%	333 27%
Neither/ nor	140 11%	35 12%	44 12%	24 9%	37 12%	79 12%	61 11%	140 11%	121 11% j	14 13% jm	2 3%	4 15% jm	129 12% jm	11 7%	140 11% j
Not very concerned	236 19%	58 20%	68 18%	55 21%	55 17%	126 19%	110 19%	236 19%	204 19% j	21 20% j	4 8%	7 30% hijln	199 19% j	37 23% j	236 19% j
Not at all concerned	317 26%	66 23%	91 24%	58 22%	103 32% abceg	156 24%	161 28%	317 26%	276 26% k	25 23% k	14 26% k	3 12%	274 25% k	43 27% k	317 26% k
Don't know	10 1%	1 *% j	2 1%	2 1%	5 2%	4 1%	7 1%	10 1%	7 1%	3 3% hjl	- -%	* 1% j	10 1%	1 1%	10 1%
SUMMARY CODES															
TOTAL CONCERNED	534 43%	128 44%	167 45% d	120 47% d	119 37%	295 45% d	239 41%	534 43% d	447 42%	44 41%	34 63% hiklmn	10 41%	465 43%	70 43%	534 43%
TOTAL NOT CONCERNED	553 45%	124 43%	159 43%	112 43%	159 50% e	283 43%	271 47%	553 45%	480 46% j	46 43% j	18 33%	10 42% j	474 44% j	80 49% j	553 45% j
TOTAL NEITHER/ DON'T KNOW	151 12%	36 13%	47 13%	26 10%	42 13%	83 13%	68 12%	151 12%	128 12% j	17 16% jm	2 3%	4 17% hjmn	139 13% jm	12 7%	151 12% j

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

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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

		INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2133	287	103	125	119	634	418	104	118	100	740	428	108	100	102	738
Effective Weighted Sample	1388	264	98	124	118	362	381	97	116	99	491	402	97	97	101	525
Total	1238	242	25	15	7	289	389	34	19	8	450	414	45	19	9	488
Very concerned	201	26	3	5	*	35	61	5	9	1	75	71	9	9	2	90
	16%	11%	13%	30%	6%	12%	16%	16%	46%	9%	17%	17%	20%	46%	23%	19%
				abde					fgij					kln		
Fairly concerned	333	28	5	3	1	37	112	10	5	2	129	145	12	4	3	163
	27%	12%	19%	18%	15%	13%	29%	29%	29%	31%	29%	35%	26%	20%	33%	33%
												m			m	m
Neither/ nor	140	26	2	*	1	29	49	5	1	1	56	44	7	1	1	54
	11%	11%	6%	2%	17%	10%	13%	14%	3%	16%	12%	11%	16%	5%	12%	11%
		c			bce	c	h	h		h	h		m			
Not very concerned	236	40	4	2	2	49	80	6	1	3	90	82	10	1	2	96
	19%	17%	17%	11%	35%	17%	21%	18%	5%	37%	20%	20%	23%	8%	23%	20%
					abce		h	h		fgjh	h	m	m		m	m
Not at all concerned	317	121	11	6	2	139	83	8	3	*	95	70	6	4	1	80
	26%	50%	43%	40%	25%	48%	21%	23%	17%	5%	21%	17%	13%	22%	9%	16%
		d	d	d		d	i	i	i		i	n		n		n
Don't know	10	1	*	-	*	2	4	*	-	*	4	2	1	-	*	4
	1%	*%	2%	-%	2%	1%	1%	1%	-%	1%	1%	1%	3%	-%	1%	1%
													k			
SUMMARY CODES																
TOTAL CONCERNED	534	54	8	7	1	71	172	15	14	3	205	215	21	12	5	254
	43%	22%	32%	48%	20%	25%	44%	44%	75%	40%	46%	52%	45%	65%	56%	52%
			d	abde					fgij					klo		
TOTAL NOT CONCERNED	553	161	15	8	4	188	164	14	4	3	185	152	16	6	3	177
	45%	67%	60%	51%	60%	65%	42%	41%	22%	42%	41%	37%	36%	30%	31%	36%
		c				c	h	h		h	h					
TOTAL NEITHER/ DON'T KNOW	151	27	2	*	1	30	53	5	1	1	60	47	9	1	1	57
	12%	11%	8%	2%	20%	10%	14%	15%	3%	17%	13%	11%	19%	5%	13%	12%
		c	c		abce	c	h	h		h	h		kmo			m

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

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

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2133	634	755	744	1018	1115	291	343	347	408	380	364
Effective Weighted Sample	1388	362	502	529	677	711	166	197	229	277	285	246
Total	1238	289	459	490	614	624	141	148	228	231	246	244
Very concerned	185	38	67	81	91	94	22	15	31	36	38	43
	15%	13%	15%	16%	15%	15%	16%	10%	14%	16%	15%	17%
												g
Fairly concerned	308	47	122	140	150	159	23	24	57	65	70	69
	25%	16%	26%	28%	24%	25%	16%	16%	25%	28%	29%	28%
			a	a					fg	fg	fg	fg
Neither/ nor	159	28	65	66	73	86	10	18	32	33	31	35
	13%	10%	14%	13%	12%	14%	7%	12%	14%	14%	13%	14%
									f	f		f
Not very concerned	251	48	97	106	133	119	25	23	53	44	55	52
	20%	17%	21%	22%	22%	19%	18%	16%	23%	19%	22%	21%
									g			
Not at all concerned	319	123	103	93	159	160	58	64	51	52	49	43
	26%	42%	23%	19%	26%	26%	41%	43%	23%	23%	20%	18%
		bc					hijk	hijk				
Don't know	16	6	6	5	9	7	2	4	4	2	3	2
	1%	2%	1%	1%	1%	1%	1%	3%	2%	1%	1%	1%
SUMMARY CODES												
TOTAL CONCERNED	494	85	189	220	241	253	45	40	87	101	108	112
	40%	29%	41%	45%	39%	40%	32%	27%	38%	44%	44%	46%
			a	a					g	fg	fg	fg
TOTAL NOT CONCERNED	570	171	200	199	292	278	84	87	104	96	104	95
	46%	59%	44%	41%	47%	45%	59%	59%	46%	41%	42%	39%
		bc					hijk	hijk				
TOTAL NEITHER/ DON'T KNOW	175	34	70	71	82	93	12	21	36	34	34	37
	14%	12%	15%	14%	13%	15%	9%	14%	16%	15%	14%	15%
									f			f

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

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

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2133	441	604	481	607	1045	1088	2133	1144	319	344	326	1786	347	2133
Effective Weighted Sample	1388	310	405	304	371	715	675	1388	1054	279	326	312	1206	182	1388
Total	1238	287	373	258	320	660	578	1238	1054	107	53	25	1078	161	1238
Very concerned	185 15%	49 17%	53 14%	31 12%	52 16%	102 16%	83 14%	185 15%	153 15%	15 14%	16 29%	2 7%	164 15%	21 13%	185 15%
									k	k	hiklmn		k	k	k
Fairly concerned	308 25%	78 27%	103 28%	70 27%	57 18%	181 27%	127 22%	308 25%	271 26%	18 17%	15 29%	4 16%	273 25%	35 22%	308 25%
		d	df	d		df		d	ik		ik		ik		ik
Neither/ nor	159 13%	38 13%	46 12%	35 14%	39 12%	84 13%	75 13%	159 13%	141 13%	11 10%	3 5%	4 16%	145 13%	13 8%	159 13%
								j	j			ijm	j		j
Not very concerned	251 20%	61 21%	80 22%	51 20%	59 18%	141 21%	110 19%	251 20%	211 20%	28 26%	5 9%	8 34%	207 19%	44 27%	251 20%
								j	hjl	hjl		hjl	j	hjl	j
Not at all concerned	319 26%	61 21%	86 23%	64 25%	107 34%	147 22%	172 30%	319 26%	267 25%	31 29%	15 27%	5 22%	275 26%	44 27%	319 26%
					abceg		abe								
Don't know	16 1%	1 *%	4 1%	6 2%	6 2%	5 1%	12 2%	16 1%	10 1%	5 4%	* 1%	1 5%	13 1%	3 2%	16 1%
				ae			ae			hjl		hjl			
SUMMARY CODES															
TOTAL CONCERNED	494 40%	127 44%	156 42%	102 39%	109 34%	283 43%	210 36%	494 40%	425 40%	33 31%	31 58%	6 23%	437 41%	57 35%	494 40%
		df	d			df		d	ik	k	hiklmn		ik	k	ik
TOTAL NOT CONCERNED	570 46%	122 42%	167 45%	116 45%	166 52%	288 44%	282 49%	570 46%	478 45%	59 55%	19 36%	14 56%	482 45%	88 55%	570 46%
					abeg			j	hjl	hjl		hjl	j	hjl	j
TOTAL NEITHER/ DON'T KNOW	175 14%	39 13%	50 13%	41 16%	45 14%	89 13%	86 15%	175 14%	151 14%	15 14%	3 6%	5 21%	158 15%	16 10%	175 14%
								j	j			hijklmn	j		j

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

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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

		INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	ALL
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2133	287	103	125	119	634	418	104	118	100	740	428	108	100	102	738
Effective Weighted Sample	1388	264	98	124	118	362	381	97	116	99	491	402	97	97	101	525
Total	1238	242	25	15	7	289	389	34	19	8	450	414	45	19	9	488
Very concerned	185	32	2	3	*	38	54	5	6	*	65	66	7	6	1	81
	15%	13%	10%	21%	4%	13%	14%	14%	32%	4%	15%	16%	16%	33%	8%	17%
		d		abde		d	i	i	fgij		i	n		kln		n
Fairly concerned	308	38	5	3	1	47	107	6	6	1	120	125	7	6	2	139
	25%	16%	19%	22%	9%	16%	28%	18%	32%	14%	27%	30%	15%	31%	23%	29%
			d	d			i		gi		i	l		l		l
Neither/ nor	159	25	2	1	1	28	58	2	1	1	62	56	7	1	2	66
	13%	10%	6%	4%	14%	10%	15%	7%	5%	15%	14%	14%	15%	6%	18%	13%
		c			c		gh			h	h				m	
Not very concerned	251	40	5	1	2	48	82	9	2	3	96	88	13	2	3	106
	20%	16%	19%	10%	33%	17%	21%	27%	8%	37%	21%	21%	28%	9%	34%	22%
					abce		h	h		fhj	h	m	m		kmo	m
Not at all concerned	319	103	11	6	2	123	85	10	4	2	101	76	10	4	1	91
	26%	43%	43%	40%	34%	42%	22%	28%	23%	23%	23%	18%	22%	20%	14%	19%
Don't know	16	4	1	*	*	6	3	2	-	*	5	3	2	-	*	5
	1%	2%	3%	2%	5%	2%	1%	5%	-%	6%	1%	1%	3%	-%	4%	1%
								fhj		fhj			k		kmo	
SUMMARY CODES																
TOTAL CONCERNED	494	70	7	7	1	85	161	11	12	1	186	191	14	12	3	220
	40%	29%	29%	43%	13%	29%	41%	32%	64%	18%	41%	46%	31%	64%	30%	45%
		d	d	abde		d	i	i	fgij		i	ln		kln		ln
TOTAL NOT CONCERNED	570	143	15	8	5	171	168	19	6	5	197	164	23	6	4	197
	46%	59%	62%	50%	68%	59%	43%	55%	32%	61%	44%	40%	50%	30%	48%	40%
					c		h	fhj		fhj	h		m		m	m
TOTAL NEITHER/ DON'T KNOW	175	29	2	1	1	34	60	4	1	2	67	59	8	1	2	71
	14%	12%	9%	7%	19%	12%	16%	12%	5%	21%	15%	14%	18%	6%	22%	14%
					bce		h	h		h	h	m	m		m	m

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

Any break column with 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 AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2133	634	755	744	1018	1115	291	343	347	408	380	364
Effective Weighted Sample	1388	362	502	529	677	711	166	197	229	277	285	246
Total	1238	289	459	490	614	624	141	148	228	231	246	244
Very concerned	246	53	99	94	132	114	34	19	50	49	48	46
	20%	18%	22%	19%	21%	18%	24%	13%	22%	21%	19%	19%
							g		g	g		
Fairly concerned	315	52	122	141	148	167	21	31	57	65	70	71
	25%	18%	27%	29%	24%	27%	15%	21%	25%	28%	28%	29%
			a	a					f	f	f	fg
Neither/ nor	140	28	56	57	77	63	15	13	31	25	31	25
	11%	10%	12%	12%	13%	10%	11%	9%	13%	11%	13%	10%
Not very concerned	216	39	80	97	102	113	20	19	37	42	45	52
	17%	13%	17%	20%	17%	18%	14%	13%	16%	18%	18%	21%
				a								g
Not at all concerned	308	114	99	96	150	159	51	63	50	49	49	47
	25%	40%	21%	19%	24%	25%	36%	43%	22%	21%	20%	19%
		bc					hijk	hijk				
Don't know	13	3	4	6	6	7	*	3	3	1	3	3
	1%	1%	1%	1%	1%	1%	*%	2%	1%	*%	1%	1%
SUMMARY CODES												
TOTAL CONCERNED	561	105	221	235	279	281	55	51	107	114	117	117
	45%	36%	48%	48%	45%	45%	39%	34%	47%	49%	48%	48%
			a	a					g	fg	g	g
TOTAL NOT CONCERNED	524	153	178	193	252	272	71	82	87	91	94	99
	42%	53%	39%	39%	41%	44%	50%	55%	38%	39%	38%	41%
		bc					hijk	hijk				
TOTAL NEITHER/ DON'T KNOW	154	31	60	62	83	70	15	16	34	26	34	28
	12%	11%	13%	13%	14%	11%	11%	11%	15%	11%	14%	11%

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

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

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

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2133	441	604	481	607	1045	1088	2133	1144	319	344	326	1786	347	2133
Effective Weighted Sample	1388	310	405	304	371	715	675	1388	1054	279	326	312	1206	182	1388
Total	1238	287	373	258	320	660	578	1238	1054	107	53	25	1078	161	1238
Very concerned	246 20%	59 20%	71 19%	51 20%	65 20%	130 20%	116 20%	246 20%	201 19%	17 16%	24 45% hiklmn	4 18%	210 20%	35 22%	246 20%
Fairly concerned	315 25%	79 27% d	102 27% d	69 27%	65 20%	181 27% d	134 23%	315 25% d	276 26% j	22 21%	11 20%	6 25%	275 26% j	39 25%	315 25% j
Neither/ nor	140 11%	39 14%	40 11%	29 11%	32 10%	79 12%	61 11%	140 11%	125 12% j	10 9% j	1 3%	4 16% hijklmn	128 12% j	12 8% j	140 11% j
Not very concerned	216 17%	56 19%	64 17%	41 16%	54 17%	120 18%	96 17%	216 17%	182 17% j	23 21% j	5 9%	7 29% hijklmn	184 17% j	32 20% j	216 17% j
Not at all concerned	308 25%	55 19%	92 25%	62 24%	99 31% aeg	147 22%	161 28% ae	308 25% a	261 25% k	32 30% k	13 24% k	3 11%	268 25% k	40 25% k	308 25% k
Don't know	13 1%	- -%	3 1%	5 2% ae	5 2% a	3 *%	10 2% ae	13 1%	10 1%	3 2% j	- -%	* 1%	11 1%	2 1%	13 1%
SUMMARY CODES															
TOTAL CONCERNED	561 45%	138 48%	173 46%	120 46%	130 41%	310 47% d	250 43%	561 45%	476 45% i	39 37%	35 65% hiklmn	11 43%	486 45% i	75 46% i	561 45% i
TOTAL NOT CONCERNED	524 42%	111 39%	156 42%	104 40%	153 48% ace	267 40%	257 44%	524 42%	442 42% j	55 52% hijkln	17 32%	10 40%	452 42% j	72 45% j	524 42% j
TOTAL NEITHER/ DON'T KNOW	154 12%	39 14%	44 12%	34 13%	37 11%	83 13%	71 12%	154 12%	135 13% j	13 12% j	1 3%	4 17% hijklmn	139 13% j	14 9% j	154 12% j

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

Any break column with 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	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2133	287	103	125	119	634	418	104	118	100	740	428	108	100	102	738
Effective Weighted Sample	1388	264	98	124	118	362	381	97	116	99	491	402	97	97	101	525
Total	1238	242	25	15	7	289	389	34	19	8	450	414	45	19	9	488
Very concerned	246	44	3	6	1	53	79	7	10	1	97	77	6	9	2	94
	20%	18%	12%	36%	9%	18%	20%	22%	52%	14%	22%	19%	13%	45%	24%	19%
		d		abde		d			fgij					klno		
Fairly concerned	315	43	6	2	1	52	106	7	4	2	119	124	10	4	3	141
	25%	18%	22%	15%	19%	18%	27%	21%	20%	27%	26%	30%	21%	23%	29%	29%
Neither/ nor	140	26	1	*	1	28	51	2	*	2	55	48	6	1	1	56
	11%	11%	4%	2%	17%	10%	13%	7%	2%	19%	12%	12%	14%	4%	14%	12%
		bc			bce	c	h			gh	h	m	m		m	m
Not very concerned	216	31	5	1	2	39	69	6	2	2	79	82	11	2	2	97
	17%	13%	19%	8%	34%	13%	18%	19%	9%	30%	18%	20%	24%	9%	24%	20%
			c		abce		h	h		fhj	h	m	m		m	m
Not at all concerned	308	97	10	6	1	114	82	10	3	1	96	79	11	3	1	94
	25%	40%	41%	38%	20%	40%	21%	30%	17%	8%	21%	19%	25%	18%	8%	19%
		d	d	d		d	i	hi			i	n	n	n		n
Don't know	13	2	1	-	*	3	3	*	-	*	4	5	1	-	*	6
	1%	1%	3%	-%	1%	1%	1%	1%	-%	1%	1%	1%	2%	-%	1%	1%
SUMMARY CODES																
TOTAL CONCERNED	561	87	9	8	2	105	184	15	14	3	216	201	16	13	5	235
	45%	36%	34%	52%	29%	36%	47%	43%	72%	41%	48%	49%	35%	69%	53%	48%
				abde					fgij			l		klno	l	l
TOTAL NOT CONCERNED	524	128	15	7	4	153	151	17	5	3	175	161	22	5	3	191
	42%	53%	59%	46%	54%	53%	39%	49%	26%	39%	39%	39%	49%	28%	32%	39%
			c				h	h		h	h	m	mn			m
TOTAL NEITHER/ DON'T KNOW	154	28	2	*	1	31	54	3	*	2	59	53	7	1	1	62
	12%	12%	7%	2%	17%	11%	14%	8%	2%	20%	13%	13%	16%	4%	15%	13%
		c			bc	c	h	h		gh	h	m	m		m	m

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

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

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2133	634	755	744	1018	1115	291	343	347	408	380	364
Effective Weighted Sample	1388	362	502	529	677	711	166	197	229	277	285	246
Total	1238	289	459	490	614	624	141	148	228	231	246	244
Very concerned	189	39	73	77	105	84	22	17	38	35	45	32
	15%	14%	16%	16%	17%	13%	16%	12%	17%	15%	18%	13%
										g		
Fairly concerned	320	41	129	150	178	142	24	18	74	55	80	70
	26%	14%	28%	31%	29%	23%	17%	12%	32%	24%	33%	29%
			a	a	e				fgi	g	fgi	fg
Neither/ nor	156	24	65	67	59	97	9	15	25	40	25	42
	13%	8%	14%	14%	10%	16%	6%	10%	11%	17%	10%	17%
			a	a	d					fghj		fgj
Not very concerned	222	47	79	96	104	118	22	25	35	44	47	49
	18%	16%	17%	20%	17%	19%	16%	17%	15%	19%	19%	20%
Not at all concerned	339	135	111	94	162	178	63	72	55	56	44	50
	27%	46%	24%	19%	26%	28%	45%	48%	24%	24%	18%	20%
		bc	c				hijk	hijk				
Don't know	12	3	2	6	6	5	1	2	1	2	5	2
	1%	1%	*%	1%	1%	1%	1%	2%	*%	1%	2%	1%
SUMMARY CODES												
TOTAL CONCERNED	509	81	202	227	283	226	46	35	112	90	125	102
	41%	28%	44%	46%	46%	36%	33%	23%	49%	39%	51%	42%
			a	a	e				fgi	g	fgik	g
TOTAL NOT CONCERNED	561	182	190	190	266	296	85	97	90	100	91	99
	45%	63%	41%	39%	43%	47%	60%	65%	40%	43%	37%	41%
		bc					hijk	hijk				
TOTAL NEITHER/ DON'T KNOW	168	27	67	73	65	102	10	17	25	42	30	43
	14%	9%	15%	15%	11%	16%	7%	12%	11%	18%	12%	18%
			a	a	d					fgh		fh

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

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

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2133	441	604	481	607	1045	1088	2133	1144	319	344	326	1786	347	2133
Effective Weighted Sample	1388	310	405	304	371	715	675	1388	1054	279	326	312	1206	182	1388
Total	1238	287	373	258	320	660	578	1238	1054	107	53	25	1078	161	1238
Very concerned	189 15%	29 10%	63 17%	43 17%	54 17%	92 14%	97 17%	189 15%	157 15%	17 16%	13 23%	3 11%	167 15%	22 14%	189 15%
			a	a	a		a	a			hiklmn				
Fairly concerned	320 26%	100 35%	86 23%	69 27%	66 20%	185 28%	135 23%	320 26%	270 26%	29 27%	14 26%	7 30%	286 27%	35 21%	320 26%
		bcdefg		d		df		d				m			
Neither/ nor	156 13%	41 14%	48 13%	33 13%	34 11%	89 13%	67 12%	156 13%	137 13%	11 10%	5 10%	3 14%	132 12%	24 15%	156 13%
Not very concerned	222 18%	58 20%	74 20%	36 14%	54 17%	132 20%	90 16%	222 18%	190 18%	18 17%	7 13%	7 28%	189 18%	33 20%	222 18%
		c	c			cf			j			hijln		j	j
Not at all concerned	339 27%	56 19%	101 27%	76 29%	106 33%	157 24%	182 31%	339 27%	292 28%	30 28%	14 26%	4 16%	293 27%	46 29%	339 27%
			a	a	aeg		ae	a	k	k	k		k	k	k
Don't know	12 1%	4 1%	2 1%	* *%	6 2%	6 1%	6 1%	12 1%	8 1%	3 3%	* 1%	* 2%	11 1%	1 1%	12 1%
					c					hln					
SUMMARY CODES															
TOTAL CONCERNED	509 41%	129 45%	148 40%	112 44%	120 37%	277 42%	232 40%	509 41%	427 41%	45 43%	27 50%	10 41%	452 42%	57 35%	509 41%
											hklmn				
TOTAL NOT CONCERNED	561 45%	114 40%	175 47%	112 43%	161 50%	289 44%	273 47%	561 45%	482 46%	48 45%	21 39%	11 44%	483 45%	79 49%	561 45%
					ae		a		j					j	j
TOTAL NEITHER/ DON'T KNOW	168 14%	45 16%	50 13%	34 13%	40 12%	94 14%	73 13%	168 14%	145 14%	13 13%	6 11%	4 15%	142 13%	25 16%	168 14%

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

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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	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2133	287	103	125	119	634	418	104	118	100	740	428	108	100	102	738
Effective Weighted Sample	1388	264	98	124	118	362	381	97	116	99	491	402	97	97	101	525
Total	1238	242	25	15	7	289	389	34	19	8	450	414	45	19	9	488
Very concerned	189 15%	34 14%	3 13%	2 14%	* 4%	39 14%	61 16%	5 14%	6 32%	1 10%	73 16%	62 15%	8 19%	4 23%	1 16%	77 16%
		d	d	d		d			fgij							
Fairly concerned	320 26%	32 13%	6 22%	3 18%	1 16%	41 14%	112 29%	9 28%	5 28%	2 28%	129 29%	126 31%	14 30%	6 32%	4 41%	150 31%
			a												ko	
Neither/ nor	156 13%	19 8%	2 8%	2 10%	1 15%	24 8%	55 14%	4 12%	2 9%	1 18%	62 14%	59 14%	4 9%	2 11%	1 10%	66 14%
					ae											
Not very concerned	222 18%	39 16%	3 13%	2 15%	2 32%	47 16%	64 17%	6 19%	2 11%	3 33%	76 17%	84 20%	8 18%	3 13%	2 22%	96 20%
					abce					fgjh						
Not at all concerned	339 27%	117 48%	10 39%	6 40%	2 29%	135 46%	95 25%	9 27%	4 20%	1 10%	109 24%	77 19%	10 22%	4 22%	1 11%	92 19%
		d				d	i	i			i		n	n		
Don't know	12 1%	1 1%	1 4%	* 3%	* 3%	3 1%	1 *%	- -%	- -%	* 1%	2 *%	5 1%	1 3%	- -%	* 1%	6 1%
			ae	a	a											
SUMMARY CODES																
TOTAL CONCERNED	509 41%	66 27%	9 35%	5 32%	1 21%	81 28%	173 44%	14 42%	11 60%	3 38%	201 45%	189 46%	22 48%	10 55%	5 56%	226 46%
			d						fgij							
TOTAL NOT CONCERNED	561 45%	156 64%	13 52%	8 55%	4 61%	182 63%	160 41%	16 46%	6 31%	3 44%	185 41%	161 39%	18 40%	7 35%	3 33%	189 39%
		b					h	h		h	h					
TOTAL NEITHER/ DON'T KNOW	168 14%	21 8%	3 13%	2 13%	1 18%	27 9%	57 15%	4 12%	2 9%	1 19%	64 14%	64 15%	5 12%	2 11%	1 11%	73 15%
					ae					h						

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

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

QP511. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Companies collecting information about what they are doing online (e.g. what they have been looking at online/ sites they have visited etc.) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2133	634	755	744	1018	1115	291	343	347	408	380	364
Effective Weighted Sample	1388	362	502	529	677	711	166	197	229	277	285	246
Total	1238	289	459	490	614	624	141	148	228	231	246	244
Very concerned	257	53	100	105	139	118	29	24	58	42	52	53
	21%	18%	22%	21%	23%	19%	20%	16%	26% gi	18%	21%	22%
Fairly concerned	346	51	139	157	170	176	25	26	66	72	79	78
	28%	18%	30% a	32% a	28%	28%	18%	18%	29% fg	31% fg	32% fg	32% fg
Neither/ nor	180	34	64	81	91	89	16	18	30	34	44	37
	15%	12%	14%	17% a	15%	14%	11%	12%	13%	15%	18%	15%
Not very concerned	190	44	66	80	88	101	22	22	32	34	34	46
	15%	15%	14%	16%	14%	16%	16%	15%	14%	15%	14%	19%
Not at all concerned	234	100	78	55	111	123	45	56	37	42	30	26
	19%	35% bc	17% c	11%	18%	20%	32% hijk	37% hijk	16% k	18% k	12% k	11% k
Don't know	31	7	12	12	15	16	4	3	4	8	7	5
	2%	2%	3%	2%	2%	3%	3%	2%	2%	3%	3%	2%
SUMMARY CODES												
TOTAL CONCERNED	604	104	238	262	309	295	54	50	125	114	131	131
	49%	36%	52% a	53% a	50%	47%	38%	34%	55% fg	49% fg	53% fg	54% fg
TOTAL NOT CONCERNED	424	144	144	135	200	224	67	78	69	76	64	71
	34%	50% bc	31%	28%	32%	36%	47% hijk	52% hijk	30%	33%	26%	29%
TOTAL NEITHER/ DON'T KNOW	211	41	76	93	106	105	20	21	34	42	51	42
	17%	14%	17%	19%	17%	17%	14%	14%	15%	18%	21%	17%

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

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

QP511. (SHOWCARD) EXTENT OF CONCERN ABOUT CHILD'S ONLINE ACTIVITIES - Companies collecting information about what they are doing online (e.g. what they have been looking at online/ sites they have visited etc.) (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2133	441	604	481	607	1045	1088	2133	1144	319	344	326	1786	347	2133
Effective Weighted Sample	1388	310	405	304	371	715	675	1388	1054	279	326	312	1206	182	1388
Total	1238	287	373	258	320	660	578	1238	1054	107	53	25	1078	161	1238
Very concerned	257 21%	59 21%	74 20%	58 23%	65 20%	134 20%	124 21%	257 21%	221 21%	20 19%	15 27%	2 9%	231 21%	26 16%	257 21%
									k	k	hiklmn		k	k	k
Fairly concerned	346 28%	98 34%	108 29%	64 25%	76 24%	206 31%	141 24%	346 28%	297 28%	25 24%	17 31%	7 29%	301 28%	46 28%	346 28%
		cdg				cdf					i				
Neither/ nor	180 15%	45 16%	56 15%	44 17%	34 11%	101 15%	78 14%	180 15%	157 15%	12 11%	6 12%	5 19%	159 15%	21 13%	180 15%
				d		d						ij			
Not very concerned	190 15%	39 14%	69 19%	33 13%	49 15%	109 16%	81 14%	190 15%	161 15%	20 19%	4 7%	5 21%	158 15%	32 20%	190 15%
			cf						j	j		hjl	j	j	j
Not at all concerned	234 19%	43 15%	57 15%	50 20%	84 26%	100 15%	134 23%	234 19%	198 19%	21 20%	11 21%	3 14%	202 19%	32 20%	234 19%
					abceg		abeg	e	k	k	k		k		k
Don't know	31 2%	3 1%	8 2%	8 3%	11 4%	11 2%	19 3%	31 2%	20 2%	8 8%	1 1%	2 9%	27 2%	4 2%	31 2%
					a		a			hjlmn		hjlmn			
SUMMARY CODES															
TOTAL CONCERNED	604 49%	157 55%	182 49%	123 48%	142 44%	339 51%	264 46%	604 49%	518 49%	45 42%	31 59%	9 38%	532 49%	72 45%	604 49%
		df				df			ik		hiklmn		ik		ik
TOTAL NOT CONCERNED	424 34%	82 28%	126 34%	83 32%	133 41%	208 32%	216 37%	424 34%	359 34%	41 39%	15 28%	8 35%	360 33%	64 40%	424 34%
					abceg		ae		j	j			j	j	j
TOTAL NEITHER/ DON'T KNOW	211 17%	48 17%	64 17%	52 20%	46 14%	113 17%	98 17%	211 17%	176 17%	20 19%	7 13%	7 27%	186 17%	25 16%	211 17%
				d								hjlmn			

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

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

QP511. (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	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2133	287	103	125	119	634	418	104	118	100	740	428	108	100	102	738
Effective Weighted Sample	1388	264	98	124	118	362	381	97	116	99	491	402	97	97	101	525
Total	1238	242	25	15	7	289	389	34	19	8	450	414	45	19	9	488
Very concerned	257	45	4	3	*	53	86	6	6	*	98	88	10	5	1	104
	21%	19%	16%	20%	6%	18%	22%	17%	33%	6%	22%	21%	22%	28%	12%	21%
		d	d	d		d	i	i	fgij		i	n		n		n
Fairly concerned	346	40	5	5	2	51	121	9	5	3	138	136	11	7	3	156
	28%	16%	20%	32%	22%	18%	31%	25%	28%	33%	31%	33%	23%	35%	32%	32%
				ae												
Neither/ nor	180	30	2	1	1	34	55	3	3	2	62	70	8	2	2	81
	15%	12%	6%	10%	16%	12%	14%	9%	14%	21%	14%	17%	17%	11%	19%	17%
					b					g						
Not very concerned	190	39	3	1	2	44	54	8	1	2	65	68	8	2	2	80
	15%	16%	11%	6%	28%	15%	14%	25%	7%	20%	14%	16%	18%	8%	17%	16%
		c			abce	c	h	fhj		h	h	m	m			m
Not at all concerned	234	85	9	5	2	100	67	6	3	*	77	44	6	3	1	54
	19%	35%	37%	31%	22%	35%	17%	18%	17%	6%	17%	11%	12%	17%	13%	11%
		d	d			d	i	i	i		i					
Don't know	31	4	2	*	*	7	6	2	*	1	10	8	3	*	1	12
	2%	2%	10%	2%	6%	2%	2%	7%	2%	14%	2%	2%	7%	1%	7%	2%
			ace		ae			fj		fhj			kmo		ko	
SUMMARY CODES																
TOTAL CONCERNED	604	85	9	8	2	104	207	14	11	3	236	224	21	12	4	261
	49%	35%	36%	51%	28%	36%	53%	42%	60%	39%	53%	54%	45%	63%	44%	53%
				abde			i		gi		i			ln		
TOTAL NOT CONCERNED	424	123	12	6	4	144	120	14	5	2	141	113	14	5	3	134
	34%	51%	48%	37%	50%	50%	31%	42%	24%	26%	31%	27%	30%	25%	30%	27%
		c			c	c		fhj								
TOTAL NEITHER/ DON'T KNOW	211	34	4	2	2	41	61	5	3	3	72	77	11	2	2	93
	17%	14%	16%	11%	22%	14%	16%	15%	15%	35%	16%	19%	24%	12%	26%	19%
					c					fghj			m		m	

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

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

Base : Parents whose child goes online at home or elsewhere

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2133	634	755	744	1018	1115	291	343	347	408	380	364
Effective Weighted Sample	1388	362	502	529	677	711	166	197	229	277	285	246
Total	1238	289	459	490	614	624	141	148	228	231	246	244
Very concerned	154	32	62	60	86	68	19	14	33	30	35	25
	12%	11%	14%	12%	14%	11%	13%	9%	14%	13%	14%	10%
Fairly concerned	244	33	91	120	112	132	18	14	40	51	54	66
	20%	11%	20%	24%	18%	21%	13%	10%	18%	22%	22%	27%
			a	a					g	fg	fg	fgh
Neither/ nor	158	32	63	63	87	71	18	14	33	30	36	27
	13%	11%	14%	13%	14%	11%	13%	9%	15%	13%	14%	11%
Not very concerned	258	47	99	112	115	142	18	29	52	47	45	67
	21%	16%	22%	23%	19%	23%	13%	20%	23%	20%	18%	27%
				a					f			fj
Not at all concerned	404	139	135	130	200	203	64	75	64	71	72	58
	33%	48%	29%	26%	33%	33%	46%	50%	28%	31%	29%	24%
		bc					hijk	hijk				
Don't know	21	6	8	6	13	7	3	3	6	3	5	2
	2%	2%	2%	1%	2%	1%	2%	2%	3%	1%	2%	1%
SUMMARY CODES												
TOTAL CONCERNED	398	65	154	180	199	200	37	28	73	81	89	91
	32%	22%	33%	37%	32%	32%	26%	19%	32%	35%	36%	37%
			a	a					g	g	fg	fg
TOTAL NOT CONCERNED	661	186	234	241	315	346	83	104	116	118	116	125
	53%	64%	51%	49%	51%	55%	59%	70%	51%	51%	47%	51%
		bc					j	fhijk				
TOTAL NEITHER/ DON'T KNOW	179	38	72	69	101	78	21	17	39	32	40	29
	14%	13%	16%	14%	16%	13%	15%	11%	17%	14%	16%	12%
					e							

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

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

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2133	441	604	481	607	1045	1088	2133	1144	319	344	326	1786	347	2133
Effective Weighted Sample	1388	310	405	304	371	715	675	1388	1054	279	326	312	1206	182	1388
Total	1238	287	373	258	320	660	578	1238	1054	107	53	25	1078	161	1238
Very concerned	154 12%	29 10%	40 11%	38 15%	47 15% e	69 10%	85 15% e	154 12%	117 11% k	15 14% k	21 38% hiklmn	1 5%	130 12% k	24 15% k	154 12% k
Fairly concerned	244 20%	59 21%	84 22% f	45 18%	56 17%	143 22% f	101 17%	244 20%	222 21% ij	9 9%	7 14%	5 20% ij	217 20% ij	27 17% i	244 20% ij
Neither/ nor	158 13%	36 13%	47 13%	42 16% d	32 10%	84 13%	75 13%	158 13%	141 13% ij	9 8%	3 6%	5 22% hijlmn	140 13% ij	18 11% j	158 13% ij
Not very concerned	258 21%	80 28% bcdfg	69 19%	47 18%	61 19%	149 23%	108 19%	258 21%	221 21% j	25 23% j	4 8%	7 29% hjl n	223 21% j	34 21% j	258 21% j
Not at all concerned	404 33%	79 27%	127 34%	80 31%	118 37% a	206 31%	197 34% a	404 33%	338 32% k	42 39% hkln	18 33% k	6 23%	348 32% k	55 34% k	404 33% k
Don't know	21 2%	4 1%	6 2%	5 2%	6 2%	9 1%	11 2%	21 2%	13 1%	7 6% hijklmn	* 1%	* 2%	18 2%	2 1%	21 2%
SUMMARY CODES															
TOTAL CONCERNED	398 32%	89 31%	123 33%	83 32%	103 32%	212 32%	186 32%	398 32%	340 32% ik	24 23%	28 52% hiklmn	6 25%	347 32% ik	51 32% i	398 32% ik
TOTAL NOT CONCERNED	661 53%	158 55%	197 53%	127 49%	178 56%	355 54%	306 53%	661 53%	560 53% j	67 63% hijkl n	22 42%	13 51% j	571 53% j	90 56% j	661 53% j
TOTAL NEITHER/ DON'T KNOW	179 14%	40 14%	53 14%	48 18% d	39 12%	93 14%	86 15%	179 14%	154 15% j	15 15% j	3 6%	6 23% hijlmn	159 15% j	20 12% j	179 14% j

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

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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	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2133	287	103	125	119	634	418	104	118	100	740	428	108	100	102	738
Effective Weighted Sample	1388	264	98	124	118	362	381	97	116	99	491	402	97	97	101	525
Total	1238	242	25	15	7	289	389	34	19	8	450	414	45	19	9	488
Very concerned	154	25	2	4	*	32	47	6	8	*	62	45	6	8	*	60
	12%	10%	10%	29%	3%	11%	12%	18%	43%	4%	14%	11%	14%	42%	4%	12%
		d		abde		d	i	i	fgij		i	n	n	klno		n
Fairly concerned	244	26	4	2	1	33	82	3	3	1	89	111	2	3	3	120
	20%	11%	15%	13%	13%	11%	21%	8%	13%	16%	20%	27%	5%	15%	30%	25%
							g				g	lm		l	lm	lm
Neither/ nor	158	28	1	1	1	32	56	2	1	2	61	54	6	1	2	62
	13%	12%	5%	7%	21%	11%	14%	5%	7%	24%	13%	13%	13%	3%	18%	13%
					abce		gh			fghj	gh	m	m		m	m
Not very concerned	258	41	4	1	2	47	85	7	2	3	97	94	13	2	2	112
	21%	17%	15%	4%	27%	16%	22%	20%	10%	36%	21%	23%	29%	8%	25%	23%
		c	c		abce	c	h	h		fghj	h	m	m		m	m
Not at all concerned	404	118	12	7	2	139	113	14	5	1	133	105	15	6	2	128
	33%	49%	48%	46%	33%	48%	29%	42%	27%	17%	30%	25%	34%	30%	22%	26%
		d	d	d		d	i	fhij			i					
Don't know	21	4	2	*	*	6	6	2	-	*	8	4	2	*	*	6
	2%	2%	7%	1%	3%	2%	1%	7%	-%	2%	2%	1%	5%	1%	1%	1%
			ace					fhj					ko			
SUMMARY CODES																
TOTAL CONCERNED	398	51	6	6	1	65	130	9	11	2	151	156	9	11	3	179
	32%	21%	25%	42%	16%	22%	33%	27%	56%	20%	34%	38%	19%	57%	34%	37%
				abde			i		fgij		i	l		klno	l	l
TOTAL NOT CONCERNED	661	159	16	8	4	186	198	21	7	4	230	200	29	7	4	240
	53%	66%	63%	50%	60%	64%	51%	62%	37%	54%	51%	48%	63%	38%	47%	49%
		c				c	h	h		h	h		kmno			
TOTAL NEITHER/ DON'T KNOW	179	32	3	1	2	38	61	4	1	2	69	58	8	1	2	69
	14%	13%	12%	8%	24%	13%	16%	12%	7%	26%	15%	14%	17%	4%	19%	14%
					abce		h			fghj	h	m	m		m	m

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

Any break column with 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 to stay safe online, from any of these sources or in any other way? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2133	634	755	744	1018	1115	291	343	347	408	380	364
Effective Weighted Sample	1388	362	502	529	677	711	166	197	229	277	285	246
Total	1238	289	459	490	614	624	141	148	228	231	246	244
Your child's school	834	196	323	316	422	412	102	94	161	161	159	156
	67%	68%	70%	64%	69%	66%	72%	63%	71%	70%	65%	64%
			c									
Family or friends	563	125	208	230	281	282	61	64	106	102	114	116
	45%	43%	45%	47%	46%	45%	43%	43%	47%	44%	46%	47%
Internet service providers/ ISPs	266	58	103	106	134	132	30	28	55	48	49	56
	21%	20%	22%	22%	22%	21%	21%	19%	24%	21%	20%	23%
Other websites or apps with information about how to stay safe online	260	50	112	99	128	133	25	24	59	52	43	56
	21%	17%	24%	20%	21%	21%	18%	16%	26%	23%	18%	23%
			a						gj			
TV, radio, newspapers or magazines	225	49	96	80	105	120	29	20	43	53	33	48
	18%	17%	21%	16%	17%	19%	21%	13%	19%	23%	13%	20%
							j			gj		
From your child themselves	192	19	73	100	95	97	11	8	35	38	48	52
	16%	7%	16%	20%	15%	16%	8%	5%	15%	16%	20%	21%
			a	a					fg	fg	fg	fg
Manufacturers or retailers selling the product	191	44	75	73	104	87	22	22	45	30	37	36
	15%	15%	16%	15%	17%	14%	15%	15%	20%	13%	15%	15%
									i			
Government or local authority	123	25	45	53	58	65	13	12	21	24	24	29
	10%	9%	10%	11%	10%	10%	9%	8%	9%	10%	10%	12%
BBC	103	22	43	38	56	47	11	11	27	16	18	20
	8%	8%	9%	8%	9%	8%	8%	7%	12%	7%	7%	8%
									i			

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2133	634	755	744	1018	1115	291	343	347	408	380	364
Effective Weighted Sample	1388	362	502	529	677	711	166	197	229	277	285	246
Total	1238	289	459	490	614	624	141	148	228	231	246	244
SPONTANEOUS RESPONSE												
Police/ police talk at child's school	8 1%	1 *%	2 *%	4 1%	4 1%	3 1%	1 1%	- -%	1 *%	1 1%	2 1%	2 1%
Other sources	28 2%	8 3%	10 2%	10 2%	16 3%	12 2%	4 3%	4 3%	6 3%	4 2%	6 2%	4 2%
TOTAL LOOKED FOR OR RECEIVED INFORMATION OR ADVICE	1084 87%	255 88%	412 90% c	417 85%	540 88%	543 87%	126 90%	128 86%	207 91% j	206 89%	207 84%	210 86%
No, have not looked for or received any information or advice	143 12%	32 11%	45 10%	66 14%	67 11%	76 12%	13 9%	19 13%	20 9%	25 11%	34 14%	32 13%
Don't know	12 1%	3 1%	2 *%	7 1%	7 1%	5 1%	2 1%	1 1%	1 *%	1 *%	4 2%	3 1%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.
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.

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

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2133	441	604	481	607	1045	1088	2133	1144	319	344	326	1786	347	2133
Effective Weighted Sample	1388	310	405	304	371	715	675	1388	1054	279	326	312	1206	182	1388
Total	1238	287	373	258	320	660	578	1238	1054	107	53	25	1078	161	1238
Your child's school	834 67%	198 69%	237 64%	169 65%	230 72%	435 66%	399 69%	834 67%	720 68%	62 58%	39 73%	13 54%	707 66%	127 79%	834 67%
					be				ik		ikl		ik	hikln	ik
Family or friends	563 45%	120 42%	178 48%	120 47%	144 45%	298 45%	264 46%	563 45%	484 46%	48 45%	22 41%	9 35%	478 44%	85 53%	563 45%
									k	k			k	jkl	k
Internet service providers/ ISPs	266 21%	85 30%	81 22%	47 18%	52 16%	166 25%	100 17%	266 21%	232 22%	18 17%	9 18%	6 24%	232 21%	34 21%	266 21%
		bcd				cd		df				i			
Other websites or apps with information about how to stay safe online	260 21%	68 24%	81 22%	58 23%	53 16%	150 23%	111 19%	260 21%	219 21%	19 18%	18 33%	5 19%	225 21%	36 22%	260 21%
		d		d		d		d			hiklmn				
TV, radio, newspapers or magazines	225 18%	60 21%	75 20%	45 17%	45 14%	135 20%	90 16%	225 18%	190 18%	21 20%	7 13%	7 27%	196 18%	29 18%	225 18%
		df	d			df			j	j		hijklmn	j		j
From your child themselves	192 16%	47 16%	54 14%	40 15%	52 16%	100 15%	92 16%	192 16%	158 15%	18 17%	11 21%	5 19%	156 14%	36 23%	192 16%
											hln	l		hln	
Manufacturers or retailers selling the product	191 15%	49 17%	71 19%	36 14%	36 11%	119 18%	72 13%	191 15%	159 15%	13 12%	16 29%	4 14%	169 16%	22 14%	191 15%
		d	df			df		d			hiklmn				
Government or local authority	123 10%	41 14%	35 9%	17 7%	29 9%	76 12%	47 8%	123 10%	103 10%	12 11%	6 10%	3 13%	109 10%	14 9%	123 10%
		bcd				cf									
BBC	103 8%	26 9%	31 8%	23 9%	23 7%	57 9%	46 8%	103 8%	86 8%	6 5%	10 18%	2 10%	87 8%	16 10%	103 8%
											hiklmn	i		i	

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

Any break column with 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 to stay safe online, from any of these sources or in any other way? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2133	441	604	481	607	1045	1088	2133	1144	319	344	326	1786	347	2133
Effective Weighted Sample	1388	310	405	304	371	715	675	1388	1054	279	326	312	1206	182	1388
Total	1238	287	373	258	320	660	578	1238	1054	107	53	25	1078	161	1238
SPONTANEOUS RESPONSE															
Police/ police talk at child's school	8 1%	2 1%	1 *%	3 1%	1 *%	3 *%	5 1%	8 1%	6 1%	1 1%	1 2% hln	* *% hln	4 *% hln	4 2% hln	8 1%
Other sources	28 2%	10 3%	7 2%	3 1%	8 3%	17 3%	11 2%	28 2%	19 2%	3 3% k	5 10% hiklmn	* 1% m	24 2% i	4 3% ik	28 2% i
TOTAL LOOKED FOR OR RECEIVED INFORMATION OR ADVICE	1084 87%	259 90%	330 89%	222 86%	273 85%	589 89% f	494 86%	1084 87%	931 88% ik	83 78%	48 91% ik	21 84%	937 87% i	146 91% ik	1084 87% i
No, have not looked for or received any information or advice	143 12%	28 10%	41 11%	33 13%	41 13%	69 10%	74 13%	143 12%	112 11%	22 21% hijklmn	5 9%	3 14% m	132 12% m	11 7%	143 12%
Don't know	12 1%	1 *%	1 *%	4 1% e	6 2% abe	2 *%	10 2% abe	12 1%	10 1%	1 1%	- -%	1 2% j	9 1%	3 2% j	12 1%

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

Any break column with 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 to stay safe online, from any of these sources or in any other way? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2133	287	103	125	119	634	418	104	118	100	740	428	108	100	102	738
Effective Weighted Sample	1388	264	98	124	118	362	381	97	116	99	491	402	97	97	101	525
Total	1238	242	25	15	7	289	389	34	19	8	450	414	45	19	9	488
Your child's school	834	171	11	10	3	196	276	23	15	5	318	268	27	14	5	313
	67%	71%	45%	67%	43%	68%	71%	69%	78%	59%	71%	65%	58%	73%	58%	64%
		bd		bd		bd	i		i		i			ln		
Family or friends	563	106	11	6	2	125	176	15	8	3	202	197	21	8	3	229
	45%	44%	45%	38%	30%	43%	45%	44%	44%	35%	45%	48%	47%	40%	35%	47%
		d	d			d						n				n
Internet service providers/ ISPs	266	51	3	2	1	58	88	9	3	2	102	93	6	3	2	105
	21%	21%	12%	16%	21%	20%	23%	25%	18%	22%	23%	22%	14%	18%	27%	22%
		b													l	
Other websites or apps with information about how to stay safe online	260	40	4	5	1	50	93	10	6	1	110	85	5	7	2	98
	21%	16%	15%	34%	16%	17%	24%	29%	31%	19%	25%	20%	12%	34%	21%	20%
				abde					i					kln		
TV, radio, newspapers or magazines	225	41	4	2	2	49	80	8	2	2	93	66	9	3	2	79
	18%	17%	16%	14%	26%	17%	21%	25%	12%	26%	21%	16%	19%	14%	26%	16%
					ace		h	h		h	h				kmo	
From your child themselves	192	15	2	2	1	19	59	6	4	1	71	82	10	6	2	100
	16%	6%	8%	10%	14%	7%	15%	18%	21%	15%	16%	20%	22%	32%	25%	21%
					ae									ko		
Manufacturers or retailers selling the product	191	37	3	3	1	44	62	4	6	1	73	58	7	6	1	73
	15%	15%	11%	19%	16%	15%	16%	10%	33%	13%	16%	14%	15%	33%	14%	15%
									fgij					kln		
Government or local authority	123	21	1	2	1	25	38	4	2	1	45	43	7	2	1	53
	10%	9%	4%	11%	14%	9%	10%	12%	8%	15%	10%	10%	15%	11%	11%	11%
					b											
BBC	103	18	1	3	1	22	36	2	4	1	43	32	3	3	1	38
	8%	7%	4%	17%	9%	8%	9%	5%	23%	10%	10%	8%	6%	14%	10%	8%
				abe					fgij					ko		

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2133	287	103	125	119	634	418	104	118	100	740	428	108	100	102	738
Effective Weighted Sample	1388	264	98	124	118	362	381	97	116	99	491	402	97	97	101	525
Total	1238	242	25	15	7	289	389	34	19	8	450	414	45	19	9	488
SPONTANEOUS RESPONSE																
Police/ police talk at child's school	8 1%	1 *%	- -%	* 1%	- -%	1 *%	1 *%	* 1%	* 2%	- -%	2 *%	3 1%	1 1%	* 3%	* 1%	4 1%
Other sources	28 2%	6 2%	* 2%	1 10% abde	* 1%	8 3%	6 2%	1 4%	2 8% fij	- -%	9 2%	6 2%	2 3% klno	2 12%	* 1%	10 2%
TOTAL LOOKED FOR OR RECEIVED INFORMATION OR ADVICE	1084 87%	217 90% bd	19 76%	13 85%	6 79%	255 88% bd	352 90%	29 84%	18 93% g	7 88%	405 90%	355 86% l	34 75% lno	18 93%	8 83%	414 85% l
No, have not looked for or received any information or advice	143 12%	23 9%	6 23% ae	2 15%	1 15%	32 11%	36 9%	5 15%	1 7%	1 11%	44 10%	52 13%	11 24% kmo	1 7%	2 17% m	66 14%
Don't know	12 1%	2 1%	* 1%	- -%	* 6% ace	3 1%	1 *%	* 1%	- -%	* 1%	1 *%	6 2%	1 1%	- -%	- -%	7 1%

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

Any break column with 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) Thinking about what your child does online, which, if any, of the following applies to them? Being online helps them... (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2133	634	755	744	1018	1115	291	343	347	408	380	364
Effective Weighted Sample	1388	362	502	529	677	711	166	197	229	277	285	246
Total	1238	289	459	490	614	624	141	148	228	231	246	244
With their schoolwork/ homework	948	172	361	415	470	478	85	87	180	181	205	210
	77%	59%	79%	85%	76%	77%	60%	59%	79%	78%	84%	86%
			a	ab					fg	fg	fg	fghi
To learn a new skill	804	183	302	319	397	407	90	93	149	153	158	161
	65%	63%	66%	65%	65%	65%	64%	63%	65%	66%	64%	66%
To develop creative skills	734	161	280	293	346	388	71	91	138	142	137	156
	59%	56%	61%	60%	56%	62%	50%	61%	61%	61%	56%	64%
						d		f	f	f		f
To find useful information about any problems or issues they may have	518	56	183	279	260	258	33	24	93	90	135	144
	42%	19%	40%	57%	42%	41%	23%	16%	41%	39%	55%	59%
			a	ab					fg	fg	fghi	fghi
To build or maintain friendships	421	28	127	266	192	229	12	16	57	70	123	143
	34%	10%	28%	54%	31%	37%	9%	11%	25%	30%	50%	58%
			a	ab		d			fg	fg	fghi	fghi
To understand what other people think and feel about things	268	23	90	155	137	130	13	9	51	38	72	83
	22%	8%	20%	32%	22%	21%	9%	6%	23%	17%	30%	34%
			a	ab					fg	fg	fgi	fghi
None of these	65	33	21	12	38	27	20	13	11	10	7	5
	5%	11%	5%	2%	6%	4%	14%	8%	5%	4%	3%	2%
		bc					hijk	jk				
Don't know	20	5	6	9	14	6	3	2	4	2	8	2
	2%	2%	1%	2%	2%	1%	2%	2%	2%	1%	3%	1%

k

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

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QP53. (SHOWCARD) Thinking about what your child does online, which, if any, of the following applies to them? Being online helps them... (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2133	441	604	481	607	1045	1088	2133	1144	319	344	326	1786	347	2133
Effective Weighted Sample	1388	310	405	304	371	715	675	1388	1054	279	326	312	1206	182	1388
Total	1238	287	373	258	320	660	578	1238	1054	107	53	25	1078	161	1238
With their schoolwork/ homework	948	225	304	195	224	529	419	948	816	73	44	16	831	117	948
	77%	78%	82%	76%	70%	80%	72%	77%	77%	68%	82%	65%	77%	73%	77%
		d	dfg			df		df	ik		ikmn		ik		ik
To learn a new skill	804	202	255	167	180	457	347	804	680	70	42	11	697	107	804
	65%	70%	68%	65%	56%	69%	60%	65%	65%	66%	79%	46%	65%	66%	65%
		df	df	d		dfg		df	k	k	hiklmn		k	k	k
To develop creative skills	734	191	233	146	164	424	310	734	626	66	31	12	632	103	734
	59%	66%	63%	57%	51%	64%	54%	59%	59%	62%	58%	49%	59%	64%	59%
		cdfg	df			cdfg		df	k	k	k		k	k	k
To find useful information about any problems or issues they may have	518	141	171	95	112	311	207	518	459	33	22	5	438	80	518
	42%	49%	46%	37%	35%	47%	36%	42%	44%	31%	41%	19%	41%	50%	42%
		cdfg	cdf			cdfg		df	ik	k	ik		ik	ikln	ik
To build or maintain friendships	421	112	126	78	105	238	183	421	343	46	24	8	355	65	421
	34%	39%	34%	30%	33%	36%	32%	34%	33%	43%	44%	32%	33%	41%	34%
		cf								hkln	hkln			hkl	
To understand what other people think and feel about things	268	79	76	47	66	155	113	268	226	23	16	3	222	46	268
	22%	27%	20%	18%	21%	23%	19%	22%	21%	21%	31%	11%	21%	28%	22%
		bodfg							k	k	hikln		k	hkln	k
None of these	65	15	10	16	25	25	41	65	54	7	2	3	58	8	65
	5%	5%	3%	6%	8%	4%	7%	5%	5%	6%	3%	13%	5%	5%	5%
				b	be		be	b				hijlmn			
Don't know	20	3	2	4	11	5	16	20	16	3	*	1	17	3	20
	2%	1%	1%	2%	3%	1%	3%	2%	2%	3%	1%	6%	2%	2%	2%
					abeg		be			j		hijlmn			

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

Any break column with 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) Thinking about what your child does online, which, if any, of the following applies to them? Being online helps them... (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o
Unweighted total	2133	287	103	125	119	634	418	104	118	100	740	428	108	100	102	738
Effective Weighted Sample	1388	264	98	124	118	362	381	97	116	99	491	402	97	97	101	525
Total	1238	242	25	15	7	289	389	34	19	8	450	414	45	19	9	488
With their schoolwork/ homework	948	147	12	10	3	172	312	24	16	5	357	353	36	18	7	414
	77%	61%	47%	69%	42%	59%	80%	71%	82%	69%	79%	85%	80%	93%	79%	85%
		bd		bd		bd	gi		gi		i			lno		
To learn a new skill	804	153	16	12	3	183	256	23	15	4	297	267	31	15	5	318
	65%	63%	62%	79%	39%	63%	66%	67%	79%	47%	66%	64%	68%	81%	52%	65%
		d	d	abde		d	i	i	fij		i	n	n	klno		n
To develop creative skills	734	134	16	8	3	161	238	22	13	4	277	250	28	10	5	293
	59%	56%	63%	53%	43%	56%	61%	65%	67%	51%	62%	60%	61%	54%	55%	60%
		d	d			d	i	i	i		i					
To find useful information about any problems or issues they may have	518	50	4	2	1	56	161	11	7	1	180	246	18	12	3	278
	42%	20%	16%	15%	8%	19%	41%	33%	38%	15%	40%	59%	40%	64%	29%	57%
		d				d	i	i	i		i	ln		ln		ln
To build or maintain friendships	421	23	2	2	1	28	105	11	8	2	127	213	33	13	5	263
	34%	10%	9%	15%	8%	10%	27%	33%	44%	22%	28%	51%	72%	69%	57%	54%
									fij				kno	ko		
To understand what other people think and feel about things	268	18	2	2	*	23	74	7	5	1	87	131	13	9	1	155
	22%	8%	8%	13%	4%	8%	19%	22%	28%	7%	19%	32%	29%	47%	15%	32%
				d			i	i	fij		i	n	n	klno		n
None of these	65	28	3	1	2	33	16	1	1	1	18	9	2	*	1	12
	5%	11%	12%	4%	22%	11%	4%	2%	3%	12%	4%	2%	4%	2%	6%	2%
		c	c		ace	c				fg hj					ko	
Don't know	20	4	1	-	1	5	3	1	*	*	5	8	1	-	*	9
	2%	2%	2%	-%	10%	2%	1%	4%	1%	6%	1%	2%	1%	-%	3%	2%
					abce			f		fhj						

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

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

QP54. (SHOWCARD) Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, have they ever used these devices to do any of the following? IF NECESSARY: This could include any time spent learning about this when they are at school (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2139	634	757	748	1021	1118	291	343	346	411	384	364
Effective Weighted Sample	1391	362	502	532	679	712	166	197	227	279	289	245
Total	1243	289	460	494	617	626	141	148	226	233	250	244
Change or edit a photo	497	42	171	284	249	248	19	22	81	90	148	136
	40%	14%	37%	58%	40%	40%	14%	15%	36%	38%	59%	56%
			a	ab					fg	fg	fghi	fghi
Make a drawing or picture	488	111	180	197	232	256	52	59	82	98	98	100
	39%	38%	39%	40%	38%	41%	37%	40%	36%	42%	39%	41%
Make a video	442	64	152	226	221	221	28	36	73	80	120	106
	36%	22%	33%	46%	36%	35%	20%	24%	32%	34%	48%	43%
			a	ab					f	fg	fghi	fghi
Created an emoji of themselves using sites/ apps like Snapchat or Bitmoji	221	11	65	145	101	120	5	7	30	35	66	78
	18%	4%	14%	29%	16%	19%	3%	5%	13%	15%	27%	32%
			a	ab					fg	fg	fghi	fghi
Make a character (avatar) that lives and plays in games or sites like Moshi Monsters, Minecraft etc	198	18	78	102	114	84	12	6	43	35	59	43
	16%	6%	17%	21%	18%	13%	8%	4%	19%	15%	24%	18%
			a	a	e				fg	fg	fgi	fg
Written a review about something they've used or somewhere they've been	142	4	34	104	75	67	1	3	19	15	55	49
	11%	1%	7%	21%	12%	11%	1%	2%	8%	7%	22%	20%
			a	ab					fg	fg	fghi	fghi
Make their own music	139	16	41	81	73	66	7	10	23	19	44	37
	11%	6%	9%	16%	12%	10%	5%	7%	10%	8%	17%	15%
				ab							fghi	fgi

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

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

QP54. (SHOWCARD) Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, have they ever used these devices to do any of the following? IF NECESSARY: This could include any time spent learning about this when they are at school (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2139	634	757	748	1021	1118	291	343	346	411	384	364
Effective Weighted Sample	1391	362	502	532	679	712	166	197	227	279	289	245
Total	1243	289	460	494	617	626	141	148	226	233	250	244
Make a meme or gif (an image, video or piece of text that is funny that gets spread around online)	134 11%	12 4%	40 9% a	82 17% ab	76 12%	58 9%	6 4%	6 4%	19 9% g	21 9% g	51 20% fghik	31 13% fg
Make an animation/ moving picture or image	132 11%	9 3%	60 13% a	63 13% a	72 12%	60 10%	2 1%	7 5%	33 15% fg	27 11% fg	37 15% fg	26 11% fg
Make a website	92 7%	1 *%	24 5% a	67 14% ab	56 9% e	36 6%	* *%	1 1%	15 6% fg	10 4% fg	41 16% fghi	26 11% fgi
Make an app or game	89 7%	7 2%	23 5% a	60 12% ab	47 8%	42 7%	2 2%	5 3%	8 4%	14 6% f	37 15% fghi	23 9% fgh
Change or edit somebody else's music (such as cutting, editing or mixing tracks)	51 4%	3 1%	17 4% a	32 6% ab	30 5%	21 3%	2 2%	* *%	9 4% g	7 3% g	18 7% fgi	14 6% fg
ANY OF THESE	857 69%	138 48%	323 70% a	395 80% ab	424 69%	433 69%	63 45%	75 51%	157 70% fg	166 71% fg	203 81% fghi	192 79% fghi
None of these	356 29%	138 48% bc	129 28% c	89 18%	178 29%	178 28%	71 50% hijk	67 45% hijk	67 30% jk	62 26% j	40 16%	49 20%
Don't know	30 2%	13 4% bc	8 2%	9 2%	16 3%	14 2%	7 5% hk	6 4% h	2 1%	6 2%	6 3%	3 1%

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

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

QP54. (SHOWCARD) Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, have they ever used these devices to do any of the following? IF NECESSARY: This could include any time spent learning about this when they are at school (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2139	442	608	484	605	1050	1089	2139	1148	318	347	326	1786	353	2139
Effective Weighted Sample	1391	312	407	305	370	718	675	1391	1059	279	329	314	1205	186	1391
Total	1243	289	374	259	321	663	580	1243	1059	105	54	24	1078	165	1243
Change or edit a photo	497	128	138	109	122	266	231	497	426	41	24	6	432	65	497
	40%	44%	37%	42%	38%	40%	40%	40%	40%	39%	44%	23%	40%	39%	40%
									k	k	k		k	k	k
Make a drawing or picture	488	124	136	109	120	259	228	488	409	50	23	6	415	72	488
	39%	43%	36%	42%	37%	39%	39%	39%	39%	47%	42%	24%	39%	44%	39%
									k	hkl	k		k	k	k
Make a video	442	103	149	100	90	252	190	442	370	42	25	5	372	70	442
	36%	36%	40%	38%	28%	38%	33%	36%	35%	40%	47%	20%	34%	43%	36%
		d	df	d		df		d	k	k	hkl		k	hkl	k
Created an emoji of themselves using sites/ apps like Snapchat or Bitmoji	221	54	55	52	60	109	111	221	174	29	13	4	188	33	221
	18%	19%	15%	20%	19%	16%	19%	18%	16%	28%	25%	18%	17%	20%	18%
										hkl	hln				
Make a character (avatar) that lives and plays in games or sites like Moshi Monsters, Minecraft etc	198	46	55	47	50	100	97	198	159	23	12	4	160	37	198
	16%	16%	15%	18%	16%	15%	17%	16%	15%	22%	21%	16%	15%	23%	16%
										hkl	hln			hln	
Written a review about something they've used or somewhere they've been	142	34	49	31	28	82	59	142	123	7	10	1	127	15	142
	11%	12%	13%	12%	9%	12%	10%	11%	12%	7%	19%	3%	12%	9%	11%
									ik		hiklmn		ik	k	ik
Make their own music	139	35	40	32	32	75	64	139	121	11	5	2	120	19	139
	11%	12%	11%	12%	10%	11%	11%	11%	11%	10%	9%	7%	11%	11%	11%
									k						

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

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QP54. (SHOWCARD) Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, have they ever used these devices to do any of the following? IF NECESSARY: This could include any time spent learning about this when they are at school (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2139	442	608	484	605	1050	1089	2139	1148	318	347	326	1786	353	2139
Effective Weighted Sample	1391	312	407	305	370	718	675	1391	1059	279	329	314	1205	186	1391
Total	1243	289	374	259	321	663	580	1243	1059	105	54	24	1078	165	1243
Make a meme or gif (an image, video or piece of text that is funny that gets spread around online)	134 11%	31 11%	38 10%	25 10%	40 12%	69 10%	65 11%	134 11%	106 10%	11 11%	15 28%	2 7%	113 10%	21 13%	134 11%
Make an animation/ moving picture or image	132 11%	32 11%	40 11%	32 12%	29 9%	71 11%	61 10%	132 11%	113 11%	7 7%	10 19%	1 5%	112 10%	20 12%	132 11%
Make a website	92 7%	28 10%	30 8%	17 7%	17 5%	58 9%	34 6%	92 7%	85 8%	4 4%	1 3%	1 3%	81 8%	11 6%	92 7%
Make an app or game	89 7%	23 8%	24 6%	25 10%	18 6%	47 7%	43 7%	89 7%	83 8%	3 3%	2 4%	1 3%	77 7%	12 7%	89 7%
Change or edit somebody else's music (such as cutting, editing or mixing tracks)	51 4%	14 5%	14 4%	16 6%	6 2%	28 4%	22 4%	51 4%	41 4%	2 2%	7 13%	1 3%	44 4%	7 4%	51 4%
ANY OF THESE	857 69%	207 71%	251 67%	182 70%	218 68%	458 69%	400 69%	857 69%	723 68%	83 79%	39 72%	12 50%	740 69%	117 71%	857 69%
None of these	356 29%	77 27%	114 30%	72 28%	92 29%	191 29%	165 28%	356 29%	313 30%	20 19%	14 25%	9 38%	312 29%	44 27%	356 29%
Don't know	30 2%	5 2%	9 2%	5 2%	10 3%	14 2%	16 3%	30 2%	23 2%	2 2%	2 3%	3 12%	26 2%	4 3%	30 2%

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

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QP54. (SHOWCARD) Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, have they ever used these devices to do any of the following? IF NECESSARY: This could include any time spent learning about this when they are at school (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND a	SCOT- LAND b	WALES c	IRELAND d	ALL e	ENG- LAND f	SCOT- LAND g	WALES h	IRELAND i	ALL j	ENG- LAND k	SCOT- LAND l	WALES m	IRELAND n	ALL o
Significance Level: 95%																
Unweighted total	2139	287	103	125	119	634	428	107	119	103	757	433	108	103	104	748
Effective Weighted Sample	1391	264	98	124	118	362	391	100	117	102	502	407	97	100	103	532
Total	1243	242	25	15	7	289	398	35	19	8	460	419	45	20	9	494
Change or edit a photo	497	33	5	3	*	42	149	12	8	1	171	243	24	13	4	284
	40%	14%	20%	19%	5%	14%	38%	35%	41%	17%	37%	58%	53%	65%	42%	58%
		d	d	d		d	i	i	i		i	n		n		n
Make a drawing or picture	488	89	14	6	2	111	152	17	8	2	180	168	19	9	2	197
	39%	37%	54%	40%	25%	38%	38%	50%	41%	27%	39%	40%	41%	45%	20%	40%
		d	acde	d		d	i	fij	i		i	n	n	n		n
Make a video	442	51	7	5	1	64	128	13	9	2	152	190	22	11	3	226
	36%	21%	26%	36%	9%	22%	32%	38%	47%	19%	33%	45%	49%	56%	28%	46%
		d	d	ade		d	i	i	fij		i	n	n	n		n
Created an emoji of themselves using sites/ apps like Snapchat or Bitmoji	221	8	2	1	*	11	53	7	4	1	65	113	20	9	3	145
	18%	3%	8%	6%	4%	4%	13%	21%	20%	13%	14%	27%	44%	44%	34%	29%
													ko	ko		
Make a character (avatar) that lives and plays in games or sites like Moshi Monsters, Minecraft etc	198	12	3	3	*	18	66	6	4	1	78	81	14	5	2	102
	16%	5%	12%	17%	7%	6%	17%	18%	19%	18%	17%	19%	30%	27%	20%	21%
			a	ade									ko			
Written a review about something they've used or somewhere they've been	142	3	*	*	*	4	29	1	3	*	34	91	6	7	1	104
	11%	1%	1%	1%	1%	1%	7%	3%	18%	2%	7%	22%	12%	35%	6%	21%
									fgij			ln		klno		ln
Make their own music	139	14	1	1	*	16	36	3	2	1	41	72	7	2	1	81
	11%	6%	5%	6%	2%	6%	9%	7%	11%	8%	9%	17%	14%	9%	11%	16%
												m				

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.
Table 94

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

QP54. (SHOWCARD) Thinking about the different devices that your child uses, for instance computers, tablets, or mobile phones, have they ever used these devices to do any of the following? IF NECESSARY: This could include any time spent learning about this when they are at school (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND a	SCOT- LAND b	WALES c	IRELAND d	ALL e	ENG- LAND f	SCOT- LAND g	WALES h	IRELAND i	ALL j	ENG- LAND k	SCOT- LAND l	WALES m	IRELAND n	ALL o
Significance Level: 95%																
Unweighted total	2139	287	103	125	119	634	428	107	119	103	757	433	108	103	104	748
Effective Weighted Sample	1391	264	98	124	118	362	391	100	117	102	502	407	97	100	103	532
Total	1243	242	25	15	7	289	398	35	19	8	460	419	45	20	9	494
Make a meme or gif (an image, video or piece of text that is funny that gets spread around online)	134 11%	10 4%	* 1%	2 12%	* 1%	12 4%	30 8%	4 12%	6 29%	* 4%	40 9%	66 16%	7 15%	8 40%	1 15%	82 17%
				abde				i	fgij					kln		
Make an animation/ moving picture or image	132 11%	7 3%	1 4%	1 10%	* 1%	9 3%	53 13%	3 8%	4 19%	* 5%	60 13%	54 13%	3 7%	5 28%	1 9%	63 13%
				ade			i		gi		i			kln		
Make a website	92 7%	1 *%	* 1%	- -%	* 1%	1 *%	23 6%	1 3%	* 1%	* 1%	24 5%	62 15%	3 7%	1 7%	1 7%	67 14%
							hi				h	mn				
Make an app or game	89 7%	6 3%	* 1%	* 1%	* 1%	7 2%	21 5%	1 2%	* 2%	* 3%	23 5%	55 13%	2 5%	2 9%	1 6%	60 12%
												ln				l
Change or edit somebody else's music (such as cutting, editing or mixing tracks)	51 4%	2 1%	* 1%	- -%	* 1%	3 1%	14 3%	1 2%	2 8%	* 3%	17 4%	25 6%	1 3%	5 26%	* 4%	32 6%
									fgj					kln		
ANY OF THESE	857 69%	111 46%	17 69%	8 54%	2 31%	138 48%	279 70%	26 74%	14 74%	4 47%	323 70%	333 79%	40 88%	16 83%	6 68%	395 80%
		d	acde	d		d	i	i	i		i	n	n	n		n
None of these	356 29%	122 50%	7 27%	6 41%	3 48%	138 48%	112 28%	8 23%	5 24%	3 42%	129 28%	79 19%	5 11%	3 13%	2 26%	89 18%
		b		b	b	b				fgjh					lm	
Don't know	30 2%	10 4%	1 4%	1 5%	1 21%	13 4%	6 1%	1 2%	* 2%	1 11%	8 2%	7 2%	* 1%	1 3%	1 7%	9 2%
					abce					fgjh					klo	

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

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

QP55B. Does your child ever use BBC websites or apps for their schoolwork or homework, so sites or apps like BBC Bitesize? (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	~h	~i	~j	~k
Unweighted total	634	634	-	-	291	343	291	343	-	-	-	-
Effective Weighted Sample	362	362	-	-	166	197	166	197	-	-	-	-
Total	289	289	-	-	141	148	141	148	-	-	-	-
Yes	120	120	**	**	58	62	58	62	**	**	**	**
	41%	41%	**	**	41%	42%	41%	42%	**	**	**	**
No	163	163	**	**	81	81	81	81	**	**	**	**
	56%	56%	**	**	58%	55%	58%	55%	**	**	**	**
Don't know	7	7	**	**	2	5	2	5	**	**	**	**
	3%	3%	**	**	2%	3%	2%	3%	**	**	**	**

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

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

QP55B. Does your child ever use BBC websites or apps for their schoolwork or homework, so sites or apps like BBC Bitesize? (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	634	119	167	149	199	286	348	634	287	103	125	119	524	110	634
Effective Weighted Sample	362	76	96	87	104	172	190	362	264	98	124	118	315	48	362
Total	289	64	76	73	76	140	150	289	242	25	15	7	251	38	289
Yes	120	29	41	28	22	70	50	120	103	6	8	2	104	15	120
	41%	46%	54%	38%	29%	50%	33%	41%	43%	22%	54%	34%	42%	40%	41%
		d	cdg			df		d	i		hikln		i	i	i
No	163	33	34	43	53	66	96	163	135	17	7	4	141	22	163
	56%	51%	44%	59%	70%	47%	64%	56%	56%	70%	44%	56%	56%	57%	56%
				b	abeg		be	b	j	hijkln			j		j
Don't know	7	2	2	3	1	4	4	7	4	2	*	1	6	1	7
	3%	3%	2%	3%	1%	3%	2%	3%	2%	8%	2%	10%	2%	3%	3%
										hln		hjl			

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

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

QP55B. Does your child ever use BBC websites or apps for their schoolwork or homework, so sites or apps like BBC Bitesize? (SINGLE CODE)

Base : Parents of children aged 5-7 whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		a	b	c	d	e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o
Unweighted total	634	287	103	125	119	634	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	362	264	98	124	118	362	-	-	-	-	-	-	-	-	-	-
Total	289	242	25	15	7	289	-	-	-	-	-	-	-	-	-	-
Yes	120	103	6	8	2	120	**	**	**	**	**	**	**	**	**	**
	41%	43%	22%	54%	34%	41%	**	**	**	**	**	**	**	**	**	**
		b		abde		b										
No	163	135	17	7	4	163	**	**	**	**	**	**	**	**	**	**
	56%	56%	70%	44%	56%	56%	**	**	**	**	**	**	**	**	**	**
		c	acde			c										
Don't know	7	4	2	*	1	7	**	**	**	**	**	**	**	**	**	**
	3%	2%	8%	2%	10%	3%	**	**	**	**	**	**	**	**	**	**
			ae		ace											

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

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

QP57. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT CHILD'S USE OF BBC SITES OR APPS LIKE BBC BITESIZE - When my child uses these BBC sites or apps for their schoolwork or homework they find them helpful? (SINGLE CODE)

Base : Parents of children aged 5-7 whose child ever uses the BBC websites or apps (like BBC Bitesize) for their schoolwork or homework

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	~b	~c	d	e	f	g	~h	~i	~j	~k
Unweighted total	250	250	-	-	116	134	116	134	-	-	-	-
Effective Weighted Sample	146	146	-	-	66	79	66	79	-	-	-	-
Total	120	120	-	-	58	62	58	62	-	-	-	-
Strongly disagree	3	3	**	**	1	2	1	2	**	**	**	**
	2%	2%	**	**	1%	4%	1%	4%	**	**	**	**
Slightly disagree	2	2	**	**	-	2	-	2	**	**	**	**
	2%	2%	**	**	-%	4%	-%	4%	**	**	**	**
Neither agree nor disagree	9	9	**	**	7	2	7	2	**	**	**	**
	8%	8%	**	**	12%	3%	12%	3%	**	**	**	**
					e		g					
Slightly agree	42	42	**	**	20	22	20	22	**	**	**	**
	35%	35%	**	**	35%	35%	35%	35%	**	**	**	**
Strongly agree	61	61	**	**	27	33	27	33	**	**	**	**
	51%	51%	**	**	47%	54%	47%	54%	**	**	**	**
Don't know	2	2	**	**	2	*	2	*	**	**	**	**
	2%	2%	**	**	4%	*%	4%	*%	**	**	**	**
SUMMARY CODES												
TOTAL DISAGREE	5	5	**	**	1	5	1	5	**	**	**	**
	4%	4%	**	**	1%	7%	1%	7%	**	**	**	**
TOTAL AGREE	103	103	**	**	48	55	48	55	**	**	**	**
	86%	86%	**	**	83%	89%	83%	89%	**	**	**	**
TOTAL NEITHER/ DON'T KNOW	11	11	**	**	9	2	9	2	**	**	**	**
	10%	10%	**	**	16%	3%	16%	3%	**	**	**	**
					e		g					

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

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

QP57. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT CHILD'S USE OF BBC SITES OR APPS LIKE BBC BITESIZE - When my child uses these BBC sites or apps for their schoolwork or homework they find them helpful? (SINGLE CODE)

Base : Parents of children aged 5-7 whose child ever uses the BBC websites or apps (like BBC Bitesize) for their schoolwork or homework

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		~a	~b	~c	~d	e	f	g	h	~i	~j	~k	l	~m	n
Significance Level: 95%															
Unweighted total	250	57	79	56	58	136	114	250	122	22	67	39	210	40	250
Effective Weighted Sample	146	35	47	33	31	82	64	146	112	21	67	39	129	17	146
Total	120	29	41	28	22	70	50	120	103	6	8	2	104	15	120
Strongly disagree	3	**	**	**	**	1	2	3	3	**	**	**	2	**	3
	2%	**	**	**	**	1%	4%	2%	3%	**	**	**	2%	**	2%
Slightly disagree	2	**	**	**	**	1	1	2	2	**	**	**	2	**	2
	2%	**	**	**	**	2%	2%	2%	2%	**	**	**	2%	**	2%
Neither agree nor disagree	9	**	**	**	**	7	2	9	9	**	**	**	8	**	9
	8%	**	**	**	**	10%	5%	8%	8%	**	**	**	7%	**	8%
Slightly agree	42	**	**	**	**	25	17	42	37	**	**	**	37	**	42
	35%	**	**	**	**	36%	34%	35%	36%	**	**	**	36%	**	35%
Strongly agree	61	**	**	**	**	36	25	61	51	**	**	**	53	**	61
	51%	**	**	**	**	51%	50%	51%	50%	**	**	**	51%	**	51%
Don't know	2	**	**	**	**	-	2	2	2	**	**	**	2	**	2
	2%	**	**	**	**	-%	5%	2%	2%	**	**	**	2%	**	2%
SUMMARY CODES															
TOTAL DISAGREE	5	**	**	**	**	2	3	5	5	**	**	**	4	**	5
	4%	**	**	**	**	3%	6%	4%	5%	**	**	**	4%	**	4%
TOTAL AGREE	103	**	**	**	**	61	42	103	88	**	**	**	90	**	103
	86%	**	**	**	**	87%	84%	86%	85%	**	**	**	87%	**	86%
TOTAL NEITHER/ DON'T KNOW	11	**	**	**	**	7	5	11	10	**	**	**	10	**	11
	10%	**	**	**	**	10%	10%	10%	10%	**	**	**	10%	**	10%

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

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

QP57. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT CHILD'S USE OF BBC SITES OR APPS LIKE BBC BITESIZE - When my child uses these BBC sites or apps for their schoolwork or homework they find them helpful? (SINGLE CODE)

Base : Parents of children aged 5-7 whose child ever uses the BBC websites or apps (like BBC Bitesize) for their schoolwork or homework

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		a	~b	~c	~d	e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o
Unweighted total	250	122	22	67	39	250	-	-	-	-	-	-	-	-	-	-
Effective Weighted Sample	146	112	21	67	39	146	-	-	-	-	-	-	-	-	-	-
Total	120	103	6	8	2	120	-	-	-	-	-	-	-	-	-	-
Strongly disagree	3	3	**	**	**	3	**	**	**	**	**	**	**	**	**	**
	2%	3%	**	**	**	2%	**	**	**	**	**	**	**	**	**	**
Slightly disagree	2	2	**	**	**	2	**	**	**	**	**	**	**	**	**	**
	2%	2%	**	**	**	2%	**	**	**	**	**	**	**	**	**	**
Neither agree nor disagree	9	9	**	**	**	9	**	**	**	**	**	**	**	**	**	**
	8%	8%	**	**	**	8%	**	**	**	**	**	**	**	**	**	**
Slightly agree	42	37	**	**	**	42	**	**	**	**	**	**	**	**	**	**
	35%	36%	**	**	**	35%	**	**	**	**	**	**	**	**	**	**
Strongly agree	61	51	**	**	**	61	**	**	**	**	**	**	**	**	**	**
	51%	50%	**	**	**	51%	**	**	**	**	**	**	**	**	**	**
Don't know	2	2	**	**	**	2	**	**	**	**	**	**	**	**	**	**
	2%	2%	**	**	**	2%	**	**	**	**	**	**	**	**	**	**
SUMMARY CODES																
TOTAL DISAGREE	5	5	**	**	**	5	**	**	**	**	**	**	**	**	**	**
	4%	5%	**	**	**	4%	**	**	**	**	**	**	**	**	**	**
TOTAL AGREE	103	88	**	**	**	103	**	**	**	**	**	**	**	**	**	**
	86%	85%	**	**	**	86%	**	**	**	**	**	**	**	**	**	**
TOTAL NEITHER/ DON'T KNOW	11	10	**	**	**	11	**	**	**	**	**	**	**	**	**	**
	10%	10%	**	**	**	10%	**	**	**	**	**	**	**	**	**	**

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

Any break column with 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 their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1030	43	340	647	501	529	22	21	151	189	328	319
Effective Weighted Sample	705	25	224	457	354	351	11	13	100	125	246	214
Total	662	21	215	426	328	334	10	11	106	109	213	213
Rules about how much money they can spend on their phone	366 55%	** **	116 54%	241 57%	186 57%	180 54%	** **	** **	60 57%	56 51%	122 57%	119 56%
Rules about who they are in contact with on their phone	335 51%	** **	131 61%	192 45%	159 48%	176 53%	** **	** **	63 59%	69 63%	91 43%	101 47%
Rules about downloading apps onto their phone	326 49%	** **	130 60%	184 43%	158 48%	168 50%	** **	** **	63 60%	67 61%	87 41%	97 45%
Rules about how much time they spend using their phone	325 49%	** **	125 58%	185 43%	165 50%	160 48%	** **	** **	59 56%	66 61%	98 46%	86 41%
Rules about when they can use their phone	251 38%	** **	102 48%	138 32%	118 36%	134 40%	** **	** **	48 46%	54 49%	65 31%	73 34%
Other rules	12 2%	** **	4 2%	8 2%	9 3%	3 1%	** **	** **	3 3%	* *0%	6 3%	3 1%
ANY RULES	538 81%	** **	190 88%	331 78%	271 83%	267 80%	** **	** **	93 88%	97 88%	170 80%	161 75%
No, do not have any rules	124 19%	** **	26 12%	95 22%	57 17%	67 20%	** **	** **	13 12%	13 12%	43 20%	52 25%

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

Any break column with 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 their own mobile phone

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1030	233	300	220	277	533	497	1030	552	170	183	125	855	175	1030
Effective Weighted Sample	705	165	214	144	183	379	327	705	521	155	176	123	599	106	705
Total	662	159	208	127	168	367	295	662	552	67	32	11	563	99	662
Rules about how much money they can spend on their phone	366 55%	101 64% df	119 57% d	69 54%	77 46%	220 60% df	146 50%	366 55% d	309 56% i	31 47%	20 63% ikl	6 52%	305 54%	61 62% i	366 55%
Rules about who they are in contact with on their phone	335 51%	81 51%	117 56% df	60 47%	77 46%	198 54% f	136 46%	335 51%	274 50%	35 52%	21 66% hiklmn	6 53%	282 50%	53 53%	335 51%
Rules about downloading apps onto their phone	326 49%	84 53%	109 52%	60 47%	73 44%	193 53% d	133 45%	326 49%	274 50% k	29 44% k	19 61% hikln	3 32%	268 48% k	57 58% ikl	326 49% k
Rules about how much time they spend using their phone	325 49%	83 52%	107 51%	55 43%	80 48%	190 52%	135 46%	325 49%	263 48%	35 53%	21 65% hiIn	7 60% hIn	272 48%	53 54%	325 49%
Rules about when they can use their phone	251 38%	64 40%	81 39%	43 34%	63 38%	145 40%	106 36%	251 38%	202 37%	25 38%	20 61% hiklmn	4 41%	209 37%	42 43%	251 38%
Other rules	12 2%	3 2%	2 1%	1 1%	6 3%	5 1%	7 2%	12 2%	9 2%	1 1%	2 7% hikln	* 2%	10 2%	2 2%	12 2%
ANY RULES	538 81%	137 86% df	172 83%	101 79%	128 76%	309 84% df	229 77%	538 81%	448 81%	53 80%	27 86%	10 89% hiIn	454 81%	84 85%	538 81%
No, do not have any rules	124 19%	22 14%	35 17%	27 21%	40 24% ae	57 16%	67 23% ae	124 19%	105 19% k	14 20% k	4 14%	1 11%	109 19% k	15 15%	124 19% k

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

Any break column with 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 their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1030	43	340	647	501	529	22	21	151	189	328	319
Effective Weighted Sample	705	25	224	457	354	351	11	13	100	125	246	214
Total	662	21	215	426	328	334	10	11	106	109	213	213
Very concerned	79	**	23	56	39	40	**	**	13	10	26	30
	12%	**	11%	13%	12%	12%	**	**	12%	9%	12%	14%
Fairly concerned	193	**	59	132	103	89	**	**	32	27	69	62
	29%	**	27%	31%	32%	27%	**	**	30%	25%	33%	29%
Neither/ nor	81	**	19	59	40	41	**	**	9	10	29	30
	12%	**	9%	14%	12%	12%	**	**	9%	9%	14%	14%
Not very concerned	164	**	53	105	75	89	**	**	26	27	46	59
	25%	**	25%	25%	23%	27%	**	**	25%	25%	22%	28%
Not at all concerned	143	**	61	72	69	74	**	**	25	36	40	32
	22%	**	28%	17%	21%	22%	**	**	23%	33%	19%	15%
			c							jk		
Don't know	3	**	1	2	3	*	**	**	1	-	2	*
	*%	**	*%	1%	1%	*%	**	**	1%	-%	1%	*%
SUMMARY CODES												
TOTAL CONCERNED	272	**	81	188	142	129	**	**	45	36	95	93
	41%	**	38%	44%	43%	39%	**	**	42%	33%	45%	44%
										i		
TOTAL NOT CONCERNED	307	**	114	177	143	163	**	**	51	63	86	91
	46%	**	53%	42%	44%	49%	**	**	48%	58%	41%	42%
			c							jk		
TOTAL NEITHER/ DON'T KNOW	84	**	20	61	43	41	**	**	10	10	32	30
	13%	**	9%	14%	13%	12%	**	**	9%	9%	15%	14%

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

Any break column with 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 their own mobile phone

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1030	233	300	220	277	533	497	1030	552	170	183	125	855	175	1030
Effective Weighted Sample	705	165	214	144	183	379	327	705	521	155	176	123	599	106	705
Total	662	159	208	127	168	367	295	662	552	67	32	11	563	99	662
Very concerned	79 12%	24 15%	24 11%	15 12%	17 10%	47 13%	32 11%	79 12%	61 11%	6 9%	11 35%	1 7%	71 13%	8 8%	79 12%
											hiklmn				
Fairly concerned	193 29%	54 34%	61 29%	32 25%	46 28%	115 31%	78 26%	193 29%	166 30%	15 23%	6 18%	5 50%	166 30%	27 27%	193 29%
									j			hijlmn	j		j
Neither/ nor	81 12%	16 10%	26 12%	22 18%	16 10%	42 11%	39 13%	81 12%	65 12%	10 15%	4 12%	1 11%	63 11%	18 18%	81 12%
				d									l		
Not very concerned	164 25%	38 24%	52 25%	32 25%	42 25%	90 25%	74 25%	164 25%	131 24%	25 38%	5 16%	3 25%	145 26%	19 19%	164 25%
									j	hijklmn		j	j		j
Not at all concerned	143 22%	27 17%	46 22%	26 20%	44 26%	72 20%	70 24%	143 22%	126 23%	10 15%	6 20%	1 6%	118 21%	24 25%	143 22%
				a					ik	k	k		k	k	k
Don't know	3 *%	* *%	- -%	1 1%	2 1%	* *%	3 1%	3 *%	3 1%	- -%	- -%	* 2%	* *%	3 3%	3 *%
												l		hijln	
SUMMARY CODES															
TOTAL CONCERNED	272 41%	78 49%	84 41%	47 37%	63 37%	162 44%	109 37%	272 41%	227 41%	21 32%	17 53%	6 57%	237 42%	35 35%	272 41%
		cdf							i		hilmn	hilmn	i		i
TOTAL NOT CONCERNED	307 46%	64 41%	98 47%	57 45%	87 52%	162 44%	144 49%	307 46%	257 46%	35 53%	11 35%	3 31%	263 47%	43 44%	307 46%
				a					jk	jk			jk	k	jk
TOTAL NEITHER/ DON'T KNOW	84 13%	16 10%	26 12%	24 18%	18 11%	42 11%	42 14%	84 13%	68 12%	10 15%	4 12%	1 12%	63 11%	21 21%	84 13%
				ae										hijln	

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

Any break column with 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 their own mobile phone

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1030	43	340	647	501	529	22	21	151	189	328	319
Effective Weighted Sample	705	25	224	457	354	351	11	13	100	125	246	214
Total	662	21	215	426	328	334	10	11	106	109	213	213
Very concerned	50	**	16	34	28	22	**	**	7	9	21	13
	8%	**	8%	8%	9%	7%	**	**	7%	8%	10%	6%
Fairly concerned	142	**	42	98	74	68	**	**	25	17	48	50
	21%	**	20%	23%	23%	20%	**	**	23%	16%	22%	24%
Neither/ nor	99	**	29	70	43	56	**	**	12	16	31	39
	15%	**	13%	16%	13%	17%	**	**	11%	15%	15%	18%
Not very concerned	206	**	64	136	95	111	**	**	30	34	63	74
	31%	**	30%	32%	29%	33%	**	**	28%	31%	29%	34%
Not at all concerned	160	**	63	86	83	77	**	**	30	32	48	38
	24%	**	29%	20%	25%	23%	**	**	29%	30%	23%	18%
			c						k	k		
Don't know	4	**	2	3	4	*	**	**	2	-	2	*
	1%	**	1%	1%	1%	*%	**	**	2%	-%	1%	*%
SUMMARY CODES												
TOTAL CONCERNED	192	**	59	132	102	90	**	**	32	27	69	63
	29%	**	27%	31%	31%	27%	**	**	30%	24%	32%	30%
TOTAL NOT CONCERNED	366	**	127	222	179	188	**	**	60	66	111	111
	55%	**	59%	52%	54%	56%	**	**	57%	61%	52%	52%
TOTAL NEITHER/ DON'T KNOW	104	**	30	73	47	56	**	**	14	16	33	39
	16%	**	14%	17%	14%	17%	**	**	13%	15%	16%	18%

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

Any break column with 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 their own mobile phone

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1030	233	300	220	277	533	497	1030	552	170	183	125	855	175	1030
Effective Weighted Sample	705	165	214	144	183	379	327	705	521	155	176	123	599	106	705
Total	662	159	208	127	168	367	295	662	552	67	32	11	563	99	662
Very concerned	50 8%	14 9%	16 8%	7 6%	12 7%	31 8%	19 7%	50 8%	36 6%	3 4%	11 35%	* 3%	40 7%	10 10%	50 8%
											hiklmn				
Fairly concerned	142 21%	47 30% bcdfg	43 20%	21 16%	31 19%	90 24% cf	52 18%	142 21%	124 22% i	9 13%	7 21% i	3 28% im	128 23% im	14 14%	142 21% i
Neither/ nor	99 15%	23 15%	34 16%	25 20% d	17 10%	57 16%	42 14%	99 15%	86 16% j	10 14% j	2 7%	1 11%	81 14% j	19 19% j	99 15% j
Not very concerned	206 31%	48 30%	61 29%	44 35%	53 31%	109 30%	97 33%	206 31%	166 30% j	31 46% hjlmn	5 15%	4 41% hjmn	181 32% j	25 25%	206 31% j
Not at all concerned	160 24%	26 16%	53 26% a	28 22% a	53 32% aceg	79 22%	81 27% a	160 24% a	137 25% k	14 21%	7 23%	2 15%	131 23% k	30 30% k	160 24% k
Don't know	4 1%	* *%	1 *%	2 2% e	1 1%	1 *%	4 1%	4 1%	3 1%	1 1%	- -%	* 2%	2 *% l	2 2%	4 1%
SUMMARY CODES															
TOTAL CONCERNED	192 29%	62 39% bcdfg	59 28%	28 22%	43 26%	120 33% cf	72 24%	192 29%	160 29% i	11 17%	18 56% hiklmn	3 31% i	169 30% i	24 24%	192 29% i
TOTAL NOT CONCERNED	366 55%	74 47%	114 55%	72 56%	106 63% ae	188 51%	178 60% ae	366 55% a	303 55% j	45 67% hjlmn	12 38%	6 56% j	312 55% j	54 55% j	366 55% j
TOTAL NEITHER/ DON'T KNOW	104 16%	23 15%	35 17%	27 21% d	18 11%	58 16%	46 15%	104 16%	90 16% j	10 16% j	2 7%	1 13%	83 15% j	21 21% j	104 16% j

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

Any break column with 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 their own mobile phone

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1030	43	340	647	501	529	22	21	151	189	328	319
Effective Weighted Sample	705	25	224	457	354	351	11	13	100	125	246	214
Total	662	21	215	426	328	334	10	11	106	109	213	213
Very concerned	77	**	27	50	38	39	**	**	12	14	25	25
	12%	**	12%	12%	11%	12%	**	**	12%	13%	12%	12%
Fairly concerned	193	**	61	127	95	99	**	**	29	33	63	64
	29%	**	28%	30%	29%	30%	**	**	27%	30%	30%	30%
Neither/ nor	74	**	20	53	40	34	**	**	12	8	27	26
	11%	**	9%	12%	12%	10%	**	**	12%	7%	13%	12%
Not very concerned	150	**	45	103	66	84	**	**	20	25	45	58
	23%	**	21%	24%	20%	25%	**	**	19%	23%	21%	27%
Not at all concerned	163	**	59	91	85	77	**	**	30	29	50	41
	25%	**	28%	21%	26%	23%	**	**	28%	27%	24%	19%
Don't know	5	**	3	2	5	*	**	**	3	-	2	*
	1%	**	1%	1%	1%	*%	**	**	2%	-%	1%	*%
					e				k			
SUMMARY CODES												
TOTAL CONCERNED	270	**	88	177	132	138	**	**	41	47	88	89
	41%	**	41%	42%	40%	41%	**	**	39%	43%	41%	42%
TOTAL NOT CONCERNED	313	**	104	194	151	161	**	**	50	55	96	98
	47%	**	48%	45%	46%	48%	**	**	47%	50%	45%	46%
TOTAL NEITHER/ DON'T KNOW	79	**	23	55	45	34	**	**	15	8	29	26
	12%	**	11%	13%	14%	10%	**	**	14%	7%	14%	12%

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

Any break column with 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 their own mobile phone

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1030	233	300	220	277	533	497	1030	552	170	183	125	855	175	1030
Effective Weighted Sample	705	165	214	144	183	379	327	705	521	155	176	123	599	106	705
Total	662	159	208	127	168	367	295	662	552	67	32	11	563	99	662
Very concerned	77 12%	18 11%	21 10%	16 13%	21 13%	39 11%	38 13%	77 12%	54 10%	8 11%	12 39% hiklmn	2 20% hln	62 11%	15 15%	77 12%
Fairly concerned	193 29%	53 33%	58 28%	36 28%	46 27%	111 30%	82 28%	193 29%	164 30% j	19 29%	7 22%	3 27%	170 30% j	23 24%	193 29%
Neither/ nor	74 11%	20 13% d	31 15% df	14 11%	10 6%	51 14% df	24 8%	74 11% d	64 12% j	7 11% j	2 5%	2 14% j	64 11% j	10 10%	74 11% j
Not very concerned	150 23%	38 24%	46 22%	30 24%	35 21%	85 23%	65 22%	150 23%	125 23% j	19 29% j	3 11%	3 26% j	130 23% j	20 21% j	150 23% j
Not at all concerned	163 25%	30 19%	51 24%	31 24%	51 30% ae	80 22%	82 28% a	163 25%	141 25% k	14 20% k	7 23% k	1 10%	135 24% k	27 28% k	163 25% k
Don't know	5 1%	* *%	1 *%	- -%	4 2% e	1 *%	4 1%	5 1%	4 1%	- -%	* 1%	* 2% il	2 *% j	3 3% ln	5 1%
SUMMARY CODES															
TOTAL CONCERNED	270 41%	71 45%	79 38%	53 41%	67 40%	150 41%	120 41%	270 41%	219 40%	27 40%	19 61% hiklmn	5 47%	232 41%	38 38%	270 41%
TOTAL NOT CONCERNED	313 47%	68 43%	97 47%	61 48%	86 51%	165 45%	147 50%	313 47%	265 48% jk	33 49% jk	11 33%	4 36%	265 47% jk	48 48% j	313 47% jk
TOTAL NEITHER/ DON'T KNOW	79 12%	20 13%	31 15% df	14 11%	14 8%	51 14%	28 9%	79 12%	69 12% j	7 11%	2 5%	2 17% j	66 12% j	13 13% j	79 12% j

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

Any break column with 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? (SINGLE CODE)

Base : Parents of children with their own mobile phone

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%	Total	~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1030	43	340	647	501	529	22	21	151	189	328	319
Effective Weighted Sample	705	25	224	457	354	351	11	13	100	125	246	214
Total	662	21	215	426	328	334	10	11	106	109	213	213
Yes	392	**	131	244	202	191	**	**	70	61	123	121
	59%	**	61%	57%	61%	57%	**	**	66%	55%	58%	57%
No	251	**	78	171	119	133	**	**	35	42	83	89
	38%	**	36%	40%	36%	40%	**	**	33%	39%	39%	42%
Don't know	18	**	7	11	8	10	**	**	*	7	8	4
	3%	**	3%	3%	2%	3%	**	**	*%	6%	4%	2%
										hk		

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

Any break column with 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? (SINGLE CODE)

Base : Parents of children with their own mobile phone

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND N	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1030	233	300	220	277	533	497	1030	552	170	183	125	855	175	1030
Effective Weighted Sample	705	165	214	144	183	379	327	705	521	155	176	123	599	106	705
Total	662	159	208	127	168	367	295	662	552	67	32	11	563	99	662
Yes	392	91	124	72	106	214	178	392	327	44	16	5	335	58	392
	59%	57%	60%	57%	63%	58%	60%	59%	59%	65% jk	51%	50%	59% k	58%	59% k
No	251	62	79	55	57	140	111	251	212	20	15	5	213	38	251
	38%	39%	38%	43%	34%	38%	38%	38%	38%	30%	47% hiln	44% i	38%	38%	38%
Don't know	18	7	5	*	6	12	6	18	14	3	1	1	15	3	18
	3%	4% c	3%	*%	3%	3%	2%	3%	3%	5%	2%	6% hjin	3%	3%	3%

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

Any break column with 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

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	~f	~g	~h	i	j	k
Unweighted total	592	34	198	360	298	294	18	16	92	106	188	172
Effective Weighted Sample	413	21	132	260	214	199	10	11	64	70	143	119
Total	392	18	131	244	202	191	9	9	70	61	123	121
Bar on adult content is in place	250	**	88	148	126	124	**	**	**	44	75	73
	64%	**	67%	61%	63%	65%	**	**	**	72%	62%	60%
Bar on adult content is not in place	54	**	12	42	25	29	**	**	**	6	20	23
	14%	**	9%	17%	13%	15%	**	**	**	10%	16%	19%
			b									
Don't know whether bar on adult content is in place	66	**	17	46	35	31	**	**	**	8	25	21
	17%	**	13%	19%	17%	16%	**	**	**	14%	20%	18%
Not applicable - child's phone cannot be used to go online	22	**	13	7	15	7	**	**	**	2	3	4
	6%	**	10%	3%	7%	4%	**	**	**	3%	2%	3%
			c									

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

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

QP62. Do you know whether this bar on accessing adult content is set up on your child's mobile phone? (SINGLE CODE)

Base : Parents whose child has a mobile phone aware of the bar on adult content that can be set on the child's phone

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	~k	l	~m	n
Unweighted total	592	127	175	127	163	302	290	592	324	112	95	61	500	92	592
Effective Weighted Sample	413	93	126	82	113	219	194	413	305	102	91	60	353	60	413
Total	392	91	124	72	106	214	178	392	327	44	16	5	335	58	392
Bar on adult content is in place	250	59	88	42	62	146	104	250	209	25	**	**	209	**	250
	64%	65%	71%	58%	59%	68%	58%	64%	64%	57%	**	**	63%	**	64%
			f			f									
Bar on adult content is not in place	54	15	8	11	20	23	31	54	45	7	**	**	45	**	54
	14%	17%	7%	16%	19%	11%	18%	14%	14%	17%	**	**	14%	**	14%
		b		b	be	b	b	b							
Don't know whether bar on adult content is in place	66	11	19	17	18	31	35	66	54	9	**	**	60	**	66
	17%	13%	16%	24%	17%	14%	20%	17%	17%	20%	**	**	18%	**	17%
Not applicable - child's phone cannot be used to go online	22	5	9	2	6	14	8	22	19	3	**	**	20	**	22
	6%	6%	7%	3%	5%	6%	4%	6%	6%	6%	**	**	6%	**	6%

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

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

QP65. (SHOWCARD) Does your child ever play games at home or elsewhere in any of these ways? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
On a games console or games player (like a PlayStation, Xbox, Nintendo Switch and so on)	680 49%	123 33%	262 52% a	295 59% ab	457 67% e	222 32%	87 47% gik	36 19%	168 67% fgik	94 37% g	203 80% fghik	93 37% g
On a tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	597 43%	154 41%	242 48% ac	202 40%	324 47% e	274 40%	81 44%	72 38%	127 51% gk	114 45% k	115 46% k	87 35%
On a mobile phone or Smartphone (like iPhone, Samsung Galaxy)	567 41%	92 24%	187 37% a	289 58% ab	299 43%	268 39%	47 25%	45 24%	97 39% fg	89 35% fg	155 61% fghi	134 54% fghi
On a desktop computer/ laptop/ netbook	290 21%	31 8%	110 22% a	149 30% ab	170 25% e	121 18%	18 10%	13 7%	59 24% fg	50 20% fg	92 36% fghik	57 23% fg
On a Smart TV directly - not using a games console connected to the TV	91 7%	5 1%	37 7% a	48 10% a	65 9% e	26 4%	4 2%	1 1%	26 10% fgik	11 5% g	35 14% fgik	14 5% g
On a virtual reality gaming headset/ device (like Oculus Rift, Samsung Gear VR)	60 4%	2 1%	18 4% a	39 8% ab	41 6% e	19 3%	1 *% fg	1 1%	12 5% fg	6 2% fg	28 11% fghik	11 4% fg
TOTAL - EVER PLAYS GAMES	1035 75%	234 62%	396 79% a	405 81% a	582 85% e	453 66%	130 70% g	104 55%	217 87% fgik	179 71% g	235 93% fghik	170 69% g

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

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

QP65. (SHOWCARD) Does your child ever play games at home or elsewhere in any of these ways? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
No, never/ Does not play games	340	141	104	95	105	234	56	84	32	72	17	78
	25%	38%	21%	19%	15%	34%	30%	45%	13%	29%	7%	31%
		bc				d	hj	fhijk	j	hj		hj

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

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

QP65. (SHOWCARD) Does your child ever play games at home or elsewhere in any of these ways? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
On a games console or games player (like a PlayStation, Xbox, Nintendo Switch and so on)	680 49%	151 49%	197 48%	152 52%	179 49%	349 48%	331 51%	680 49%	561 48%	71 57% hln	33 60% hln	15 54% hl	577 48%	102 57% hln	680 49%
On a tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	597 43%	137 45%	185 45%	134 46% d	142 39%	322 45% d	276 42%	597 43%	507 43% j	55 44% j	19 35%	16 57% hijlmn	515 43% j	83 46% j	597 43% j
On a mobile phone or Smartphone (like iPhone, Samsung Galaxy)	567 41%	133 43%	178 43% d	123 42%	133 36%	311 43% d	256 39%	567 41%	503 43% ij	39 32%	15 27%	10 37% j	492 41% ij	75 42% ij	567 41% ij
On a desktop computer/ laptop/ netbook	290 21%	84 27% cdfg	92 22% df	54 18%	60 17%	176 25% cdf	114 17%	290 21% df	271 23% ijk	11 9%	6 10%	2 8%	259 22% ijk	32 18% ijk	290 21% ijk
On a Smart TV directly - not using a games console connected to the TV	91 7%	26 8% f	30 7%	14 5%	21 6%	56 8% f	35 5%	91 7%	83 7% jk	6 5% j	1 2%	1 3%	83 7% jk	8 5%	91 7% jk
On a virtual reality gaming headset/ device (like Oculus Rift, Samsung Gear VR)	60 4%	22 7% cdfg	18 4%	10 3%	10 3%	40 6% df	20 3%	60 4%	56 5% jk	3 2%	1 1%	* 2%	53 4% jk	7 4%	60 4% jk
TOTAL - EVER PLAYS GAMES	1035 75%	233 76%	302 73%	227 78%	274 75%	535 74%	500 76%	1035 75%	873 75%	97 79%	42 76%	23 82% hln	890 74%	145 81% l	1035 75%

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

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

QP65. (SHOWCARD) Does your child ever play games at home or elsewhere in any of these ways? (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
No, never/ Does not play games	340	74	111	64	91	185	155	340	295	26	13	5	306	34	340
	25%	24%	27%	22%	25%	26%	24%	25%	25% k	21%	24%	18%	26% km	19%	25% k

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

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

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

Base : Parents whose child ever plays games

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1754	503	646	605	946	808	261	242	332	314	353	252
Effective Weighted Sample	1146	291	423	435	629	518	150	144	214	212	267	170
Total	1023	234	390	400	575	448	130	104	212	178	233	167
Rules about only playing games with an age appropriate rating	668 65%	173 74%	286 73%	209 52%	379 66%	289 65%	95 73%	77 75%	153 72%	133 75%	130 56%	79 47%
		c	c				jk	jk	jk	jk		
Rules about how much time they spend playing games	562 55%	136 58%	239 61%	188 47%	353 61%	209 47%	88 67%	48 46%	137 65%	102 57%	128 55%	59 36%
		c	c		e		gjk		gjk	gk	k	
Rules about only playing games with appropriate content (no violence/ nudity/ swearing etc)	535 52%	125 54%	230 59%	179 45%	313 54%	222 50%	78 60%	48 46%	121 57%	109 61%	114 49%	65 39%
		c	c				gjk		gk	gjk	k	
Rules about when they can play games	471 46%	110 47%	210 54%	150 38%	276 48%	195 43%	69 53%	41 40%	116 55%	94 53%	91 39%	59 35%
		c	c				gjk		gjk	gjk		
Rules about purchasing or downloading games or apps / in-app purchasing	430 42%	71 30%	181 47%	177 44%	264 46%	165 37%	45 35%	26 25%	102 48%	80 45%	117 50%	60 36%
			a	a	e				fgk	g	fgk	g
Rules about who they can play games with	394 39%	71 30%	182 47%	142 36%	238 41%	157 35%	47 36%	23 22%	101 48%	80 45%	89 38%	53 32%
			ac		e		g		fgjk	gk	g	
Rules about whether they can play games online	316 31%	71 30%	152 39%	94 23%	187 33%	129 29%	44 34%	27 26%	86 41%	66 37%	57 24%	37 22%
		c	ac				jk		gjk	gjk		
Other rules	8 1%	4 2%	3 1%	2 *%	6 1%	3 1%	2 1%	2 2%	2 1%	1 *%	2 1%	- -%

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

Any break column with 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

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1754	503	646	605	946	808	261	242	332	314	353	252
Effective Weighted Sample	1146	291	423	435	629	518	150	144	214	212	267	170
Total	1023	234	390	400	575	448	130	104	212	178	233	167
ANY RULES	881	209	356	316	509	373	119	91	193	162	197	120
	86%	89%	91%	79%	88%	83%	91%	88%	91%	91%	84%	72%
		c	c		e		k	k	jk	jk	k	
No, do not have any rules	142	25	34	83	66	76	12	13	18	15	36	47
	14%	11%	9%	21%	12%	17%	9%	12%	9%	9%	16%	28%
				ab		d					hi	fghij

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

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

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

Base : Parents whose child ever plays games

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1754	360	483	412	499	843	911	1754	930	274	261	289	1464	290	1754
Effective Weighted Sample	1146	254	323	264	306	577	570	1146	858	241	247	270	987	160	1146
Total	1023	233	299	225	267	531	492	1023	862	98	42	23	880	144	1023
Rules about only playing games with an age appropriate rating	668 65%	150 65%	204 68%	147 65%	167 62%	355 67%	313 64%	668 65%	564 66%	60 61%	30 72% ikn	14 61%	574 65%	94 65%	668 65%
Rules about how much time they spend playing games	562 55%	143 62% df	178 59% df	121 54% d	120 45%	321 60% dfg	241 49%	562 55% df	466 54%	56 57%	28 67% hikln	12 55%	478 54%	84 58%	562 55%
Rules about only playing games with appropriate content (no violence/ nudity/ swearing etc)	535 52%	126 54% d	169 57% df	118 52%	122 46%	295 56% df	240 49%	535 52% d	449 52% k	49 51% k	27 65% hikln	9 41%	448 51% k	87 60% kl	535 52% k
Rules about when they can play games	471 46%	111 48% d	146 49% d	112 50% d	101 38%	258 48% d	213 43%	471 46% d	385 45%	50 51%	25 60% hiklmn	11 49%	403 46%	68 47%	471 46%
Rules about purchasing or downloading games or apps / in-app purchasing	430 42%	101 43% d	139 46% df	96 43%	94 35%	240 45% df	190 39%	430 42% d	358 42% k	43 44% k	22 53% hikln	6 26%	356 40% k	74 51% hkln	430 42% k
Rules about who they can play games with	394 39%	91 39%	118 40%	96 43% d	89 33%	209 39%	186 38%	394 39%	322 37%	41 42%	23 56% hiklmn	8 36%	336 38%	58 41%	394 39%
Rules about whether they can play games online	316 31%	73 31%	94 31%	82 37% d	67 25%	167 31%	150 30%	316 31% d	257 30%	33 34%	20 47% hiklmn	6 27%	265 30%	51 36%	316 31%
Other rules	8 1%	1 1%	5 2% df	1 1%	1 *%	7 1%	2 *%	8 1%	8 1%	* *% ikln	* 1%	- -%	4 *%	4 3%	8 1%

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

Any break column with 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	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1754	360	483	412	499	843	911	1754	930	274	261	289	1464	290	1754
Effective Weighted Sample	1146	254	323	264	306	577	570	1146	858	241	247	270	987	160	1146
Total	1023	233	299	225	267	531	492	1023	862	98	42	23	880	144	1023
ANY RULES	881	205	263	193	221	468	413	881	740	85	37	20	753	129	881
	86%	88%	88%	86%	83%	88%	84%	86%	86%	87%	88%	89%	86%	90%	86%
						df									
No, do not have any rules	142	27	36	32	47	63	79	142	122	13	5	3	127	15	142
	14%	12%	12%	14%	17%	12%	16%	14%	14%	13%	12%	11%	14%	10%	14%
					e		e								

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

Any break column with 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 films and to chat with others. Did you know this before today? (SINGLE CODE)

Base : All parents

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Yes	1132	288	425	419	579	553	146	142	217	208	216	203
	82%	77%	85%	84%	84%	80%	78%	76%	88%	83%	85%	82%
		a	a	a					fg	g	fg	
No	217	79	62	76	95	122	36	43	25	38	35	41
	16%	21%	12%	15%	14%	18%	19%	23%	10%	15%	14%	17%
		bc			d		h	hij				h
Don't know	25	8	12	5	13	13	5	3	6	6	2	3
	2%	2%	2%	1%	2%	2%	3%	2%	3%	2%	1%	1%

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

Any break column with 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 films and to chat with others. Did you know this before today? (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Yes	1132 82%	261 85%	342 83%	233 80%	296 81%	603 84%	529 81%	1132 82%	948 81%	115 93% hijkl	46 83%	24 87% hl	972 81%	161 90% hjl	1132 82%
No	217 16%	43 14%	62 15%	52 18%	61 17%	105 15%	112 17%	217 16%	197 17% im	8 7%	8 15% i	4 13% i	201 17% im	16 9%	217 16% im
Don't know	25 2%	3 1%	8 2%	7 2%	8 2%	11 2%	14 2%	25 2%	23 2%	1 1%	1 2%	* 1%	24 2%	2 1%	25 2%

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

Any break column with 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, Fortnite and Roblox. Does your child ever play online games? IF YES: When your child plays online games, which of these describes how they are playing? (MULTI CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1754	503	646	605	946	808	261	242	332	314	353	252
Effective Weighted Sample	1146	291	423	435	629	518	150	144	214	212	267	170
Total	1023	234	390	400	575	448	130	104	212	178	233	167
Playing on their own/ against the computer or games console/ player	660 65%	115 49%	263 68%	281 70%	398 69%	262 58%	68 52%	47 46%	152 72%	111 63%	178 77%	103 62%
			a	a	e				fgik	fg	fgik	g
Playing against or with someone else in the same room as them	481 47%	64 27%	189 49%	227 57%	311 54%	170 38%	41 32%	23 22%	115 54%	75 42%	155 66%	73 44%
			a	ab	e				fgik	fg	fghik	fg
Playing against or with someone else they have met in person who is playing somewhere else	344 34%	22 10%	127 33%	195 49%	235 41%	109 24%	17 13%	6 5%	83 39%	44 25%	135 58%	60 36%
			a	ab	e		g		fgi	fg	fghik	fgi
Playing against or with one or more other people they have not met in person who are playing somewhere else	139 14%	11 4%	49 13%	80 20%	94 16%	45 10%	8 6%	2 2%	28 13%	21 12%	58 25%	22 13%
			a	ab	e				fg	g	fghik	fg
TOTAL - PLAYS GAMES ONLINE	768 75%	132 56%	303 78%	333 83%	461 80%	307 68%	76 59%	55 53%	174 82%	130 73%	211 90%	122 73%
			a	ab	e				fgik	fg	fghik	fg
No - child does not play online games	241 24%	103 44%	83 21%	56 14%	105 18%	137 30%	54 41%	49 47%	36 17%	47 26%	15 7%	41 25%
		bc	c			d	hijk	hijk	j	hj		j
Don't know	14 1%	* *%	4 1%	11 3%	9 2%	5 1%	- -%	* *%	2 1%	1 1%	7 3%	4 2%
				a							fg	

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

Any break column with 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, Fortnite and Roblox. Does your child ever play online games? IF YES: When your child plays online games, which of these describes how they are playing? (MULTI CODE)

Base : Parents whose child ever plays games

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND N	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1754	360	483	412	499	843	911	1754	930	274	261	289	1464	290	1754
Effective Weighted Sample	1146	254	323	264	306	577	570	1146	858	241	247	270	987	160	1146
Total	1023	233	299	225	267	531	492	1023	862	98	42	23	880	144	1023
Playing on their own/ against the computer or games console/ player	660 65%	151 65%	197 66%	147 65%	166 62%	347 65%	313 64%	660 65%	552 64%	66 68% k	28 68% k	13 59%	568 65%	93 64%	660 65%
Playing against or with someone else in the same room as them	481 47%	117 50%	141 47%	106 47%	117 44%	258 49%	223 45%	481 47%	401 46%	49 50%	22 52% k	10 43%	413 47%	68 47%	481 47%
Playing against or with someone else they have met in person who is playing somewhere else	344 34%	72 31%	98 33%	95 42% abdeg	79 30%	169 32%	174 35%	344 34%	271 32%	43 44% hklm	22 52% hklmn	7 33%	294 33%	50 35%	344 34%
Playing against or with one or more other people they have not met in person who are playing somewhere else	139 14%	34 15%	37 12%	36 16%	33 12%	71 13%	68 14%	139 14%	113 13% k	16 17% k	9 21% hklm	2 7%	120 14% k	20 14% k	139 14% k
TOTAL - PLAYS GAMES ONLINE	768 75%	167 72%	225 75%	180 80% ae	196 73%	392 74%	376 76%	768 75%	647 75% k	73 74%	33 80% k	15 68%	663 75% k	105 73%	768 75% k
No - child does not play online games	241 24%	65 28% c	68 23%	42 19%	67 25%	132 25% c	109 22%	241 24%	204 24%	23 24%	8 18%	7 30% hjl	204 23%	38 26%	241 24%
Don't know	14 1%	1 *% a	7 2%	3 1%	4 2%	7 1%	7 1%	14 1%	11 1%	2 2%	1 2%	* 2%	13 1%	1 1%	14 1%

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

Any break column with 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 parental 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. (SINGLE CODE)

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

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%	Total	a	b	c	d	e	f	~g	h	i	j	k
Unweighted total	1157	261	440	456	755	402	166	95	274	166	315	141
Effective Weighted Sample	752	143	281	329	501	251	95	49	172	110	236	93
Total	673	123	263	288	460	214	87	36	169	94	203	85
Yes	316	68	136	111	215	101	50	**	90	46	75	37
	47%	56%	52%	39%	47%	47%	57%	**	53%	49%	37%	43%
		c	c				j		j	j		
No	307	52	104	151	206	101	36	**	65	39	106	45
	46%	42%	40%	53%	45%	47%	41%	**	38%	42%	52%	53%
				ab							h	h
Don't know	51	3	23	25	38	13	2	**	14	9	22	3
	8%	2%	9%	9%	8%	6%	2%	**	8%	9%	11%	3%
			a	a					f	f	fk	

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

Any break column with 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 parental 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. (SINGLE CODE)

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

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND N	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1157	237	320	277	323	557	600	1157	584	190	204	179	964	193	1157
Effective Weighted Sample	752	166	212	176	198	378	374	752	543	171	193	169	639	113	752
Total	673	149	197	150	176	347	327	673	555	71	33	14	571	103	673
Yes	316	69	93	75	78	163	153	316	249	40	20	7	264	52	316
	47%	46%	47%	50%	45%	47%	47%	47%	45%	57% hln	59% hklm	47%	46%	50%	47%
No	307	67	94	67	78	162	145	307	263	26	11	7	269	38	307
	46%	45%	48%	45%	44%	47%	45%	46%	47% ij	36%	33%	49% ij	47% ij	37%	46% ij
Don't know	51	13	10	8	20	23	28	51	42	5	3	1	38	13	51
	8%	9%	5%	5%	11% bc	7%	9%	8%	8%	7%	8%	4%	7%	12% kl	8%

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

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

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

Base : Parents whose child ever plays games

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1754	503	646	605	946	808	261	242	332	314	353	252
Effective Weighted Sample	1146	291	423	435	629	518	150	144	214	212	267	170
Total	1023	234	390	400	575	448	130	104	212	178	233	167
Very concerned	86	12	32	42	57	28	8	4	20	12	30	12
	8%	5%	8%	11%	10%	6%	6%	4%	9%	7%	13%	7%
				a	e				g		fgi	
Fairly concerned	276	43	115	117	179	96	23	20	79	36	77	40
	27%	19%	30%	29%	31%	21%	18%	19%	37%	20%	33%	24%
			a	a	e				fgik		fgik	
Neither/ nor	149	25	49	75	85	64	15	11	21	28	49	25
	15%	11%	13%	19%	15%	14%	11%	10%	10%	16%	21%	15%
				ab							fgh	
Not very concerned	235	51	102	82	120	115	26	24	55	47	38	44
	23%	22%	26%	21%	21%	26%	20%	23%	26%	26%	16%	26%
									j	j		j
Not at all concerned	273	101	90	83	132	141	57	44	37	53	38	44
	27%	43%	23%	21%	23%	32%	44%	43%	17%	30%	16%	27%
		bc				d	hijk	hijk		hj		hj
Don't know	4	2	1	1	1	3	1	1	-	1	-	1
	*%	1%	*%	*%	*%	1%	1%	1%	-%	1%	-%	1%
SUMMARY CODES												
TOTAL CONCERNED	361	55	147	159	237	125	31	24	99	48	107	52
	35%	23%	38%	40%	41%	28%	24%	23%	47%	27%	46%	31%
			a	a	e				fgik		fgik	
TOTAL NOT CONCERNED	508	152	192	165	252	257	83	68	92	100	77	88
	50%	65%	49%	41%	44%	57%	64%	66%	43%	56%	33%	53%
		bc	c			d	hjk	hjk	j	hj		j
TOTAL NEITHER/ DON'T KNOW	153	27	51	75	86	67	16	12	21	29	49	26
	15%	12%	13%	19%	15%	15%	12%	11%	10%	17%	21%	16%
				ab						h	fgh	

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

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

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

Base : Parents whose child ever plays games

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1754	360	483	412	499	843	911	1754	930	274	261	289	1464	290	1754
Effective Weighted Sample	1146	254	323	264	306	577	570	1146	858	241	247	270	987	160	1146
Total	1023	233	299	225	267	531	492	1023	862	98	42	23	880	144	1023
Very concerned	86 8%	13 6%	27 9%	21 9%	25 9%	40 7%	46 9%	86 8%	68 8%	7 7%	11 25%	* 1%	81 9%	5 4%	86 8%
									k	k	hiklmn		km		km
Fairly concerned	276 27%	83 36%	80 27%	59 26%	53 20%	163 31%	112 23%	276 27%	243 28%	16 16%	10 25%	6 27%	244 28%	32 22%	276 27%
		bcd	df			df		d	i		i	i	i		i
Neither/ nor	149 15%	34 15%	45 15%	34 15%	36 14%	79 15%	70 14%	149 15%	122 14%	19 20%	3 8%	5 21%	125 14%	24 17%	149 15%
									j	hjl		hjl	j	j	j
Not very concerned	235 23%	49 21%	70 24%	53 24%	63 24%	119 22%	116 24%	235 23%	190 22%	31 32%	6 14%	8 37%	200 23%	35 24%	235 23%
									j	hjl		hjl	j	j	j
Not at all concerned	273 27%	53 23%	76 25%	56 25%	89 33%	128 24%	145 30%	273 27%	236 27%	23 24%	12 28%	3 11%	227 26%	47 33%	273 27%
					abce		ae		k	k	k		k	k	k
Don't know	4 *%	* *%	2 1%	2 1%	1 *%	2 *%	2 *%	4 *%	2 *%	2 2%	* *%	1 3%	3 *%	1 1%	4 *%
										hln		hln			
SUMMARY CODES															
TOTAL CONCERNED	361 35%	96 41%	106 36%	80 36%	79 29%	203 38%	159 32%	361 35%	312 36%	23 23%	21 50%	6 28%	324 37%	37 26%	361 35%
		df				df			ikm		hiklmn		ikm		ikm
TOTAL NOT CONCERNED	508 50%	101 44%	146 49%	109 49%	152 57%	247 47%	261 53%	508 50%	426 49%	54 55%	17 42%	11 48%	427 49%	81 57%	508 50%
					abeg		ae		j	j				j	j
TOTAL NEITHER/ DON'T KNOW	153 15%	35 15%	46 16%	35 16%	37 14%	81 15%	72 15%	153 15%	124 14%	21 21%	3 8%	5 23%	128 15%	25 18%	153 15%
									j	hjl		hjl	j	j	j

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

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

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

Base : Parents whose child ever plays games

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1754	503	646	605	946	808	261	242	332	314	353	252
Effective Weighted Sample	1146	291	423	435	629	518	150	144	214	212	267	170
Total	1023	234	390	400	575	448	130	104	212	178	233	167
Very concerned	123	16	54	54	94	29	11	5	38	16	46	8
	12%	7%	14%	14%	16%	6%	8%	5%	18%	9%	20%	5%
			a	a	e				fgik		fgik	
Fairly concerned	307	43	125	139	187	120	24	18	76	49	86	53
	30%	18%	32%	35%	33%	27%	19%	17%	36%	28%	37%	32%
			a	a	e				fg	g	fgi	fg
Neither/ nor	119	23	48	48	64	55	15	9	21	26	28	19
	12%	10%	12%	12%	11%	12%	11%	9%	10%	15%	12%	12%
Not very concerned	231	67	84	80	117	114	38	30	40	44	39	41
	23%	29%	21%	20%	20%	25%	29%	29%	19%	25%	17%	25%
		bc			d		hj	hj		j		
Not at all concerned	241	84	79	78	112	129	43	41	36	43	33	45
	24%	36%	20%	20%	20%	29%	33%	40%	17%	24%	14%	27%
		bc			d		hj	hijk		j		hj
Don't know	2	1	*	*	*	1	*	1	-	*	-	*
	*%	1%	*%	*%	*%	*%	*%	1%	-%	*%	-%	*%
SUMMARY CODES												
TOTAL CONCERNED	431	58	179	193	282	149	35	23	114	65	132	61
	42%	25%	46%	48%	49%	33%	27%	22%	54%	37%	57%	37%
			a	a	e				fgik	g	fgik	g
TOTAL NOT CONCERNED	472	151	163	158	229	243	80	71	76	86	72	86
	46%	65%	42%	40%	40%	54%	62%	68%	36%	49%	31%	52%
		bc			d		hij	hijk		hj		hj
TOTAL NEITHER/DON'T KNOW	121	25	48	48	64	56	15	10	21	27	28	20
	12%	11%	12%	12%	11%	13%	11%	10%	10%	15%	12%	12%

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

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

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

Base : Parents whose child ever plays games

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1754	360	483	412	499	843	911	1754	930	274	261	289	1464	290	1754
Effective Weighted Sample	1146	254	323	264	306	577	570	1146	858	241	247	270	987	160	1146
Total	1023	233	299	225	267	531	492	1023	862	98	42	23	880	144	1023
Very concerned	123 12%	29 12%	39 13%	28 12%	28 10%	68 13%	56 11%	123 12%	98 11%	11 11%	14 33%	1 5%	110 13%	13 9%	123 12%
									k	k	hiklmn		k		k
Fairly concerned	307 30%	78 34%	98 33%	71 31%	61 23%	176 33%	131 27%	307 30%	267 31%	24 25%	7 18%	8 37%	275 31%	32 22%	307 30%
		df	d	d		df		d	jm			ijmn	ijm		jm
Neither/ nor	119 12%	28 12%	41 14%	27 12%	23 9%	69 13%	50 10%	119 12%	98 11%	14 14%	4 9%	4 16%	96 11%	23 16%	119 12%
			d									hjl	j		
Not very concerned	231 23%	49 21%	54 18%	56 25%	72 27%	104 19%	128 26%	231 23%	187 22%	30 31%	7 16%	8 34%	192 22%	39 27%	231 23%
					be		be			hjl		hjl	j	j	j
Not at all concerned	241 24%	48 21%	67 22%	43 19%	83 31%	115 22%	126 26%	241 24%	211 24%	19 19%	10 24%	2 7%	205 23%	36 25%	241 24%
					abceg		c		k	k	k		k	k	k
Don't know	2 *%	* *%	* *%	- -%	1 *%	* *%	1 *%	2 *%	1 *%	* *%	- -%	* 1%	1 *%	* *%	2 *%
												hln			

SUMMARY CODES

TOTAL CONCERNED	431 42%	107 46%	136 46%	99 44%	88 33%	244 46%	187 38%	431 42%	365 42%	35 36%	21 50%	9 41%	385 44%	46 32%	431 42%
		df	df	d		df		d	m		hikmn	m	im		m
TOTAL NOT CONCERNED	472 46%	97 42%	121 41%	99 44%	154 58%	219 41%	254 52%	472 46%	397 46%	49 50%	17 41%	9 41%	397 45%	75 52%	472 46%
					abceg		abceg	e		jk				jk	
TOTAL NEITHER/DON'T KNOW	121 12%	28 12%	41 14%	27 12%	24 9%	69 13%	51 10%	121 12%	99 11%	14 15%	4 9%	4 18%	97 11%	23 16%	121 12%
												hjl		j	

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

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

Base : Parents whose child ever plays games online

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1287	289	492	506	736	551	152	137	266	226	318	188
Effective Weighted Sample	852	163	323	369	499	354	88	76	173	153	241	128
Total	768	132	303	333	461	307	76	55	174	130	211	122
Very concerned	65 9%	12 9%	31 10%	23 7%	44 10%	22 7%	5 7%	6 12%	23 13% ik	8 6%	16 7%	7 6%
Fairly concerned	183 24%	14 11%	81 27% a	89 27% a	118 26%	65 21%	8 10%	6 11%	54 31% fgi	27 21% f	57 27% fg	32 26% fg
Neither/ nor	100 13%	11 9%	34 11%	55 16% ab	65 14%	35 11%	7 9%	4 8%	21 12%	13 10%	37 18% gi	18 15%
Not very concerned	173 23%	22 16%	65 21%	87 26% a	105 23%	69 22%	12 16%	9 17%	38 22%	27 21%	55 26%	32 26%
Not at all concerned	241 31%	71 54% bc	93 31% c	77 23%	125 27%	117 38% d	43 56% hijk	29 52% hjk	38 22%	54 42% hjk	44 21%	33 27%
Don't know	4 1%	2 1%	* *%	2 1%	4 1%	* *%	2 2%	- -%	* *%	* *%	2 1%	- -%
SUMMARY CODES												
TOTAL CONCERNED	249 32%	26 19%	111 37% a	112 34% a	162 35% e	87 28%	13 17%	13 23%	76 44% fgijk	35 27%	73 34% f	39 32% f
TOTAL NOT CONCERNED	415 54%	93 71% bc	158 52%	164 49%	230 50%	185 60% d	55 72% hjk	38 69% hjk	76 44%	82 63% hj	99 47%	65 53%
TOTAL NEITHER/ DON'T KNOW	104 14%	13 10%	34 11%	57 17% ab	69 15%	35 12%	9 11%	4 8%	21 12%	13 10%	39 19% gi	18 15%

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

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

Base : Parents whose child ever plays games online

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1287	264	356	317	350	620	667	1287	691	193	204	199	1078	209	1287
Effective Weighted Sample	852	183	242	206	222	425	428	852	640	171	193	192	738	114	852
Total	768	167	225	180	196	392	376	768	647	73	33	15	663	105	768
Very concerned	65 9%	14 8%	16 7%	18 10%	18 9%	29 7%	36 10%	65 9%	47 7% k	7 10% k	11 33% hiklmn	* *% k	54 8% k	11 11% k	65 9% k
Fairly concerned	183 24%	42 25% d	59 26% d	50 28% d	32 17%	101 26% d	83 22%	183 24% d	163 25% ijkmn	11 16%	6 18%	3 17%	167 25% ijkmn	16 15%	183 24% ikmn
Neither/ nor	100 13%	24 14%	25 11%	24 13%	27 14%	49 13%	51 14%	100 13%	87 13% j	8 12% j	2 5%	4 24% hijklmn	88 13% j	12 12%	100 13% j
Not very concerned	173 23%	36 21%	57 25%	34 19%	47 24%	93 24%	81 21%	173 23%	138 21% j	25 35% hjlmn	4 13%	6 39% hijklmn	153 23% j	21 20%	173 23% j
Not at all concerned	241 31%	51 31%	66 29%	53 29%	71 36%	117 30%	124 33%	241 31%	208 32% k	20 28%	10 30% k	3 19%	197 30% k	45 43% hijklmn	241 31% k
Don't know	4 1%	1 1%	2 1%	1 *% *	1 *% *	3 1%	1 *% *	4 1%	3 1%	* *% *	* 1%	- -% -	4 1%	- -% -	4 1%
SUMMARY CODES															
TOTAL CONCERNED	249 32%	55 33%	75 33%	68 38% d	50 26%	130 33%	119 32%	249 32%	211 33% k	19 25%	17 51% hiklmn	3 18%	221 33% ik	27 26%	249 32% k
TOTAL NOT CONCERNED	415 54%	87 52%	123 55%	87 48%	118 60% c	210 54%	205 54%	415 54%	346 54% j	45 63% hjln	14 43%	9 58% j	349 53% j	65 62% j	415 54% j
TOTAL NEITHER/ DON'T KNOW	104 14%	25 15%	27 12%	25 14%	28 14%	52 13%	53 14%	104 14%	90 14% j	9 12%	2 6%	4 24% hijklmn	92 14% j	12 12%	104 14% j

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

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

Base : Parents whose child ever plays games

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1754	503	646	605	946	808	261	242	332	314	353	252
Effective Weighted Sample	1146	291	423	435	629	518	150	144	214	212	267	170
Total	1023	234	390	400	575	448	130	104	212	178	233	167
Very concerned	132	22	59	52	89	43	14	8	38	21	37	14
	13%	9%	15%	13%	15%	10%	11%	8%	18%	12%	16%	9%
			a		e				gk		gk	
Fairly concerned	298	44	118	136	188	110	24	20	75	42	88	48
	29%	19%	30%	34%	33%	24%	19%	19%	36%	24%	38%	29%
			a	a	e				fgi		fgik	f
Neither/ nor	135	29	50	56	75	60	18	11	25	25	32	24
	13%	12%	13%	14%	13%	13%	14%	11%	12%	14%	14%	14%
Not very concerned	169	33	66	70	76	93	14	19	27	39	35	36
	17%	14%	17%	18%	13%	21%	11%	18%	13%	22%	15%	21%
					d					fh		fh
Not at all concerned	276	102	93	81	141	135	59	44	45	48	37	43
	27%	44%	24%	20%	24%	30%	45%	42%	21%	27%	16%	26%
		bc			d		hijk	hijk		j		j
Don't know	13	4	5	5	7	6	1	2	2	2	3	2
	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%
SUMMARY CODES												
TOTAL CONCERNED	430	66	176	188	277	153	38	28	113	63	126	62
	42%	28%	45%	47%	48%	34%	29%	27%	53%	36%	54%	37%
			a	a	e				fgik		fgik	g
TOTAL NOT CONCERNED	445	136	158	151	216	229	73	63	72	87	72	79
	43%	58%	41%	38%	38%	51%	56%	60%	34%	49%	31%	47%
		bc			d		hj	hijk		hj		hj
TOTAL NEITHER/ DON'T KNOW	148	32	55	61	82	67	19	13	27	28	35	26
	14%	14%	14%	15%	14%	15%	15%	13%	13%	16%	15%	15%

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

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

Base : Parents whose child ever plays games

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1754	360	483	412	499	843	911	1754	930	274	261	289	1464	290	1754
Effective Weighted Sample	1146	254	323	264	306	577	570	1146	858	241	247	270	987	160	1146
Total	1023	233	299	225	267	531	492	1023	862	98	42	23	880	144	1023
Very concerned	132 13%	33 14%	33 11%	32 14%	34 13%	66 12%	67 14%	132 13%	101 12%	14 14% m	15 36% hiklmn	2 9%	121 14% m	11 8%	132 13%
Fairly concerned	298 29%	59 26%	102 34% adf	65 29%	71 27%	162 30%	136 28%	298 29%	251 29% j	33 33% j	8 19%	6 26% j	257 29% j	41 29% j	298 29% j
Neither/ nor	135 13%	44 19% cdfg	40 13%	25 11%	26 10%	84 16% df	51 10%	135 13%	118 14% j	10 11% j	2 6%	4 20% hijln	116 13% j	19 13% j	135 13% j
Not very concerned	169 17%	46 20%	43 14%	38 17%	42 16%	89 17%	80 16%	169 17%	143 17% j	15 16%	4 10%	7 30% hijlmn	142 16% j	27 19% j	169 17% j
Not at all concerned	276 27%	47 20%	77 26%	63 28% a	89 33% abeg	123 23%	152 31% ae	276 27% a	237 28% k	24 24% k	12 29% k	3 13%	231 26% k	45 31% k	276 27% k
Don't know	13 1%	3 1%	4 1%	2 1%	4 2%	7 1%	6 1%	13 1%	11 1%	1 2%	- -%	* 1%	13 1%	* *% %	13 1%
SUMMARY CODES															
TOTAL CONCERNED	430 42%	92 40%	135 45%	97 43%	106 40%	227 43%	203 41%	430 42%	353 41%	46 48% km	23 55% hklmn	8 36%	378 43% k	52 36%	430 42%
TOTAL NOT CONCERNED	445 43%	93 40%	119 40%	101 45%	132 49% abe	212 40%	233 47% be	445 43%	380 44%	39 40%	16 39%	10 43%	372 42%	73 50% ij	445 43%
TOTAL NEITHER/ DON'T KNOW	148 14%	47 20% cdfg	44 15%	27 12%	30 11%	91 17% df	57 12%	148 14%	129 15% j	12 12% j	2 6%	5 21% hijlmn	129 15% j	19 13% j	148 14% j

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

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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 AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1754	503	646	605	946	808	261	242	332	314	353	252
Effective Weighted Sample	1146	291	423	435	629	518	150	144	214	212	267	170
Total	1023	234	390	400	575	448	130	104	212	178	233	167
Very concerned	103	13	44	45	67	36	8	6	27	18	32	13
	10%	6%	11%	11%	12%	8%	6%	5%	13%	10%	14%	8%
			a	a	e				fg		fgk	
Fairly concerned	264	30	122	112	155	109	17	13	74	48	64	47
	26%	13%	31%	28%	27%	24%	13%	13%	35%	27%	28%	28%
			a	a					fg	fg	fg	fg
Neither/ nor	115	28	35	52	63	52	16	12	16	20	32	20
	11%	12%	9%	13%	11%	12%	12%	12%	7%	11%	14%	12%
											h	
Not very concerned	200	40	77	82	114	86	22	19	41	36	51	31
	20%	17%	20%	21%	20%	19%	17%	18%	19%	20%	22%	19%
Not at all concerned	330	120	108	102	170	160	67	54	53	54	50	52
	32%	51%	28%	26%	30%	36%	51%	52%	25%	31%	22%	31%
		bc			d		hijk	hijk		j		j
Don't know	12	2	3	7	6	5	2	*	2	1	3	4
	1%	1%	1%	2%	1%	1%	1%	*%	1%	1%	1%	2%
SUMMARY CODES												
TOTAL CONCERNED	366	43	166	157	221	145	24	19	101	66	96	60
	36%	18%	43%	39%	38%	32%	19%	18%	47%	37%	41%	36%
			a	a	e				fgik	fg	fg	fg
TOTAL NOT CONCERNED	530	161	185	185	284	246	88	72	94	91	102	83
	52%	69%	47%	46%	49%	55%	68%	70%	44%	51%	44%	50%
		bc					hijk	hijk				
TOTAL NEITHER/ DON'T KNOW	127	30	38	58	70	57	18	13	17	21	35	24
	12%	13%	10%	15%	12%	13%	14%	12%	8%	12%	15%	14%
				b							h	

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

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

Base : Parents whose child ever plays games

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1754	360	483	412	499	843	911	1754	930	274	261	289	1464	290	1754
Effective Weighted Sample	1146	254	323	264	306	577	570	1146	858	241	247	270	987	160	1146
Total	1023	233	299	225	267	531	492	1023	862	98	42	23	880	144	1023
Very concerned	103	20	32	24	27	52	51	103	77	8	14	3	89	13	103
	10%	9%	11%	11%	10%	10%	10%	10%	9%	9%	34%	12%	10%	9%	10%
											hiklmn				
Fairly concerned	264	67	74	72	51	140	123	264	227	25	7	5	238	26	264
	26%	29%	25%	32%	19%	26%	25%	26%	26%	25%	17%	23%	27%	18%	26%
		d		bdfg		d		d	jm	j			jm		jm
Neither/ nor	115	29	36	21	29	65	50	115	102	6	3	4	103	12	115
	11%	13%	12%	9%	11%	12%	10%	11%	12%	7%	7%	19%	12%	8%	11%
									ij			hijklmn	ij		ij
Not very concerned	200	47	60	41	52	107	93	200	163	27	4	7	164	36	200
	20%	20%	20%	18%	19%	20%	19%	20%	19%	27%	10%	29%	19%	25%	20%
									j	hjl		hjl	j	jl	j
Not at all concerned	330	69	94	63	104	163	167	330	285	29	13	3	276	54	330
	32%	30%	31%	28%	39%	31%	34%	32%	33%	29%	32%	15%	31%	38%	32%
					abceg				k	k	k		k	k	k
Don't know	12	1	4	4	3	5	7	12	8	3	*	1	10	2	12
	1%	*%	1%	2%	1%	1%	1%	1%	1%	3%	*%	3%	1%	1%	1%
										hjl		h			
SUMMARY CODES															
TOTAL CONCERNED	366	87	105	96	79	192	174	366	304	33	21	8	327	39	366
	36%	37%	35%	43%	29%	36%	35%	36%	35%	34%	51%	35%	37%	27%	36%
		d		dfg		d		d	m		hiklmn		m		m
TOTAL NOT CONCERNED	530	116	154	104	156	270	260	530	448	55	17	10	439	91	530
	52%	50%	52%	46%	58%	51%	53%	52%	52%	57%	42%	44%	50%	63%	52%
					aceg				jk	jk			j	hijkl	jk
TOTAL NEITHER/ DON'T KNOW	127	30	39	25	33	69	58	127	110	9	3	5	113	14	127
	12%	13%	13%	11%	12%	13%	12%	12%	13%	10%	7%	21%	13%	10%	12%
									j			hijklmn	j		j

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

Any break column with 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 AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1754	503	646	605	946	808	261	242	332	314	353	252
Effective Weighted Sample	1146	291	423	435	629	518	150	144	214	212	267	170
Total	1023	234	390	400	575	448	130	104	212	178	233	167
Very concerned	96	22	44	30	62	34	13	9	28	16	21	9
	9%	9%	11%	8%	11%	8%	10%	8%	13% k	9%	9%	6%
Fairly concerned	247	43	104	100	143	105	23	20	59	45	61	40
	24%	19%	27% a	25% a	25%	23%	18%	19%	28% f	25%	26%	24%
Neither/ nor	162	39	53	70	92	71	22	17	27	25	42	28
	16%	17%	14%	18%	16%	16%	17%	17%	13%	14%	18%	17%
Not very concerned	209	37	82	89	111	97	19	17	44	39	48	41
	20%	16%	21%	22% a	19%	22%	15%	17%	21%	22%	21%	25% f
Not at all concerned	265	87	86	93	139	126	49	38	38	47	51	42
	26%	37% bc	22%	23%	24%	28%	38% hijk	36% hjk	18%	27% h	22%	25%
Don't know	44	6	21	17	28	16	3	3	15	6	10	7
	4%	2%	5%	4%	5%	3%	2%	3%	7% f	3%	4%	4%
SUMMARY CODES												
TOTAL CONCERNED	344	65	148	130	205	139	36	29	87	61	81	49
	34%	28%	38% a	33%	36%	31%	28%	28%	41% fgk	34%	35%	29%
TOTAL NOT CONCERNED	474	124	168	182	250	224	69	55	82	86	99	83
	46%	53% b	43%	46%	43%	50% d	53% hj	53% hj	39%	48%	43%	50% h
TOTAL NEITHER/ DON'T KNOW	206	45	73	87	120	86	25	20	42	31	52	35
	20%	19%	19%	22%	21%	19%	19%	19%	20%	18%	23%	21%

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

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

Base : Parents whose child ever plays games

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1754	360	483	412	499	843	911	1754	930	274	261	289	1464	290	1754
Effective Weighted Sample	1146	254	323	264	306	577	570	1146	858	241	247	270	987	160	1146
Total	1023	233	299	225	267	531	492	1023	862	98	42	23	880	144	1023
Very concerned	96 9%	21 9%	27 9%	26 11%	22 8%	48 9%	48 10%	96 9%	73 8% k	11 12% k	12 28% hiklmn	1 3%	82 9% k	14 10% k	96 9% k
Fairly concerned	247 24%	62 27%	66 22%	57 26%	62 23%	128 24%	119 24%	247 24%	208 24%	23 23%	11 26%	6 27% m	221 25%	26 18%	247 24%
Neither/ nor	162 16%	40 17%	50 17%	30 13%	43 16%	90 17%	73 15%	162 16%	139 16% j	14 15% j	3 8%	6 25% hijklmn	146 17% j	16 11%	162 16% j
Not very concerned	209 20%	55 24%	64 21%	43 19%	47 18%	119 22%	90 18%	209 20%	176 20% j	23 24% j	4 9%	6 26% jln	170 19% j	38 27% jl	209 20% j
Not at all concerned	265 26%	48 21%	75 25%	63 28% a	79 29% ae	123 23%	142 29% ae	265 26%	231 27% k	21 22% k	11 25% k	3 11%	223 25% k	43 30% k	265 26% k
Don't know	44 4%	7 3%	16 5%	6 3%	15 6%	23 4%	21 4%	44 4%	36 4%	5 5%	1 3%	2 8% hjln	38 4%	6 5%	44 4%
SUMMARY CODES															
TOTAL CONCERNED	344 34%	83 36%	93 31%	83 37%	84 32%	176 33%	167 34%	344 34%	280 33%	34 35%	22 54% hiklmn	7 30%	303 34%	40 28%	344 34%
TOTAL NOT CONCERNED	474 46%	103 44%	139 47%	106 47%	125 47%	242 46%	231 47%	474 46%	406 47% jk	44 45% j	14 35%	8 37%	393 45% jk	81 56% hijkln	474 46% jk
TOTAL NEITHER/ DON'T KNOW	206 20%	46 20%	66 22%	36 16%	58 22%	113 21%	93 19%	206 20%	175 20% j	19 20% j	5 11%	8 33% hijklmn	183 21% j	23 16%	206 20% j

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

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

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Disagree a lot	447	171	164	112	198	249	83	88	64	101	51	61
	33%	46%	33%	22%	29%	36%	45%	47%	26%	40%	20%	24%
		bc	c			d	hjk	hjk		hjk		
Disagree a little	300	79	110	111	145	155	35	44	61	48	49	62
	22%	21%	22%	22%	21%	23%	19%	23%	25%	19%	19%	25%
Neither agree nor disagree	148	34	53	62	78	70	17	17	25	27	36	26
	11%	9%	11%	12%	11%	10%	9%	9%	10%	11%	14%	10%
Agree a little	338	65	134	139	188	151	38	27	72	61	78	62
	25%	17%	27%	28%	27%	22%	20%	15%	29%	24%	31%	25%
			a	a	e				fg	g	fg	g
Agree a lot	138	24	39	75	77	61	14	11	25	13	38	37
	10%	7%	8%	15%	11%	9%	7%	6%	10%	5%	15%	15%
				ab					i		fgi	fgi
Don't know	4	1	1	1	1	2	*	1	-	1	1	-
	*%	*%	*%	*%	*%	*%	*%	1%	-%	*%	*%	-%
SUMMARY CODES												
TOTAL DISAGREE	747	250	274	223	343	404	118	132	125	149	100	123
	54%	67%	55%	45%	50%	59%	63%	70%	50%	59%	40%	50%
		bc	c			d	hjk	hjk	j	hjk		j
TOTAL AGREE	476	90	172	214	265	211	51	38	98	74	115	99
	35%	24%	34%	43%	38%	31%	28%	20%	39%	30%	46%	40%
			a	ab	e				fgi	g	fgi	fgi
TOTAL NEITHER/ DON'T KNOW	152	35	54	63	80	72	17	18	25	28	37	26
	11%	9%	11%	13%	12%	11%	9%	10%	10%	11%	15%	10%

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

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

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Disagree a lot	447 33%	91 30%	125 30%	88 30%	143 39% abceg	216 30%	231 35% e	447 33%	379 32% k	45 36% k	19 34% k	5 17% k	390 33% k	58 32% k	447 33% k
Disagree a little	300 22%	72 24% d	90 22%	73 25% d	64 18%	163 23% d	137 21%	300 22%	254 22% j	31 25% j	8 14%	8 28% hjl n	263 22% j	37 21% j	300 22% j
Neither agree nor disagree	148 11%	34 11%	45 11%	25 9%	44 12%	79 11%	69 11%	148 11%	131 11% j	11 9%	3 6%	3 11% j	128 11% j	20 11% j	148 11% j
Agree a little	338 25%	79 26%	114 28% df	70 24%	75 21%	193 27% df	145 22%	338 25%	289 25%	25 20%	14 26%	10 36% hijklmn	291 24%	47 26%	338 25%
Agree a lot	138 10%	30 10%	38 9%	33 11%	37 10%	68 9%	70 11%	138 10%	113 10%	11 9%	11 20% hiklmn	2 8%	122 10%	15 9%	138 10%
Don't know	4 *%	1 *%	- -%	1 *%	1 *%	1 *%	3 *%	4 *%	3 *%	* *%	- -%	* 1%	2 *%	1 1%	4 *%
SUMMARY CODES															
TOTAL DISAGREE	747 54%	163 53%	215 52%	161 55%	207 57%	378 53%	369 56%	747 54%	632 54% k	76 61% hijkl n	26 48%	12 45%	652 55% jk	95 53%	747 54% jk
TOTAL AGREE	476 35%	109 35%	152 37%	103 35%	112 31%	261 36%	215 33%	476 35%	402 34%	37 30%	25 46% hilmn	12 43% hil n	413 35%	63 35%	476 35%
TOTAL NEITHER/ DON'T KNOW	152 11%	35 11%	45 11%	27 9%	45 12%	80 11%	72 11%	152 11%	134 11% j	11 9%	3 6%	3 11% j	131 11% j	21 12% j	152 11% j

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

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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

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Disagree a lot	58 4%	11 3%	15 3%	31 6% ab	35 5%	22 3%	8 4%	3 2%	9 4%	6 2%	18 7% gi	13 5% g
Disagree a little	178 13%	22 6%	60 12% a	95 19% ab	94 14%	84 12%	14 7%	9 5%	35 14% fg	25 10% g	45 18% fgi	50 20% fgi
Neither agree nor disagree	205 15%	46 12%	75 15%	84 17% a	115 17%	90 13%	22 12%	23 12%	45 18% i	30 12%	47 19% fgi	37 15%
Agree a little	400 29%	85 23%	163 33% a	152 30% a	203 30%	197 29%	39 21%	46 25%	88 35% fg	75 30% f	77 30% f	76 31% f
Agree a lot	526 38%	208 55% bc	185 37% c	133 27%	234 34%	292 42% d	103 55% hijk	105 56% hijk	70 28%	115 46% hjk	61 24%	72 29%
Don't know	9 1%	3 1%	2 *% 1%	4 1%	6 1%	3 *% 1%	1 *% 1%	2 1%	2 1%	1 *% 1%	3 1%	* *% 1%
SUMMARY CODES												
TOTAL DISAGREE	235 17%	33 9%	75 15% a	127 25% ab	129 19%	106 15%	22 12% g	12 6%	44 18% g	31 12% g	64 25% fghi	63 25% fghi
TOTAL AGREE	926 67%	293 78% bc	348 70% c	285 57%	438 64%	489 71% d	142 76% hjk	151 80% hjk	158 64% j	190 76% hjk	138 55%	147 60%
TOTAL NEITHER/ DON'T KNOW	213 16%	49 13%	77 15%	88 18% a	120 18% e	93 14%	23 12%	25 14%	46 19% i	30 12%	51 20% fgi	37 15%

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

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

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Disagree a lot	58 4%	11 4%	13 3%	16 6%	17 5%	24 3%	33 5%	58 4%	50 4%	3 3%	4 7%	1 2%	42 3%	16 9%	58 4%
											hikln			hikln	
Disagree a little	178 13%	40 13%	55 13%	41 14%	42 11%	95 13%	82 13%	178 13%	148 13%	14 11%	11 21%	5 17%	155 13%	22 13%	178 13%
											hilmn	i			
Neither agree nor disagree	205 15%	47 15%	65 16%	44 15%	50 14%	111 15%	93 14%	205 15%	182 16%	12 10%	6 12%	4 14%	183 15%	22 12%	205 15%
									i				i		i
Agree a little	400 29%	87 28%	135 33%	79 27%	99 27%	222 31%	179 27%	400 29%	336 29%	43 35%	10 18%	11 39%	354 30%	47 26%	400 29%
			f						j	hjm		hijlm	j	j	j
Agree a lot	526 38%	122 40%	144 35%	108 37%	152 42%	266 37%	260 40%	526 38%	447 38%	51 41%	23 41%	6 22%	457 38%	69 38%	526 38%
					b				k	k	k		k	k	k
Don't know	9 1%	* *%	1 *%	3 1%	5 1%	1 *%	7 1%	9 1%	6 *%	1 1%	1 1%	1 5%	6 *%	3 2%	9 1%
					e		e					hijlm		i	
SUMMARY CODES															
TOTAL DISAGREE	235 17%	51 17%	68 17%	57 20%	59 16%	119 17%	116 18%	235 17%	198 17%	17 14%	15 28%	5 19%	197 16%	38 21%	235 17%
											hikln			i	
TOTAL AGREE	926 67%	209 68%	279 68%	188 65%	251 69%	487 68%	439 67%	926 67%	783 67%	94 76%	33 59%	17 62%	811 68%	116 65%	926 67%
									j	hijklm			jk		jk
TOTAL NEITHER/ DON'T KNOW	213 16%	47 15%	66 16%	46 16%	54 15%	113 16%	101 15%	213 16%	188 16%	13 10%	7 13%	5 20%	189 16%	25 14%	213 16%
									i			ij	i		i

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

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QP76A. Across all the devices they use to watch things on YouTube, how much time do they spend watching YouTube on a typical school day? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child uses the YouTube website or app

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1752	479	604	669	840	912	223	256	274	330	343	326
Effective Weighted Sample	1158	288	397	476	569	590	135	155	179	221	258	220
Total	1056	240	372	444	527	529	120	119	184	188	223	221
None	49	16	22	11	22	27	6	10	9	13	7	4
	5%	7%	6%	3%	4%	5%	5%	9%	5%	7%	3%	2%
		c	c					jk		k		
Up to 1 hour	610	156	207	248	303	307	81	75	102	105	120	128
	58%	65%	56%	56%	58%	58%	67%	63%	55%	56%	54%	58%
		bc					hij					
Up to 2 hours	189	45	71	74	101	88	21	24	39	32	41	33
	18%	19%	19%	17%	19%	17%	17%	20%	21%	17%	18%	15%
Up to 3 hours	77	11	31	36	40	37	7	4	15	16	19	17
	7%	5%	8%	8%	8%	7%	6%	4%	8%	8%	8%	8%
Up to 4 hours	24	3	6	14	17	7	3	*	5	1	9	5
	2%	1%	2%	3%	3%	1%	2%	*%	3%	1%	4%	2%
					e						gi	
Up to 5 hours	10	*	3	7	4	6	-	*	*	2	4	4
	1%	*%	1%	2%	1%	1%	-%	*%	*%	1%	2%	2%
Up to 6 hours	2	-	*	2	1	1	-	-	*	-	1	1
	*%	-%	*%	*%	*%	*%	-%	-%	*%	-%	*%	1%
Up to 7 hours	*	-	*	-	-	*	-	-	-	*	-	-
	*%	-%	*%	-%	-%	*%	-%	-%	-%	*%	-%	-%
Up to 8 hours	*	*	-	-	*	-	*	-	-	-	-	-
	*%	*%	-%	-%	*%	-%	*%	-%	-%	-%	-%	-%
Over 8 hours	2	-	-	2	1	2	-	-	-	-	1	2
	*%	-%	-%	1%	*%	*%	-%	-%	-%	-%	*%	1%
Don't know	91	8	33	50	38	53	3	5	14	19	22	28
	9%	3%	9%	11%	7%	10%	2%	5%	8%	10%	10%	13%
			a	a					f	fg	f	fg
Mean number of hours	1.2	1.0	1.2	1.4	1.3	1.2	1.1	.9	1.2	1.2	1.4	1.4
			a	ab			g		g	g	fgi	fg
Standard deviation	1.06	.83	.95	1.23	1.03	1.08	.88	.76	.92	.97	1.18	1.28
Standard error	.03	.04	.04	.05	.04	.04	.06	.05	.06	.06	.07	.08

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

Any break column with 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. Across all the devices they use to watch things on YouTube, how much time do they spend watching YouTube on a typical school day? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child uses the YouTube website or app

	SOCIAL GRADE								NATION						
	Total	AB a	C1 b	C2 c	DE d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND i	WALES j	IRELAND k	URBAN l	RURAL m	ALL n
Significance Level: 95%															
Unweighted total	1752	358	479	417	498	837	915	1752	956	264	260	272	1459	293	1752
Effective Weighted Sample	1158	253	330	269	308	584	577	1158	886	232	246	263	999	159	1158
Total	1056	240	315	231	270	555	501	1056	902	92	42	21	911	144	1056
None	49 5%	13 6%	16 5%	10 4%	10 4%	30 5%	20 4%	49 5%	43 5%	3 3%	2 5%	2 8%	43 5%	6 4%	49 5%
Up to 1 hour	610 58%	145 60%	188 60%	131 57%	146 54%	333 60%	277 55%	610 58%	535 59%	42 46%	23 55%	10 48%	527 58%	83 58%	610 58%
Up to 2 hours	189 18%	41 17%	62 20%	40 17%	46 17%	103 19%	86 17%	189 18%	159 18%	17 19%	8 20%	4 20%	169 19%	20 14%	189 18%
Up to 3 hours	77 7%	11 5%	14 4%	21 9%	31 12%	25 5%	52 10%	77 7%	65 7%	9 9%	3 6%	2 7%	65 7%	12 8%	77 7%
Up to 4 hours	24 2%	4 2%	6 2%	5 2%	9 3%	10 2%	14 3%	24 2%	20 2%	1 1%	2 4%	* 2%	16 2%	8 5%	24 2%
Up to 5 hours	10 1%	1 *%	2 1%	4 2%	4 1%	3 1%	7 1%	10 1%	8 1%	2 2%	1 1%	* 1%	6 1%	4 3%	10 1%
Up to 6 hours	2 *%	- -%	1 *%	* *%	2 1%	1 *%	2 *%	2 *%	2 *%	* *%	- -%	* 1%	2 *%	- -%	2 *%
Up to 7 hours	* *%	- -%	- -%	- -%	* *%	- -%	* *%	* *%	- -%	* *%	- -%	- -%	* *%	- -%	* *%
Up to 8 hours	* *%	- -%	- -%	* *%	- -%	- -%	* *%	* *%	- -%	- -%	* *%	- -%	* *%	- -%	* *%
Over 8 hours	2 *%	- -%	* *%	1 1%	1 *%	* *%	2 *%	2 *%	1 *%	1 1%	- -%	- -%	2 *%	- -%	2 *%
Don't know	91 9%	24 10%	26 8%	19 8%	22 8%	50 9%	41 8%	91 9%	69 8%	16 17%	4 8%	3 13%	80 9%	11 7%	91 9%
Mean number of hours	1.2	1.0	1.2	1.3	1.4	1.1	1.4	1.2	1.2	1.5	1.2	1.2	1.2	1.4	1.2
Standard deviation	1.06	.85	.94	1.15	1.22	.90	1.19	1.06	1.00	1.48	1.12	1.08	1.03	1.19	1.06

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

QP76B. And how much time do they spend watching YouTube on a typical weekend day? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child uses the YouTube website or app

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1752	479	604	669	840	912	223	256	274	330	343	326
Effective Weighted Sample	1158	288	397	476	569	590	135	155	179	221	258	220
Total	1056	240	372	444	527	529	120	119	184	188	223	221
None	25 2%	8 4%	10 3%	7 2%	12 2%	13 2%	4 3%	5 4%	5 3%	4 2%	3 1%	4 2%
Up to 1 hour	395 37%	112 47% bc	125 33%	159 36%	187 36%	208 39%	56 46% hjk	56 47% hjk	51 28%	73 39% h	80 36%	78 35%
Up to 2 hours	282 27%	58 24%	115 31% c	109 24%	150 28%	132 25%	28 24%	30 25%	70 38% fgijk	45 24%	51 23%	57 26%
Up to 3 hours	118 11%	25 10%	38 10%	56 13%	58 11%	60 11%	13 11%	12 10%	14 7%	24 13%	32 14% h	24 11%
Up to 4 hours	62 6%	13 5%	22 6%	27 6%	36 7%	26 5%	8 6%	5 4%	15 8%	7 4%	13 6%	13 6%
Up to 5 hours	33 3%	6 3%	13 3%	14 3%	15 3%	18 3%	4 3%	3 2%	5 3%	7 4%	6 3%	8 4%
Up to 6 hours	21 2%	2 1%	8 2%	11 3%	12 2%	9 2%	1 1%	1 1%	3 1%	5 3%	8 4% g	3 1%
Up to 7 hours	3 *% *	1 *% *	1 *% *	1 *% *	1 *% *	2 *% *	* *% *	* *% *	1 *% *	1 *% *	* *% *	1 *% *
Up to 8 hours	7 1%	* *% *	1 *% *	6 1%	5 1%	3 *% *	* *% *	* *% *	1 1%	- -% *	3 1%	2 1%
Over 8 hours	8 1%	2 1%	2 1%	4 1%	4 1%	4 1%	1 1%	1 1%	- -% *	2 1%	3 1%	1 *% *
Don't know	102 10%	11 5%	38 10% a	52 12% a	45 9%	56 11%	5 4%	6 5%	18 10%	20 11% f	23 10% f	29 13% fg
Mean number of hours	1.9	1.7	2.0 a	2.1 a	2.0	1.9	1.8	1.6	2.0 g	1.9 g	2.2 fg	2.0 g
Standard deviation	1.68	1.51	1.60	1.81	1.67	1.68	1.55	1.47	1.41	1.77	1.90	1.71
Standard error	.04	.07	.07	.08	.06	.06	.11	.10	.09	.10	.11	.10

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

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

QP76B. And how much time do they spend watching YouTube on a typical weekend day? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child uses the YouTube website or app

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1752	358	479	417	498	837	915	1752	956	264	260	272	1459	293	1752
Effective Weighted Sample	1158	253	330	269	308	584	577	1158	886	232	246	263	999	159	1158
Total	1056	240	315	231	270	555	501	1056	902	92	42	21	911	144	1056
None	25 2%	5 2%	10 3%	3 1%	6 2%	16 3%	9 2%	25 2%	22 2%	1 1%	1 3%	* 2%	18 2%	7 5% i	25 2%
Up to 1 hour	395 37%	109 45% bcdfg	110 35%	84 36%	93 34%	219 39%	176 35%	395 37%	345 38% i	26 28%	18 42% i	7 35%	345 38% i	50 35%	395 37% i
Up to 2 hours	282 27%	61 26%	99 31% df	56 24%	65 24%	160 29%	122 24%	282 27%	246 27% jk	25 27% j	7 18%	4 21%	247 27% jk	34 24%	282 27% jk
Up to 3 hours	118 11%	20 8%	34 11%	32 14% a	32 12%	54 10%	64 13%	118 11%	103 11% m	10 11%	4 8%	2 10%	109 12% m	9 6%	118 11% m
Up to 4 hours	62 6%	10 4%	12 4%	19 8% abe	21 8% be	22 4%	40 8% abe	62 6%	49 5%	6 7%	4 10% hln	2 8%	48 5%	14 10% hl	62 6%
Up to 5 hours	33 3%	4 2%	8 3%	8 4%	12 5%	12 2%	21 4%	33 3%	29 3%	1 2%	1 3%	1 5% i	24 3%	9 6% il	33 3%
Up to 6 hours	21 2%	4 2%	3 1%	4 2%	10 4% be	7 1%	14 3% e	21 2%	18 2%	2 2%	1 2%	* 1%	17 2%	4 3%	21 2%
Up to 7 hours	3 *% *	* *% *	1 *% *	- -% *	2 1%	1 *% *	2 *% *	3 *% *	1 *% *	2 2% hklm	1 1% hln	- -% *	2 *% *	* *% *	3 *% *
Up to 8 hours	7 1%	1 1%	2 *% *	2 1%	2 1%	3 1%	4 1%	7 1%	7 1%	* *% *	* 1% *	* *% *	6 1%	1 1%	7 1%
Over 8 hours	8 1%	- -% *	3 1%	1 1%	4 2% a	3 *% *	6 1%	8 1%	7 1%	1 1%	* *% *	* *% *	5 1%	3 2%	8 1%
Don't know	102 10%	26 11%	33 10%	21 9%	22 8%	59 11%	43 9%	102 10%	75 8%	18 20% hijlmn	5 11%	4 19% hijlmn	88 10%	14 9%	102 10%
Mean number of hours	1.9	1.6	1.9	2.0	2.3	1.7	2.2	1.9	1.9	2.2	1.9	2.0	1.9	2.2	1.9

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.

QP76A-B. HOURS WATCHING THINGS ON YOUTUBE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child uses the YouTube website or app

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1752	479	604	669	840	912	223	256	274	330	343	326
Effective Weighted Sample	1158	288	397	476	569	590	135	155	179	221	258	220
Total	1056	240	372	444	527	529	120	119	184	188	223	221
None	9	2	5	2	7	2	2	*	3	2	2	*
	1%	1%	1%	1%	1%	*%	2%	*%	2%	1%	1%	*%
Up to 5 hours	254	81	84	89	111	142	34	47	33	50	44	44
	24%	34%	23%	20%	21%	27%	28%	40%	18%	27%	20%	20%
		bc				d	h	fhijk		h		
Up to 10 hours	353	82	117	154	182	170	45	37	64	53	74	80
	33%	34%	31%	35%	35%	32%	37%	31%	35%	28%	33%	36%
Up to 15 hours	147	29	60	57	76	70	12	16	34	26	29	28
	14%	12%	16%	13%	14%	13%	10%	14%	19%	14%	13%	13%
									f			
Up to 20 hours	78	20	28	29	45	33	14	6	11	17	20	10
	7%	8%	8%	7%	8%	6%	12%	5%	6%	9%	9%	4%
							gk			k		
Up to 25 hours	57	8	22	27	29	28	4	4	11	11	14	13
	5%	3%	6%	6%	6%	5%	3%	3%	6%	6%	6%	6%
Up to 30 hours	22	3	9	11	13	9	1	1	5	3	6	5
	2%	1%	2%	2%	2%	2%	1%	1%	3%	2%	3%	2%
Up to 35 hours	10	*	2	8	6	4	*	-	2	*	4	4
	1%	*%	*%	2%	1%	1%	*%	-%	1%	*%	2%	2%
				a							i	
Up to 40 hours	6	2	3	2	3	3	1	*	*	2	2	-
	1%	1%	1%	*%	1%	1%	1%	*%	*%	1%	1%	-%
Over 40 hours	7	*	*	7	3	4	*	*	-	*	3	4
	1%	*%	*%	2%	1%	1%	*%	*%	-%	*%	1%	2%
				ab								
Don't know	114	13	43	59	51	63	6	7	20	23	25	33
	11%	5%	11%	13%	10%	12%	5%	6%	11%	12%	11%	15%
			a	a						fg	fg	fg
Mean number of hours	10.1	8.6	10.0	11.0	10.4	9.7	9.2	7.9	10.1	9.8	11.3	10.8
			a	ab			g		g	g	fgi	fg
Standard deviation	7.96	6.61	7.21	9.11	7.89	8.03	7.14	5.98	6.67	7.71	9.09	9.15
Standard error	.20	.32	.32	.38	.29	.29	.50	.40	.43	.46	.53	.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.

QP76A-B. HOURS WATCHING THINGS ON YOUTUBE IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child uses the YouTube website or app

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1752	358	479	417	498	837	915	1752	956	264	260	272	1459	293	1752
Effective Weighted Sample	1158	253	330	269	308	584	577	1158	886	232	246	263	999	159	1158
Total	1056	240	315	231	270	555	501	1056	902	92	42	21	911	144	1056
None	9 1%	4 2% f	5 1% f	1 *% f	1 *% f	8 2% f	1 *% f	9 1%	9 1%	* 1%	* *% ikln	* 1%	9 1%	1 1%	9 1%
Up to 5 hours	254 24%	75 31% bcdfg	63 20%	54 23%	62 23%	138 25%	116 23%	254 24%	221 25% i	16 17%	13 30% ikln	4 21%	218 24% i	36 25%	254 24% i
Up to 10 hours	353 33%	75 31%	120 38% df	75 32%	83 31%	195 35%	158 32%	353 33%	312 35% ijk	25 27%	10 23%	6 28%	304 33% j	48 34% j	353 33% j
Up to 15 hours	147 14%	27 11%	52 16%	30 13%	37 14%	79 14%	68 14%	147 14%	125 14% m	13 14% m	7 16% m	2 12%	136 15% m	10 7%	147 14% m
Up to 20 hours	78 7%	17 7%	20 6%	21 9%	20 7%	37 7%	41 8%	78 7%	63 7%	9 10%	3 8%	2 10%	63 7%	15 10%	78 7%
Up to 25 hours	57 5%	5 2%	12 4%	16 7% ae	23 9% abeg	18 3%	39 8% abeg	57 5% ae	49 5%	4 5%	2 5%	1 5%	48 5%	8 6%	57 5%
Up to 30 hours	22 2%	5 2%	4 1%	5 2%	7 3%	9 2%	13 3%	22 2%	18 2%	2 2%	1 3%	1 3%	15 2%	7 5% ln	22 2%
Up to 35 hours	10 1%	1 1%	1 *% be	1 *% be	6 2% be	3 *% be	7 1% be	10 1% be	8 1% be	1 1% be	* 1% be	- -% be	7 1% be	3 2% be	10 1% be
Up to 40 hours	6 1%	- -% be	2 1% be	1 *% be	3 1% be	2 *% be	4 1% be	6 1% be	4 *% be	1 1% be	* 1% be	* *% be	4 *% be	1 1% be	6 1% be
Over 40 hours	7 1%	- -% be	2 1% be	2 1% be	3 1% be	2 *% be	5 1% be	7 1% be	6 1% be	1 1% be	* 1% be	* *% be	6 1% be	1 1% be	7 1% be
Don't know	114 11%	30 13%	34 11%	24 11%	25 9%	65 12%	49 10%	114 11%	86 10%	19 20% hjlmn	5 12%	4 20% hjlmn	100 11%	14 9%	114 11%
Mean number of hours	10.1	8.2	9.6 a	10.7 abe	11.6 abeg	9.0	11.2 abeg	10.1 ae	9.9	12.0 hjl	10.0	10.3	9.9	11.2 hln	10.1
Standard deviation	7.96	6.28	7.26	8.18	9.39	6.89	8.86	7.96	7.70	10.17	8.61	8.02	7.66	9.58	7.96

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.

QP77A. Across all the devices they use to watch TV programmes or films, how much time do they spend watching TV programmes or films on a typical school day? This includes watching anything on scheduled TV, using any catch up services, any on-demand services like Netflix or anything that's been recorded to watch later. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches TV programmes or films

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2314	759	808	747	1108	1206	350	409	374	434	384	363
Effective Weighted Sample	1531	465	543	529	750	782	216	252	249	297	289	244
Total	1356	373	493	491	680	676	186	187	246	247	249	242
None	113	26	45	43	65	48	13	13	24	21	28	15
	8%	7%	9%	9%	10%	7%	7%	7%	10%	9%	11%	6%
Up to 1 hour	539	159	207	173	261	277	76	83	99	108	87	86
	40%	43%	42%	35%	38%	41%	41%	44%	40%	44%	35%	36%
		c	c					jk		jk		
Up to 2 hours	416	135	129	153	200	216	69	66	62	66	69	84
	31%	36%	26%	31%	29%	32%	37%	35%	25%	27%	28%	35%
		b					hij	hi				hi
Up to 3 hours	123	34	39	50	67	56	18	16	23	16	26	25
	9%	9%	8%	10%	10%	8%	10%	8%	9%	6%	10%	10%
Up to 4 hours	21	5	6	10	9	13	3	2	*	5	5	5
	2%	1%	1%	2%	1%	2%	2%	1%	*%	2%	2%	2%
										h	h	h
Up to 5 hours	1	-	-	1	*	1	-	-	-	-	*	1
	*%	-%	-%	*%	*%	*%	-%	-%	-%	-%	*%	*%
Up to 6 hours	3	1	1	1	1	2	*	1	-	1	1	-
	*%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	-%
Up to 7 hours	*	-	-	*	*	-	-	-	-	-	*	-
	*%	-%	-%	*%	*%	-%	-%	-%	-%	-%	*%	-%
Over 8 hours	2	-	-	2	2	-	-	-	-	-	2	-
	*%	-%	-%	*%	*%	-%	-%	-%	-%	-%	1%	-%
Don't know	138	13	67	58	75	63	6	7	37	29	31	27
	10%	4%	14%	12%	11%	9%	3%	4%	15%	12%	13%	11%
			a	a					fg	fg	fg	fg
Mean number of hours	1.4	1.4	1.3	1.5	1.4	1.4	1.4	1.3	1.2	1.3	1.4	1.5
		b		b			h				h	ghi
Standard deviation	.97	.86	.89	1.12	1.04	.90	.85	.86	.84	.93	1.31	.89
Standard error	.02	.03	.03	.04	.03	.03	.05	.04	.05	.05	.07	.05

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

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

QP77A. Across all the devices they use to watch TV programmes or films, how much time do they spend watching TV programmes or films on a typical school day? This includes watching anything on scheduled TV, using any catch up services, any on-demand services like Netflix or anything that's been recorded to watch later. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches TV programmes or films

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2314	467	660	524	663	1127	1187	2314	1267	353	347	347	1943	371	2314
Effective Weighted Sample	1531	330	447	338	418	777	756	1531	1163	307	329	323	1329	202	1531
Total	1356	304	408	288	357	711	645	1356	1152	123	54	27	1178	179	1356
None	113	26	26	24	37	52	61	113	101	7	4	1	94	19	113
	8%	9%	6%	8%	10% b	7%	10%	8%	9% k	6%	8% k	4%	8% k	11% ik	8% k
Up to 1 hour	539	123	181	109	126	303	235	539	477	34	16	11	449	90	539
	40%	40%	44% df	38%	35%	43% df	36%	40%	41% ij	28%	30%	40% ij	38% ij	50% hijkln	40% ij
Up to 2 hours	416	96	128	89	103	224	192	416	341	46	21	8	379	37	416
	31%	32%	31%	31%	29%	32%	30%	31%	30% m	38% hkmn	39% hklmn	29% m	32% m	21%	31% m
Up to 3 hours	123	25	32	24	43	57	67	123	103	12	7	1	109	14	123
	9%	8%	8%	8%	12% be	8%	10%	9%	9% k	10% k	12% k	4%	9% k	8%	9% k
Up to 4 hours	21	2	5	6	8	7	14	21	16	4	1	*	19	2	21
	2%	1%	1%	2%	2%	1%	2%	2%	1%	3% h	2%	1%	2%	1%	2%
Up to 5 hours	1	*	*	-	1	*	1	1	1	*	*	-	1	*	1
	*%	*%	*%	-%	*%	*%	*%	*%	*%	*%	*%	-%	*%	*%	*%
Up to 6 hours	3	-	1	-	2	1	2	3	2	-	*	-	3	-	3
	*%	-%	*%	-%	*%	*%	*%	*%	*%	-%	*%	-%	*%	-%	*%
Up to 7 hours	*	-	-	-	*	-	*	*	-	-	*	-	*	-	*
	*%	-%	-%	-%	*%	-%	*%	*%	-%	-%	*% hln	-%	*% hln	-%	*%
Over 8 hours	2	-	-	-	2	-	2	2	2	-	-	-	2	-	2
	*%	-%	-%	-%	*%	-%	*%	*%	*%	-%	-%	-%	*% hijklmn	-%	*% hijklmn
Don't know	138	31	35	35	37	66	72	138	109	19	4	6	121	17	138
	10%	10%	9%	12%	10%	9%	11%	10%	9%	16% hijklmn	8%	22% hijklmn	10%	9%	10%
Mean number of hours	1.4	1.3	1.3	1.3	1.4 ae	1.3	1.4	1.4	1.3 m	1.6 hklmn	1.5 hkmn	1.4 m	1.4 m	1.1	1.4 m
Standard deviation	.97	.82	.84	.88	1.25	.83	1.10	.97	.98	.89	.98	.76	.98	.85	.97
Standard error	.02	.04	.03	.04	.05	.03	.03	.02	.03	.05	.05	.05	.02	.05	.02

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

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

QP77B. And how much time do they spend watching TV programmes or films on a typical weekend day? This includes watching anything on scheduled TV, using any catch up services, any on-demand services like Netflix or anything that's been recorded to watch later. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches TV programmes or films

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2314	759	808	747	1108	1206	350	409	374	434	384	363
Effective Weighted Sample	1531	465	543	529	750	782	216	252	249	297	289	244
Total	1356	373	493	491	680	676	186	187	246	247	249	242
None	37	8	15	14	25	12	6	2	9	6	11	3
	3%	2%	3%	3%	4%	2%	3%	1%	4%	2%	4%	1%
					e						gk	
Up to 1 hour	301	93	110	98	147	154	41	51	51	59	54	43
	22%	25%	22%	20%	22%	23%	22%	27%	21%	24%	22%	18%
								k				
Up to 2 hours	431	128	156	148	207	225	65	63	74	82	68	80
	32%	34%	32%	30%	30%	33%	35%	34%	30%	33%	27%	33%
Up to 3 hours	229	65	81	82	121	108	36	29	48	34	38	44
	17%	17%	16%	17%	18%	16%	19%	16%	19%	14%	15%	18%
Up to 4 hours	133	41	45	47	62	72	18	23	20	25	24	23
	10%	11%	9%	10%	9%	11%	10%	13%	8%	10%	10%	10%
Up to 5 hours	57	14	11	31	21	35	5	9	5	6	11	20
	4%	4%	2%	6%	3%	5%	3%	5%	2%	3%	4%	8%
				b		d						fhi
Up to 6 hours	18	4	6	9	13	6	4	1	2	3	7	1
	1%	1%	1%	2%	2%	1%	2%	*%	1%	1%	3%	1%
											gk	
Up to 7 hours	1	-	1	*	*	1	-	-	-	1	*	-
	*%	-%	*%	*%	*%	*%	-%	-%	-%	*%	*%	-%
Up to 8 hours	1	*	1	-	1	-	*	-	1	-	-	-
	*%	*%	*%	-%	*%	-%	*%	-%	*%	-%	-%	-%
Over 8 hours	3	-	1	2	3	-	-	-	1	-	2	-
	*%	-%	*%	*%	*%	-%	-%	-%	*%	-%	1%	-%
Don't know	145	19	66	60	80	64	11	8	36	30	33	27
	11%	5%	13%	12%	12%	10%	6%	4%	15%	12%	13%	11%
			a	a					fg	fg	fg	g
Mean number of hours	2.2	2.1	2.1	2.3	2.2	2.2	2.1	2.1	2.1	2.1	2.3	2.4
				ab								fghi
Standard deviation	1.36	1.27	1.30	1.48	1.44	1.27	1.28	1.26	1.30	1.30	1.68	1.24
Standard error	.03	.05	.05	.06	.05	.04	.07	.07	.07	.07	.09	.07

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

QP77B. And how much time do they spend watching TV programmes or films on a typical weekend day? This includes watching anything on scheduled TV, using any catch up services, any on-demand services like Netflix or anything that's been recorded to watch later. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches TV programmes or films

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2314	467	660	524	663	1127	1187	2314	1267	353	347	347	1943	371	2314
Effective Weighted Sample	1531	330	447	338	418	777	756	1531	1163	307	329	323	1329	202	1531
Total	1356	304	408	288	357	711	645	1356	1152	123	54	27	1178	179	1356
None	37 3%	9 3%	6 1%	5 2%	17 5% bceg	15 2%	22 3% b	37 3%	30 3%	4 3%	3 6% hklm	1 2%	32 3%	5 3%	37 3%
Up to 1 hour	301 22%	66 22%	87 21%	65 23%	82 23%	154 22%	147 23%	301 22%	269 23% ijk	18 15%	8 16%	4 17%	259 22% ijk	42 23% ij	301 22% ijk
Up to 2 hours	431 32%	106 35% df	143 35% df	88 31%	94 26%	250 35% df	182 28%	431 32% d	378 33% ij	32 26%	13 23%	8 30%	369 31% j	62 35% ij	431 32% j
Up to 3 hours	229 17%	50 16%	69 17%	48 17%	62 17%	118 17%	110 17%	229 17%	191 17%	22 18%	11 21% m	5 17%	204 17%	25 14%	229 17%
Up to 4 hours	133 10%	24 8%	44 11%	29 10%	37 10%	67 9%	66 10%	133 10%	106 9% k	19 15% hklmn	7 14% hkmm	2 6%	122 10% k	12 6%	133 10% k
Up to 5 hours	57 4%	13 4%	16 4%	11 4%	16 4%	30 4%	27 4%	57 4%	49 4% k	4 3% k	3 6% k	* *%	47 4% k	10 5% k	57 4% k
Up to 6 hours	18 1%	3 1%	2 *%	4 1%	9 3% be	5 1%	13 2% be	18 1%	16 1%	1 1%	1 1%	* 1%	17 1%	2 1%	18 1%
Up to 7 hours	1 *%	- -%	1 *%	- -%	- -%	1 *%	- -%	1 *%	1 *%	* *%	- -%	* *%	1 *%	* *%	1 *%
Up to 8 hours	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	1 *%	- -%	* *%	- -%	* *%	1 *%	1 *%
Over 8 hours	3 *%	- -%	- -%	1 *%	2 1% e	- -%	3 *%	3 *%	3 *%	- -%	* *%	- -%	3 *%	- -%	3 *%
Don't know	145 11%	31 10%	39 10%	36 12%	38 11%	71 10%	74 11%	145 11%	108 9%	22 18% hijlmn	7 12%	8 28% hijlmn	124 11%	20 11%	145 11%
Mean number of hours	2.2	2.1	2.2	2.2	2.3	2.2	2.2	2.2	2.2	2.4	2.4	2.1	2.2	2.1	2.2

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.

QP77B. And how much time do they spend watching TV programmes or films on a typical weekend day? This includes watching anything on scheduled TV, using any catch up services, any on-demand services like Netflix or anything that's been recorded to watch later. (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches TV programmes or films

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Standard error	.03	.06	.05	.06	.07	.04	.05	.03	.04	.07	.09	.07	.03	.07	.03
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

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

QP77A-B. HOURS WATCHING TV PROGRAMMES OR FILMS IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches TV programmes or films

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2314	759	808	747	1108	1206	350	409	374	434	384	363
Effective Weighted Sample	1531	465	543	529	750	782	216	252	249	297	289	244
Total	1356	373	493	491	680	676	186	187	246	247	249	242
None	24 2%	6 2%	9 2%	9 2%	17 2% e	7 1%	5 3%	2 1%	5 2%	4 1%	7 3%	2 1%
Up to 5 hours	194 14%	61 16% c	76 15%	56 11%	95 14%	98 15%	28 15%	34 18% k	34 14%	43 17% k	34 14%	22 9%
Up to 10 hours	372 27%	98 26%	147 30%	127 26%	183 27%	189 28%	46 25%	51 27%	74 30%	73 30%	62 25%	64 27%
Up to 15 hours	323 24%	105 28% b	100 20%	118 24%	161 24%	162 24%	57 31% hi	48 26%	46 19%	54 22%	58 23%	60 25%
Up to 20 hours	175 13%	51 14%	57 12%	66 14%	83 12%	91 13%	23 12%	28 15%	32 13%	25 10%	28 11%	38 16% i
Up to 25 hours	79 6%	24 6%	24 5%	31 6%	36 5%	43 6%	9 5%	15 8%	11 5%	13 5%	15 6%	16 7%
Up to 30 hours	22 2%	6 2%	4 1%	11 2%	13 2%	9 1%	6 3% gh	1 *% g	1 1%	3 1%	6 3% g	5 2%
Up to 35 hours	4 *%	1 *%	2 *%	2 *%	4 1%	1 *%	- -%	1 *%	2 1%	* *%	2 1%	* *%
Over 40 hours	2 *%	* *%	1 *%	1 *%	1 *%	1 *%	* *%	- -%	- -%	1 *%	1 1%	- -%
Don't know	161 12%	20 5%	72 15% a	69 14% a	86 13%	75 11%	11 6%	9 5%	40 16% fg	32 13% fg	35 14% fg	34 14% fg
Mean number of hours	11.1	11.1	10.5	11.8 ab	11.1	11.1	11.2	10.9	10.5	10.4	11.6	12.0 ghi
Standard deviation	6.71	6.13	6.19	7.56	7.15	6.25	6.24	6.04	5.95	6.43	8.72	6.16
Standard error	.15	.23	.24	.30	.23	.19	.35	.31	.34	.34	.49	.35

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

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

QP77A-B. HOURS WATCHING TV PROGRAMMES OR FILMS IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child watches TV programmes or films

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2314	467	660	524	663	1127	1187	2314	1267	353	347	347	1943	371	2314
Effective Weighted Sample	1531	330	447	338	418	777	756	1531	1163	307	329	323	1329	202	1531
Total	1356	304	408	288	357	711	645	1356	1152	123	54	27	1178	179	1356
None	24 2%	7 2% b	2 *% b	3 1% beg	12 3% beg	9 1% b	15 2% b	24 2% b	19 2% b	3 3% b	1 2% b	* 1% b	20 2% b	4 2% b	24 2% b
Up to 5 hours	194 14%	42 14%	52 13%	44 15%	56 16%	94 13%	100 15%	194 14%	175 15% ik	10 8% ik	7 12% k	2 7% k	160 14% ik	34 19% ijk	194 14% ik
Up to 10 hours	372 27%	82 27%	132 32% cdfg	74 26%	83 23%	214 30% df	157 24%	372 27%	333 29% ij	22 18% ij	10 19% ij	7 26% ij	311 26% ij	61 34% ijln	372 27% ij
Up to 15 hours	323 24%	80 26%	102 25%	68 24%	73 20%	182 26% d	141 22%	323 24%	270 23% m	33 27% m	14 26% m	6 23% m	292 25% m	31 17% m	323 24% m
Up to 20 hours	175 13%	36 12%	54 13%	38 13%	47 13%	89 13%	86 13%	175 13%	143 12%	20 16% km	9 17% hkmn	3 10% m	161 14% m	14 8% m	175 13% m
Up to 25 hours	79 6%	18 6%	20 5%	12 4%	29 8% c	38 5%	41 6%	79 6%	65 6% k	9 7% k	4 8% k	1 2% k	66 6% k	13 7% k	79 6% k
Up to 30 hours	22 2%	1 *% ae	3 1% ae	7 2% ae	11 3% abe	5 1% abe	18 3% abe	22 2% e	19 2% e	2 2% e	1 1% e	* 1% e	21 2% e	1 *% e	22 2% e
Up to 35 hours	4 *% e	1 *% e	1 *% e	1 *% e	2 1% e	1 *% e	3 *% e	4 *% e	4 *% e	* *% e	* 1% e	* 1% e	3 *% e	1 1% e	4 *% e
Over 40 hours	2 *% e	- -% e	1 *% e	- -% e	1 *% e	1 *% e	1 *% e	2 *% e	2 *% e	- -% e	* 1% e	- -% e	2 *% e	- -% e	2 *% e
Don't know	161 12%	37 12%	41 10%	40 14%	42 12%	79 11%	83 13%	161 12%	123 11%	24 19% hijlmn	7 13% hijlmn	8 29% hijlmn	141 12% hijlmn	21 12% hijlmn	161 12% hijlmn
Mean number of hours	11.1	10.6	11.1	11.0	11.6 ae	10.9	11.4	11.1	10.9 m	12.5 hklmn	12.4 hklmn	11.1 m	11.3 m	9.9	11.1 m
Standard deviation	6.71	5.87	5.84	6.32	8.40	5.85	7.56	6.71	6.71	6.34	7.54	5.40	6.76	6.23	6.71
Standard error	.15	.29	.24	.30	.35	.19	.24	.15	.20	.37	.43	.34	.17	.35	.15

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

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

QP78A. Across all the devices they use to watch for social media or messaging sites or apps, how much time do they spend using social media or messaging sites or apps on a typical school day? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Children with a profile or account on social media or messaging sites or apps

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%		~a	b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	701	18	159	524	329	372	7	11	65	94	257	267
Effective Weighted Sample	486	13	99	374	238	248	5	8	43	58	193	183
Total	459	11	96	351	220	240	4	7	47	49	168	183
None	16	**	11	1	7	9	**	**	**	**	1	*
	3%	**	12%	*%	3%	4%	**	**	**	**	1%	*%
Up to 1 hour	214	**	54	154	116	98	**	**	**	**	87	67
	47%	**	56%	44%	53%	41%	**	**	**	**	52%	36%
			c		e						k	
Up to 2 hours	94	**	17	77	37	57	**	**	**	**	29	48
	20%	**	17%	22%	17%	24%	**	**	**	**	17%	26%
											j	
Up to 3 hours	48	**	5	43	17	31	**	**	**	**	14	29
	10%	**	5%	12%	8%	13%	**	**	**	**	8%	16%
				b							j	
Up to 4 hours	16	**	1	15	7	9	**	**	**	**	7	8
	3%	**	1%	4%	3%	4%	**	**	**	**	4%	4%
Up to 5 hours	7	**	-	7	2	5	**	**	**	**	2	5
	2%	**	-%	2%	1%	2%	**	**	**	**	1%	3%
Up to 6 hours	3	**	1	2	2	2	**	**	**	**	2	1
	1%	**	1%	1%	1%	1%	**	**	**	**	1%	*%
Up to 7 hours	1	**	-	1	*	1	**	**	**	**	*	1
	*%	**	-%	*%	*%	*%	**	**	**	**	*%	*%
Up to 8 hours	3	**	-	3	2	1	**	**	**	**	2	1
	1%	**	-%	1%	1%	1%	**	**	**	**	1%	1%
Over 8 hours	*	**	-	*	*	-	**	**	**	**	*	-
	*%	**	-%	*%	*%	-%	**	**	**	**	*%	-%
Don't know	56	**	8	47	29	27	**	**	**	**	24	23
	12%	**	8%	14%	13%	11%	**	**	**	**	14%	13%
Mean number of hours	1.5	**	1.0	1.7	1.4	1.6	**	**	**	**	1.6	1.8
				b							j	
Standard deviation	1.35	**	1.04	1.40	1.37	1.34	**	**	**	**	1.46	1.34
Standard error	.05	**	.09	.07	.08	.07	**	**	**	**	.10	.09

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

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

QP78A. Across all the devices they use to watch for social media or messaging sites or apps, how much time do they spend using social media or messaging sites or apps on a typical school day? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Children with a profile or account on social media or messaging sites or apps

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND ~k	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	~k	l	m	n
Unweighted total	701	162	195	152	192	357	344	701	374	112	129	86	577	124	701
Effective Weighted Sample	486	117	143	100	127	259	227	486	356	103	124	85	410	76	486
Total	459	111	140	90	118	251	208	459	381	48	23	8	387	72	459
None	16 3%	3 3%	3 2%	5 5%	6 5%	6 2%	10 5%	16 3%	14 4%	1 1%	1 5%	** **	13 3%	3 5%	16 3%
Up to 1 hour	214 47%	56 50% f	76 55% cdf	35 39%	46 39%	133 53% cdf	81 39%	214 47%	188 49% ij	15 32%	8 36%	** **	172 44% i	42 58% ijl	214 47% ij
Up to 2 hours	94 20%	26 23%	24 17%	17 19%	27 23%	50 20%	44 21%	94 20%	75 20%	11 23%	6 27% m	** **	84 22%	10 14%	94 20%
Up to 3 hours	48 10%	7 7%	11 8%	14 16% ae	15 13%	19 8%	29 14% ae	48 10%	37 10%	7 15%	3 12%	** **	43 11%	5 7%	48 10%
Up to 4 hours	16 3%	3 3%	5 4%	4 4%	4 3%	8 3%	8 4%	16 3%	12 3%	2 4%	1 5%	** **	14 4%	2 2%	16 3%
Up to 5 hours	7 2%	2 1%	1 *% i	1 1%	4 3%	2 1%	5 2%	7 2%	6 2%	- -%	1 4% i	** **	6 2%	1 2%	7 2%
Up to 6 hours	3 1%	1 *% hiln	* *% hiln	1 1%	1 1%	1 *% hiln	3 1%	3 1%	2 1%	- -%	1 4% hiln	** **	2 1%	1 2%	3 1%
Up to 7 hours	1 *% hn	* *% hn	* *% hn	- -%	* *% hn	1 *% hn	* *% hn	1 *% hn	- -%	1 2% hn	* 1%	** **	1 *% hn	- -%	1 *% hn
Up to 8 hours	3 1%	1 1%	* *% j	- -%	2 2%	1 *% j	2 1%	3 1%	3 1%	- -%	- -%	** **	3 1% j	- -%	3 1% j
Over 8 hours	* *% n	- -%	* *% n	- -%	- -%	* *% n	- -%	* *% n	- -%	- -%	* 1% n	** **	* *% n	- -%	* *% n
Don't know	56 12%	13 12%	18 13%	13 14%	13 11%	31 12%	26 12%	56 12%	43 11%	11 22% hjlmn	1 6%	** **	49 13% j	8 11%	56 12%
Mean number of hours	1.5	1.4	1.3	1.6	1.8 abe	1.4	1.7 be	1.5	1.4	1.8	1.9 hlmn	**	1.6	1.3	1.5

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.

QP78A. Across all the devices they use to watch for social media or messaging sites or apps, how much time do they spend using social media or messaging sites or apps on a typical school day? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Children with a profile or account on social media or messaging sites or apps

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	ALL ~e	ENG- LAND ~f	SCOT- LAND ~g	WALES ~h	IRELAND ~i	ALL j	ENG- LAND k	SCOT- LAND ~l	WALES ~m	IRELAND ~n	ALL o
Significance Level: 95%																
Unweighted total	701	11	4	3	-	18	70	29	42	18	159	293	79	84	68	524
Effective Weighted Sample	486	10	4	3	-	13	68	28	42	18	99	279	73	81	67	374
Total	459	10	1	*	-	11	77	11	7	1	96	293	36	16	6	351
None	16	**	**	**	**	**	**	**	**	**	11	-	**	**	**	1
	3%	**	**	**	**	**	**	**	**	**	12%	-%	**	**	**	*%
Up to 1 hour	214	**	**	**	**	**	**	**	**	**	54	137	**	**	**	154
	47%	**	**	**	**	**	**	**	**	**	56%	47%	**	**	**	44%
Up to 2 hours	94	**	**	**	**	**	**	**	**	**	17	63	**	**	**	77
	20%	**	**	**	**	**	**	**	**	**	17%	21%	**	**	**	22%
Up to 3 hours	48	**	**	**	**	**	**	**	**	**	5	33	**	**	**	43
	10%	**	**	**	**	**	**	**	**	**	5%	11%	**	**	**	12%
Up to 4 hours	16	**	**	**	**	**	**	**	**	**	1	11	**	**	**	15
	3%	**	**	**	**	**	**	**	**	**	1%	4%	**	**	**	4%
Up to 5 hours	7	**	**	**	**	**	**	**	**	**	-	6	**	**	**	7
	2%	**	**	**	**	**	**	**	**	**	-%	2%	**	**	**	2%
Up to 6 hours	3	**	**	**	**	**	**	**	**	**	1	1	**	**	**	2
	1%	**	**	**	**	**	**	**	**	**	1%	*%	**	**	**	1%
Up to 7 hours	1	**	**	**	**	**	**	**	**	**	-	-	**	**	**	1
	*%	**	**	**	**	**	**	**	**	**	-%	-%	**	**	**	*%
Up to 8 hours	3	**	**	**	**	**	**	**	**	**	-	3	**	**	**	3
	1%	**	**	**	**	**	**	**	**	**	-%	1%	**	**	**	1%
Over 8 hours	*	**	**	**	**	**	**	**	**	**	-	-	**	**	**	*
	*%	**	**	**	**	**	**	**	**	**	-%	-%	**	**	**	*%
Don't know	56	**	**	**	**	**	**	**	**	**	8	38	**	**	**	47
	12%	**	**	**	**	**	**	**	**	**	8%	13%	**	**	**	14%
Mean number of hours	1.5	**	**	**	**	**	**	**	**	**	1.0	1.6	**	**	**	1.7
Standard deviation	1.35	**	**	**	**	**	**	**	**	**	1.04	1.35	**	**	**	1.40
Standard error	.05	**	**	**	**	**	**	**	**	**	.09	.08	**	**	**	.07

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

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

QP78B. And how much time do they spend using social media or messaging sites or apps on a typical weekend day? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Children with a profile or account on social media or messaging sites or apps

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	701	18	159	524	329	372	7	11	65	94	257	267
Effective Weighted Sample	486	13	99	374	238	248	5	8	43	58	193	183
Total	459	11	96	351	220	240	4	7	47	49	168	183
None	12	**	7	2	6	6	**	**	**	**	2	-
	3%	**	7%	1%	3%	3%	**	**	**	**	1%	-%
			c									
Up to 1 hour	169	**	48	117	89	81	**	**	**	**	64	53
	37%	**	50%	33%	40%	34%	**	**	**	**	38%	29%
			c									
Up to 2 hours	90	**	15	74	44	46	**	**	**	**	36	38
	20%	**	15%	21%	20%	19%	**	**	**	**	22%	21%
Up to 3 hours	50	**	11	38	20	30	**	**	**	**	12	26
	11%	**	12%	11%	9%	13%	**	**	**	**	7%	14%
											j	
Up to 4 hours	28	**	4	24	13	14	**	**	**	**	12	12
	6%	**	4%	7%	6%	6%	**	**	**	**	7%	7%
Up to 5 hours	25	**	2	23	8	16	**	**	**	**	7	16
	5%	**	2%	7%	4%	7%	**	**	**	**	4%	9%
Up to 6 hours	13	**	*	12	4	8	**	**	**	**	4	8
	3%	**	*%	4%	2%	3%	**	**	**	**	3%	4%
Up to 7 hours	6	**	-	6	3	3	**	**	**	**	3	3
	1%	**	-%	2%	1%	1%	**	**	**	**	2%	2%
Up to 8 hours	2	**	-	2	*	1	**	**	**	**	*	1
	*%	**	-%	*%	*%	1%	**	**	**	**	*%	1%
Over 8 hours	6	**	1	5	3	3	**	**	**	**	3	2
	1%	**	1%	1%	2%	1%	**	**	**	**	2%	1%
Don't know	58	**	8	49	28	30	**	**	**	**	24	24
	13%	**	9%	14%	13%	13%	**	**	**	**	14%	13%
Mean number of hours	2.1	**	1.5	2.4	2.0	2.3	**	**	**	**	2.2	2.6
				b		d						j
Standard deviation	1.98	**	1.63	2.03	1.92	2.02	**	**	**	**	2.06	1.98
Standard error	.08	**	.14	.10	.11	.11	**	**	**	**	.14	.13

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

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

QP78B. And how much time do they spend using social media or messaging sites or apps on a typical weekend day? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Children with a profile or account on social media or messaging sites or apps

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	~k	l	m	n
Unweighted total	701	162	195	152	192	357	344	701	374	112	129	86	577	124	701
Effective Weighted Sample	486	117	143	100	127	259	227	486	356	103	124	85	410	76	486
Total	459	111	140	90	118	251	208	459	381	48	23	8	387	72	459
None	12 3%	1 1%	1 1%	5 5% e	5 4%	3 1%	9 4% e	12 3%	11 3%	1 1%	* 2%	** **	11 3%	1 2%	12 3%
Up to 1 hour	169 37%	41 36%	61 43% f	30 33%	39 33%	101 40%	68 33%	169 37%	153 40% ij	9 20%	6 24%	** **	136 35% ij	33 46% ij	169 37% ij
Up to 2 hours	90 20%	27 24%	23 16%	18 20%	22 19%	50 20%	41 20%	90 20%	73 19%	10 22%	6 26%	** **	78 20%	13 18%	90 20%
Up to 3 hours	50 11%	13 11%	12 9%	15 17%	11 9%	25 10%	26 12%	50 11%	38 10%	8 18% h	3 14%	** **	44 11%	7 9%	50 11%
Up to 4 hours	28 6%	7 6%	11 8%	5 5%	6 5%	17 7%	10 5%	28 6%	22 6%	2 4%	3 14% hilmn	** **	25 6%	3 4%	28 6%
Up to 5 hours	25 5%	1 1%	10 7% a	3 3%	11 9% a	11 4%	13 6% a	25 5%	21 5%	2 4%	2 7%	** **	22 6%	2 3%	25 5%
Up to 6 hours	13 3%	4 3%	3 2%	1 1%	6 5%	6 3%	6 3%	13 3%	9 2%	2 4%	1 3%	** **	11 3%	2 2%	13 3%
Up to 7 hours	6 1%	1 1%	1 1%	1 1%	3 3%	2 1%	4 2%	6 1%	5 1%	1 2%	* 1%	** **	5 1%	1 2%	6 1%
Up to 8 hours	2 *% *%	* *% *%	* *% *%	* *% *%	1 1%	* *% *%	1 1%	2 *% *%	1 *% *%	- -% -%	* 1%	** **	2 *% *%	* *% *%	2 *% *%
Over 8 hours	6 1%	2 2%	2 1%	1 1%	1 1%	4 2%	2 1%	6 1%	5 1%	- -% -%	1 2%	** **	5 1%	1 2%	6 1%
Don't know	58 13%	15 13%	17 12%	12 14%	14 12%	32 13%	26 13%	58 13%	42 11%	12 25% hjlmn	2 7%	** **	49 13%	9 12%	58 13%
Mean number of hours	2.1	2.1	2.1	2.0	2.4	2.1	2.2	2.1	2.1	2.4	2.6 hmn	**	2.2	1.9	2.1
Standard deviation	1.98	2.09	1.81	1.75	2.20	1.93	2.03	1.98	2.00	1.65	2.04	**	1.99	1.90	1.98
Standard error	.08	.18	.14	.15	.17	.11	.12	.08	.11	.18	.19	**	.09	.18	.08

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

QP78B. And how much time do they spend using social media or messaging sites or apps on a typical weekend day? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Children with a profile or account on social media or messaging sites or apps

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	~l	~m	~n	o
Unweighted total	701	11	4	3	-	18	70	29	42	18	159	293	79	84	68	524
Effective Weighted Sample	486	10	4	3	-	13	68	28	42	18	99	279	73	81	67	374
Total	459	10	1	*	-	11	77	11	7	1	96	293	36	16	6	351
None	12	**	**	**	**	**	**	**	**	**	7	1	**	**	**	2
	3%	**	**	**	**	**	**	**	**	**	7%	1%	**	**	**	1%
Up to 1 hour	169	**	**	**	**	**	**	**	**	**	48	107	**	**	**	117
	37%	**	**	**	**	**	**	**	**	**	50%	36%	**	**	**	33%
Up to 2 hours	90	**	**	**	**	**	**	**	**	**	15	61	**	**	**	74
	20%	**	**	**	**	**	**	**	**	**	15%	21%	**	**	**	21%
Up to 3 hours	50	**	**	**	**	**	**	**	**	**	11	29	**	**	**	38
	11%	**	**	**	**	**	**	**	**	**	12%	10%	**	**	**	11%
Up to 4 hours	28	**	**	**	**	**	**	**	**	**	4	19	**	**	**	24
	6%	**	**	**	**	**	**	**	**	**	4%	7%	**	**	**	7%
Up to 5 hours	25	**	**	**	**	**	**	**	**	**	2	19	**	**	**	23
	5%	**	**	**	**	**	**	**	**	**	2%	7%	**	**	**	7%
Up to 6 hours	13	**	**	**	**	**	**	**	**	**	*	9	**	**	**	12
	3%	**	**	**	**	**	**	**	**	**	1%	3%	**	**	**	4%
Up to 7 hours	6	**	**	**	**	**	**	**	**	**	-	5	**	**	**	6
	1%	**	**	**	**	**	**	**	**	**	0%	2%	**	**	**	2%
Up to 8 hours	2	**	**	**	**	**	**	**	**	**	-	1	**	**	**	2
	1%	**	**	**	**	**	**	**	**	**	0%	1%	**	**	**	1%
Over 8 hours	6	**	**	**	**	**	**	**	**	**	1	5	**	**	**	5
	1%	**	**	**	**	**	**	**	**	**	1%	2%	**	**	**	1%
Don't know	58	**	**	**	**	**	**	**	**	**	8	38	**	**	**	49
	13%	**	**	**	**	**	**	**	**	**	9%	13%	**	**	**	14%
Mean number of hours	2.1	**	**	**	**	**	**	**	**	**	1.5	2.3	**	**	**	2.4
Standard deviation	1.98	**	**	**	**	**	**	**	**	**	1.63	2.04	**	**	**	2.03
Standard error	.08	**	**	**	**	**	**	**	**	**	.14	.13	**	**	**	.10

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

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

QP78A-B. HOURS USING SOCIAL MEDIA OR MESSAGING SITES OR APPS IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Children with a profile or account on social media or messaging sites or apps

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	701	18	159	524	329	372	7	11	65	94	257	267
Effective Weighted Sample	486	13	99	374	238	248	5	8	43	58	193	183
Total	459	11	96	351	220	240	4	7	47	49	168	183
None	11	**	7	1	5	6	**	**	**	**	1	-
	2%	**	7%	*%	2%	3%	**	**	**	**	*%	-%
			c									
Up to 5 hours	100	**	36	61	57	43	**	**	**	**	35	26
	22%	**	37%	17%	26%	18%	**	**	**	**	21%	14%
			c		e							
Up to 10 hours	116	**	20	93	59	57	**	**	**	**	51	42
	25%	**	21%	26%	27%	24%	**	**	**	**	30%	23%
Up to 15 hours	59	**	13	46	27	32	**	**	**	**	18	28
	13%	**	13%	13%	12%	13%	**	**	**	**	11%	15%
Up to 20 hours	41	**	4	36	12	29	**	**	**	**	11	26
	9%	**	4%	10%	6%	12%	**	**	**	**	6%	14%
					d						j	
Up to 25 hours	37	**	5	32	17	19	**	**	**	**	14	18
	8%	**	5%	9%	8%	8%	**	**	**	**	8%	10%
Up to 30 hours	13	**	1	12	3	10	**	**	**	**	3	8
	3%	**	1%	3%	2%	4%	**	**	**	**	2%	5%
Up to 35 hours	6	**	*	6	3	3	**	**	**	**	3	3
	1%	**	*%	2%	1%	1%	**	**	**	**	2%	2%
Up to 40 hours	5	**	-	5	1	4	**	**	**	**	1	4
	1%	**	-%	2%	1%	2%	**	**	**	**	1%	2%
Over 40 hours	8	**	1	7	4	4	**	**	**	**	4	3
	2%	**	1%	2%	2%	2%	**	**	**	**	3%	2%
Don't know	63	**	10	52	31	32	**	**	**	**	27	26
	14%	**	10%	15%	14%	13%	**	**	**	**	16%	14%
Mean number of hours	11.8	**	7.8	13.2	10.8	12.7	**	**	**	**	12.0	14.3
				b		d					j	
Standard deviation	10.30	**	8.12	10.59	10.22	10.32	**	**	**	**	10.96	10.15
Standard error	.42	**	.70	.50	.61	.58	**	**	**	**	.75	.67

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

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

QP78A-B. HOURS USING SOCIAL MEDIA OR MESSAGING SITES OR APPS IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Children with a profile or account on social media or messaging sites or apps

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	~k	l	m	n
Unweighted total	701	162	195	152	192	357	344	701	374	112	129	86	577	124	701
Effective Weighted Sample	486	117	143	100	127	259	227	486	356	103	124	85	410	76	486
Total	459	111	140	90	118	251	208	459	381	48	23	8	387	72	459
None	11 2%	1 1%	1 1%	4 4%	5 4%	3 1%	8 4%	11 2%	10 3%	1 1%	* 1%	** **	10 2%	1 2%	11 2%
Up to 5 hours	100 22%	24 22%	34 24%	16 18%	26 22%	58 23%	42 20%	100 22%	91 24% ij	5 9%	3 13%	** **	82 21% ij	18 25% ij	100 22% ij
Up to 10 hours	116 25%	33 30% f	43 31% df	18 20%	22 19%	76 30% cdf	40 19%	116 25%	99 26%	10 20%	6 27%	** **	90 23%	26 36% il	116 25%
Up to 15 hours	59 13%	17 15%	14 10%	14 15%	14 12%	31 12%	27 13%	59 13%	46 12%	8 16%	4 17%	** **	52 14%	6 9%	59 13%
Up to 20 hours	41 9%	9 8%	10 7%	11 12%	11 10%	19 8%	22 11%	41 9%	34 9%	5 10%	2 11%	** **	37 9%	5 7%	41 9%
Up to 25 hours	37 8%	3 3%	10 7%	7 8%	16 14% aeg	14 5%	23 11% ae	37 8%	29 8%	4 9%	2 9%	** **	34 9%	3 4%	37 8%
Up to 30 hours	13 3%	2 2%	4 3%	4 4%	3 3%	6 2%	7 3%	13 3%	10 3%	2 5%	1 4%	** **	13 3%	* *%	13 3%
Up to 35 hours	6 1%	2 2%	2 1%	* *%	1 1%	4 2%	1 1%	6 1%	4 1%	1 2%	1 3%	** **	4 1%	2 2%	6 1%
Up to 40 hours	5 1%	* *%	2 1%	1 1%	2 2%	2 1%	3 2%	5 1%	4 1%	* 1%	1 3%	** **	4 1%	1 2%	5 1%
Over 40 hours	8 2%	3 2%	* *%	1 1%	4 3%	3 1%	5 2%	8 2%	7 2%	* 1%	1 4%	** **	7 2%	1 2%	8 2%
Don't know	63 14%	16 14%	19 13%	15 16%	14 12%	35 14%	28 14%	63 14%	47 12%	12 25% hjlmn	2 8%	** **	55 14%	9 12%	63 14%
Mean number of hours	11.8	11.1	10.8	12.0	13.5 be	10.9	12.9 be	11.8	11.3	14.0	14.9 hlmn	**	12.1	10.3	11.8
Standard deviation	10.30	10.25	8.94	9.77	11.99	9.52	11.10	10.30	10.14	9.11	12.61	**	10.38	9.79	10.30
Standard error	.42	.88	.70	.88	.92	.55	.65	.42	.56	.99	1.16	**	.47	.94	.42

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

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

QP78A-B. HOURS USING SOCIAL MEDIA OR MESSAGING SITES OR APPS IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Children with a profile or account on social media or messaging sites or apps

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	~l	~m	~n	o
Unweighted total	701	11	4	3	-	18	70	29	42	18	159	293	79	84	68	524
Effective Weighted Sample	486	10	4	3	-	13	68	28	42	18	99	279	73	81	67	374
Total	459	10	1	*	-	11	77	11	7	1	96	293	36	16	6	351
None	11	**	**	**	**	**	**	**	**	**	7	-	**	**	**	1
	2%	**	**	**	**	**	**	**	**	**	7%	-%	**	**	**	*%
Up to 5 hours	100	**	**	**	**	**	**	**	**	**	36	57	**	**	**	61
	22%	**	**	**	**	**	**	**	**	**	37%	19%	**	**	**	17%
Up to 10 hours	116	**	**	**	**	**	**	**	**	**	20	80	**	**	**	93
	25%	**	**	**	**	**	**	**	**	**	21%	27%	**	**	**	26%
Up to 15 hours	59	**	**	**	**	**	**	**	**	**	13	36	**	**	**	46
	13%	**	**	**	**	**	**	**	**	**	13%	12%	**	**	**	13%
Up to 20 hours	41	**	**	**	**	**	**	**	**	**	4	30	**	**	**	36
	9%	**	**	**	**	**	**	**	**	**	4%	10%	**	**	**	10%
Up to 25 hours	37	**	**	**	**	**	**	**	**	**	5	26	**	**	**	32
	8%	**	**	**	**	**	**	**	**	**	5%	9%	**	**	**	9%
Up to 30 hours	13	**	**	**	**	**	**	**	**	**	1	9	**	**	**	12
	3%	**	**	**	**	**	**	**	**	**	1%	3%	**	**	**	3%
Up to 35 hours	6	**	**	**	**	**	**	**	**	**	*	4	**	**	**	6
	1%	**	**	**	**	**	**	**	**	**	*%	1%	**	**	**	2%
Up to 40 hours	5	**	**	**	**	**	**	**	**	**	-	4	**	**	**	5
	1%	**	**	**	**	**	**	**	**	**	-%	1%	**	**	**	2%
Over 40 hours	8	**	**	**	**	**	**	**	**	**	1	6	**	**	**	7
	2%	**	**	**	**	**	**	**	**	**	1%	2%	**	**	**	2%
Don't know	63	**	**	**	**	**	**	**	**	**	10	41	**	**	**	52
	14%	**	**	**	**	**	**	**	**	**	10%	14%	**	**	**	15%
Mean number of hours	11.8	**	**	**	**	**	**	**	**	**	7.8	12.7	**	**	**	13.2
Standard deviation	10.30	**	**	**	**	**	**	**	**	**	8.12	10.38	**	**	**	10.59
Standard error	.42	**	**	**	**	**	**	**	**	**	.70	.65	**	**	**	.50

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

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

QP79A. Across all the devices they use for gaming or to play games, how much time do they spend playing games on a typical school day? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1768	503	658	607	950	818	261	242	334	324	355	252
Effective Weighted Sample	1156	291	430	438	634	522	150	144	218	216	269	171
Total	1035	234	396	405	582	453	130	104	217	179	235	170
None	136	33	56	47	60	76	16	16	25	32	19	28
	13%	14%	14%	12%	10%	17%	13%	16%	11%	18%	8%	16%
					d			j		j		j
Up to 1 hour	492	151	180	161	241	250	85	66	85	95	71	90
	47%	65%	45%	40%	41%	55%	65%	63%	39%	53%	30%	53%
		bc			d		hijk	hij	j	hj		hj
Up to 2 hours	180	26	73	81	120	59	15	11	48	25	57	24
	17%	11%	18%	20%	21%	13%	12%	11%	22%	14%	24%	14%
			a	a	e				fgik		fgik	
Up to 3 hours	70	7	26	37	62	9	7	*	23	3	32	5
	7%	3%	7%	9%	11%	2%	5%	*%	11%	2%	13%	3%
			a	a	e		g		gik		fgik	
Up to 4 hours	31	2	9	21	24	7	-	2	8	*	16	5
	3%	1%	2%	5%	4%	2%	-%	2%	4%	*%	7%	3%
				ab	e				fi		fgi	fi
Up to 5 hours	9	-	2	7	8	*	-	-	2	-	6	*
	1%	-%	*%	2%	1%	*%	-%	-%	1%	-%	3%	*%
				a	e						fgi	
Up to 8 hours	1	-	-	1	1	-	-	-	-	-	1	-
	*%	-%	-%	*%	*%	-%	-%	-%	-%	-%	*%	-%
Don't know	116	15	51	51	65	51	6	8	26	24	32	19
	11%	6%	13%	13%	11%	11%	5%	8%	12%	13%	14%	11%
			a	a					f	f	f	f
Mean number of hours	1.1	.8	1.1	1.4	1.4	.8	.8	.7	1.4	.7	1.8	.9
			a	ab	e		g		fgik		fghik	gi
Standard deviation	1.06	.75	.97	1.23	1.16	.80	.74	.75	1.07	.70	1.31	.92
Standard error	.03	.04	.04	.05	.04	.03	.05	.05	.06	.04	.08	.06

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

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

QP79A. Across all the devices they use for gaming or to play games, how much time do they spend playing games on a typical school day? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child ever plays games

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1768	364	487	413	504	851	917	1768	941	275	262	290	1477	291	1768
Effective Weighted Sample	1156	255	325	265	311	581	576	1156	868	242	248	271	994	161	1156
Total	1035	233	302	227	274	535	500	1035	873	97	42	23	890	145	1035
None	136 13%	37 16%	33 11%	28 12%	38 14%	70 13%	66 13%	136 13%	125 14% ijk	6 6%	3 7%	2 9%	118 13% ij	18 13% i	136 13% ij
Up to 1 hour	492 47%	120 51% f	152 50%	100 44%	119 43%	272 51% df	219 44%	492 47%	421 48%	42 43%	18 44%	10 44%	425 48%	67 46%	492 47%
Up to 2 hours	180 17%	35 15%	56 19%	43 19%	45 17%	92 17%	88 18%	180 17%	148 17%	21 22%	7 16%	4 17%	158 18%	22 15%	180 17%
Up to 3 hours	70 7%	11 5%	16 5%	18 8%	25 9% ae	27 5%	44 9% ae	70 7%	59 7% k	4 4%	7 18% hiklmn	1 3%	59 7% k	11 8%	70 7% k
Up to 4 hours	31 3%	5 2%	7 2%	9 4%	10 4%	12 2%	19 4%	31 3%	25 3%	5 5%	1 3%	1 3%	24 3%	7 5%	31 3%
Up to 5 hours	9 1%	2 1%	1 *%	2 1%	4 1%	3 1%	6 1%	9 1%	7 1%	1 1%	* 1%	* 1%	6 1%	3 2%	9 1%
Up to 8 hours	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	1 *%	- -%	- -%	- -%	- -%	1 1% l	1 *%
Don't know	116 11%	24 10%	36 12%	25 11%	31 11%	59 11%	57 11%	116 11%	87 10%	19 19% hijlmn	5 12%	5 24% hijlmn	100 11%	16 11%	116 11%
Mean number of hours	1.1	1.0	1.1	1.2 abe	1.3 abeg	1.0	1.2 abeg	1.1 ae	1.1	1.3 hln	1.4 hklm	1.2	1.1	1.3 hl	1.1
Standard deviation	1.06	.96	.93	1.11	1.21	.95	1.16	1.06	1.06	1.05	1.13	1.00	1.02	1.28	1.06
Standard error	.03	.05	.05	.06	.06	.03	.04	.03	.04	.07	.07	.07	.03	.08	.03

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

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

QP79B. Across all the devices they use for gaming or to play games, how much time do they spend playing games on a typical weekend day? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child ever plays games

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1768	503	658	607	950	818	261	242	334	324	355	252
Effective Weighted Sample	1156	291	430	438	634	522	150	144	218	216	269	171
Total	1035	234	396	405	582	453	130	104	217	179	235	170
None	37	16	10	12	9	28	5	11	2	8	2	10
	4%	7%	3%	3%	2%	6%	4%	10%	1%	5%	1%	6%
		bc				d		fhij		hj		hj
Up to 1 hour	371	121	120	130	155	216	62	59	50	71	43	87
	36%	52%	30%	32%	27%	48%	47%	57%	23%	39%	19%	51%
		bc				d	hj	hij		hj		hij
Up to 2 hours	232	52	109	71	142	90	34	19	62	47	46	25
	22%	22%	28%	18%	24%	20%	26%	18%	29%	26%	20%	14%
			c				k		gjk	k		
Up to 3 hours	121	15	50	56	87	34	11	4	33	18	44	12
	12%	7%	13%	14%	15%	7%	9%	4%	15%	10%	19%	7%
			a	a	e				gk	g	fgik	
Up to 4 hours	73	5	31	38	55	19	4	1	23	8	28	10
	7%	2%	8%	9%	9%	4%	3%	1%	11%	4%	12%	6%
			a	a	e				fgi		fgik	g
Up to 5 hours	33	3	9	22	28	6	2	1	8	1	18	4
	3%	1%	2%	5%	5%	1%	1%	1%	4%	1%	8%	2%
				ab	e				i		fgik	
Up to 6 hours	26	3	11	13	24	2	3	-	10	1	12	1
	3%	1%	3%	3%	4%	*%	2%	-%	4%	1%	5%	1%
					e				gik		gik	
Up to 7 hours	6	-	*	5	5	*	-	-	*	*	5	-
	1%	-%	*%	1%	1%	*%	-%	-%	*%	*%	2%	-%
				ab	e						hik	
Up to 8 hours	2	-	-	2	2	-	-	-	-	-	2	-
	*%	-%	-%	*%	*%	-%	-%	-%	-%	-%	1%	-%
Over 8 hours	7	-	3	4	5	2	-	-	2	1	3	1
	1%	-%	1%	1%	1%	*%	-%	-%	1%	1%	1%	1%
Don't know	125	20	52	52	69	56	11	9	28	25	31	21
	12%	9%	13%	13%	12%	12%	8%	9%	13%	14%	13%	13%
Mean number of hours	2.0	1.3	2.0	2.3	2.4	1.4	1.5	1.0	2.4	1.6	3.0	1.5
			a	ab	e		g		fgik	g	fghik	g

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

QP79B. Across all the devices they use for gaming or to play games, how much time do they spend playing games on a typical weekend day? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1768	364	487	413	504	851	917	1768	941	275	262	290	1477	291	1768
Effective Weighted Sample	1156	255	325	265	311	581	576	1156	868	242	248	271	994	161	1156
Total	1035	233	302	227	274	535	500	1035	873	97	42	23	890	145	1035
None	37 4%	12 5%	9 3%	5 2%	11 4%	21 4%	16 3%	37 4%	35 4% ik	1 1%	2 4% i	* 1%	33 4% ik	4 3%	37 4% ik
Up to 1 hour	371 36%	97 42% f	102 34%	77 34%	94 34%	200 37%	172 34%	371 36%	325 37% ijk	29 30%	12 29%	6 24%	319 36% jk	53 36% k	371 36% jk
Up to 2 hours	232 22%	55 24%	73 24%	56 25%	49 18%	128 24% d	105 21%	232 22%	197 23%	23 24%	7 17%	5 23%	201 23%	32 22%	232 22%
Up to 3 hours	121 12%	18 8%	42 14% a	27 12%	34 13%	60 11%	61 12%	121 12%	103 12%	12 12%	4 10%	2 10%	109 12%	12 9%	121 12%
Up to 4 hours	73 7%	13 6%	17 6%	15 7%	28 10% abe	30 6%	43 9% e	73 7%	63 7%	5 5%	4 11% i	1 6%	63 7%	10 7%	73 7%
Up to 5 hours	33 3%	6 3%	4 1%	12 5% be	12 4% be	10 2%	23 5% be	33 3%	26 3%	3 3%	4 10% hiklmn	* 2%	27 3%	7 5%	33 3%
Up to 6 hours	26 3%	4 2%	9 3%	5 2%	9 3%	13 2%	13 3%	26 3%	22 3%	2 3%	2 4% k	* 1%	22 3%	4 3%	26 3%
Up to 7 hours	6 1%	4 2% f	2 1%	* *%	* *%	5 1% f	1 *%	6 1%	5 1%	1 1%	* 1%	- -%	3 *%	2 2%	6 1%
Up to 8 hours	2 *%	1 *%	1 *%	- -%	1 *%	1 *%	1 *%	2 *%	1 *%	1 1% hn	* 1%	- -%	2 *%	- -%	2 *%
Over 8 hours	7 1%	* *%	2 1%	1 1%	3 1%	3 *%	5 1%	7 1%	6 1%	* *%	* 1%	- -%	5 1%	2 1%	7 1%
Don't know	125 12%	22 9%	42 14%	29 13%	32 12%	64 12%	61 12%	125 12%	91 10%	21 22% hijlmn	6 14%	7 32% hijlmn	106 12%	18 13%	125 12%
Mean number of hours	2.0	1.7	2.0	2.0	2.2	1.9	2.1	2.0	1.9	2.2	2.5	1.9	2.0	2.1	2.0

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

QP79B. Across all the devices they use for gaming or to play games, how much time do they spend playing games on a typical weekend day? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child ever plays games

	SOCIAL GRADE							NATION							
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Standard error	.04	.09	.08	.08	.10	.06	.07	.04	.06	.11	.13	.09	.05	.12	.04
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

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

QP79A-B. HOURS PLAYING GAMES IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child ever plays games

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1768	503	658	607	950	818	261	242	334	324	355	252
Effective Weighted Sample	1156	291	430	438	634	522	150	144	218	216	269	171
Total	1035	234	396	405	582	453	130	104	217	179	235	170
None	23 2%	8 3%	8 2%	7 2%	5 1%	18 4% d	3 2%	5 5% hj	1 *% hj	7 4% hj	1 1%	6 4% hj
Up to 5 hours	307 30%	106 45% bc	106 27%	96 24%	128 22%	179 39% d	51 39% hj	54 52% fhijk	45 21% j	61 34% hj	32 14%	64 38% hj
Up to 10 hours	251 24%	63 27%	100 25%	88 22%	136 23%	114 25%	40 31% j	23 22%	49 23%	50 28% j	47 20%	41 24%
Up to 15 hours	129 12%	22 9%	55 14%	53 13%	83 14% e	46 10%	15 11%	7 6%	34 16% g	21 12%	35 15% g	18 11%
Up to 20 hours	100 10%	8 3%	47 12% a	44 11% a	76 13% e	24 5%	5 4%	3 3%	36 17% fgik	11 6%	35 15% fgik	10 6%
Up to 25 hours	44 4%	5 2%	13 3%	26 6% ab	39 7% e	6 1%	4 3% i	1 1%	13 6% gi	1 *% fgik	22 9% fgik	4 2%
Up to 30 hours	23 2%	2 1%	6 1%	15 4% ab	18 3% e	6 1%	1 1%	1 1%	4 2%	1 1%	12 5% fgi	3 2%
Up to 35 hours	14 1%	- -%	4 1%	10 2% a	14 2% e	* *% e	- -%	- -%	4 2%	* *% fgik	10 4% fgik	- -%
Up to 40 hours	4 *% fgik	- -%	1 *% fgik	3 1% fgik	4 1% fgik	* *% fgik	- -%	- -%	1 1% fgik	- -%	3 1% fgik	* *% fgik
Over 40 hours	5 *% fgik	- -%	* *% fgik	4 1% fgik	4 1% fgik	1 *% fgik	- -%	- -%	* *% fgik	- -%	4 2% fgik	1 1% fgik
Don't know	135 13%	21 9%	55 14% a	59 15% a	76 13%	59 13%	11 9%	9 9%	28 13%	27 15%	36 15% f	23 14%
Mean number of hours	9.5	6.3	9.5 a	11.6 ab	11.7 e	6.8	7.0 g	5.5	11.6 fgik	6.9 g	14.6 fghik	7.5 g

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

QP79A-B. HOURS PLAYING GAMES IN A TYPICAL SCHOOL WEEK AND WEEKEND (RESPONSES FROM PARENT FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (SINGLE CODE)

Base : Parents whose child ever plays games

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1768	364	487	413	504	851	917	1768	941	275	262	290	1477	291	1768
Effective Weighted Sample	1156	255	325	265	311	581	576	1156	868	242	248	271	994	161	1156
Total	1035	233	302	227	274	535	500	1035	873	97	42	23	890	145	1035
None	23 2%	8 3%	7 2%	3 1%	5 2%	15 3%	8 2%	23 2%	21 2%	1 1%	1 1%	* 1%	20 2%	3 2%	23 2%
Up to 5 hours	307 30%	84 36% bf	78 26%	67 30%	78 29%	162 30%	145 29%	307 30%	275 31% ijk	18 19%	10 24%	4 18%	263 30% ik	44 30% ik	307 30% ik
Up to 10 hours	251 24%	58 25%	85 28% df	51 23%	57 21%	143 27% df	108 22%	251 24%	214 24%	24 25%	8 20%	5 22%	220 25%	31 21%	251 24%
Up to 15 hours	129 12%	23 10%	38 13%	31 14%	37 14%	61 11%	68 14%	129 12%	105 12%	16 17%	5 12%	3 14%	108 12%	21 14%	129 12%
Up to 20 hours	100 10%	18 8%	28 9%	24 11%	29 10%	46 9%	53 11%	100 10%	86 10% k	9 9%	3 8%	1 6%	91 10% k	9 6%	100 10% k
Up to 25 hours	44 4%	7 3%	8 3%	12 5%	17 6% be	16 3%	29 6% be	44 4%	35 4%	3 3%	6 14% hiklmn	1 3%	35 4%	9 6%	44 4%
Up to 30 hours	23 2%	6 2%	4 1%	5 2%	8 3%	10 2%	13 3%	23 2%	19 2%	2 2%	2 4%	* 2%	20 2%	3 2%	23 2%
Up to 35 hours	14 1%	1 1%	6 2%	4 2%	3 1%	7 1%	7 1%	14 1%	12 1%	2 2%	* 1%	* 1%	11 1%	3 2%	14 1%
Up to 40 hours	4 *% %	2 1%	* *% %	- -% %	2 1%	2 *% %	2 *% %	4 *% %	3 *% %	1 1%	* 1%	- -% %	3 *% %	1 1%	4 *% %
Over 40 hours	5 *% %	* *% %	1 *% %	1 *% %	2 1%	1 *% %	3 1%	5 *% %	4 *% %	1 1%	* *% %	- -% %	3 *% %	2 1%	5 *% %
Don't know	135 13%	26 11%	45 15%	29 13%	35 13%	71 13%	64 13%	135 13%	100 11%	21 22% hlmn	7 16%	8 33% hijlmn	116 13%	19 13%	135 13%
Mean number of hours	9.5	8.3	9.2	10.0	10.6	8.8	10.3	9.5	9.3	11.0	12.1	9.8	9.4	10.5	9.5
Standard deviation	8.14	7.59	7.28	8.07	9.32	7.42	8.77	8.14	8.09	8.16	9.05	7.04	7.84	9.77	8.14
Standard error	.21	.43	.37	.44	.46	.28	.32	.21	.28	.55	.61	.51	.22	.65	.21

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

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

QC0. WAS THE CHILD TO BE INTERVIEWED PRESENT DURING THIS INTERVIEW WITH THEIR PARENT? (SINGLE CODE)

Base : Parents of children aged 8-15

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1579	-	817	762	768	811	-	-	376	441	392	370
Effective Weighted Sample	1089	-	550	540	542	547	-	-	251	303	294	249
Total	1000	-	500	500	501	499	-	-	248	252	252	248
Yes, and child conferred with parent as the interview was taking place	294 29%	** **	174 35% c	120 24%	141 28%	153 31%	** **	** **	77 31% k	97 38% jk	64 25%	56 23%
Yes, but they did not comment during the interview	423 42%	** **	213 43%	210 42%	212 42%	211 42%	** **	** **	107 43%	106 42%	105 41%	106 43%
No, they were not present	282 28%	** **	113 23%	170 34% b	147 29%	135 27%	** **	** **	63 25%	49 20%	84 33% hi	86 35% hi

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

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

QC0. WAS THE CHILD TO BE INTERVIEWED PRESENT DURING THIS INTERVIEW WITH THEIR PARENT? (SINGLE CODE)

Base : Parents of children aged 8-15

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1579	332	465	351	431	797	782	1579	906	229	223	221	1328	251	1579
Effective Weighted Sample	1089	243	330	230	287	574	517	1089	837	204	216	211	944	146	1089
Total	1000	231	314	198	257	545	455	1000	854	88	39	19	868	132	1000
Yes, and child conferred with parent as the interview was taking place	294 29%	61 27%	90 29%	65 33%	78 30%	152 28%	143 31%	294 29%	257 30%	23 26%	8 21%	7 34%	255 29%	39 30%	294 29%
Yes, but they did not comment during the interview	423 42%	99 43%	123 39%	83 42%	119 46%	222 41%	201 44%	423 42%	352 41%	47 53%	14 37%	11 55%	368 42%	55 42%	423 42%
No, they were not present	282 28%	70 30%	101 32%	51 26%	60 23%	171 31%	111 24%	282 28%	246 29%	18 20%	17 43%	2 11%	245 28%	37 28%	282 28%
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n			df			df			ik	hijklmn	hiklmn		ik	k	ik

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

QC3A. (SHOWCARD) ATTITUDES TOWARDS TV PROGRAMMES - There are enough programmes for children my age (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1555	-	808	747	758	797	-	-	374	434	384	363
Effective Weighted Sample	1072	-	543	529	535	536	-	-	249	297	289	244
Total	984	-	493	491	494	489	-	-	246	247	249	242
Yes	636	**	325	311	304	331	**	**	155	170	150	161
	65%	**	66%	63%	62%	68%	**	**	63%	69%	60%	67%
No	271	**	122	149	148	123	**	**	69	54	80	69
	28%	**	25%	30%	30%	25%	**	**	28%	22%	32%	29%
Don't know	77	**	46	31	42	35	**	**	22	23	19	12
	8%	**	9%	6%	8%	7%	**	**	9%	9%	8%	5%

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

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

QC3A. (SHOWCARD) ATTITUDES TOWARDS TV PROGRAMMES - There are enough programmes for children my age (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1555	326	459	347	423	785	770	1555	891	227	219	218	1305	250	1555
Effective Weighted Sample	1072	239	326	228	281	565	509	1072	823	202	212	208	926	145	1072
Total	984	227	309	195	252	536	447	984	839	87	38	19	852	132	984
Yes	636 65%	154 68%	203 66%	122 63%	156 62%	357 67%	279 62%	636 65%	551 66% jk	56 65% jk	19 49%	9 49%	549 64% jk	86 66% jk	636 65% jk
No	271 28%	60 26%	81 26%	58 30%	72 29%	141 26%	130 29%	271 28%	224 27%	24 27%	17 44% hilmn	7 35% hln	234 27%	37 28%	271 28%
Don't know	77 8%	13 6%	25 8%	15 8%	23 9%	38 7%	38 9%	77 8%	64 8%	7 8%	3 7%	3 16% hijlmn	69 8%	8 6%	77 8%

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

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

QC3B. (SHOWCARD) ATTITUDES TOWARDS TV PROGRAMMES - There are enough programmes that show children that look like me (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1555	-	808	747	758	797	-	-	374	434	384	363
Effective Weighted Sample	1072	-	543	529	535	536	-	-	249	297	289	244
Total	984	-	493	491	494	489	-	-	246	247	249	242
Yes	504	**	254	249	242	261	**	**	123	131	119	130
	51%	**	52%	51%	49%	53%	**	**	50%	53%	48%	54%
No	300	**	151	150	157	143	**	**	79	72	78	72
	31%	**	31%	30%	32%	29%	**	**	32%	29%	31%	30%
Don't know	180	**	88	92	95	84	**	**	44	44	52	41
	18%	**	18%	19%	19%	17%	**	**	18%	18%	21%	17%

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

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

QC3B. (SHOWCARD) ATTITUDES TOWARDS TV PROGRAMMES - There are enough programmes that show children that look like me (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1555	326	459	347	423	785	770	1555	891	227	219	218	1305	250	1555
Effective Weighted Sample	1072	239	326	228	281	565	509	1072	823	202	212	208	926	145	1072
Total	984	227	309	195	252	536	447	984	839	87	38	19	852	132	984
Yes	504	123	161	99	120	284	219	504	441	40	13	9	442	62	504
	51%	54%	52%	51%	48%	53%	49%	51%	53%	46%	34%	46%	52%	47%	51%
									j	j		j	j	j	j
No	300	63	92	63	83	154	146	300	248	27	19	6	254	47	300
	31%	28%	30%	32%	33%	29%	33%	31%	30%	31%	49%	31%	30%	35%	31%
											hiklmn				
Don't know	180	41	57	33	49	98	82	180	150	19	6	4	156	23	180
	18%	18%	18%	17%	20%	18%	18%	18%	18%	22%	17%	23%	18%	18%	18%

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

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

QC3C. (SHOWCARD) ATTITUDES TOWARDS TV PROGRAMMES - There are enough programmes that show children that live in the same part of the country as me (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1555	-	808	747	758	797	-	-	374	434	384	363
Effective Weighted Sample	1072	-	543	529	535	536	-	-	249	297	289	244
Total	984	-	493	491	494	489	-	-	246	247	249	242
Yes	408	**	206	202	190	218	**	**	90	116	99	103
	41%	**	42%	41%	38%	45%	**	**	37%	47%	40%	42%
No						d				h		
	336	**	161	175	171	164	**	**	85	76	87	88
	34%	**	33%	36%	35%	34%	**	**	35%	31%	35%	36%
Don't know	240	**	126	114	133	107	**	**	71	55	63	51
	24%	**	26%	23%	27%	22%	**	**	29%	22%	25%	21%
					e							

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

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

QC3C. (SHOWCARD) ATTITUDES TOWARDS TV PROGRAMMES - There are enough programmes that show children that live in the same part of the country as me (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1555	326	459	347	423	785	770	1555	891	227	219	218	1305	250	1555
Effective Weighted Sample	1072	239	326	228	281	565	509	1072	823	202	212	208	926	145	1072
Total	984	227	309	195	252	536	447	984	839	87	38	19	852	132	984
Yes	408	99	141	73	95	240	168	408	363	29	11	5	365	43	408
	41%	43%	46%	37%	38%	45%	38%	41%	43%	33%	28%	27%	43%	33%	41%
			cf			cf			ijklm				ijklm		ijklm
No	336	63	103	71	99	166	170	336	262	42	24	9	284	52	336
	34%	28%	33%	36%	39%	31%	38%	34%	31%	48%	61%	47%	33%	40%	34%
					ae		ae			hln	hiklmn	hln		h	
Don't know	240	65	65	52	58	130	110	240	215	16	4	5	203	37	240
	24%	29%	21%	27%	23%	24%	25%	24%	26%	19%	10%	26%	24%	28%	24%
		b							ij	j		j	j	ij	j

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

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

QC4A. (SHOWCARD) How important is it to you to watch things that are for children your age? (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1555	-	808	747	758	797	-	-	374	434	384	363
Effective Weighted Sample	1072	-	543	529	535	536	-	-	249	297	289	244
Total	984	-	493	491	494	489	-	-	246	247	249	242
Important	633	**	342	291	304	329	**	**	163	180	142	150
	64%	**	69% c	59%	62%	67% d	**	**	66% j	73% jk	57%	62%
Neither	160	**	67	93	81	79	**	**	35	31	46	48
	16%	**	14%	19% b	16%	16%	**	**	14%	13%	18%	20% i
Not important	139	**	57	81	79	59	**	**	34	24	46	36
	14%	**	12%	17% b	16%	12%	**	**	14%	10%	18% i	15%
Don't know	52	**	27	25	30	22	**	**	14	12	16	9
	5%	**	5%	5%	6%	4%	**	**	6%	5%	6%	4%
SUMMARY CODES												
TOTAL NEITHER/ DON'T KNOW	212	**	93	118	111	101	**	**	50	44	61	57
	22%	**	19%	24% b	22%	21%	**	**	20%	18%	25% i	24%

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

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

QC4A. (SHOWCARD) How important is it to you to watch things that are for children your age? (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1555	326	459	347	423	785	770	1555	891	227	219	218	1305	250	1555
Effective Weighted Sample	1072	239	326	228	281	565	509	1072	823	202	212	208	926	145	1072
Total	984	227	309	195	252	536	447	984	839	87	38	19	852	132	984
Important	633	143	210	124	157	353	281	633	537	59	25	12	548	85	633
	64%	63%	68%	63%	62%	66%	63%	64%	64%	68%	66%	65%	64%	65%	64%
Neither	160	42	35	42	41	77	83	160	142	12	4	2	139	21	160
	16%	19%	11%	22%	16%	14%	19%	16%	17%	14%	12%	10%	16%	16%	16%
		b		be			b	b	k				k		k
Not important	139	30	47	22	39	77	62	139	118	12	6	3	119	19	139
	14%	13%	15%	11%	16%	14%	14%	14%	14%	13%	16%	13%	14%	15%	14%
Don't know	52	12	17	7	15	30	22	52	42	5	2	2	45	7	52
	5%	5%	6%	4%	6%	6%	5%	5%	5%	5%	6%	11%	5%	5%	5%
												hilmn			
SUMMARY CODES															
TOTAL NEITHER/ DON'T KNOW	212	55	52	49	56	107	105	212	184	17	7	4	184	27	212
	22%	24%	17%	25%	22%	20%	23%	22%	22%	19%	18%	21%	22%	21%	22%
		b		b			b								

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

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

QC4B. (SHOWCARD) How important is it to you to watch things that show children that look like you? (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1555	-	808	747	758	797	-	-	374	434	384	363
Effective Weighted Sample	1072	-	543	529	535	536	-	-	249	297	289	244
Total	984	-	493	491	494	489	-	-	246	247	249	242
Important	397	**	208	189	191	207	**	**	105	103	86	103
	40%	**	42%	39%	39%	42%	**	**	43%	42%	35%	43%
Neither	215	**	101	114	112	103	**	**	53	48	59	55
	22%	**	21%	23%	23%	21%	**	**	22%	20%	24%	23%
Not important	292	**	133	160	153	139	**	**	64	69	90	70
	30%	**	27%	32% b	31%	28%	**	**	26%	28%	36% hi	29%
Don't know	79	**	51	28	39	40	**	**	24	26	14	14
	8%	**	10% c	6%	8%	8%	**	**	10%	11% jk	6%	6%
SUMMARY CODES												
TOTAL NEITHER/ DON'T KNOW	294	**	152	142	150	144	**	**	77	75	73	69
	30%	**	31%	29%	30%	29%	**	**	31%	30%	29%	28%

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

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

QC4B. (SHOWCARD) How important is it to you to watch things that show children that look like you? (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1555	326	459	347	423	785	770	1555	891	227	219	218	1305	250	1555
Effective Weighted Sample	1072	239	326	228	281	565	509	1072	823	202	212	208	926	145	1072
Total	984	227	309	195	252	536	447	984	839	87	38	19	852	132	984
Important	397	88	141	74	94	229	168	397	343	32	13	9	350	48	397
	40%	39%	46%	38%	37%	43%	38%	40%	41%	37%	35%	48%	41%	36%	40%
			df									ijmn			
Neither	215	55	55	52	53	110	105	215	193	12	8	2	192	23	215
	22%	24%	18%	27%	21%	20%	24%	22%	23%	13%	22%	12%	23%	18%	22%
			b	b			b		ik		ik		ik		ik
Not important	292	67	89	57	79	156	136	292	239	34	14	6	243	49	292
	30%	30%	29%	29%	31%	29%	30%	30%	28%	39%	37%	30%	29%	37%	30%
										hln	hln			hl	
Don't know	79	17	24	12	26	41	38	79	65	10	2	2	67	12	79
	8%	7%	8%	6%	10%	8%	8%	8%	8%	11%	6%	10%	8%	9%	8%
SUMMARY CODES															
TOTAL NEITHER/ DON'T KNOW	294	72	79	64	79	151	143	294	258	21	11	4	259	35	294
	30%	32%	26%	33%	31%	28%	32%	30%	31%	24%	28%	22%	30%	27%	30%
							b		k				k		k

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

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

QC4C. (SHOWCARD) How important is it to you to watch things that show children that live in the same part of the country as you? (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1555	-	808	747	758	797	-	-	374	434	384	363
Effective Weighted Sample	1072	-	543	529	535	536	-	-	249	297	289	244
Total	984	-	493	491	494	489	-	-	246	247	249	242
Important	353	**	183	170	165	187	**	**	90	93	75	95
	36%	**	37%	35%	33%	38%	**	**	37%	38%	30%	39%
											j	
Neither	234	**	111	123	125	109	**	**	61	50	64	58
	24%	**	23%	25%	25%	22%	**	**	25%	20%	26%	24%
Not important	299	**	134	165	153	146	**	**	61	73	91	73
	30%	**	27%	34%	31%	30%	**	**	25%	30%	37%	30%
				b							h	
Don't know	98	**	64	34	51	47	**	**	34	31	18	16
	10%	**	13%	7%	10%	10%	**	**	14%	12%	7%	7%
			c						jk	jk		
SUMMARY CODES												
TOTAL NEITHER/ DON'T KNOW	332	**	176	156	176	156	**	**	94	81	82	74
	34%	**	36%	32%	36%	32%	**	**	38%	33%	33%	31%

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

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

QC4C. (SHOWCARD) How important is it to you to watch things that show children that live in the same part of the country as you? (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1555	326	459	347	423	785	770	1555	891	227	219	218	1305	250	1555
Effective Weighted Sample	1072	239	326	228	281	565	509	1072	823	202	212	208	926	145	1072
Total	984	227	309	195	252	536	447	984	839	87	38	19	852	132	984
Important	353	73	120	70	89	193	160	353	288	36	20	9	308	45	353
	36%	32%	39%	36%	36%	36%	36%	36%	34%	41%	51% hilmn	47% hlmn	36%	34%	36%
Neither	234	51	71	56	56	122	112	234	215	10	6	2	208	26	234
	24%	23%	23%	28%	22%	23%	25%	24%	26% ijk	11%	16%	12%	24% ijk	19% ik	24% ijk
Not important	299	72	88	54	84	161	138	299	251	32	10	6	254	45	299
	30%	32%	29%	28%	33%	30%	31%	30%	30%	37% jl	26%	31%	30%	34%	30%
Don't know	98	30	31	15	22	61	38	98	85	9	3	2	82	16	98
	10%	13% f	10%	8%	9%	11%	8%	10%	10%	10%	7%	11%	10%	12%	10%
SUMMARY CODES															
TOTAL NEITHER/ DON'T KNOW	332	81	101	71	78	183	149	332	300	19	9	4	291	41	332
	34%	36%	33%	36%	31%	34%	33%	34%	36% ijk	22%	23%	22%	34% ijk	31% i	34% ijk

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

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

QC5. (SHOWCARD) Where do you think the BBC mainly gets its money from? (SINGLE CODE)

Base : Children aged 12-15 who watch TV at home or elsewhere

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	747	-	-	747	384	363	-	-	-	-	384	363
Effective Weighted Sample	529	-	-	529	289	244	-	-	-	-	289	244
Total	491	-	-	491	249	242	-	-	-	-	249	242
From everyone that uses the BBC	183	**	**	183	84	99	**	**	**	**	84	99
	37%	**	**	37%	34%	41%	**	**	**	**	34%	41%
From companies that advertise with the BBC	107	**	**	107	57	49	**	**	**	**	57	49
	22%	**	**	22%	23%	20%	**	**	**	**	23%	20%
From the government/ council	83	**	**	83	43	40	**	**	**	**	43	40
	17%	**	**	17%	17%	17%	**	**	**	**	17%	17%
Don't know	118	**	**	118	64	54	**	**	**	**	64	54
	24%	**	**	24%	26%	22%	**	**	**	**	26%	22%

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

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

QC5. (SHOWCARD) Where do you think the BBC mainly gets its money from? (SINGLE CODE)

Base : Children aged 12-15 who watch TV at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	747	180	202	163	202	382	365	747	431	109	101	106	631	116	747
Effective Weighted Sample	529	132	152	110	136	284	246	529	404	98	98	105	458	71	529
Total	491	125	146	98	122	271	220	491	417	46	19	9	425	66	491
From everyone that uses the BBC	183	51	54	42	35	106	77	183	152	19	7	5	157	26	183
	37%	41%	37%	43%	29%	39%	35%	37%	37%	42%	37%	50%	37%	39%	37%
		d		d		d						hln			
From companies that advertise with the BBC	107	30	36	16	25	65	41	107	93	8	4	2	93	14	107
	22%	24%	24%	16%	21%	24%	19%	22%	22%	17%	20%	23%	22%	21%	22%
From the government/ council	83	19	27	19	18	47	37	83	74	5	3	1	75	8	83
	17%	15%	19%	19%	15%	17%	17%	17%	18%	11%	15%	15%	18%	12%	17%
Don't know	118	24	29	21	43	53	64	118	98	13	6	1	100	18	118
	24%	20%	20%	22%	35%	20%	29%	24%	23%	29%	29%	12%	23%	28%	24%
					abceg		abe		k	k	k		k	k	k

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

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

QC6. (SHOWCARD) Which one of these answers best describes how often you see adverts when you watch TV? IF NECESSARY: This could be watching scheduled TV (e.g. at the time of broadcast), anything recorded from the TV to view later or any use of catch up services like ITV Hub or other on-demand content. (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1555	-	808	747	758	797	-	-	374	434	384	363
Effective Weighted Sample	1072	-	543	529	535	536	-	-	249	297	289	244
Total	984	-	493	491	494	489	-	-	246	247	249	242
I often see adverts on TV	529	**	252	277	268	261	**	**	130	123	139	138
	54%	**	51%	56%	54%	53%	**	**	53%	50%	56%	57%
I sometimes see adverts on TV	387	**	208	178	195	191	**	**	100	108	95	83
	39%	**	42%	36%	40%	39%	**	**	41%	44%	38%	34%
			c							k		
EVER SEE ADVERTS ON TV	915	**	460	455	463	452	**	**	230	230	233	222
	93%	**	93%	93%	94%	92%	**	**	94%	93%	94%	91%
I never see adverts on TV	45	**	26	19	20	25	**	**	12	14	8	11
	5%	**	5%	4%	4%	5%	**	**	5%	6%	3%	5%
Don't know	23	**	6	17	11	12	**	**	4	3	7	10
	2%	**	1%	3%	2%	3%	**	**	1%	1%	3%	4%
				b								i

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

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

QC6. (SHOWCARD) Which one of these answers best describes how often you see adverts when you watch TV? IF NECESSARY: This could be watching scheduled TV (e.g. at the time of broadcast), anything recorded from the TV to view later or any use of catch up services like ITV Hub or other on-demand content. (SINGLE CODE)

Base : Children aged 8-15 who watch TV at home or elsewhere

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1555	326	459	347	423	785	770	1555	891	227	219	218	1305	250	1555
Effective Weighted Sample	1072	239	326	228	281	565	509	1072	823	202	212	208	926	145	1072
Total	984	227	309	195	252	536	447	984	839	87	38	19	852	132	984
I often see adverts on TV	529	117	173	108	131	290	238	529	442	55	23	8	453	76	529
	54%	52%	56%	55%	52%	54%	53%	54%	53%	63%	61%	44%	53%	57%	54%
									k	hklm	hklm		k	k	k
I sometimes see adverts on TV	387	96	118	73	99	214	172	387	334	30	13	10	342	44	387
	39%	42%	38%	38%	39%	40%	39%	39%	40%	34%	34%	52%	40%	34%	39%
												hijklm			
EVER SEE ADVERTS ON TV	915	213	292	181	230	504	411	915	776	85	37	18	795	120	915
	93%	94%	94%	93%	91%	94%	92%	93%	92%	97%	96%	96%	93%	91%	93%
										hlmn					
I never see adverts on TV	45	11	12	12	11	22	23	45	41	2	2	1	39	6	45
	5%	5%	4%	6%	4%	4%	5%	5%	5%	3%	4%	3%	5%	5%	5%
Don't know	23	4	6	2	11	9	14	23	23	-	-	*	18	5	23
	2%	2%	2%	1%	4%	2%	3%	2%	3%	-%	-%	1%	2%	4%	2%
					ce				ij				ij	ij	ij

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

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

QC7. (SHOWCARD) Which one of these answers best describes how you feel about these TV adverts? I think the TV adverts..... (SINGLE CODE)

Base : Children aged 8-15 who say they ever see adverts on TV

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1466	-	761	705	718	748	-	-	352	409	366	339
Effective Weighted Sample	1003	-	508	495	505	498	-	-	234	278	273	224
Total	915	-	460	455	463	452	-	-	230	230	233	222
always tell the truth about what they are selling	61	**	33	28	29	32	**	**	16	17	13	15
	7%	**	7%	6%	6%	7%	**	**	7%	8%	6%	7%
mostly tell the truth about what they are selling	244	**	110	134	131	112	**	**	64	46	68	66
	27%	**	24%	29%	28%	25%	**	**	28%	20%	29%	30%
				b					i		i	i
sometimes tell the truth about what they are selling	453	**	217	236	226	227	**	**	102	114	123	113
	49%	**	47%	52%	49%	50%	**	**	45%	50%	53%	51%
EVER TELL THE TRUTH ABOUT WHAT THEY ARE SELLING	757	**	360	398	386	371	**	**	182	178	205	193
	83%	**	78%	87%	83%	82%	**	**	79%	77%	88%	87%
				b							hi	hi
never tell the truth about what they are selling	52	**	28	23	23	29	**	**	11	18	12	11
	6%	**	6%	5%	5%	6%	**	**	5%	8%	5%	5%
Don't know	106	**	73	34	54	52	**	**	38	35	17	17
	12%	**	16%	7%	12%	11%	**	**	16%	15%	7%	8%
			c						jk	jk		

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

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

QC7. (SHOWCARD) Which one of these answers best describes how you feel about these TV adverts? I think the TV adverts..... (SINGLE CODE)

Base : Children aged 8-15 who say they ever see adverts on TV

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1466	310	433	328	395	743	723	1466	825	221	209	211	1231	235	1466
Effective Weighted Sample	1003	225	307	214	260	532	473	1003	762	196	202	202	870	134	1003
Total	915	213	292	181	230	504	411	915	776	85	37	18	795	120	915
always tell the truth about what they are selling	61 7%	8 4%	18 6%	18 10% ae	17 7%	26 5%	35 9% ae	61 7%	52 7%	8 9% jk	1 3%	1 4%	53 7%	8 7%	61 7%
mostly tell the truth about what they are selling	244 27%	60 28%	80 27%	46 26%	57 25%	140 28%	103 25%	244 27%	199 26%	24 28%	15 41% hikln	5 30%	199 25%	45 37% hln	244 27%
sometimes tell the truth about what they are selling	453 49%	108 51%	139 48%	92 51%	114 50%	246 49%	206 50%	453 49%	388 50%	38 44%	18 49%	9 49%	403 51%	50 42%	453 49%
EVER TELL THE TRUTH ABOUT WHAT THEY ARE SELLING	757 83%	176 83%	237 81%	157 87%	188 82%	413 82%	344 84%	757 83%	639 82%	69 82%	34 93% hiklmn	15 83%	654 82%	103 86%	757 83%
never tell the truth about what they are selling	52 6%	10 5%	19 7%	8 4%	14 6%	29 6%	22 5%	52 6%	46 6% k	4 5%	1 3%	* 2%	44 6%	7 6%	52 6%
Don't know	106 12%	27 12%	36 12%	16 9%	28 12%	62 12%	44 11%	106 12%	91 12% j	11 13% j	1 3%	3 14% j	97 12% j	9 8%	106 12% j

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

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

QC8. (SHOWCARD) If you could choose only one of these – which one would you choose? (SINGLE CODE)

Base : All children aged 8-15

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1579	-	817	762	768	811	-	-	376	441	392	370
Effective Weighted Sample	1089	-	550	540	542	547	-	-	251	303	294	249
Total	1000	-	500	500	501	499	-	-	248	252	252	248
Watching things on YouTube	455	**	245	210	233	222	**	**	120	124	112	98
	45%	**	49%	42%	46%	45%	**	**	49%	49%	44%	40%
			c						k	k		
Watching things on Netflix, Now TV or Amazon Prime Video	318	**	128	190	157	161	**	**	63	65	94	96
	32%	**	26%	38%	31%	32%	**	**	25%	26%	37%	39%
			b								hi	hi
Watching things on TV channels like BBC, ITV, Channel 4, Channel 5 or Sky	173	**	94	80	78	95	**	**	45	49	34	46
	17%	**	19%	16%	16%	19%	**	**	18%	20%	13%	18%
										j		
Don't know	54	**	34	20	33	21	**	**	20	14	13	7
	5%	**	7%	4%	7%	4%	**	**	8%	5%	5%	3%
			c						k			

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

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

QC8. (SHOWCARD) If you could choose only one of these – which one would you choose? (SINGLE CODE)

Base : All children aged 8-15

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1579	332	465	351	431	797	782	1579	906	229	223	221	1328	251	1579
Effective Weighted Sample	1089	243	330	230	287	574	517	1089	837	204	216	211	944	146	1089
Total	1000	231	314	198	257	545	455	1000	854	88	39	19	868	132	1000
Watching things on YouTube	455 45%	86 37%	152 48%	89 45%	128 50%	238 44%	217 48%	455 45%	388 45%	37 42%	20 50%	10 54%	394 45%	61 47%	455 45%
			a		a		a	a				hilm			
Watching things on Netflix, Now TV or Amazon Prime Video	318 32%	76 33%	102 32%	70 35%	70 27%	177 33%	141 31%	318 32%	262 31%	37 42%	13 32%	6 33%	269 31%	49 37%	318 32%
				d						hijkl					
Watching things on TV channels like BBC, ITV, Channel 4, Channel 5 or Sky	173 17%	56 24%	46 15%	30 15%	41 16%	102 19%	71 16%	173 17%	156 18%	10 12%	6 15%	1 7%	158 18%	15 11%	173 17%
		bcdg							ikm		k		ikm		ik
Don't know	54 5%	13 6%	14 5%	8 4%	18 7%	27 5%	26 6%	54 5%	48 6%	3 4%	1 3%	1 6%	47 5%	6 5%	54 5%

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

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

QC11. (SHOWCARD) Where do you think YouTube mainly gets its money from? (SINGLE CODE)

Base : Children aged 12-15 who use the YouTube website or app

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	669	-	-	669	343	326	-	-	-	-	343	326
Effective Weighted Sample	476	-	-	476	258	220	-	-	-	-	258	220
Total	444	-	-	444	223	221	-	-	-	-	223	221
From companies that advertise with YouTube	238	**	**	238	126	112	**	**	**	**	126	112
	54%	**	**	54%	57%	51%	**	**	**	**	57%	51%
From everyone that uses YouTube	107	**	**	107	52	55	**	**	**	**	52	55
	24%	**	**	24%	23%	25%	**	**	**	**	23%	25%
From the government/ council	19	**	**	19	9	10	**	**	**	**	9	10
	4%	**	**	4%	4%	5%	**	**	**	**	4%	5%
Don't know	80	**	**	80	36	44	**	**	**	**	36	44
	18%	**	**	18%	16%	20%	**	**	**	**	16%	20%

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

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

QC11. (SHOWCARD) Where do you think YouTube mainly gets its money from? (SINGLE CODE)

Base : Children aged 12-15 who use the YouTube website or app

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	669	156	182	153	178	338	331	669	385	99	94	91	566	103	669
Effective Weighted Sample	476	114	139	103	121	253	224	476	362	89	91	90	414	62	476
Total	444	110	135	91	107	246	198	444	376	42	18	8	386	58	444
From companies that advertise with YouTube	238	58	82	40	58	140	98	238	205	**	**	**	209	29	238
	54%	52%	61%	44%	54%	57%	49%	54%	54%	**	**	**	54%	50%	54%
			cf			c									
From everyone that uses YouTube	107	30	28	25	23	58	49	107	89	**	**	**	92	14	107
	24%	28%	20%	28%	22%	24%	25%	24%	24%	**	**	**	24%	25%	24%
From the government/ council	19	4	2	6	8	6	13	19	16	**	**	**	17	3	19
	4%	4%	1%	6%	7%	2%	7%	4%	4%	**	**	**	4%	4%	4%
			b	b	be		be								
Don't know	80	18	24	20	18	42	38	80	66	**	**	**	67	12	80
	18%	16%	17%	22%	17%	17%	19%	18%	18%	**	**	**	17%	21%	18%

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

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

QC13. (SHOWCARD) Which, if any of the following apply to your use of the internet? Being online helps me... (MULTI CODE)

Base : Children aged 12-15 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	748	-	-	748	384	364	-	-	-	-	384	364
Effective Weighted Sample	532	-	-	532	289	245	-	-	-	-	289	245
Total	494	-	-	494	250	244	-	-	-	-	250	244
With my schoolwork/ homework	387	**	**	387	185	202	**	**	**	**	185	202
	78%	**	**	78%	74%	83%	**	**	**	**	74%	83%
					d	j						
To learn a new skill	270	**	**	270	138	132	**	**	**	**	138	132
	55%	**	**	55%	55%	54%	**	**	**	**	55%	54%
To build or maintain friendships	246	**	**	246	118	128	**	**	**	**	118	128
	50%	**	**	50%	47%	52%	**	**	**	**	47%	52%
To find useful information about any problems or issues I may have	244	**	**	244	124	120	**	**	**	**	124	120
	49%	**	**	49%	50%	49%	**	**	**	**	50%	49%
To develop creative skills	241	**	**	241	120	122	**	**	**	**	120	122
	49%	**	**	49%	48%	50%	**	**	**	**	48%	50%
To understand what other people think and feel about things	128	**	**	128	63	65	**	**	**	**	63	65
	26%	**	**	26%	25%	27%	**	**	**	**	25%	27%
None of these	14	**	**	14	8	6	**	**	**	**	8	6
	3%	**	**	3%	3%	3%	**	**	**	**	3%	3%
Don't know	9	**	**	9	7	2	**	**	**	**	7	2
	2%	**	**	2%	3%	1%	**	**	**	**	3%	1%

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

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

QC13. (SHOWCARD) Which, if any of the following apply to your use of the internet? Being online helps me... (MULTI CODE)

Base : Children aged 12-15 who go online

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	748	183	201	164	200	384	364	748	433	108	103	104	632	116	748
Effective Weighted Sample	532	134	152	111	136	285	247	532	407	97	100	103	460	71	532
Total	494	127	146	99	122	272	221	494	419	45	20	9	427	66	494
With my schoolwork/ homework	387 78%	107 84% d	112 77%	82 82% d	87 71%	219 80% d	168 76%	387 78%	331 79% k	33 72%	17 88% hikmn	6 69%	338 79% k	49 73%	387 78% k
To learn a new skill	270 55%	73 57% d	82 56%	61 61% d	54 45%	154 57% d	115 52%	270 55% d	233 55%	21 47%	12 59%	4 47%	238 56%	32 49%	270 55%
To build or maintain friendships	246 50%	65 52%	78 54%	49 50%	53 43%	144 53%	102 46%	246 50%	201 48%	27 59% h	13 66% hlmn	5 55%	214 50%	32 49%	246 50%
To find useful information about any problems or issues I may have	244 49%	73 58% df	75 52%	45 45%	51 42%	148 54% df	96 43%	244 49%	215 51% ik	17 38%	9 47% k	3 27%	217 51% ik	27 40%	244 49% ik
To develop creative skills	241 49%	65 51%	76 52% d	52 52%	49 40%	141 52% d	100 45%	241 49%	210 50% j	20 44%	7 35%	4 46%	212 50% j	29 44%	241 49% j
To understand what other people think and feel about things	128 26%	41 32% f	36 25%	23 23%	28 23%	77 28%	51 23%	128 26%	112 27% ik	7 16%	8 39% hiklmn	1 9%	113 26% ik	15 23% k	128 26% ik
None of these	14 3%	4 3%	1 1%	3 3%	7 6% be	5 2%	9 4% b	14 3%	11 3%	2 4%	* 2%	1 9% hijlmn	13 3%	1 1%	14 3%
Don't know	9 2%	1 1%	1 1%	1 1%	6 5% bceg	2 1%	7 3%	9 2%	8 2%	1 3%	* 1%	* 2%	4 1%	5 8% hjln	9 2%

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

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

QC13. (SHOWCARD) Which, if any of the following apply to your use of the internet? Being online helps me... (MULTI CODE)

Base : Children aged 12-15 who go online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	k	l	m	n	o
Unweighted total	748	-	-	-	-	-	-	-	-	-	-	433	108	103	104	748
Effective Weighted Sample	532	-	-	-	-	-	-	-	-	-	-	407	97	100	103	532
Total	494	-	-	-	-	-	-	-	-	-	-	419	45	20	9	494
With my schoolwork/ homework	387	**	**	**	**	**	**	**	**	**	**	331	33	17	6	387
	78%	**	**	**	**	**	**	**	**	**	**	79%	72%	88%	69%	78%
												n		kln	o	n
To learn a new skill	270	**	**	**	**	**	**	**	**	**	**	233	21	12	4	270
	55%	**	**	**	**	**	**	**	**	**	**	55%	47%	59%	47%	55%
To build or maintain friendships	246	**	**	**	**	**	**	**	**	**	**	201	27	13	5	246
	50%	**	**	**	**	**	**	**	**	**	**	48%	59%	66%	55%	50%
												k		ko		
To find useful information about any problems or issues I may have	244	**	**	**	**	**	**	**	**	**	**	215	17	9	3	244
	49%	**	**	**	**	**	**	**	**	**	**	51%	38%	47%	27%	49%
												ln		n		ln
To develop creative skills	241	**	**	**	**	**	**	**	**	**	**	210	20	7	4	241
	49%	**	**	**	**	**	**	**	**	**	**	50%	44%	35%	46%	49%
												m				m
To understand what other people think and feel about things	128	**	**	**	**	**	**	**	**	**	**	112	7	8	1	128
	26%	**	**	**	**	**	**	**	**	**	**	27%	16%	39%	9%	26%
												ln		kln		ln
None of these	14	**	**	**	**	**	**	**	**	**	**	11	2	*	1	14
	3%	**	**	**	**	**	**	**	**	**	**	3%	4%	2%	9%	3%
															kmo	
Don't know	9	**	**	**	**	**	**	**	**	**	**	8	1	*	*	9
	2%	**	**	**	**	**	**	**	**	**	**	2%	3%	1%	2%	2%

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

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

QC15A. (SHOWCARD) When you go online do you visit social media sites or apps like Facebook, Instagram, Snapchat, Twitter or YouTube? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1505	-	757	748	730	775	-	-	346	411	384	364
Effective Weighted Sample	1034	-	502	532	514	520	-	-	227	279	289	245
Total	954	-	460	494	476	477	-	-	226	233	250	244
All is true	38	**	17	22	18	21	**	**	9	8	9	13
	4%	**	4%	4%	4%	4%	**	**	4%	3%	4%	5%
Most is true	168	**	62	106	90	77	**	**	36	25	54	52
	18%	**	13%	21% b	19%	16%	**	**	16%	11%	22% i	21% i
ALL/ MOST IS TRUE	206	**	78	128	108	98	**	**	45	33	63	65
	22%	**	17%	26% b	23%	21%	**	**	20%	14%	25% i	27% i
Some is true	418	**	143	274	201	217	**	**	69	75	132	142
	44%	**	31%	56% b	42%	45%	**	**	30%	32%	53% hi	58% hi
Don't know	42	**	23	19	22	20	**	**	10	13	12	7
	4%	**	5%	4%	5%	4%	**	**	4%	5%	5%	3%
Don't do this	288	**	216	72	145	143	**	**	103	113	42	30
	30%	**	47% c	15%	30%	30%	**	**	45% jk	48% jk	17%	12%

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

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QC15A. (SHOWCARD) When you go online do you visit social media sites or apps like Facebook, Instagram, Snapchat, Twitter or YouTube? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1505	323	441	335	406	764	741	1505	861	215	222	207	1262	243	1505
Effective Weighted Sample	1034	237	313	218	269	549	486	1034	797	193	215	205	895	139	1034
Total	954	226	297	186	244	523	430	954	817	80	39	17	827	127	954
All is true	38 4%	6 3%	14 5%	6 3%	12 5%	20 4%	18 4%	38 4%	34 4%	4 4%	1 2%	1 4%	35 4%	4 3%	38 4%
Most is true	168 18%	39 17%	57 19%	34 18%	38 15%	96 18%	71 17%	168 18%	143 18%	17 21% jk	5 13%	2 13%	140 17%	28 22% jk	168 18%
ALL/ MOST IS TRUE	206 22%	46 20%	71 24%	40 22%	49 20%	117 22%	89 21%	206 22%	177 22% j	21 26% jk	6 15%	3 16%	175 21% j	31 25% j	206 22% j
Some is true	418 44%	104 46%	114 38%	87 47%	112 46%	218 42%	199 46% b	418 44%	346 42%	40 50%	23 58% hlmn	9 50%	360 44%	58 45%	418 44%
Don't know	42 4%	8 4%	16 5%	9 5%	9 4%	24 5%	18 4%	42 4%	35 4%	4 5%	2 5%	1 7%	37 5%	5 4%	42 4%
Don't do this	288 30%	68 30%	97 32%	50 27%	73 30%	165 31%	123 29%	288 30%	259 32% ij	15 19%	9 22%	5 27%	255 31% ij	33 26%	288 30% ij

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

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QC15A. (SHOWCARD) When you go online do you visit social media sites or apps like Facebook, Instagram, Snapchat, Twitter or YouTube? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1505	-	-	-	-	-	428	107	119	103	757	433	108	103	104	748
Effective Weighted Sample	1034	-	-	-	-	-	391	100	117	102	502	407	97	100	103	532
Total	954	-	-	-	-	-	398	35	19	8	460	419	45	20	9	494
All is true	38	**	**	**	**	**	14	2	1	*	17	20	2	-	*	22
	4%	**	**	**	**	**	4%	5%	3%	2%	4%	5%	4%	-%	5%	4%
		m	m									m	m		m	m
Most is true	168	**	**	**	**	**	51	7	2	1	62	92	10	3	2	106
	18%	**	**	**	**	**	13%	21%	13%	7%	13%	22%	22%	14%	18%	21%
								fij								
ALL/ MOST IS TRUE	206	**	**	**	**	**	65	9	3	1	78	111	12	3	2	128
	22%	**	**	**	**	**	16%	26%	16%	9%	17%	27%	26%	14%	23%	26%
								fij			i	m	m			m
Some is true	418	**	**	**	**	**	121	11	8	3	143	226	29	14	5	274
	44%	**	**	**	**	**	30%	32%	43%	41%	31%	54%	64%	73%	57%	56%
									fj	fj				kno		
Don't know	42	**	**	**	**	**	19	2	1	1	23	16	2	1	1	19
	4%	**	**	**	**	**	5%	7%	7%	8%	5%	4%	4%	3%	6%	4%
Don't do this	288	**	**	**	**	**	193	13	7	3	216	66	3	2	1	72
	30%	**	**	**	**	**	49%	36%	34%	42%	47%	16%	6%	10%	14%	15%
							gh				gh	l				l

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

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QC15B. (SHOWCARD) When you go online do you visit sites or apps for school work or homework, for instance BBC Bitesize or sites suggested by your teachers? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1505	-	757	748	730	775	-	-	346	411	384	364
Effective Weighted Sample	1034	-	502	532	514	520	-	-	227	279	289	245
Total	954	-	460	494	476	477	-	-	226	233	250	244
All is true	193	**	89	103	96	97	**	**	47	43	49	54
	20%	**	19%	21%	20%	20%	**	**	21%	18%	20%	22%
Most is true	350	**	158	192	181	169	**	**	85	73	97	96
	37%	**	34%	39%	38%	35%	**	**	37%	31%	39%	39%
ALL/ MOST IS TRUE	543	**	247	296	277	266	**	**	131	116	146	150
	57%	**	54%	60% b	58%	56%	**	**	58%	50%	58% i	61% i
Some is true	238	**	101	138	115	123	**	**	49	52	67	71
	25%	**	22%	28% b	24%	26%	**	**	21%	22%	27%	29%
Don't know	47	**	31	16	22	25	**	**	12	18	10	6
	5%	**	7% c	3%	5%	5%	**	**	5%	8% k	4%	3%
Don't do this	126	**	81	44	61	64	**	**	34	47	27	17
	13%	**	18% c	9%	13%	13%	**	**	15% k	20% jk	11%	7%

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

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

QC15B. (SHOWCARD) When you go online do you visit sites or apps for school work or homework, for instance BBC Bitesize or sites suggested by your teachers? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND N	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1505	323	441	335	406	764	741	1505	861	215	222	207	1262	243	1505
Effective Weighted Sample	1034	237	313	218	269	549	486	1034	797	193	215	205	895	139	1034
Total	954	226	297	186	244	523	430	954	817	80	39	17	827	127	954
All is true	193	43	53	40	56	96	96	193	162	13	14	4	162	30	193
	20%	19%	18%	22%	23%	18%	22%	20%	20%	16%	37%	21%	20%	24%	20%
											hiklmn				
Most is true	350	91	110	69	81	201	149	350	311	21	14	4	305	45	350
	37%	40%	37%	37%	33%	38%	35%	37%	38%	26%	36%	24%	37%	36%	37%
									ik		ik		ik	k	ik
ALL/ MOST IS TRUE	543	134	164	109	137	297	246	543	473	34	28	8	467	75	543
	57%	59%	55%	58%	56%	57%	57%	57%	58%	42%	73%	45%	57%	60%	57%
									ik		hiklmn		ik	ik	ik
Some is true	238	56	85	44	53	142	97	238	203	25	5	5	213	25	238
	25%	25%	29%	23%	22%	27%	22%	25%	25%	31%	14%	29%	26%	20%	25%
			f						j	jm		j	j		j
Don't know	47	9	16	9	13	25	22	47	44	1	*	1	37	9	47
	5%	4%	5%	5%	5%	5%	5%	5%	5%	2%	*%	4%	5%	7%	5%
									ij			j	j	ij	j
Don't do this	126	27	33	25	42	59	66	126	97	20	5	4	109	17	126
	13%	12%	11%	13%	17%	11%	15%	13%	12%	25%	13%	22%	13%	13%	13%
					be					hjlmn		hjlmn			

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

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QC15B. (SHOWCARD) When you go online do you visit sites or apps for school work or homework, for instance BBC Bitesize or sites suggested by your teachers? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1505	-	-	-	-	-	428	107	119	103	757	433	108	103	104	748
Effective Weighted Sample	1034	-	-	-	-	-	391	100	117	102	502	407	97	100	103	532
Total	954	-	-	-	-	-	398	35	19	8	460	419	45	20	9	494
All is true	193	**	**	**	**	**	73	8	8	1	89	89	5	6	2	103
	20%	**	**	**	**	**	18%	22%	41%	15%	19%	21%	12%	32%	26%	21%
									fgij			l		klo	l	l
Most is true	350	**	**	**	**	**	143	8	5	2	158	169	13	9	2	192
	37%	**	**	**	**	**	36%	22%	28%	25%	34%	40%	28%	45%	23%	39%
							gi				g	ln		ln		ln
ALL/ MOST IS TRUE	543	**	**	**	**	**	215	15	13	3	247	258	18	15	5	296
	57%	**	**	**	**	**	54%	44%	69%	40%	54%	61%	40%	77%	49%	60%
							i		fgij		i	ln		klno		ln
Some is true	238	**	**	**	**	**	86	10	3	2	101	117	15	3	3	138
	25%	**	**	**	**	**	22%	29%	13%	25%	22%	28%	33%	14%	32%	28%
								h		h	h	m	m		m	m
Don't know	47	**	**	**	**	**	29	1	*	*	31	15	1	-	*	16
	5%	**	**	**	**	**	7%	3%	1%	5%	7%	4%	1%	-%	4%	3%
							h				h				m	
Don't do this	126	**	**	**	**	**	67	9	3	2	81	30	12	2	1	44
	13%	**	**	**	**	**	17%	25%	16%	30%	18%	7%	26%	9%	14%	9%
										fhj			kmno		k	

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

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

QC15C. (SHOWCARD) When you go online do you visit sites or apps about news and what is going on in the world, for instance BBC news, CBBC Newsround, newspaper websites like the Daily Mail or the Guardian, or news apps or sites like Buzzfeed? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1505	-	757	748	730	775	-	-	346	411	384	364
Effective Weighted Sample	1034	-	502	532	514	520	-	-	227	279	289	245
Total	954	-	460	494	476	477	-	-	226	233	250	244
All is true	100	**	50	50	44	56	**	**	21	29	23	27
	10%	**	11%	10%	9%	12%	**	**	9%	12%	9%	11%
Most is true	256	**	97	158	125	130	**	**	50	48	76	83
	27%	**	21%	32% b	26%	27%	**	**	22%	20%	30% hi	34% hi
ALL/ MOST IS TRUE	355	**	147	208	169	186	**	**	70	76	99	110
	37%	**	32%	42% b	36%	39%	**	**	31%	33%	40% h	45% hi
Some is true	202	**	84	118	103	99	**	**	44	39	58	60
	21%	**	18%	24% b	22%	21%	**	**	20%	17%	23%	25% i
Don't know	55	**	32	23	29	26	**	**	14	19	15	8
	6%	**	7%	5%	6%	5%	**	**	6%	8% k	6%	3%
Don't do this	342	**	197	145	176	166	**	**	98	99	78	67
	36%	**	43% c	29%	37%	35%	**	**	43% jk	43% jk	31%	27%

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

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

QC15C. (SHOWCARD) When you go online do you visit sites or apps about news and what is going on in the world, for instance BBC news, CBBC Newsround, newspaper websites like the Daily Mail or the Guardian, or news apps or sites like Buzzfeed? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND N	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1505	323	441	335	406	764	741	1505	861	215	222	207	1262	243	1505
Effective Weighted Sample	1034	237	313	218	269	549	486	1034	797	193	215	205	895	139	1034
Total	954	226	297	186	244	523	430	954	817	80	39	17	827	127	954
All is true	100	24	29	18	29	53	46	100	89	4	5	1	91	8	100
	10%	10%	10%	9%	12%	10%	11%	10%	11%	5%	14%	8%	11%	6%	10%
									i		im		i		i
Most is true	256	70	79	46	61	149	107	256	225	15	12	3	227	29	256
	27%	31%	27%	24%	25%	28%	25%	27%	28%	18%	32%	17%	27%	23%	27%
									ik		ik		ik		ik
ALL/ MOST IS TRUE	355	93	108	63	90	202	153	355	314	19	18	4	318	37	355
	37%	41%	36%	34%	37%	39%	36%	37%	38%	24%	46%	25%	38%	29%	37%
									ikm		iklmn		ikm		ik
Some is true	202	54	60	47	41	114	88	202	170	21	7	4	175	27	202
	21%	24%	20%	25%	17%	22%	20%	21%	21%	26%	18%	24%	21%	21%	21%
		d		d											
Don't know	55	13	15	11	15	28	27	55	50	3	1	1	44	11	55
	6%	6%	5%	6%	6%	5%	6%	6%	6%	4%	2%	6%	5%	8%	6%
									j			j	j	j	j
Don't do this	342	66	113	65	98	179	163	342	283	38	13	8	290	52	342
	36%	29%	38%	35%	40%	34%	38%	36%	35%	47%	34%	45%	35%	41%	36%
			a		a		a			hjl		hjl			

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

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

QC15C. (SHOWCARD) When you go online do you visit sites or apps about news and what is going on in the world, for instance BBC news, CBBC Newsround, newspaper websites like the Daily Mail or the Guardian, or news apps or sites like Buzzfeed? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1505	-	-	-	-	-	428	107	119	103	757	433	108	103	104	748
Effective Weighted Sample	1034	-	-	-	-	-	391	100	117	102	502	407	97	100	103	532
Total	954	-	-	-	-	-	398	35	19	8	460	419	45	20	9	494
All is true	100	**	**	**	**	**	44	2	3	*	50	45	2	2	1	50
	10%	**	**	**	**	**	11%	6%	16%	4%	11%	11%	5%	11%	12%	10%
							i		gi		i					
Most is true	256	**	**	**	**	**	86	6	5	1	97	140	9	8	2	158
	27%	**	**	**	**	**	22%	17%	24%	12%	21%	33%	20%	40%	21%	32%
							i		i		i	ln		ln		ln
ALL/ MOST IS TRUE	355	**	**	**	**	**	130	8	8	1	147	184	11	10	3	208
	37%	**	**	**	**	**	33%	23%	40%	16%	32%	44%	24%	51%	32%	42%
							i		gi		i	ln		ln		l
Some is true	202	**	**	**	**	**	71	8	3	2	84	99	13	4	3	118
	21%	**	**	**	**	**	18%	23%	15%	19%	18%	24%	28%	21%	29%	24%
Don't know	55	**	**	**	**	**	29	2	1	1	32	21	1	-	1	23
	6%	**	**	**	**	**	7%	5%	4%	7%	7%	5%	3%	-%	6%	5%
												m			m	m
Don't do this	342	**	**	**	**	**	168	17	8	5	197	116	21	5	3	145
	36%	**	**	**	**	**	42%	49%	41%	58%	43%	28%	45%	27%	33%	29%
										fhj			kmo			

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

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

QC15A. (SHOWCARD) When you go online do you visit social media sites or apps like Facebook, Instagram, Snapchat, Twitter or YouTube? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online who say they do this

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1050	-	416	634	502	548	-	-	185	231	317	317
Effective Weighted Sample	714	-	264	449	357	357	-	-	121	146	237	214
Total	666	-	244	421	331	335	-	-	124	121	207	214
All is true	38	**	17	22	18	21	**	**	9	8	9	13
	6%	**	7%	5%	5%	6%	**	**	7%	6%	4%	6%
Most is true	168	**	62	106	90	77	**	**	36	25	54	52
	25%	**	25%	25%	27%	23%	**	**	29%	21%	26%	24%
ALL/ MOST IS TRUE	206	**	78	128	108	98	**	**	45	33	63	65
	31%	**	32%	30%	33%	29%	**	**	36%	27%	30%	30%
Some is true	418	**	143	274	201	217	**	**	69	75	132	142
	63%	**	59%	65%	61%	65%	**	**	55%	62%	64%	66% h
Don't know	42	**	23	19	22	20	**	**	10	13	12	7
	6%	**	9% c	5%	7%	6%	**	**	8%	11% k	6%	3%

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

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

QC15A. (SHOWCARD) When you go online do you visit social media sites or apps like Facebook, Instagram, Snapchat, Twitter or YouTube? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online who say they do this

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1050	227	299	239	285	526	524	1050	566	164	171	149	880	170	1050
Effective Weighted Sample	714	164	209	153	187	374	340	714	531	148	165	147	614	100	714
Total	666	158	201	136	171	359	307	666	558	65	30	13	572	94	666
All is true	38 6%	6 4%	14 7%	6 5%	12 7%	20 6%	18 6%	38 6%	34 6%	4 6%	1 2%	1 5%	35 6%	4 4%	38 6%
Most is true	168 25%	39 25%	57 28%	34 25%	38 22%	96 27%	71 23%	168 25%	143 26%	17 26%	5 17%	2 17%	140 24%	28 30%	168 25%
									jk	j			j	jk	jk
ALL/ MOST IS TRUE	206 31%	46 29%	71 35%	40 29%	49 29%	117 33%	89 29%	206 31%	177 32%	21 32%	6 19%	3 22%	175 31%	31 33%	206 31%
									jk	j			j	j	jk
Some is true	418 63%	104 66%	114 57%	87 64%	112 66%	218 61%	199 65%	418 63%	346 62%	40 62%	23 75%	9 69%	360 63%	58 62%	418 63%
											hilmn				
Don't know	42 6%	8 5%	16 8%	9 7%	9 5%	24 7%	18 6%	42 6%	35 6%	4 6%	2 6%	1 9%	37 7%	5 5%	42 6%

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

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

QC15A. (SHOWCARD) When you go online do you visit social media sites or apps like Facebook, Instagram, Snapchat, Twitter or YouTube? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online who say they do this

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	ALL ~e	ENG- LAND f	SCOT- LAND ~g	WALES ~h	IRELAND ~i	ALL j	ENG- LAND k	SCOT- LAND ~l	WALES ~m	IRELAND ~n	ALL o
Significance Level: 95%																
Unweighted total	1050	-	-	-	-	-	210	67	79	60	416	356	97	92	89	634
Effective Weighted Sample	714	-	-	-	-	-	194	63	78	60	264	337	88	89	88	449
Total	666	-	-	-	-	-	205	22	13	5	244	353	43	18	8	421
All is true	38	**	**	**	**	**	14	**	**	**	17	20	**	**	**	22
	6%	**	**	**	**	**	7%	**	**	**	7%	6%	**	**	**	5%
Most is true	168	**	**	**	**	**	51	**	**	**	62	92	**	**	**	106
	25%	**	**	**	**	**	25%	**	**	**	25%	26%	**	**	**	25%
ALL/ MOST IS TRUE	206	**	**	**	**	**	65	**	**	**	78	111	**	**	**	128
	31%	**	**	**	**	**	32%	**	**	**	32%	31%	**	**	**	30%
Some is true	418	**	**	**	**	**	121	**	**	**	143	226	**	**	**	274
	63%	**	**	**	**	**	59%	**	**	**	59%	64%	**	**	**	65%
Don't know	42	**	**	**	**	**	19	**	**	**	23	16	**	**	**	19
	6%	**	**	**	**	**	9%	**	**	**	9%	5%	**	**	**	5%

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

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

QC15B. (SHOWCARD) When you go online do you visit sites or apps for school work or homework, for instance BBC Bitesize or sites suggested by your teachers? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online who say they do this

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1263	-	601	662	615	648	-	-	276	325	339	323
Effective Weighted Sample	880	-	405	475	441	439	-	-	188	221	256	222
Total	828	-	378	449	415	413	-	-	192	186	223	227
All is true	193	**	89	103	96	97	**	**	47	43	49	54
	23%	**	24%	23%	23%	23%	**	**	24%	23%	22%	24%
Most is true	350	**	158	192	181	169	**	**	85	73	97	96
	42%	**	42%	43%	44%	41%	**	**	44%	39%	43%	42%
ALL/ MOST IS TRUE	543	**	247	296	277	266	**	**	131	116	146	150
	66%	**	65%	66%	67%	64%	**	**	68%	62%	65%	66%
Some is true	238	**	101	138	115	123	**	**	49	52	67	71
	29%	**	27%	31%	28%	30%	**	**	25%	28%	30%	31%
Don't know	47	**	31	16	22	25	**	**	12	18	10	6
	6%	**	8%	4%	5%	6%	**	**	6%	10%	4%	3%
			c							jk		

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

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

QC15B. (SHOWCARD) When you go online do you visit sites or apps for school work or homework, for instance BBC Bitesize or sites suggested by your teachers? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online who say they do this

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1263	275	380	279	329	655	608	1263	750	160	192	161	1052	211	1263
Effective Weighted Sample	880	204	273	185	219	477	404	880	696	144	186	159	759	121	880
Total	828	199	265	161	203	464	364	828	720	60	34	14	718	110	828
All is true	193	43	53	40	56	96	96	193	162	13	14	4	162	30	193
	23%	22%	20%	25%	28% be	21%	26% e	23%	22%	22%	42% hiklmn	27%	23%	28%	23%
Most is true	350	91	110	69	81	201	149	350	311	21	14	4	305	45	350
	42%	45%	42%	43%	40%	43%	41%	42%	43% k	35%	42% k	30%	43% k	41%	42% k
ALL/ MOST IS TRUE	543	134	164	109	137	297	246	543	473	34	28	8	467	75	543
	66%	67%	62%	67%	68%	64%	67%	66%	66% ik	56%	84% hiklmn	57%	65% i	69% i	66% ik
Some is true	238	56	85	44	53	142	97	238	203	25	5	5	213	25	238
	29%	28%	32%	27%	26%	31%	27%	29%	28% j	41% hjlmn	16%	37% hjmn	30% j	23%	29% j
Don't know	47	9	16	9	13	25	22	47	44	1	*	1	37	9	47
	6%	5%	6%	6%	6%	5%	6%	6%	6% j	2%	*% j	6% j	5% j	8% ij	6% j

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

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

QC15B. (SHOWCARD) When you go online do you visit sites or apps for school work or homework, for instance BBC Bitesize or sites suggested by your teachers? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online who say they do this

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	f	~g	~h	~i	j	k	~l	~m	~n	o
Unweighted total	1263	-	-	-	-	-	350	80	99	72	601	400	80	93	89	662
Effective Weighted Sample	880	-	-	-	-	-	320	75	98	71	405	376	72	90	88	475
Total	828	-	-	-	-	-	330	26	16	6	378	390	34	18	8	449
All is true	193	**	**	**	**	**	73	**	**	**	89	89	**	**	**	103
	23%	**	**	**	**	**	22%	**	**	**	24%	23%	**	**	**	23%
Most is true	350	**	**	**	**	**	143	**	**	**	158	169	**	**	**	192
	42%	**	**	**	**	**	43%	**	**	**	42%	43%	**	**	**	43%
ALL/ MOST IS TRUE	543	**	**	**	**	**	215	**	**	**	247	258	**	**	**	296
	66%	**	**	**	**	**	65%	**	**	**	65%	66%	**	**	**	66%
Some is true	238	**	**	**	**	**	86	**	**	**	101	117	**	**	**	138
	29%	**	**	**	**	**	26%	**	**	**	27%	30%	**	**	**	31%
Don't know	47	**	**	**	**	**	29	**	**	**	31	15	**	**	**	16
	6%	**	**	**	**	**	9%	**	**	**	8%	4%	**	**	**	4%

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

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

QC15C. (SHOWCARD) When you go online do you visit sites or apps about news and what is going on in the world, for instance BBC news, CBBC Newsround, newspaper websites like the Daily Mail or the Guardian, or news apps or sites like Buzzfeed? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online who say they do this

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	921	-	413	508	445	476	-	-	182	231	263	245
Effective Weighted Sample	649	-	283	366	321	328	-	-	125	161	197	171
Total	612	-	263	349	301	311	-	-	129	134	172	177
All is true	100	**	50	50	44	56	**	**	21	29	23	27
	16%	**	19%	14%	15%	18%	**	**	16%	21%	13%	15%
										j		
Most is true	256	**	97	158	125	130	**	**	50	48	76	83
	42%	**	37%	45%	42%	42%	**	**	39%	36%	44%	47%
				b								i
ALL/ MOST IS TRUE	355	**	147	208	169	186	**	**	70	76	99	110
	58%	**	56%	60%	56%	60%	**	**	55%	57%	57%	62%
Some is true	202	**	84	118	103	99	**	**	44	39	58	60
	33%	**	32%	34%	34%	32%	**	**	35%	29%	34%	34%
Don't know	55	**	32	23	29	26	**	**	14	19	15	8
	9%	**	12%	6%	10%	8%	**	**	11%	14%	9%	4%
			c						k	k		

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

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

QC15C. (SHOWCARD) When you go online do you visit sites or apps about news and what is going on in the world, for instance BBC news, CBBC Newsround, newspaper websites like the Daily Mail or the Guardian, or news apps or sites like Buzzfeed? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online who say they do this

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	921	221	265	207	228	486	435	921	555	110	143	113	775	146	921
Effective Weighted Sample	649	166	190	138	156	356	293	649	515	99	138	111	564	85	649
Total	612	160	184	121	146	344	268	612	534	43	26	10	537	74	612
All is true	100	24	29	18	29	53	46	100	89	4	5	1	91	8	100
	16%	15%	16%	15%	20%	15%	17%	16%	17%	10%	21%	15%	17%	11%	16%
											i				
Most is true	256	70	79	46	61	149	107	256	225	15	12	3	227	29	256
	42%	44%	43%	38%	42%	43%	40%	42%	42%	35%	49%	30%	42%	39%	42%
									k		ik		k		k
ALL/ MOST IS TRUE	355	93	108	63	90	202	153	355	314	19	18	4	318	37	355
	58%	58%	59%	52%	62%	59%	57%	58%	59%	44%	69%	45%	59%	50%	58%
									ik		hiklmn		ik		ik
Some is true	202	54	60	47	41	114	88	202	170	21	7	4	175	27	202
	33%	34%	33%	39%	28%	33%	33%	33%	32%	49%	28%	44%	33%	36%	33%
				d						hjl		hjl			
Don't know	55	13	15	11	15	28	27	55	50	3	1	1	44	11	55
	9%	8%	8%	9%	11%	8%	10%	9%	9%	7%	3%	11%	8%	14%	9%
									j			j	j	j	j

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

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

QC15C. (SHOWCARD) When you go online do you visit sites or apps about news and what is going on in the world, for instance BBC news, CBBC Newsround, newspaper websites like the Daily Mail or the Guardian, or news apps or sites like Buzzfeed? IF YES - Do you believe that all of the information you see on these sites or apps is true, most of it is true or just some of it is true? (SINGLE CODE)

Base : Children aged 8-15 who go online who say they do this

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	f	~g	~h	~i	j	k	~l	~m	~n	o
Unweighted total	921	-	-	-	-	-	247	53	69	44	413	308	57	74	69	508
Effective Weighted Sample	649	-	-	-	-	-	225	50	68	44	283	290	52	71	68	366
Total	612	-	-	-	-	-	230	18	11	3	263	304	25	14	6	349
All is true	100	**	**	**	**	**	44	**	**	**	50	45	**	**	**	50
	16%	**	**	**	**	**	19%	**	**	**	19%	15%	**	**	**	14%
Most is true	256	**	**	**	**	**	86	**	**	**	97	140	**	**	**	158
	42%	**	**	**	**	**	37%	**	**	**	37%	46%	**	**	**	45%
ALL/ MOST IS TRUE	355	**	**	**	**	**	130	**	**	**	147	184	**	**	**	208
	58%	**	**	**	**	**	56%	**	**	**	56%	61%	**	**	**	60%
Some is true	202	**	**	**	**	**	71	**	**	**	84	99	**	**	**	118
	33%	**	**	**	**	**	31%	**	**	**	32%	33%	**	**	**	34%
Don't know	55	**	**	**	**	**	29	**	**	**	32	21	**	**	**	23
	9%	**	**	**	**	**	13%	**	**	**	12%	7%	**	**	**	6%

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

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

QC17. (SHOWCARD) Thinking about all the things you use to go online, in a normal week, would you say that you..... (SINGLE CODE)

Base : Children aged 8-15 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1505	-	757	748	730	775	-	-	346	411	384	364
Effective Weighted Sample	1034	-	502	532	514	520	-	-	227	279	289	245
Total	954	-	460	494	476	477	-	-	226	233	250	244
Only use websites or apps that you've used before	493 52%	** **	281 61% c	211 43%	242 51%	250 52%	** **	** **	135 60% jk	146 63% jk	107 43%	104 43%
Use one or two websites or apps that you've not used before	326 34%	** **	125 27%	200 41% b	151 32%	175 37%	** **	** **	59 26%	66 28%	91 37% hi	109 45% hi
Use lots of websites or apps that you've not used before	88 9%	** **	21 5%	67 14% b	55 12% e	32 7%	** **	** **	13 6%	8 3%	42 17% hik	25 10% i
Don't know	48 5%	** **	32 7% c	15 3%	28 6%	20 4%	** **	** **	19 8% jk	14 6% k	9 4%	6 2%

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

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

QC17. (SHOWCARD) Thinking about all the things you use to go online, in a normal week, would you say that you..... (SINGLE CODE)

Base : Children aged 8-15 who go online

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1505	323	441	335	406	764	741	1505	861	215	222	207	1262	243	1505
Effective Weighted Sample	1034	237	313	218	269	549	486	1034	797	193	215	205	895	139	1034
Total	954	226	297	186	244	523	430	954	817	80	39	17	827	127	954
Only use websites or apps that you've used before	493 52%	114 50%	145 49%	94 50%	140 57% be	259 49%	234 54%	493 52%	420 51%	44 55%	21 53%	8 45%	416 50%	76 60% kl	493 52%
Use one or two websites or apps that you've not used before	326 34%	90 40% df	103 35% d	67 36% d	66 27%	192 37% df	133 31%	326 34% d	280 34%	23 29%	15 39% i	8 44% hilmn	286 35%	39 31%	326 34%
Use lots of websites or apps that you've not used before	88 9%	15 7%	31 11%	18 9%	23 9%	47 9%	41 9%	88 9%	78 10% jkm	7 9% k	2 5%	1 4%	83 10% jkm	5 4%	88 9% km
Don't know	48 5%	7 3%	18 6%	8 4%	15 6%	25 5%	23 5%	48 5%	39 5%	6 8% j	1 3%	1 7% j	41 5%	7 6%	48 5%

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

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

QC17. (SHOWCARD) Thinking about all the things you use to go online, in a normal week, would you say that you..... (SINGLE CODE)

Base : Children aged 8-15 who go online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1505	-	-	-	-	-	428	107	119	103	757	433	108	103	104	748
Effective Weighted Sample	1034	-	-	-	-	-	391	100	117	102	502	407	97	100	103	532
Total	954	-	-	-	-	-	398	35	19	8	460	419	45	20	9	494
Only use websites or apps that you've used before	493 52%	** **	** **	** **	** **	** **	239 60%	25 73% fij	12 63%	4 54%	281 61%	181 43%	19 41%	8 43%	3 38%	211 43%
Use one or two websites or apps that you've not used before	326 34%	** **	** **	** **	** **	** **	112 28% g	5 14%	6 30% g	2 30% g	125 27% g	167 40%	18 40%	9 48%	5 55% klo	200 41%
Use lots of websites or apps that you've not used before	88 9%	** **	** **	** **	** **	** **	19 5%	2 5%	* 2%	* 1%	21 5%	59 14% n	5 12%	2 9%	1 6%	67 14% n
Don't know	48 5%	** **	** **	** **	** **	** **	27 7%	3 8%	1 5%	1 15% fhj	32 7%	12 3%	3 7%	* 1%	* 1%	15 3%

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

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

QC18. (SHOWCARD) When you go to websites or apps you've never used before to look for information online do you ever think about whether you can trust the information to be true or accurate? IF YES: Which of these things, if any might you check to see if the information is true or accurate? (MULTI CODE)

Base : Children aged 12-15 who go online who use websites they've not used before

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7 ~a	8-11 ~b	12-15 c	MALE d	FEMALE e	MALE 5-7 ~f	FEMALE 5-7 ~g	MALE 8-11 ~h	FEMALE 8-11 ~i	MALE 12-15 j	FEMALE 12-15 k
Significance Level: 95%												
Unweighted total	402	-	-	402	212	190	-	-	-	-	212	190
Effective Weighted Sample	283	-	-	283	157	129	-	-	-	-	157	129
Total	267	-	-	267	133	134	-	-	-	-	133	134
Ask someone else if they have been to the website	99 37%	** **	** **	99 37%	51 38%	48 36%	** **	** **	** **	** **	51 38%	48 36%
Look at how up to date the information on the website is	88 33%	** **	** **	88 33%	44 33%	44 33%	** **	** **	** **	** **	44 33%	44 33%
Check the general look of the website, for example the layout, colours or how professional it looks	82 31%	** **	** **	82 31%	42 32%	40 30%	** **	** **	** **	** **	42 32%	40 30%
Check some types of information across a number of websites to be sure it's correct	82 31%	** **	** **	82 31%	44 33%	38 28%	** **	** **	** **	** **	44 33%	38 28%
See whether it is a company you have heard of	69 26%	** **	** **	69 26%	31 23%	38 29%	** **	** **	** **	** **	31 23%	38 29%
Something else	6 2%	** **	** **	6 2%	4 3%	2 2%	** **	** **	** **	** **	4 3%	2 2%
TOTAL - EVER THINK ABOUT WHETHER THE INFORMATION IS TRUE OR ACCURATE	180 68%	** **	** **	180 68%	90 68%	90 68%	** **	** **	** **	** **	90 68%	90 68%
No - Do not think about this	70 26%	** **	** **	70 26%	32 24%	39 29%	** **	** **	** **	** **	32 24%	39 29%
Don't know	16 6%	** **	** **	16 6%	12 9%	4 3%	** **	** **	** **	** **	12 9%	4 3%

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

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

QC18. (SHOWCARD) When you go to websites or apps you've never used before to look for information online do you ever think about whether you can trust the information to be true or accurate? IF YES: Which of these things, if any might you check to see if the information is true or accurate? (MULTI CODE)

Base : Children aged 12-15 who go online who use websites they've not used before

	Total	SOCIAL GRADE							NATION						
		AB ~a	C1 b	C2 ~c	DE ~d	ABC1 e	C2DE f	ALL g	ENGLAND h	SCOT- LAND ~i	WALES ~j	IRELAND ~k	URBAN l	RURAL ~m	ALL n
Significance Level: 95%															
Unweighted total	402	94	121	91	96	215	187	402	230	54	55	63	349	53	402
Effective Weighted Sample	283	71	88	62	63	159	124	283	216	49	53	62	254	29	283
Total	267	69	86	57	55	155	112	267	227	24	11	6	242	25	267
Ask someone else if they have been to the website	99 37%	** **	40 46%	** **	** **	59 38%	40 35%	99 37%	86 38%	** **	** **	** **	90 37%	** **	99 37%
Look at how up to date the information on the website is	88 33%	** **	28 33%	** **	** **	52 34%	36 32%	88 33%	77 34%	** **	** **	** **	80 33%	** **	88 33%
Check the general look of the website, for example the layout, colours or how professional it looks	82 31%	** **	26 30%	** **	** **	48 31%	35 31%	82 31%	71 31%	** **	** **	** **	74 31%	** **	82 31%
Check some types of information across a number of websites to be sure it's correct	82 31%	** **	28 32%	** **	** **	52 34%	30 27%	82 31%	70 31%	** **	** **	** **	74 31%	** **	82 31%
See whether it is a company you have heard of	69 26%	** **	24 29%	** **	** **	43 28%	26 23%	69 26%	60 26%	** **	** **	** **	63 26%	** **	69 26%
Something else	6 2%	** **	* *%	** **	** **	3 2%	3 2%	6 2%	4 2%	** **	** **	** **	4 1%	** **	6 2%
TOTAL - EVER THINK ABOUT WHETHER THE INFORMATION IS TRUE OR ACCURATE	180 68%	** **	62 72%	** **	** **	110 71%	70 62%	180 68%	155 69%	** **	** **	** **	163 67%	** **	180 68%
No - Do not think about this	70 26%	** **	21 24%	** **	** **	35 23%	35 31%	70 26%	57 25%	** **	** **	** **	66 27%	** **	70 26%
Don't know	16 6%	** **	3 4%	** **	** **	9 6%	7 6%	16 6%	14 6%	** **	** **	** **	13 5%	** **	16 6%

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

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

QC18. (SHOWCARD) When you go to websites or apps you've never used before to look for information online do you ever think about whether you can trust the information to be true or accurate? IF YES: Which of these things, if any might you check to see if the information is true or accurate? (MULTI CODE)

Base : Children aged 12-15 who go online who use websites they've not used before

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	ALL ~e	ENG- LAND ~f	SCOT- LAND ~g	WALES ~h	IRELAND ~i	ALL ~j	ENG- LAND k	SCOT- LAND ~l	WALES ~m	IRELAND ~n	ALL o
Significance Level: 95%																
Unweighted total	402	-	-	-	-	-	-	-	-	-	-	230	54	55	63	402
Effective Weighted Sample	283	-	-	-	-	-	-	-	-	-	-	216	49	53	62	283
Total	267	-	-	-	-	-	-	-	-	-	-	227	24	11	6	267
Ask someone else if they have been to the website	99 37%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	86 38%	** **	** **	** **	99 37%
Look at how up to date the information on the website is	88 33%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	77 34%	** **	** **	** **	88 33%
Check the general look of the website, for example the layout, colours or how professional it looks	82 31%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	71 31%	** **	** **	** **	82 31%
Check some types of information across a number of websites to be sure it's correct	82 31%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	70 31%	** **	** **	** **	82 31%
See whether it is a company you have heard of	69 26%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	60 26%	** **	** **	** **	69 26%
Something else	6 2%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	4 2%	** **	** **	** **	6 2%
TOTAL - EVER THINK ABOUT WHETHER THE INFORMATION IS TRUE OR ACCURATE	180 68%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	155 69%	** **	** **	** **	180 68%
No - Do not think about this	70 26%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	57 25%	** **	** **	** **	70 26%
Don't know	16 6%	** **	** **	** **	** **	** **	** **	** **	** **	** **	** **	14 6%	** **	** **	** **	16 6%

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

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

QC22A. (SHOWCARD) ATTITUDES TOWARDS SOCIAL MEDIA - There is pressure to be popular on social media (SINGLE CODE)

Base : Children aged 8-15 with a profile/ account on a social media/ messaging site or app

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	683	-	159	524	322	361	-	-	65	94	257	267
Effective Weighted Sample	473	-	99	374	234	240	-	-	43	58	193	183
Total	448	-	96	351	215	233	-	-	47	49	168	183
All the time	70	**	10	61	36	34	**	**	**	**	31	30
	16%	**	10%	17%	17%	15%	**	**	**	**	18%	16%
Most of the time	94	**	15	79	40	54	**	**	**	**	35	44
	21%	**	16%	22%	19%	23%	**	**	**	**	21%	24%
Sometimes	182	**	39	143	85	97	**	**	**	**	62	81
	41%	**	40%	41%	39%	42%	**	**	**	**	37%	44%
Never	85	**	26	59	43	42	**	**	**	**	33	26
	19%	**	27%	17%	20%	18%	**	**	**	**	20%	14%
			c									
Don't know	17	**	7	10	11	6	**	**	**	**	7	2
	4%	**	8%	3%	5%	3%	**	**	**	**	4%	1%
			c									
SUMMARY CODES												
ALL/ MOST OF THE TIME	164	**	25	139	76	88	**	**	**	**	66	74
	37%	**	26%	40%	35%	38%	**	**	**	**	39%	40%
			b									
EVER	346	**	63	283	161	185	**	**	**	**	128	155
	77%	**	66%	80%	75%	80%	**	**	**	**	76%	85%
			b								j	

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

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

QC22A. (SHOWCARD) ATTITUDES TOWARDS SOCIAL MEDIA - There is pressure to be popular on social media (SINGLE CODE)

Base : Children aged 8-15 with a profile/ account on a social media/ messaging site or app

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	~k	l	m	n
Unweighted total	683	161	190	146	186	351	332	683	363	108	126	86	562	121	683
Effective Weighted Sample	473	116	140	95	122	256	218	473	346	100	122	85	400	74	473
Total	448	111	137	86	114	248	200	448	371	47	23	8	378	70	448
All the time	70	15	22	9	24	37	33	70	64	3	2	**	69	2	70
	16%	13%	16%	11%	21%	15%	17%	16%	17%	6%	10%	**	18%	2%	16%
				c					ijm		m		ijm		im
Most of the time	94	20	34	18	22	54	40	94	74	12	5	**	84	10	94
	21%	18%	25%	21%	19%	22%	20%	21%	20%	26%	21%	**	22%	14%	21%
										m					
Sometimes	182	52	54	38	38	106	76	182	149	21	10	**	145	37	182
	41%	46%	39%	44%	33%	43%	38%	41%	40%	45%	44%	**	38%	53%	41%
		d											hln		
Never	85	18	23	18	25	41	43	85	70	8	6	**	67	18	85
	19%	17%	17%	21%	22%	17%	22%	19%	19%	16%	25%	**	18%	25%	19%
Don't know	17	6	4	3	4	10	7	17	13	3	*	**	13	4	17
	4%	5%	3%	3%	4%	4%	4%	4%	4%	6%	1%	**	4%	5%	4%
										j					
SUMMARY CODES															
ALL/ MOST OF THE TIME	164	35	56	27	46	91	73	164	138	15	7	**	153	11	164
	37%	31%	41%	32%	40%	37%	37%	37%	37%	33%	30%	**	40%	16%	37%
									m	m	m		jm		m
EVER	346	86	110	66	84	197	150	346	287	36	17	**	298	48	346
	77%	78%	80%	76%	74%	79%	75%	77%	77%	78%	74%	**	79%	69%	77%

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

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

QC22A. (SHOWCARD) ATTITUDES TOWARDS SOCIAL MEDIA - There is pressure to be popular on social media (SINGLE CODE)

Base : Children aged 8-15 with a profile/ account on a social media/ messaging site or app

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	~l	~m	~n	o
Unweighted total	683	-	-	-	-	-	70	29	42	18	159	293	79	84	68	524
Effective Weighted Sample	473	-	-	-	-	-	68	28	42	18	99	279	73	81	67	374
Total	448	-	-	-	-	-	77	11	7	1	96	293	36	16	6	351
All the time	70	**	**	**	**	**	**	**	**	**	10	55	**	**	**	61
	16%	**	**	**	**	**	**	**	**	**	10%	19%	**	**	**	17%
Most of the time	94	**	**	**	**	**	**	**	**	**	15	63	**	**	**	79
	21%	**	**	**	**	**	**	**	**	**	16%	21%	**	**	**	22%
Sometimes	182	**	**	**	**	**	**	**	**	**	39	119	**	**	**	143
	41%	**	**	**	**	**	**	**	**	**	40%	40%	**	**	**	41%
Never	85	**	**	**	**	**	**	**	**	**	26	49	**	**	**	59
	19%	**	**	**	**	**	**	**	**	**	27%	17%	**	**	**	17%
Don't know	17	**	**	**	**	**	**	**	**	**	7	8	**	**	**	10
	4%	**	**	**	**	**	**	**	**	**	8%	3%	**	**	**	3%
SUMMARY CODES																
ALL/ MOST OF THE TIME	164	**	**	**	**	**	**	**	**	**	25	118	**	**	**	139
	37%	**	**	**	**	**	**	**	**	**	26%	40%	**	**	**	40%
EVER	346	**	**	**	**	**	**	**	**	**	63	237	**	**	**	283
	77%	**	**	**	**	**	**	**	**	**	66%	81%	**	**	**	80%

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

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

QC22B. (SHOWCARD) ATTITUDES TOWARDS SOCIAL MEDIA - People are mean to each other on social media (SINGLE CODE)

Base : Children aged 8-15 with a profile/ account on a social media/ messaging site or app

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	683	-	159	524	322	361	-	-	65	94	257	267
Effective Weighted Sample	473	-	99	374	234	240	-	-	43	58	193	183
Total	448	-	96	351	215	233	-	-	47	49	168	183
All the time	40	**	11	29	18	22	**	**	**	**	15	13
	9%	**	11%	8%	8%	9%	**	**	**	**	9%	7%
Most of the time	80	**	18	62	45	35	**	**	**	**	35	27
	18%	**	18%	18%	21%	15%	**	**	**	**	21%	15%
Sometimes	282	**	53	229	126	156	**	**	**	**	100	129
	63%	**	55%	65%	58%	67%	**	**	**	**	60%	70%
											j	
Never	28	**	9	19	16	12	**	**	**	**	10	9
	6%	**	10%	5%	8%	5%	**	**	**	**	6%	5%
Don't know	18	**	6	12	10	8	**	**	**	**	7	5
	4%	**	6%	3%	5%	3%	**	**	**	**	4%	3%
SUMMARY CODES												
ALL/ MOST OF THE TIME	120	**	29	91	63	57	**	**	**	**	51	40
	27%	**	30%	26%	29%	24%	**	**	**	**	30%	22%
EVER	401	**	81	320	189	213	**	**	**	**	151	169
	90%	**	84%	91%	88%	91%	**	**	**	**	90%	92%

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

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

QC22B. (SHOWCARD) ATTITUDES TOWARDS SOCIAL MEDIA - People are mean to each other on social media (SINGLE CODE)

Base : Children aged 8-15 with a profile/ account on a social media/ messaging site or app

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	~k	l	m	n
Unweighted total	683	161	190	146	186	351	332	683	363	108	126	86	562	121	683
Effective Weighted Sample	473	116	140	95	122	256	218	473	346	100	122	85	400	74	473
Total	448	111	137	86	114	248	200	448	371	47	23	8	378	70	448
All the time	40 9%	6 6%	12 9%	4 4%	18 16% aceg	18 7%	22 11%	40 9%	33 9%	5 10%	1 4%	** **	35 9%	5 7%	40 9%
Most of the time	80 18%	13 12%	31 22% a	17 20%	19 17%	44 18%	36 18%	80 18%	69 19%	6 12%	3 13%	** **	66 18%	14 19%	80 18%
Sometimes	282 63%	78 71% d	81 59%	60 69% d	62 55%	160 64%	122 61%	282 63%	226 61%	34 73% h	17 76% hlmn	** **	239 63%	42 61%	282 63%
Never	28 6%	9 8%	8 6%	3 3%	8 7%	17 7%	11 5%	28 6%	26 7%	1 2%	1 6%	** **	25 7%	4 5%	28 6%
Don't know	18 4%	4 3%	5 4%	3 4%	6 6%	9 4%	9 5%	18 4%	16 4%	1 3%	* 1%	** **	13 3%	6 8% j	18 4%
SUMMARY CODES															
ALL/ MOST OF THE TIME	120 27%	20 18%	42 31% a	21 24%	37 32% a	62 25%	58 29% a	120 27% a	103 28% j	10 22%	4 18%	** **	101 27% j	18 26%	120 27% j
EVER	401 90%	98 89%	123 90%	80 93%	99 87%	222 89%	180 90%	401 90%	329 89%	44 95%	21 94%	** **	341 90%	61 87%	401 90%

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

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

QC22B. (SHOWCARD) ATTITUDES TOWARDS SOCIAL MEDIA - People are mean to each other on social media (SINGLE CODE)

Base : Children aged 8-15 with a profile/ account on a social media/ messaging site or app

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	~l	~m	~n	o
Unweighted total	683	-	-	-	-	-	70	29	42	18	159	293	79	84	68	524
Effective Weighted Sample	473	-	-	-	-	-	68	28	42	18	99	279	73	81	67	374
Total	448	-	-	-	-	-	77	11	7	1	96	293	36	16	6	351
All the time	40	**	**	**	**	**	**	**	**	**	11	24	**	**	**	29
	9%	**	**	**	**	**	**	**	**	**	11%	8%	**	**	**	8%
Most of the time	80	**	**	**	**	**	**	**	**	**	18	54	**	**	**	62
	18%	**	**	**	**	**	**	**	**	**	18%	18%	**	**	**	18%
Sometimes	282	**	**	**	**	**	**	**	**	**	53	185	**	**	**	229
	63%	**	**	**	**	**	**	**	**	**	55%	63%	**	**	**	65%
Never	28	**	**	**	**	**	**	**	**	**	9	18	**	**	**	19
	6%	**	**	**	**	**	**	**	**	**	10%	6%	**	**	**	5%
Don't know	18	**	**	**	**	**	**	**	**	**	6	12	**	**	**	12
	4%	**	**	**	**	**	**	**	**	**	6%	4%	**	**	**	3%
SUMMARY CODES																
ALL/ MOST OF THE TIME	120	**	**	**	**	**	**	**	**	**	29	78	**	**	**	91
	27%	**	**	**	**	**	**	**	**	**	30%	27%	**	**	**	26%
EVER	401	**	**	**	**	**	**	**	**	**	81	263	**	**	**	320
	90%	**	**	**	**	**	**	**	**	**	84%	90%	**	**	**	91%

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

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QC22C. (SHOWCARD) ATTITUDES TOWARDS SOCIAL MEDIA - Using social media makes me feel happy (SINGLE CODE)

Base : Children aged 8-15 with a profile/ account on a social media/ messaging site or app

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	683	-	159	524	322	361	-	-	65	94	257	267
Effective Weighted Sample	473	-	99	374	234	240	-	-	43	58	193	183
Total	448	-	96	351	215	233	-	-	47	49	168	183
All the time	51	**	15	37	27	24	**	**	**	**	21	16
	11%	**	15%	10%	13%	11%	**	**	**	**	12%	9%
Most of the time	168	**	28	140	72	96	**	**	**	**	55	84
	37%	**	29%	40%	33%	41%	**	**	**	**	33%	46%
												j
Sometimes	191	**	43	148	92	99	**	**	**	**	73	75
	43%	**	44%	42%	43%	43%	**	**	**	**	43%	41%
Never	20	**	5	15	12	7	**	**	**	**	9	6
	4%	**	5%	4%	6%	3%	**	**	**	**	5%	3%
Don't know	18	**	6	12	12	5	**	**	**	**	10	2
	4%	**	6%	3%	6%	2%	**	**	**	**	6%	1%
					e						k	
SUMMARY CODES												
ALL/ MOST OF THE TIME	219	**	43	176	99	121	**	**	**	**	76	100
	49%	**	45%	50%	46%	52%	**	**	**	**	45%	55%
EVER	410	**	86	324	190	220	**	**	**	**	149	175
	92%	**	89%	92%	88%	95%	**	**	**	**	89%	96%
					d							j

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

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

QC22C. (SHOWCARD) ATTITUDES TOWARDS SOCIAL MEDIA - Using social media makes me feel happy (SINGLE CODE)

Base : Children aged 8-15 with a profile/ account on a social media/ messaging site or app

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	~k	l	m	n
Unweighted total	683	161	190	146	186	351	332	683	363	108	126	86	562	121	683
Effective Weighted Sample	473	116	140	95	122	256	218	473	346	100	122	85	400	74	473
Total	448	111	137	86	114	248	200	448	371	47	23	8	378	70	448
All the time	51 11%	11 10%	14 10%	9 10%	18 16%	25 10%	26 13%	51 11%	43 12%	4 8%	4 19% hiln	** **	44 12%	8 11%	51 11%
Most of the time	168 37%	49 45%	46 33%	34 39%	39 34%	95 38%	73 36%	168 37%	138 37%	16 34%	11 47% in	** **	145 38%	23 33%	168 37%
Sometimes	191 43%	43 39%	69 51% df	37 43%	42 37%	112 45%	79 40%	191 43%	161 43% j	21 46% j	6 26%	** **	155 41% j	36 51% j	191 43% j
Never	20 4%	4 4%	3 2%	4 5%	8 7%	7 3%	13 6%	20 4%	17 5%	2 4%	1 5% m	** **	20 5% m	* *% m	20 4%
Don't know	18 4%	4 3%	5 3%	2 3%	7 6%	8 3%	9 5%	18 4%	12 3%	4 9% hln	1 3%	** **	15 4%	3 4%	18 4%
SUMMARY CODES															
ALL/ MOST OF THE TIME	219 49%	60 54%	60 44%	42 49%	57 50%	120 49%	99 50%	219 49%	181 49%	20 42%	15 66% hilmn	** **	188 50%	31 44%	219 49%
EVER	410 92%	103 93%	129 94% d	80 92%	99 87%	232 94% d	178 89%	410 92%	342 92%	41 88%	21 92%	** **	344 91%	67 96%	410 92%

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

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

QC22C. (SHOWCARD) ATTITUDES TOWARDS SOCIAL MEDIA - Using social media makes me feel happy (SINGLE CODE)

Base : Children aged 8-15 with a profile/ account on a social media/ messaging site or app

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	~l	~m	~n	o
Unweighted total	683	-	-	-	-	-	70	29	42	18	159	293	79	84	68	524
Effective Weighted Sample	473	-	-	-	-	-	68	28	42	18	99	279	73	81	67	374
Total	448	-	-	-	-	-	77	11	7	1	96	293	36	16	6	351
All the time	51	**	**	**	**	**	**	**	**	**	15	32	**	**	**	37
	11%	**	**	**	**	**	**	**	**	**	15%	11%	**	**	**	10%
Most of the time	168	**	**	**	**	**	**	**	**	**	28	117	**	**	**	140
	37%	**	**	**	**	**	**	**	**	**	29%	40%	**	**	**	40%
Sometimes	191	**	**	**	**	**	**	**	**	**	43	124	**	**	**	148
	43%	**	**	**	**	**	**	**	**	**	44%	42%	**	**	**	42%
Never	20	**	**	**	**	**	**	**	**	**	5	13	**	**	**	15
	4%	**	**	**	**	**	**	**	**	**	5%	4%	**	**	**	4%
Don't know	18	**	**	**	**	**	**	**	**	**	6	7	**	**	**	12
	4%	**	**	**	**	**	**	**	**	**	6%	2%	**	**	**	3%
SUMMARY CODES																
ALL/ MOST OF THE TIME	219	**	**	**	**	**	**	**	**	**	43	149	**	**	**	176
	49%	**	**	**	**	**	**	**	**	**	45%	51%	**	**	**	50%
EVER	410	**	**	**	**	**	**	**	**	**	86	273	**	**	**	324
	92%	**	**	**	**	**	**	**	**	**	89%	93%	**	**	**	92%

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

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

QC22D. (SHOWCARD) ATTITUDES TOWARDS SOCIAL MEDIA - Using social media helps me feel closer to my friends (SINGLE CODE)

Base : Children aged 8-15 with a profile/ account on a social media/ messaging site or app

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	683	-	159	524	322	361	-	-	65	94	257	267
Effective Weighted Sample	473	-	99	374	234	240	-	-	43	58	193	183
Total	448	-	96	351	215	233	-	-	47	49	168	183
All the time	95	**	17	78	42	52	**	**	**	**	32	46
	21%	**	18%	22%	20%	23%	**	**	**	**	19%	25%
Most of the time	173	**	28	145	80	93	**	**	**	**	66	79
	39%	**	30%	41%	37%	40%	**	**	**	**	39%	43%
			b									
Sometimes	130	**	33	96	68	62	**	**	**	**	52	45
	29%	**	35%	27%	31%	27%	**	**	**	**	31%	24%
Never	37	**	14	23	16	21	**	**	**	**	11	12
	8%	**	14%	7%	7%	9%	**	**	**	**	6%	7%
			c									
Don't know	13	**	4	9	10	4	**	**	**	**	8	1
	3%	**	4%	3%	4%	2%	**	**	**	**	5%	1%
											k	
SUMMARY CODES												
ALL/ MOST OF THE TIME	268	**	45	223	122	146	**	**	**	**	98	125
	60%	**	47%	63%	57%	63%	**	**	**	**	58%	68%
			b								j	
EVER	398	**	79	319	190	208	**	**	**	**	150	169
	89%	**	82%	91%	88%	89%	**	**	**	**	89%	92%
			b									

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

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

QC22D. (SHOWCARD) ATTITUDES TOWARDS SOCIAL MEDIA - Using social media helps me feel closer to my friends (SINGLE CODE)

Base : Children aged 8-15 with a profile/ account on a social media/ messaging site or app

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	~k	l	m	n
Unweighted total	683	161	190	146	186	351	332	683	363	108	126	86	562	121	683
Effective Weighted Sample	473	116	140	95	122	256	218	473	346	100	122	85	400	74	473
Total	448	111	137	86	114	248	200	448	371	47	23	8	378	70	448
All the time	95 21%	25 23%	25 18%	17 19%	28 25%	50 20%	44 22%	95 21%	75 20%	8 18%	10 44% hilmn	** **	77 20%	18 25%	95 21%
Most of the time	173 39%	42 38%	54 40%	35 41%	42 37%	96 39%	77 39%	173 39%	146 39% j	17 37%	6 25%	** **	150 40% j	24 34%	173 39% j
Sometimes	130 29%	31 28%	44 32%	26 30%	29 25%	75 30%	54 27%	130 29%	105 28%	17 37% j	5 23%	** **	108 29%	22 31%	130 29%
Never	37 8%	9 8%	12 8%	7 8%	9 8%	20 8%	16 8%	37 8%	33 9%	2 4%	1 6%	** **	33 9%	4 6%	37 8%
Don't know	13 3%	3 3%	2 2%	2 2%	6 5%	6 2%	8 4%	13 3%	11 3%	2 4%	* 2%	** **	10 3%	3 4%	13 3%
SUMMARY CODES															
ALL/ MOST OF THE TIME	268 60%	67 61%	79 58%	52 60%	70 61%	146 59%	122 61%	268 60%	221 60%	26 55%	16 69% i	** **	227 60%	41 59%	268 60%
EVER	398 89%	99 89%	123 90%	78 90%	99 87%	222 89%	176 88%	398 89%	327 88%	43 92%	21 92%	** **	335 89%	63 90%	398 89%

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

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

QC22D. (SHOWCARD) ATTITUDES TOWARDS SOCIAL MEDIA - Using social media helps me feel closer to my friends (SINGLE CODE)

Base : Children aged 8-15 with a profile/ account on a social media/ messaging site or app

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	j	k	~l	~m	~n	o
Unweighted total	683	-	-	-	-	-	70	29	42	18	159	293	79	84	68	524
Effective Weighted Sample	473	-	-	-	-	-	68	28	42	18	99	279	73	81	67	374
Total	448	-	-	-	-	-	77	11	7	1	96	293	36	16	6	351
All the time	95	**	**	**	**	**	**	**	**	**	17	63	**	**	**	78
	21%	**	**	**	**	**	**	**	**	**	18%	22%	**	**	**	22%
Most of the time	173	**	**	**	**	**	**	**	**	**	28	124	**	**	**	145
	39%	**	**	**	**	**	**	**	**	**	30%	42%	**	**	**	41%
Sometimes	130	**	**	**	**	**	**	**	**	**	33	77	**	**	**	96
	29%	**	**	**	**	**	**	**	**	**	35%	26%	**	**	**	27%
Never	37	**	**	**	**	**	**	**	**	**	14	20	**	**	**	23
	8%	**	**	**	**	**	**	**	**	**	14%	7%	**	**	**	7%
Don't know	13	**	**	**	**	**	**	**	**	**	4	8	**	**	**	9
	3%	**	**	**	**	**	**	**	**	**	4%	3%	**	**	**	3%
SUMMARY CODES																
ALL/ MOST OF THE TIME	268	**	**	**	**	**	**	**	**	**	45	187	**	**	**	223
	60%	**	**	**	**	**	**	**	**	**	47%	64%	**	**	**	63%
EVER	398	**	**	**	**	**	**	**	**	**	79	265	**	**	**	319
	89%	**	**	**	**	**	**	**	**	**	82%	90%	**	**	**	91%

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

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

QC23. (SHOWCARD) Here is a list of things you may do on social media sites or messaging apps, which if any of them do you ever do? (MULTI CODE)

Base : Children aged 12-15 with a profile/ account on a social media/ messaging site or app

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	524	-	-	524	257	267	-	-	-	-	257	267
Effective Weighted Sample	374	-	-	374	193	183	-	-	-	-	193	183
Total	351	-	-	351	168	183	-	-	-	-	168	183
See what my friends are doing/ like or comment on their posts or photos	306 87%	** **	** **	306 87%	139 83%	168 92%	** **	** **	** **	** **	139 83%	168 92%
					d						j	
Send supportive messages/ comments/ posts to friends if they are having a hard time	234 67%	** **	** **	234 67%	97 58%	137 75%	** **	** **	** **	** **	97 58%	137 75%
					d						j	
See what famous people are doing/ follow celebrities/ YouTubers	227 65%	** **	** **	227 65%	97 57%	130 71%	** **	** **	** **	** **	97 57%	130 71%
					d						j	
Follow companies or brands I like	148 42%	** **	** **	148 42%	71 43%	76 42%	** **	** **	** **	** **	71 43%	76 42%
Share/ discuss news stories with others	124 35%	** **	** **	124 35%	47 28%	77 42%	** **	** **	** **	** **	47 28%	77 42%
					d						j	
Support causes or organisations by sharing or commenting on posts	63 18%	** **	** **	63 18%	25 15%	37 20%	** **	** **	** **	** **	25 15%	37 20%
Sign petitions	32 9%	** **	** **	32 9%	12 7%	20 11%	** **	** **	** **	** **	12 7%	20 11%
EVER DO ANY OF THESE THINGS	337 96%	** **	** **	337 96%	158 94%	179 98%	** **	** **	** **	** **	158 94%	179 98%
None of these	11 3%	** **	** **	11 3%	9 6%	2 1%	** **	** **	** **	** **	9 6%	2 1%
					e						k	

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

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

QC23. (SHOWCARD) Here is a list of things you may do on social media sites or messaging apps, which if any of them do you ever do? (MULTI CODE)

Base : Children aged 12-15 with a profile/ account on a social media/ messaging site or app

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	524	-	-	524	257	267	-	-	-	-	257	267
Effective Weighted Sample	374	-	-	374	193	183	-	-	-	-	193	183
Total	351	-	-	351	168	183	-	-	-	-	168	183
Don't know	3	**	**	3	1	2	**	**	**	**	1	2
	1%	**	**	1%	1%	1%	**	**	**	**	1%	1%

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

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

QC23. (SHOWCARD) Here is a list of things you may do on social media sites or messaging apps, which if any of them do you ever do? (MULTI CODE)

Base : Children aged 12-15 with a profile/ account on a social media/ messaging site or app

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	524	130	148	110	136	278	246	524	293	79	84	68	438	86	524
Effective Weighted Sample	374	98	112	75	90	210	165	374	279	73	81	67	321	53	374
Total	351	94	107	69	81	201	150	351	293	36	16	6	301	51	351
See what my friends are doing/ like or comment on their posts or photos	306 87%	81 86%	93 86%	67 96%	67 83%	173 86%	133 89%	306 87%	253 86%	** **	** **	** **	267 89%	** **	306 87%
				abdeg											
Send supportive messages/ comments/ posts to friends if they are having a hard time	234 67%	65 69%	68 63%	48 70%	53 65%	133 66%	101 67%	234 67%	198 68%	** **	** **	** **	198 66%	** **	234 67%
See what famous people are doing/ follow celebrities/ YouTubers	227 65%	62 66%	73 68%	43 61%	50 62%	134 67%	92 61%	227 65%	185 63%	** **	** **	** **	191 64%	** **	227 65%
Follow companies or brands I like	148 42%	45 48%	46 43%	22 32%	35 43%	91 45%	57 38%	148 42%	118 40%	** **	** **	** **	127 42%	** **	148 42%
		c				c									
Share/ discuss news stories with others	124 35%	35 37%	37 35%	26 37%	26 32%	72 36%	51 34%	124 35%	107 36%	** **	** **	** **	109 36%	** **	124 35%
Support causes or organisations by sharing or commenting on posts	63 18%	17 18%	19 18%	14 20%	13 16%	36 18%	27 18%	63 18%	51 17%	** **	** **	** **	51 17%	** **	63 18%
Sign petitions	32 9%	11 11%	12 11%	4 6%	5 6%	22 11%	9 6%	32 9%	23 8%	** **	** **	** **	27 9%	** **	32 9%
EVER DO ANY OF THESE THINGS	337 96%	89 95%	103 96%	68 98%	76 95%	193 96%	144 96%	337 96%	280 95%	** **	** **	** **	287 96%	** **	337 96%
None of these	11 3%	4 4%	4 4%	2 2%	2 2%	7 4%	4 2%	11 3%	10 3%	** **	** **	** **	11 4%	** **	11 3%
Don't know	3 1%	1 1%	- -%	- -%	2 3%	1 1%	2 2%	3 1%	3 1%	** **	** **	** **	2 1%	** **	3 1%

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

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

QC23. (SHOWCARD) Here is a list of things you may do on social media sites or messaging apps, which if any of them do you ever do? (MULTI CODE)

Base : Children aged 12-15 with a profile/ account on a social media/ messaging site or app

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	k	~l	~m	~n	o
Unweighted total	524	-	-	-	-	-	-	-	-	-	-	293	79	84	68	524
Effective Weighted Sample	374	-	-	-	-	-	-	-	-	-	-	279	73	81	67	374
Total	351	-	-	-	-	-	-	-	-	-	-	293	36	16	6	351
See what my friends are doing/ like or comment on their posts or photos	306 87%	**	**	**	**	**	**	**	**	**	**	253 86%	**	**	**	306 87%
Send supportive messages/ comments/ posts to friends if they are having a hard time	234 67%	**	**	**	**	**	**	**	**	**	**	198 68%	**	**	**	234 67%
See what famous people are doing/ follow celebrities/ YouTubers	227 65%	**	**	**	**	**	**	**	**	**	**	185 63%	**	**	**	227 65%
Follow companies or brands I like	148 42%	**	**	**	**	**	**	**	**	**	**	118 40%	**	**	**	148 42%
Share/ discuss news stories with others	124 35%	**	**	**	**	**	**	**	**	**	**	107 36%	**	**	**	124 35%
Support causes or organisations by sharing or commenting on posts	63 18%	**	**	**	**	**	**	**	**	**	**	51 17%	**	**	**	63 18%
Sign petitions	32 9%	**	**	**	**	**	**	**	**	**	**	23 8%	**	**	**	32 9%
EVER DO ANY OF THESE THINGS	337 96%	**	**	**	**	**	**	**	**	**	**	280 95%	**	**	**	337 96%
None of these	11 3%	**	**	**	**	**	**	**	**	**	**	10 3%	**	**	**	11 3%
Don't know	3 1%	**	**	**	**	**	**	**	**	**	**	3 1%	**	**	**	3 1%

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

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

QC24A. I'd now like to ask you a question about live streaming. This allows you to 'go live' by sharing live videos with others using services like Facebook Live, YouTube Live, Twitch or 'Live' on Instagram Stories. Before today, had you heard about live streaming? (SINGLE CODE)

Base : Children aged 12-15 who go online

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	748	-	-	748	384	364	-	-	-	-	384	364
Effective Weighted Sample	532	-	-	532	289	245	-	-	-	-	289	245
Total	494	-	-	494	250	244	-	-	-	-	250	244
Yes	412	**	**	412	212	200	**	**	**	**	212	200
	83%	**	**	83%	85%	82%	**	**	**	**	85%	82%
No	74	**	**	74	35	39	**	**	**	**	35	39
	15%	**	**	15%	14%	16%	**	**	**	**	14%	16%
Don't know	8	**	**	8	3	6	**	**	**	**	3	6
	2%	**	**	2%	1%	2%	**	**	**	**	1%	2%

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

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

QC24A. I'd now like to ask you a question about live streaming. This allows you to 'go live' by sharing live videos with others using services like Facebook Live, YouTube Live, Twitch or 'Live' on Instagram Stories. Before today, had you heard about live streaming? (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	748	183	201	164	200	384	364	748	433	108	103	104	632	116	748
Effective Weighted Sample	532	134	152	111	136	285	247	532	407	97	100	103	460	71	532
Total	494	127	146	99	122	272	221	494	419	45	20	9	427	66	494
Yes	412	109	121	82	100	230	182	412	345	42	17	8	355	56	412
	83%	86%	83%	82%	82%	84%	82%	83%	82%	92% hln	85%	91% h	83%	85%	83%
No	74	16	24	16	18	40	34	74	67	3	3	1	64	9	74
	15%	13%	16%	16%	15%	15%	16%	15%	16% i	7%	14%	9%	15% i	14%	15% i
Don't know	8	2	1	2	3	3	5	8	7	1	*	-	7	1	8
	2%	1%	1%	2%	3%	1%	2%	2%	2%	2%	1%	-%	2%	1%	2%

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

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

QC24A. I'd now like to ask you a question about live streaming. This allows you to 'go live' by sharing live videos with others using services like Facebook Live, YouTube Live, Twitch or 'Live' on Instagram Stories. Before today, had you heard about live streaming? (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	ALL ~e	ENG- LAND ~f	SCOT- LAND ~g	WALES ~h	IRELAND ~i	ALL ~j	ENG- LAND k	SCOT- LAND l	WALES m	IRELAND n	ALL o
Significance Level: 95%																
Unweighted total	748	-	-	-	-	-	-	-	-	-	-	433	108	103	104	748
Effective Weighted Sample	532	-	-	-	-	-	-	-	-	-	-	407	97	100	103	532
Total	494	-	-	-	-	-	-	-	-	-	-	419	45	20	9	494
Yes	412	**	**	**	**	**	**	**	**	**	**	345	42	17	8	412
	83%	**	**	**	**	**	**	**	**	**	**	82%	92% ko	85%	91% k	83%
No	74	**	**	**	**	**	**	**	**	**	**	67	3	3	1	74
	15%	**	**	**	**	**	**	**	**	**	**	16% l	7%	14%	9%	15% l
Don't know	8	**	**	**	**	**	**	**	**	**	**	7	1	*	-	8
	2%	**	**	**	**	**	**	**	**	**	**	2%	2%	1%	-%	2%

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

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

QC24B. (SHOWCARD) Which one of these best describes your experience of live streaming services? (SINGLE CODE)

Base : Children aged 12-15 who are aware of live streaming

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	638	-	-	638	329	309	-	-	-	-	329	309
Effective Weighted Sample	450	-	-	450	247	205	-	-	-	-	247	205
Total	412	-	-	412	212	200	-	-	-	-	212	200
I've never used live streaming services	123	**	**	123	59	65	**	**	**	**	59	65
	30%	**	**	30%	28%	32%	**	**	**	**	28%	32%
I've only watched other people's livestreams/ live videos	200	**	**	200	106	94	**	**	**	**	106	94
	49%	**	**	49%	50%	47%	**	**	**	**	50%	47%
I've 'gone live'/ shared my own videos with others	88	**	**	88	47	41	**	**	**	**	47	41
	21%	**	**	21%	22%	21%	**	**	**	**	22%	21%

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

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

QC24B. (SHOWCARD) Which one of these best describes your experience of live streaming services? (SINGLE CODE)

Base : Children aged 12-15 who are aware of live streaming

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	638	155	175	138	170	330	308	638	359	97	88	94	537	101	638
Effective Weighted Sample	450	115	130	93	113	245	206	450	337	88	85	93	389	61	450
Total	412	109	121	82	100	230	182	412	345	42	17	8	355	56	412
I've never used live streaming services	123	34	45	19	26	79	44	123	104	**	**	**	107	16	123
	30%	31%	37%	23%	26%	34%	24%	30%	30%	**	**	**	30%	29%	30%
			cf			cf									
I've only watched other people's livestreams/ live videos	200	53	47	45	55	101	99	200	168	**	**	**	178	22	200
	49%	49%	39%	55%	55%	44%	55%	49%	49%	**	**	**	50%	40%	49%
			b	b	b		be								
I've 'gone live' / shared my own videos with others	88	22	29	18	20	50	38	88	72	**	**	**	71	18	88
	21%	20%	24%	22%	20%	22%	21%	21%	21%	**	**	**	20%	31%	21%
														l	

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

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

QC24B. (SHOWCARD) Which one of these best describes your experience of live streaming services? (SINGLE CODE)

Base : Children aged 12-15 who are aware of live streaming

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	k	~l	~m	~n	o
Unweighted total	638	-	-	-	-	-	-	-	-	-	-	359	97	88	94	638
Effective Weighted Sample	450	-	-	-	-	-	-	-	-	-	-	337	88	85	93	450
Total	412	-	-	-	-	-	-	-	-	-	-	345	42	17	8	412
I've never used live streaming services	123	**	**	**	**	**	**	**	**	**	**	104	**	**	**	123
	30%	**	**	**	**	**	**	**	**	**	**	30%	**	**	**	30%
I've only watched other people's livestreams/ live videos	200	**	**	**	**	**	**	**	**	**	**	168	**	**	**	200
	49%	**	**	**	**	**	**	**	**	**	**	49%	**	**	**	49%
I've 'gone live'/ shared my own videos with others	88	**	**	**	**	**	**	**	**	**	**	72	**	**	**	88
	21%	**	**	**	**	**	**	**	**	**	**	21%	**	**	**	21%

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

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

QC24B. (SHOWCARD) Which one of these best describes your experience of live streaming services? (SINGLE CODE)

Base : Children aged 12-15 who go online

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	748	-	-	748	384	364	-	-	-	-	384	364
Effective Weighted Sample	532	-	-	532	289	245	-	-	-	-	289	245
Total	494	-	-	494	250	244	-	-	-	-	250	244
I've never used live streaming services	123	**	**	123	59	65	**	**	**	**	59	65
	25%	**	**	25%	23%	27%	**	**	**	**	23%	27%
I've only watched other people's livestreams/ live videos	200	**	**	200	106	94	**	**	**	**	106	94
	41%	**	**	41%	43%	38%	**	**	**	**	43%	38%
I've 'gone live'/ shared my own videos with others	88	**	**	88	47	41	**	**	**	**	47	41
	18%	**	**	18%	19%	17%	**	**	**	**	19%	17%
NOT AWARE OF LIVE STREAMING SERVICES	82	**	**	82	38	44	**	**	**	**	38	44
	17%	**	**	17%	15%	18%	**	**	**	**	15%	18%

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

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

QC24B. (SHOWCARD) Which one of these best describes your experience of live streaming services? (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	748	183	201	164	200	384	364	748	433	108	103	104	632	116	748
Effective Weighted Sample	532	134	152	111	136	285	247	532	407	97	100	103	460	71	532
Total	494	127	146	99	122	272	221	494	419	45	20	9	427	66	494
I've never used live streaming services	123 25%	34 27%	45 31% cf	19 19%	26 21%	79 29% cf	44 20%	123 25%	104 25%	11 24%	5 24%	3 35% hln	107 25%	16 25%	123 25%
I've only watched other people's livestreams/ live videos	200 41%	53 42%	47 33%	45 45% b	55 45% b	101 37%	99 45% b	200 41%	168 40% j	24 52% hjm	5 25%	4 40% j	178 42% j	22 34%	200 41% j
I've 'gone live' / shared my own videos with others	88 18%	22 17%	29 20%	18 18%	20 16%	50 18%	38 17%	88 18%	72 17%	7 16%	7 37% hikln	1 16%	71 17%	18 27% l	88 18%
NOT AWARE OF LIVE STREAMING SERVICES	82 17%	18 14%	25 17%	18 18%	22 18%	42 16%	40 18%	82 17%	74 18% ik	4 8%	3 15%	1 9%	72 17% i	10 15%	82 17% i

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

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

QC24B. (SHOWCARD) Which one of these best describes your experience of live streaming services? (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	k	l	m	n	o
Unweighted total	748	-	-	-	-	-	-	-	-	-	-	433	108	103	104	748
Effective Weighted Sample	532	-	-	-	-	-	-	-	-	-	-	407	97	100	103	532
Total	494	-	-	-	-	-	-	-	-	-	-	419	45	20	9	494
I've never used live streaming services	123 25%	**	**	**	**	**	**	**	**	**	**	104 25%	11 24%	5 24%	3 35%	123 25%
I've only watched other people's livestreams/ live videos	200 41%	**	**	**	**	**	**	**	**	**	**	168 40% m	24 52% kmo	5 25%	4 40% m	200 41% m
I've 'gone live'/ shared my own videos with others	88 18%	**	**	**	**	**	**	**	**	**	**	72 17%	7 16%	7 37% klno	1 16%	88 18%
NOT AWARE OF LIVE STREAMING SERVICES	82 17%	**	**	**	**	**	**	**	**	**	**	74 18% ln	4 8%	3 15%	1 9%	82 17% l

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

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

QC25. Do you ever use Google, or similar sites like Bing or Yahoo to look for or find out things online? (SINGLE CODE)

Base : Children aged 8-15 who go online

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1505	-	757	748	730	775	-	-	346	411	384	364
Effective Weighted Sample	1034	-	502	532	514	520	-	-	227	279	289	245
Total	954	-	460	494	476	477	-	-	226	233	250	244
Yes	813	**	365	448	409	404	**	**	179	186	230	219
	85%	**	79%	91%	86%	85%	**	**	79%	80%	92%	90%
			b								hi	hi
No	128	**	88	39	60	68	**	**	44	44	16	24
	13%	**	19%	8%	13%	14%	**	**	19%	19%	6%	10%
			c						jk	jk		
Don't know	13	**	7	6	8	5	**	**	3	3	4	2
	1%	**	1%	1%	2%	1%	**	**	1%	1%	2%	1%

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

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

QC25. Do you ever use Google, or similar sites like Bing or Yahoo to look for or find out things online? (SINGLE CODE)

Base : Children aged 8-15 who go online

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1505	323	441	335	406	764	741	1505	861	215	222	207	1262	243	1505
Effective Weighted Sample	1034	237	313	218	269	549	486	1034	797	193	215	205	895	139	1034
Total	954	226	297	186	244	523	430	954	817	80	39	17	827	127	954
Yes	813	192	257	163	201	449	364	813	694	69	36	14	697	116	813
	85%	85%	86%	88%	82%	86%	85%	85%	85%	86%	93%	81%	84%	91%	85%
											hikln		hkln		
No	128	32	37	19	40	69	59	128	111	11	2	3	119	9	128
	13%	14%	12%	10%	17%	13%	14%	13%	14%	14%	6%	17%	14%	7%	13%
					c				jm	jm		jm	jm		jm
Don't know	13	1	4	5	3	5	8	13	12	*	*	*	11	2	13
	1%	1%	1%	2%	1%	1%	2%	1%	1%	*%	1%	2%	1%	1%	1%

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

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

QC25. Do you ever use Google, or similar sites like Bing or Yahoo to look for or find out things online? (SINGLE CODE)

Base : Children aged 8-15 who go online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1505	-	-	-	-	-	428	107	119	103	757	433	108	103	104	748
Effective Weighted Sample	1034	-	-	-	-	-	391	100	117	102	502	407	97	100	103	532
Total	954	-	-	-	-	-	398	35	19	8	460	419	45	20	9	494
Yes	813	**	**	**	**	**	314	28	17	6	365	380	41	19	8	448
	85%	**	**	**	**	**	79%	79%	91%	74%	79%	91%	91%	95%	88%	91%
									fgij							
No	128	**	**	**	**	**	78	7	2	2	88	34	4	1	1	39
	13%	**	**	**	**	**	20%	21%	9%	23%	19%	8%	8%	4%	11%	8%
							h	h		h	h					
Don't know	13	**	**	**	**	**	6	-	*	*	7	6	*	*	*	6
	1%	**	**	**	**	**	2%	-%	1%	4%	1%	1%	1%	1%	1%	1%

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

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

QC26.(SHOWCARD) When you use Google to look for something online, you are given a list of websites in the Google results page. Which one of these sentences about these results do you agree with most? (SINGLE CODE)

Base : Children aged 8-15 who go online and use search engine websites or apps

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE	MALE	FEMALE
Significance Level: 95%			~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1267	-		590	677	620	647	-	-	270	320	350	327
Effective Weighted Sample	874	-		390	483	438	435	-	-	176	217	266	220
Total	813	-		365	448	409	404	-	-	179	186	230	219
I think that if they have been listed by Google these websites can be trusted	205	**		87	118	106	99	**	**	44	43	62	56
	25%	**		24%	26%	26%	25%	**	**	25%	23%	27%	26%
I think that some of these websites can be trusted and some can't	453	**		189	264	229	224	**	**	97	92	132	132
	56%	**		52%	59% b	56%	55%	**	**	54%	50%	58%	60% i
I don't really think about whether the websites can be trusted	94	**		50	44	42	51	**	**	20	29	22	22
	12%	**		14%	10%	10%	13%	**	**	11%	16% j	10%	10%
Don't know	62	**		39	23	31	31	**	**	18	21	13	10
	8%	**		11% c	5%	8%	8%	**	**	10% k	11% jk	6%	4%

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

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

QC26.(SHOWCARD) When you use Google to look for something online, you are given a list of websites in the Google results page. Which one of these sentences about these results do you agree with most? (SINGLE CODE)

Base : Children aged 8-15 who go online and use search engine websites or apps

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1267	271	370	288	338	641	626	1267	720	176	204	167	1048	219	1267
Effective Weighted Sample	874	198	266	189	223	464	411	874	670	159	198	165	747	127	874
Total	813	192	257	163	201	449	364	813	694	69	36	14	697	116	813
I think that if they have been listed by Google these websites can be trusted	205 25%	41 21%	56 22%	50 31% abe	58 29% e	97 22%	108 30% abe	205 25%	167 24%	22 31%	10 28%	6 41% hijklmn	177 25%	27 24%	205 25%
I think that some of these websites can be trusted and some can't	453 56%	117 61% cdf	154 60% cdf	81 50%	100 50%	272 60% cdf	181 50%	453 56%	396 57% ik	32 47%	19 53% k	5 37%	383 55% k	70 61% ik	453 56% ik
I don't really think about whether the websites can be trusted	94 12%	22 12%	22 9%	25 15% b	25 12%	44 10%	49 14% b	94 12%	81 12%	6 9%	4 12%	1 10%	82 12%	12 10%	94 12%
Don't know	62 8%	12 6%	25 10% c	7 5%	17 9%	37 8%	25 7%	62 8%	49 7%	9 12% hmn	3 7%	2 11%	55 8%	6 5%	62 8%

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

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

QC26.(SHOWCARD) When you use Google to look for something online, you are given a list of websites in the Google results page. Which one of these sentences about these results do you agree with most? (SINGLE CODE)

Base : Children aged 8-15 who go online and use search engine websites or apps

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	f	~g	h	~i	j	k	~l	~m	~n	o
Unweighted total	1267	-	-	-	-	-	327	80	107	76	590	393	96	97	91	677
Effective Weighted Sample	874	-	-	-	-	-	300	76	105	75	390	369	87	94	90	483
Total	813	-	-	-	-	-	314	28	17	6	365	380	41	19	8	448
I think that if they have been listed by Google these websites can be trusted	205 25%	**	**	**	**	**	69 22%	**	6 36%	**	87 24%	98 26%	**	**	**	118 26%
I think that some of these websites can be trusted and some can't	453 56%	**	**	**	**	**	171 54%	**	7 42%	**	189 52%	225 59%	**	**	**	264 59%
I don't really think about whether the websites can be trusted	94 12%	**	**	**	**	**	43 14%	**	2 11%	**	50 14%	39 10%	**	**	**	44 10%
Don't know	62 8%	**	**	**	**	**	31 10%	**	2 11%	**	39 11%	18 5%	**	**	**	23 5%

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

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

QC27. (SHOWCARD) Where do you think Google mainly gets its money from? (SINGLE CODE)

Base : Children aged 12-15 who go online and use search engine websites or apps

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	677	-	-	677	350	327	-	-	-	-	350	327
Effective Weighted Sample	483	-	-	483	266	220	-	-	-	-	266	220
Total	448	-	-	448	230	219	-	-	-	-	230	219
From companies that advertise with Google	244	**	**	244	133	112	**	**	**	**	133	112
	54%	**	**	54%	58%	51%	**	**	**	**	58%	51%
From everyone that uses Google	100	**	**	100	44	55	**	**	**	**	44	55
	22%	**	**	22%	19%	25%	**	**	**	**	19%	25%
From the government/ council	32	**	**	32	16	16	**	**	**	**	16	16
	7%	**	**	7%	7%	7%	**	**	**	**	7%	7%
Don't know	72	**	**	72	36	36	**	**	**	**	36	36
	16%	**	**	16%	16%	16%	**	**	**	**	16%	16%

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

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

QC27. (SHOWCARD) Where do you think Google mainly gets its money from? (SINGLE CODE)

Base : Children aged 12-15 who go online and use search engine websites or apps

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	~i	~j	~k	l	m	n
Unweighted total	677	166	180	147	184	346	331	677	393	96	97	91	568	109	677
Effective Weighted Sample	483	122	138	99	126	259	225	483	369	87	94	90	417	67	483
Total	448	116	133	88	112	249	200	448	380	41	19	8	386	62	448
From companies that advertise with Google	244	63	80	42	59	143	101	244	206	**	**	**	209	35	244
	54%	54%	60%	48%	53%	57%	51%	54%	54%	**	**	**	54%	56%	54%
From everyone that uses Google	100	29	26	23	22	55	44	100	86	**	**	**	90	10	100
	22%	25%	20%	26%	20%	22%	22%	22%	23%	**	**	**	23%	16%	22%
From the government/ council	32	6	11	8	8	17	15	32	28	**	**	**	29	3	32
	7%	5%	8%	9%	7%	7%	8%	7%	7%	**	**	**	8%	5%	7%
Don't know	72	19	15	16	23	34	39	72	60	**	**	**	58	14	72
	16%	16%	11%	18%	20%	14%	19%	16%	16%	**	**	**	15%	23%	16%

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

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

QC27. (SHOWCARD) Where do you think Google mainly gets its money from? (SINGLE CODE)

Base : Children aged 12-15 who go online and use search engine websites or apps

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	k	~l	~m	~n	o
Unweighted total	677	-	-	-	-	-	-	-	-	-	-	393	96	97	91	677
Effective Weighted Sample	483	-	-	-	-	-	-	-	-	-	-	369	87	94	90	483
Total	448	-	-	-	-	-	-	-	-	-	-	380	41	19	8	448
From companies that advertise with Google	244	**	**	**	**	**	**	**	**	**	**	206	**	**	**	244
	54%	**	**	**	**	**	**	**	**	**	**	54%	**	**	**	54%
From everyone that uses Google	100	**	**	**	**	**	**	**	**	**	**	86	**	**	**	100
	22%	**	**	**	**	**	**	**	**	**	**	23%	**	**	**	22%
From the government/ council	32	**	**	**	**	**	**	**	**	**	**	28	**	**	**	32
	7%	**	**	**	**	**	**	**	**	**	**	7%	**	**	**	7%
Don't know	72	**	**	**	**	**	**	**	**	**	**	60	**	**	**	72
	16%	**	**	**	**	**	**	**	**	**	**	16%	**	**	**	16%

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

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

QC28. (SHOWCARD OF IMAGE) This is a picture from a Google search for 'children's trainers'. Do you know why the first four results on the left have been listed first? (MULTI CODE)

Base : Children aged 8-15 who go online and use search engine websites or apps

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1267	-	590	677	620	647	-	-	270	320	350	327
Effective Weighted Sample	874	-	390	483	438	435	-	-	176	217	266	220
Total	813	-	365	448	409	404	-	-	179	186	230	219
These are adverts / they have paid to be here	323	**	108	215	164	159	**	**	52	55	111	104
	40%	**	30%	48% b	40%	39%	**	**	29%	30%	49% hi	47% hi
These are the most popular results	290	**	132	159	151	140	**	**	74	57	76	82
	36%	**	36%	35%	37%	35%	**	**	41% i	31%	33%	38%
These are the best results	227	**	110	116	124	103	**	**	62	48	62	55
	28%	**	30%	26%	30%	25%	**	**	35% k	26%	27%	25%
Anything else	4	**	1	3	1	3	**	**	*	1	1	2
	%	**	%	1%	%	1%	**	**	%	1%	%	1%
Don't know	132	**	78	54	59	73	**	**	32	46	27	27
	16%	**	21% c	12%	14%	18%	**	**	18%	25% jk	12%	12%
ONLY GAVE THE CORRECT RESPONSE	217	**	66	151	104	113	**	**	25	41	79	72
	27%	**	18%	34% b	25%	28%	**	**	14%	22% h	35% hi	33% hi

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

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

QC28. (SHOWCARD OF IMAGE) This is a picture from a Google search for 'children's trainers'. Do you know why the first four results on the left have been listed first? (MULTI CODE)

Base : Children aged 8-15 who go online and use search engine websites or apps

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1267	271	370	288	338	641	626	1267	720	176	204	167	1048	219	1267
Effective Weighted Sample	874	198	266	189	223	464	411	874	670	159	198	165	747	127	874
Total	813	192	257	163	201	449	364	813	694	69	36	14	697	116	813
These are adverts / they have paid to be here	323 40%	86 45% df	108 42% d	67 41% d	61 30% d	195 43% df	128 35% df	323 40% d	281 40% km	25 36%	13 37%	4 29%	292 42% km	31 27%	323 40% km
These are the most popular results	290 36%	63 33%	95 37%	67 41%	66 33%	158 35%	133 36%	290 36%	256 37% ik	16 24%	15 40% ik	3 25%	246 35% ik	44 38% ik	290 36% ik
These are the best results	227 28%	49 25%	83 32% d	50 31% d	45 22%	132 29% d	95 26% d	227 28%	192 28%	14 21%	13 35% hilm	7 53% hijlmn	186 27%	40 35% i	227 28%
Anything else	4 *% e	* *% e	- -% e	1 1% e	3 1% e	* *% e	4 1% e	4 *% e	3 *% e	* 1% e	* 1% e	- -% e	4 1% e	- -% e	4 *% e
Don't know	132 16%	28 14%	31 12%	18 11%	54 27% abcefg	59 13%	72 20% bce	132 16%	109 16% k	15 22% k	6 17% k	1 9%	113 16% k	19 16%	132 16% k
ONLY GAVE THE CORRECT RESPONSE	217 27%	60 31% f	71 28%	40 25%	46 23%	131 29%	86 24%	217 27%	181 26%	24 34% hkm	10 28%	3 21%	194 28% m	23 20%	217 27%

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

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

QC28. (SHOWCARD OF IMAGE) This is a picture from a Google search for 'children's trainers'. Do you know why the first four results on the left have been listed first? (MULTI CODE)

Base : Children aged 8-15 who go online and use search engine websites or apps

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	f	~g	h	~i	j	k	~l	~m	~n	o
Unweighted total	1267	-	-	-	-	-	327	80	107	76	590	393	96	97	91	677
Effective Weighted Sample	874	-	-	-	-	-	300	76	105	75	390	369	87	94	90	483
Total	813	-	-	-	-	-	314	28	17	6	365	380	41	19	8	448
These are adverts / they have paid to be here	323 40%	**	**	**	**	**	96 31%	**	5 30%	**	108 30%	185 49%	**	**	**	215 48%
These are the most popular results	290 36%	**	**	**	**	**	117 37%	**	7 40%	**	132 36%	139 37%	**	**	**	159 35%
These are the best results	227 28%	**	**	**	**	**	93 30%	**	6 37%	**	110 30%	99 26%	**	**	**	116 26%
Anything else	4 *%	**	**	**	**	**	1 *%	**	- -%	**	1 *%	2 1%	**	**	**	3 1%
Don't know	132 16%	**	**	**	**	**	64 20%	**	4 21%	**	78 21%	45 12%	**	**	**	54 12%
ONLY GAVE THE CORRECT RESPONSE	217 27%	**	**	**	**	**	56 18%	**	4 24%	**	66 18%	124 33%	**	**	**	151 34%

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

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

QC30. When you go online to do things like visit websites or apps, play games online, watch TV programmes or video clips or visit social media sites, if you saw something online that you found worrying or nasty in some way that you didn't like would you tell someone about it? IF YES – Who would you tell? (MULTI CODE)

Base : Children aged 8-15 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1505	-	757	748	730	775	-	-	346	411	384	364
Effective Weighted Sample	1034	-	502	532	514	520	-	-	227	279	289	245
Total	954	-	460	494	476	477	-	-	226	233	250	244
Would not tell anyone about this	37	**	10	27	23	13	**	**	6	3	17	10
	4%	**	2%	5% b	5%	3%	**	**	3%	1%	7% hi	4%
Parent	773	**	409	364	366	407	**	**	194	215	172	191
	81%	**	89% c	74%	77%	85% d	**	**	86% jk	92% hjk	69%	78% j
Friend	278	**	78	199	135	142	**	**	40	39	96	104
	29%	**	17% b	40%	28%	30%	**	**	17%	17%	38% hi	42% hi
Teacher	261	**	127	134	134	127	**	**	66	61	68	65
	27%	**	28%	27%	28%	27%	**	**	29%	26%	27%	27%
Brother/ sister	139	**	63	75	60	78	**	**	30	34	31	45
	15%	**	14%	15%	13%	16%	**	**	13%	14%	12%	18% j
Other relative	88	**	47	40	42	45	**	**	25	22	17	23
	9%	**	10%	8%	9%	10%	**	**	11%	10%	7%	10%
The police	56	**	20	36	30	26	**	**	12	8	18	18
	6%	**	4% b	7%	6%	5%	**	**	5%	3%	7% i	7% i
The websites themselves	34	**	9	25	16	18	**	**	5	3	11	14
	4%	**	2% b	5%	3%	4%	**	**	2%	1%	4% i	6% i
The person who posted the content	13	**	5	9	7	6	**	**	2	2	5	4
	1%	**	1%	2%	1%	1%	**	**	1%	1%	2%	2%
The internet service providers (e.g. Virgin / Sky / BT)	13	**	4	9	8	5	**	**	2	2	6	3
	1%	**	1%	2%	2%	1%	**	**	1%	1%	2%	1%

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

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

QC30. When you go online to do things like visit websites or apps, play games online, watch TV programmes or video clips or visit social media sites, if you saw something online that you found worrying or nasty in some way that you didn't like would you tell someone about it? IF YES – Who would you tell? (MULTI CODE)

Base : Children aged 8-15 who go online

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1505	-	757	748	730	775	-	-	346	411	384	364
Effective Weighted Sample	1034	-	502	532	514	520	-	-	227	279	289	245
Total	954	-	460	494	476	477	-	-	226	233	250	244
CEOP/ Child Exploitation and Online Protection Centre	9 1%	** **	* *%	8 2% b	5 1%	4 1%	** **	** **	* *%	- -%	4 2% i	4 2% i
Internet Watch Foundation	5 1%	** **	2 *%	3 1%	3 1%	2 *%	** **	** **	1 1%	1 *%	2 1%	2 1%
Ofcom	4 *%	** **	- -%	4 1% b	1 *%	4 1%	** **	** **	- -%	- -%	1 *%	4 1% i
PEGI website/ Pan European Game Information	2 *%	** **	* *%	1 *%	2 *%	- -%	** **	** **	* *%	- -%	1 *%	- -%
Other	2 *%	** **	2 *%	1 *%	2 *%	* *%	** **	** **	2 1%	* *%	1 *%	- -%
Unsure who I would tell	19 2%	** **	7 2%	11 2%	8 2%	11 2%	** **	** **	3 1%	4 2%	5 2%	6 3%
Don't know if I would let someone know	33 3%	** **	9 2%	24 5% b	27 6% e	6 1%	** **	** **	7 3% i	2 1%	19 8% hik	5 2%
SUMMARY												
TOTAL WOULD TELL SOMEONE	865 91%	** **	434 94% c	431 87%	418 88%	447 94% d	** **	** **	210 93% j	224 96% jk	208 83%	223 92% j
TOTAL WOULD TELL SOMEONE - INCLUDING 'UNSURE WHO'	884 93%	** **	441 96% c	443 90%	426 90%	458 96% d	** **	** **	213 94% j	228 98% hjk	213 85%	229 94% j

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

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

QC30. When you go online to do things like visit websites or apps, play games online, watch TV programmes or video clips or visit social media sites, if you saw something online that you found worrying or nasty in some way that you didn't like would you tell someone about it? IF YES – Who would you tell? (MULTI CODE)

Base : Children aged 8-15 who go online

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1505	-	757	748	730	775	-	-	346	411	384	364
Effective Weighted Sample	1034	-	502	532	514	520	-	-	227	279	289	245
Total	954	-	460	494	476	477	-	-	226	233	250	244
TOTAL WOULD TELL FAMILY MEMBER	797	**	417	380	378	419	**	**	199	218	179	201
	84%	**	91%	77%	79%	88%	**	**	88%	94%	72%	82%
			c			d			j	hjk		j
TOTAL WOULD TELL FAMILY MEMBER OR TEACHER	817	**	425	392	388	429	**	**	204	221	184	208
	86%	**	92%	79%	82%	90%	**	**	90%	95%	74%	85%
			c			d			j	jk		j

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

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

QC30. When you go online to do things like visit websites or apps, play games online, watch TV programmes or video clips or visit social media sites, if you saw something online that you found worrying or nasty in some way that you didn't like would you tell someone about it? IF YES – Who would you tell? (MULTI CODE)

Base : Children aged 8-15 who go online

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1505	323	441	335	406	764	741	1505	861	215	222	207	1262	243	1505
Effective Weighted Sample	1034	237	313	218	269	549	486	1034	797	193	215	205	895	139	1034
Total	954	226	297	186	244	523	430	954	817	80	39	17	827	127	954
Would not tell anyone about this	37 4%	4 2%	11 4%	9 5%	13 5%	15 3%	22 5%	37 4%	32 4%	3 4%	1 2%	1 3%	34 4%	3 3%	37 4%
Parent	773 81%	186 82%	242 82%	144 77%	201 82%	428 82%	345 80%	773 81%	658 81%	66 83%	34 88% hln	14 83%	661 80%	111 88% hl	773 81%
Friend	278 29%	64 28%	98 33% d	58 31%	57 23%	162 31% d	115 27%	278 29%	228 28%	30 38% hlmn	15 38% hklmn	5 29%	244 29%	34 27%	278 29%
Teacher	261 27%	71 32% d	82 28%	52 28%	56 23%	153 29%	108 25%	261 27%	235 29% ik	13 16%	11 28% ik	2 13%	227 27% ik	34 27% ik	261 27% ik
Brother/ sister	139 15%	29 13%	41 14%	28 15%	40 16%	70 13%	69 16%	139 15%	116 14%	14 17%	7 19% k	2 12%	112 14%	27 21% hklm	139 15%
Other relative	88 9%	22 10%	25 8%	20 11%	21 9%	46 9%	41 10%	88 9%	73 9%	10 13% j	2 6%	2 11%	72 9%	16 12%	88 9%
The police	56 6%	11 5%	21 7%	10 6%	13 5%	33 6%	23 5%	56 6%	49 6%	4 5%	2 5%	1 4%	48 6%	8 6%	56 6%
The websites themselves	34 4%	9 4%	10 3%	11 6% d	4 2%	18 4%	16 4%	34 4%	29 4% k	2 3%	2 6% k	* 1%	29 4% k	5 4%	34 4% k
The person who posted the content	13 1%	2 1%	6 2%	3 2%	2 1%	8 2%	5 1%	13 1%	12 1%	1 2%	* 1%	- -%	8 1%	6 4% hklm	13 1%
The internet service providers (e.g. Virgin / Sky / BT)	13 1%	1 *%	5 2%	5 3%	2 1%	6 1%	7 2%	13 1%	11 1%	1 1%	* *%	* *%	12 1%	1 1%	13 1%

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

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

QC30. When you go online to do things like visit websites or apps, play games online, watch TV programmes or video clips or visit social media sites, if you saw something online that you found worrying or nasty in some way that you didn't like would you tell someone about it? IF YES – Who would you tell? (MULTI CODE)

Base : Children aged 8-15 who go online

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1505	323	441	335	406	764	741	1505	861	215	222	207	1262	243	1505
Effective Weighted Sample	1034	237	313	218	269	549	486	1034	797	193	215	205	895	139	1034
Total	954	226	297	186	244	523	430	954	817	80	39	17	827	127	954
CEOP/ Child Exploitation and Online Protection Centre	9 1%	3 1% d	2 1%	3 2% d	- -%	5 1%	3 1%	9 1%	8 1%	1 1%	- -%	- -%	9 1%	- -%	9 1%
Internet Watch Foundation	5 1%	1 *%	3 1%	1 1%	- -%	4 1%	1 *%	5 1%	5 1%	- -%	- -%	- -%	5 1%	- -%	5 1%
Ofcom	4 *%	1 1%	1 *%	2 1%	- -%	2 *%	2 *%	4 *%	4 *%	* 1%	- -%	- -%	4 1%	- -%	4 *%
PEGI website/ Pan European Game Information	2 *%	* *%	1 *%	- -%	- -%	2 *%	- -%	2 *%	1 *%	* 1%	- -%	* 1%	2 *%	* *%	2 *%
Other	2 *%	- -%	1 *%	1 *%	- -%	1 *%	1 *%	2 *%	2 *%	- -%	* *%	* 1%	2 *%	* *%	2 *%
Unsure who I would tell	19 2%	3 1%	7 2%	4 2%	5 2%	10 2%	9 2%	19 2%	17 2%	1 1%	1 1%	1 4% i	17 2%	2 2%	19 2%
Don't know if I would let someone know	33 3%	9 4%	9 3%	10 5%	5 2%	18 3%	15 4%	33 3%	29 4% j	3 4%	* 1%	* 2%	27 3%	5 4%	33 3%
SUMMARY															
TOTAL WOULD TELL SOMEONE	865 91%	210 93%	271 91%	164 88%	221 90%	480 92%	385 89%	865 91%	739 90%	73 91%	37 96% hln	16 91%	749 91%	116 92%	865 91%
TOTAL WOULD TELL SOMEONE - INCLUDING 'UNSURE WHO'	884 93%	213 94%	277 93%	168 90%	226 93%	490 94%	394 91%	884 93%	756 93%	74 92%	38 97% hln	16 95%	766 93%	118 93%	884 93%

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

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QC30. When you go online to do things like visit websites or apps, play games online, watch TV programmes or video clips or visit social media sites, if you saw something online that you found worrying or nasty in some way that you didn't like would you tell someone about it? IF YES – Who would you tell? (MULTI CODE)

Base : Children aged 8-15 who go online

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1505	323	441	335	406	764	741	1505	861	215	222	207	1262	243	1505
Effective Weighted Sample	1034	237	313	218	269	549	486	1034	797	193	215	205	895	139	1034
Total	954	226	297	186	244	523	430	954	817	80	39	17	827	127	954
TOTAL WOULD TELL FAMILY MEMBER	797	193	248	150	206	441	356	797	679	69	34	15	685	113	797
	84%	85%	83%	81%	84%	84%	83%	84%	83%	86%	88%	85%	83%	89%	84%
TOTAL WOULD TELL FAMILY MEMBER OR TEACHER	817	201	254	153	209	455	362	817	698	70	34	15	704	113	817
	86%	89%	85%	82%	86%	87%	84%	86%	85%	87%	88%	86%	85%	89%	86%

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

OFCOM MEDIA LITERACY TRACKER 2019 - PARENTS OF CHILDREN AGED 5-15 AND CHILDREN AGED 8-15 - 25th April to 11th July 2019.
Table 161

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

QC30. When you go online to do things like visit websites or apps, play games online, watch TV programmes or video clips or visit social media sites, if you saw something online that you found worrying or nasty in some way that you didn't like would you tell someone about it? IF YES – Who would you tell? (MULTI CODE)

Base : Children aged 8-15 who go online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	ALL ~e	ENG- LAND f	SCOT- LAND g	WALES h	IRELAND i	ALL j	ENG- LAND k	SCOT- LAND l	WALES m	IRELAND n	ALL o
Significance Level: 95%																
Unweighted total	1505	-	-	-	-	-	428	107	119	103	757	433	108	103	104	748
Effective Weighted Sample	1034	-	-	-	-	-	391	100	117	102	502	407	97	100	103	532
Total	954	-	-	-	-	-	398	35	19	8	460	419	45	20	9	494
Would not tell anyone about this	37	**	**	**	**	**	8	1	*	*	10	24	2	1	*	27
	4%	**	**	**	**	**	2%	3%	2%	2%	2%	6%	5%	3%	4%	5%
Parent	773	**	**	**	**	**	352	32	18	7	409	306	35	16	8	364
	81%	**	**	**	**	**	89%	91%	95% fi	85%	89%	73%	76%	80%	81%	74%
Friend	278	**	**	**	**	**	64	7	6	2	78	164	23	9	3	199
	29%	**	**	**	**	**	16%	20%	30% fj	21%	17%	39%	51% kn	46%	36%	40%
Teacher	261	**	**	**	**	**	112	7	7	1	127	123	5	4	1	134
	27%	**	**	**	**	**	28% i	21%	34% gi	13%	28% i	29% ln	12%	21%	13%	27% ln
Brother/ sister	139	**	**	**	**	**	54	5	3	1	63	62	9	4	1	75
	15%	**	**	**	**	**	14%	15%	17%	14%	14%	15%	19% n	21%	10%	15%
Other relative	88	**	**	**	**	**	40	5	1	1	47	34	5	1	1	40
	9%	**	**	**	**	**	10%	15%	7%	13%	10%	8%	11%	5%	9%	8%
The police	56	**	**	**	**	**	17	2	1	*	20	32	1	1	*	36
	6%	**	**	**	**	**	4%	6%	4%	3%	4%	8%	3%	7%	4%	7%
The websites themselves	34	**	**	**	**	**	7	1	1	-	9	22	2	1	*	25
	4%	**	**	**	**	**	2%	2%	6% fij	-%	2%	5%	4%	7% n	1%	5%
The person who posted the content	13	**	**	**	**	**	4	*	-	-	5	7	1	*	-	9
	1%	**	**	**	**	**	1%	1%	-%	-%	1%	2%	2%	2%	-%	2%
The internet service providers (e.g. Virgin / Sky / BT)	13	**	**	**	**	**	4	-	-	*	4	8	1	*	-	9
	1%	**	**	**	**	**	1%	-%	-%	1%	1%	2%	2%	1%	-%	2%
CEOP/ Child Exploitation and Online Protection Centre	9	**	**	**	**	**	-	*	-	-	*	8	*	-	-	8
	1%	**	**	**	**	**	-%	1% fj	-%	-%	*%	2%	1%	-%	-%	2%

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

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

QC30. When you go online to do things like visit websites or apps, play games online, watch TV programmes or video clips or visit social media sites, if you saw something online that you found worrying or nasty in some way that you didn't like would you tell someone about it? IF YES – Who would you tell? (MULTI CODE)

Base : Children aged 8-15 who go online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	ALL ~e	ENG- LAND f	SCOT- LAND g	WALES h	IRELAND i	ALL j	ENG- LAND k	SCOT- LAND l	WALES m	IRELAND n	ALL o
Significance Level: 95%																
Unweighted total	1505	-	-	-	-	-	428	107	119	103	757	433	108	103	104	748
Effective Weighted Sample	1034	-	-	-	-	-	391	100	117	102	502	407	97	100	103	532
Total	954	-	-	-	-	-	398	35	19	8	460	419	45	20	9	494
Internet Watch Foundation	5 1%	** **	** **	** **	** **	** **	2 *%	- -%	- -%	- -%	2 *%	3 1%	- -%	- -%	- -%	3 1%
Ofcom	4 *%	** **	** **	** **	** **	** **	- -%	- -%	- -%	- -%	- -%	4 1%	* 1%	- -%	- -%	4 1%
PEGI website/ Pan European Game Information	2 *%	** **	** **	** **	** **	** **	- -%	* 1% fj	- -%	- -%	* *%	1 *%	- -%	- -%	* 1%	1 *%
Other	2 *%	** **	** **	** **	** **	** **	1 *%	- -%	* 1%	* 1%	2 *%	1 *%	- -%	- -%	- -%	1 *%
Unsure who I would tell	19 2%	** **	** **	** **	** **	** **	7 2%	* 1%	- -%	* 5% hj	7 2%	10 2%	* 1%	1 3%	* 4%	11 2%
Don't know if I would let someone know	33 3%	** **	** **	** **	** **	** **	8 2%	1 2%	* 2%	* 2%	9 2%	21 5% m	2 5% m	- -%	* 2%	24 5% m
SUMMARY																
TOTAL WOULD TELL SOMEONE	865 91%	** **	** **	** **	** **	** **	375 94%	33 94%	19 97%	7 91%	434 94%	364 87%	40 89%	19 95% ko	8 90%	431 87%
TOTAL WOULD TELL SOMEONE - INCLUDING 'UNSURE WHO'	884 93%	** **	** **	** **	** **	** **	381 96%	33 95%	19 97%	8 96%	441 96%	374 89%	41 90%	19 97% klo	9 94%	443 90%
TOTAL WOULD TELL FAMILY MEMBER	797 84%	** **	** **	** **	** **	** **	360 90%	32 92%	18 96% i	7 86%	417 91%	319 76%	37 82%	16 80%	8 84%	380 77%

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

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

QC30. When you go online to do things like visit websites or apps, play games online, watch TV programmes or video clips or visit social media sites, if you saw something online that you found worrying or nasty in some way that you didn't like would you tell someone about it? IF YES – Who would you tell? (MULTI CODE)

Base : Children aged 8-15 who go online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1505	-	-	-	-	-	428	107	119	103	757	433	108	103	104	748
Effective Weighted Sample	1034	-	-	-	-	-	391	100	117	102	502	407	97	100	103	532
Total	954	-	-	-	-	-	398	35	19	8	460	419	45	20	9	494
TOTAL WOULD TELL FAMILY MEMBER OR TEACHER	817 86%	**	**	**	**	**	368 93%	32 92%	18 96%	7 87%	425 92%	330 79%	38 83%	16 80%	8 84%	392 79%

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

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

QC31. And, have you ever seen anything online that you found worrying or nasty in some way that you didn't like? (SINGLE CODE)

Base : Children aged 8-15 who go online

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1505	-	757	748	730	775	-	-	346	411	384	364
Effective Weighted Sample	1034	-	502	532	514	520	-	-	227	279	289	245
Total	954	-	460	494	476	477	-	-	226	233	250	244
Yes	241	**	84	157	119	122	**	**	41	43	78	79
	25%	**	18%	32% b	25%	26%	**	**	18%	18%	31% hi	32% hi
No	676	**	358	318	333	343	**	**	175	183	159	160
	71%	**	78% c	65%	70%	72%	**	**	77% jk	78% jk	64%	65%
Don't know	36	**	18	18	24	13	**	**	10	8	13	5
	4%	**	4%	4%	5%	3%	**	**	4%	3%	5% k	2%

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

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

QC31. And, have you ever seen anything online that you found worrying or nasty in some way that you didn't like? (SINGLE CODE)

Base : Children aged 8-15 who go online

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1505	323	441	335	406	764	741	1505	861	215	222	207	1262	243	1505
Effective Weighted Sample	1034	237	313	218	269	549	486	1034	797	193	215	205	895	139	1034
Total	954	226	297	186	244	523	430	954	817	80	39	17	827	127	954
Yes	241	46	86	50	59	132	109	241	205	22	10	4	204	37	241
	25%	20%	29%	27%	24%	25%	25%	25%	25%	27%	26%	21%	25%	30%	25%
		a													
No	676	172	201	126	177	373	303	676	581	56	27	12	597	80	676
	71%	76%	68%	68%	73%	71%	70%	71%	71%	69%	69%	71%	72%	63%	71%
		bc							m				m		
Don't know	36	8	11	10	8	19	18	36	30	3	2	1	27	10	36
	4%	4%	4%	5%	3%	4%	4%	4%	4%	3%	5%	8%	3%	8%	4%
												hln		hln	

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

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

QC31. And, have you ever seen anything online that you found worrying or nasty in some way that you didn't like? (SINGLE CODE)

Base : Children aged 8-15 who go online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1505	-	-	-	-	-	428	107	119	103	757	433	108	103	104	748
Effective Weighted Sample	1034	-	-	-	-	-	391	100	117	102	502	407	97	100	103	532
Total	954	-	-	-	-	-	398	35	19	8	460	419	45	20	9	494
Yes	241	**	**	**	**	**	72	6	5	1	84	133	16	5	2	157
	25%	**	**	**	**	**	18%	17%	24%	17%	18%	32%	36%	28%	25%	32%
No	676	**	**	**	**	**	311	28	13	6	358	270	28	14	6	318
	71%	**	**	**	**	**	78%	79%	68%	76%	78%	64%	62%	71%	67%	65%
							h				h					
Don't know	36	**	**	**	**	**	14	2	2	1	18	16	1	*	1	18
	4%	**	**	**	**	**	4%	4%	8%	8%	4%	4%	3%	2%	8%	4%
									fj						m	

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

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

QC32. Did you know that many websites, apps and online games have a report function so that you can let them know if you see something worrying or nasty? IF NECESSARY: The report function could be a button, a link, an email address or online form through which you can point out the worrying or nasty content (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	748	-	-	748	384	364	-	-	-	-	384	364
Effective Weighted Sample	532	-	-	532	289	245	-	-	-	-	289	245
Total	494	-	-	494	250	244	-	-	-	-	250	244
Yes, aware of report function	324	**	**	324	165	160	**	**	**	**	165	160
	66%	**	**	66%	66%	65%	**	**	**	**	66%	65%
No, not aware of report function	137	**	**	137	64	74	**	**	**	**	64	74
	28%	**	**	28%	26%	30%	**	**	**	**	26%	30%
Don't know	32	**	**	32	21	11	**	**	**	**	21	11
	6%	**	**	6%	8%	4%	**	**	**	**	8%	4%

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

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

QC32. Did you know that many websites, apps and online games have a report function so that you can let them know if you see something worrying or nasty? IF NECESSARY: The report function could be a button, a link, an email address or online form through which you can point out the worrying or nasty content (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND N	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	748	183	201	164	200	384	364	748	433	108	103	104	632	116	748
Effective Weighted Sample	532	134	152	111	136	285	247	532	407	97	100	103	460	71	532
Total	494	127	146	99	122	272	221	494	419	45	20	9	427	66	494
Yes, aware of report function	324	90	90	64	80	180	144	324	270	32	17	6	278	46	324
	66%	71%	62%	64%	66%	66%	65%	66%	64%	71%	86%	60%	65%	70%	66%
											hiklmn				
No, not aware of report function	137	30	49	29	29	79	58	137	123	10	2	3	123	15	137
	28%	24%	34%	30%	24%	29%	26%	28%	29%	22%	9%	34%	29%	22%	28%
									j	j		j	j	j	j
Don't know	32	7	6	6	13	13	19	32	27	3	1	1	27	5	32
	6%	5%	4%	6%	10%	5%	9%	6%	6%	7%	5%	6%	6%	8%	6%
					e										

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

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

QC32. Did you know that many websites, apps and online games have a report function so that you can let them know if you see something worrying or nasty? IF NECESSARY: The report function could be a button, a link, an email address or online form through which you can point out the worrying or nasty content (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	ALL ~e	ENG- LAND ~f	SCOT- LAND ~g	WALES ~h	IRELAND ~i	ALL ~j	ENG- LAND k	SCOT- LAND l	WALES m	IRELAND n	ALL o
Significance Level: 95%																
Unweighted total	748	-	-	-	-	-	-	-	-	-	-	433	108	103	104	748
Effective Weighted Sample	532	-	-	-	-	-	-	-	-	-	-	407	97	100	103	532
Total	494	-	-	-	-	-	-	-	-	-	-	419	45	20	9	494
Yes, aware of report function	324	**	**	**	**	**	**	**	**	**	**	270	32	17	6	324
	66%	**	**	**	**	**	**	**	**	**	**	64%	71%	86%	60%	66%
kln																
No, not aware of report function	137	**	**	**	**	**	**	**	**	**	**	123	10	2	3	137
	28%	**	**	**	**	**	**	**	**	**	**	29%	22%	9%	34%	28%
m																
Don't know	32	**	**	**	**	**	**	**	**	**	**	27	3	1	1	32
	6%	**	**	**	**	**	**	**	**	**	**	6%	7%	5%	6%	6%

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

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

QC33. Have you ever used this report function to report what you saw online that you found worrying or nasty? (SINGLE CODE)

Base : Children aged 12-15 who saw something online they found worrying or nasty that are aware of the online reporting function

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	~d	~e	~f	~g	~h	~i	~j	~k
Unweighted total	180	-	-	180	87	93	-	-	-	-	87	93
Effective Weighted Sample	133	-	-	133	68	66	-	-	-	-	68	66
Total	126	-	-	126	59	67	-	-	-	-	59	67
Yes	65	**	**	65	**	**	**	**	**	**	**	**
	52%	**	**	52%	**	**	**	**	**	**	**	**
No	59	**	**	59	**	**	**	**	**	**	**	**
	47%	**	**	47%	**	**	**	**	**	**	**	**
Don't know	1	**	**	1	**	**	**	**	**	**	**	**
	1%	**	**	1%	**	**	**	**	**	**	**	**

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

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

QC33. Have you ever used this report function to report what you saw online that you found worrying or nasty? (SINGLE CODE)

Base : Children aged 12-15 who saw something online they found worrying or nasty that are aware of the online reporting function

		SOCIAL GRADE							NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	g	h	~i	~j	~k	l	~m	n
Unweighted total	180	43	52	42	43	95	85	180	107	30	25	18	155	25	180
Effective Weighted Sample	133	32	39	29	32	72	61	133	101	28	24	18	114	19	133
Total	126	30	38	27	30	68	57	126	106	13	5	2	107	18	126
Yes	65	**	**	**	**	**	**	65	55	**	**	**	52	**	65
	52%	**	**	**	**	**	**	52%	52%	**	**	**	49%	**	52%
No	59	**	**	**	**	**	**	59	52	**	**	**	54	**	59
	47%	**	**	**	**	**	**	47%	48%	**	**	**	51%	**	47%
Don't know	1	**	**	**	**	**	**	1	-	**	**	**	1	**	1
	1%	**	**	**	**	**	**	1%	-%	**	**	**	1%	**	1%

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

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

QC33. Have you ever used this report function to report what you saw online that you found worrying or nasty? (SINGLE CODE)

Base : Children aged 12-15 who saw something online they found worrying or nasty that are aware of the online reporting function

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	k	~l	~m	~n	o
Unweighted total	180	-	-	-	-	-	-	-	-	-	-	107	30	25	18	180
Effective Weighted Sample	133	-	-	-	-	-	-	-	-	-	-	101	28	24	18	133
Total	126	-	-	-	-	-	-	-	-	-	-	106	13	5	2	126
Yes	65	**	**	**	**	**	**	**	**	**	**	55	**	**	**	65
	52%	**	**	**	**	**	**	**	**	**	**	52%	**	**	**	52%
No	59	**	**	**	**	**	**	**	**	**	**	52	**	**	**	59
	47%	**	**	**	**	**	**	**	**	**	**	48%	**	**	**	47%
Don't know	1	**	**	**	**	**	**	**	**	**	**	-	**	**	**	1
	1%	**	**	**	**	**	**	**	**	**	**	-%	**	**	**	1%

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

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

SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR WORRYING OR NASTY CONTENT

Base : Children aged 12-15 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	748	-	-	748	384	364	-	-	-	-	384	364
Effective Weighted Sample	532	-	-	532	289	245	-	-	-	-	289	245
Total	494	-	-	494	250	244	-	-	-	-	250	244
AWARE OF REPORT FUNCTION AND REPORTED WORRYING OR NASTY CONTENT SEEN	65 13%	** **	** **	65 13%	30 12%	35 14%	** **	** **	** **	** **	30 12%	35 14%
AWARE OF REPORT FUNCTION AND NOT REPORTED WORRYING OR NASTY CONTENT	60 12%	** **	** **	60 12%	29 12%	31 13%	** **	** **	** **	** **	29 12%	31 13%
AWARE OF REPORT FUNCTION AND NOT SEEN WORRYING OR NASTY CONTENT	199 40%	** **	** **	199 40%	106 42%	93 38%	** **	** **	** **	** **	106 42%	93 38%
TOTAL AWARE OF REPORT FUNCTION	324 66%	** **	** **	324 66%	165 66%	160 65%	** **	** **	** **	** **	165 66%	160 65%
NOT AWARE OF REPORT FUNCTION BUT SEEN SOMETHING WORRYING OR NASTY	31 6%	** **	** **	31 6%	19 7%	13 5%	** **	** **	** **	** **	19 7%	13 5%
NOT AWARE OF REPORT FUNCTION AND NOT SEEN SOMETHING WORRYING OR NASTY	138 28%	** **	** **	138 28%	66 27%	72 29%	** **	** **	** **	** **	66 27%	72 29%

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

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

SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR WORRYING OR NASTY CONTENT

Base : Children aged 12-15 who go online

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	748	183	201	164	200	384	364	748	433	108	103	104	632	116	748
Effective Weighted Sample	532	134	152	111	136	285	247	532	407	97	100	103	460	71	532
Total	494	127	146	99	122	272	221	494	419	45	20	9	427	66	494
AWARE OF REPORT FUNCTION AND REPORTED WORRYING OR NASTY CONTENT SEEN	65 13%	15 12%	19 13%	17 17%	14 12%	34 12%	32 14%	65 13%	55 13%	7 16% k	3 13%	1 6%	52 12%	13 20% k	65 13%
AWARE OF REPORT FUNCTION AND NOT REPORTED WORRYING OR NASTY CONTENT	60 12%	15 12%	19 13%	10 10%	16 13%	35 13%	26 12%	60 12%	52 12%	6 13%	2 10%	1 11%	55 13%	5 8%	60 12%
AWARE OF REPORT FUNCTION AND NOT SEEN WORRYING OR NASTY CONTENT	199 40%	60 47% b	52 36%	37 37%	50 41%	112 41%	87 39%	199 40%	163 39%	19 42%	12 63% hiklmn	4 43%	170 40%	28 43%	199 40%
TOTAL AWARE OF REPORT FUNCTION	324 66%	90 71%	90 62%	64 64%	80 66%	180 66%	144 65%	324 66%	270 64%	32 71%	17 86% hiklmn	6 60%	278 65%	46 70%	324 66%
NOT AWARE OF REPORT FUNCTION BUT SEEN SOMETHING WORRYING OR NASTY	31 6%	6 5%	13 9%	6 7%	5 4%	19 7%	12 5%	31 6%	27 6%	3 7%	1 4%	1 8%	29 7%	2 3%	31 6%
NOT AWARE OF REPORT FUNCTION AND NOT SEEN SOMETHING WORRYING OR NASTY	138 28%	31 24%	42 29%	29 29%	36 30%	73 27%	66 30%	138 28%	123 29% j	10 22% j	2 9%	3 32% j	120 28% j	18 27% j	138 28% j

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

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

SUMMARY OF AWARENESS AND USE OF REPORTING FUNCTION FOR WORRYING OR NASTY CONTENT

Base : Children aged 12-15 who go online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	k	l	m	n	o
Unweighted total	748	-	-	-	-	-	-	-	-	-	-	433	108	103	104	748
Effective Weighted Sample	532	-	-	-	-	-	-	-	-	-	-	407	97	100	103	532
Total	494	-	-	-	-	-	-	-	-	-	-	419	45	20	9	494
AWARE OF REPORT FUNCTION AND REPORTED WORRYING OR NASTY CONTENT SEEN	65 13%	**	**	**	**	**	**	**	**	**	**	55 13%	7 16% n	3 13%	1 6%	65 13%
AWARE OF REPORT FUNCTION AND NOT REPORTED WORRYING OR NASTY CONTENT	60 12%	**	**	**	**	**	**	**	**	**	**	52 12%	6 13%	2 10%	1 11%	60 12%
AWARE OF REPORT FUNCTION AND NOT SEEN WORRYING OR NASTY CONTENT	199 40%	**	**	**	**	**	**	**	**	**	**	163 39%	19 42%	12 63%	4 43%	199 40%
TOTAL AWARE OF REPORT FUNCTION	324 66%	**	**	**	**	**	**	**	**	**	**	270 64%	32 71%	17 86%	6 60%	324 66%
NOT AWARE OF REPORT FUNCTION BUT SEEN SOMETHING WORRYING OR NASTY	31 6%	**	**	**	**	**	**	**	**	**	**	27 6%	3 7%	1 4%	1 8%	31 6%
NOT AWARE OF REPORT FUNCTION AND NOT SEEN SOMETHING WORRYING OR NASTY	138 28%	**	**	**	**	**	**	**	**	**	**	123 29% m	10 22% m	2 9%	3 32% m	138 28% m

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

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

QC34. Has anyone ever told you about how to use the internet safely? IF YES: Who was it that told you about this? (MULTI CODE)

Base : Children aged 8-15 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1505	-	757	748	730	775	-	-	346	411	384	364
Effective Weighted Sample	1034	-	502	532	514	520	-	-	227	279	289	245
Total	954	-	460	494	476	477	-	-	226	233	250	244
Yes - from teacher at school	781	**	365	415	386	395	**	**	179	187	207	208
	82%	**	79%	84%	81%	83%	**	**	79%	80%	83%	85%
			b									
Yes - from parent	765	**	387	378	367	398	**	**	187	201	180	197
	80%	**	84%	76%	77%	83%	**	**	82%	86%	72%	81%
			c			d			j	j		j
Yes - from friends	223	**	85	139	109	115	**	**	47	38	62	77
	23%	**	18%	28%	23%	24%	**	**	21%	16%	25%	31%
			b								i	hi
Yes - from other member of family	180	**	83	97	81	100	**	**	38	45	43	55
	19%	**	18%	20%	17%	21%	**	**	17%	19%	17%	22%
Yes- from police coming in to school to talk to us	165	**	68	97	88	78	**	**	40	28	48	49
	17%	**	15%	20%	18%	16%	**	**	18%	12%	19%	20%
			b								i	i
Yes - from websites	72	**	25	47	37	35	**	**	16	9	22	26
	8%	**	5%	10%	8%	7%	**	**	7%	4%	9%	10%
			b								i	i
Yes - from television/ radio programmes	53	**	16	36	30	22	**	**	11	5	19	17
	6%	**	4%	7%	6%	5%	**	**	5%	2%	8%	7%
			b								i	i
Other	9	**	5	4	8	1	**	**	5	1	4	*
	1%	**	1%	1%	2%	*%	**	**	2%	*%	1%	*%
					e				k			
TOTAL GIVEN ANY INFORMATION OR ADVICE	915	**	442	473	451	464	**	**	213	229	238	236
	96%	**	96%	96%	95%	97%	**	**	94%	98%	95%	97%
					d				h			
No - not been given information/ advice	28	**	16	12	17	11	**	**	11	4	6	7
	3%	**	3%	2%	4%	2%	**	**	5%	2%	2%	3%

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

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

QC34. Has anyone ever told you about how to use the internet safely? IF YES: Who was it that told you about this? (MULTI CODE)

Base : Children aged 8-15 who go online

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1505	-	757	748	730	775	-	-	346	411	384	364
Effective Weighted Sample	1034	-	502	532	514	520	-	-	227	279	289	245
Total	954	-	460	494	476	477	-	-	226	233	250	244
Don't know	10	**	2	8	8	2	**	**	2	*	7	2
	1%	**	*%	2%	2%	*%	**	**	1%	*%	3%	1%
					e						i	

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

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

QC34. Has anyone ever told you about how to use the internet safely? IF YES: Who was it that told you about this? (MULTI CODE)

Base : Children aged 8-15 who go online

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1505	323	441	335	406	764	741	1505	861	215	222	207	1262	243	1505
Effective Weighted Sample	1034	237	313	218	269	549	486	1034	797	193	215	205	895	139	1034
Total	954	226	297	186	244	523	430	954	817	80	39	17	827	127	954
Yes - from teacher at school	781 82%	186 82%	250 84%	152 82%	193 79%	436 83%	345 80%	781 82%	673 82% k	62 78% k	34 88% hikln	11 64%	673 81% k	108 85% k	781 82% k
Yes - from parent	765 80%	182 81%	244 82%	149 80%	190 78%	426 81%	338 79%	765 80%	643 79%	70 87% hln	37 94% hilmn	16 90% hln	660 80%	105 83%	765 80%
Yes - from friends	223 23%	61 27% df	79 27% df	44 24% d	38 16%	141 27% df	83 19%	223 23% d	192 24% k	15 19%	13 34% hiklmn	3 16%	199 24% k	24 19%	223 23% k
Yes - from other member of family	180 19%	41 18%	52 18%	40 22%	47 19%	93 18%	88 20%	180 19%	145 18%	20 24% hk	13 35% hiklmn	3 15%	153 18%	28 22%	180 19%
Yes- from police coming in to school to talk to us	165 17%	36 16%	50 17%	34 18%	46 19%	86 16%	80 19%	165 17%	137 17%	15 18%	9 24% hln	4 22%	142 17%	24 19%	165 17%
Yes - from websites	72 8%	20 9% d	24 8% d	18 10% d	10 4%	44 8% d	28 7%	72 8%	53 6%	8 10%	10 26% hiklmn	1 6%	57 7%	15 12% h	72 8%
Yes - from television/ radio programmes	53 6%	16 7%	18 6%	9 5%	10 4%	34 6%	19 4%	53 6%	38 5%	7 8% h	7 18% hiklmn	1 4%	43 5%	10 8%	53 6%
Other	9 1%	3 1%	5 2% f	1 *% f	1 *% f	8 2% f	1 *% f	9 1%	8 1%	1 1%	1 2%	* 1%	8 1%	2 1%	9 1%
TOTAL GIVEN ANY INFORMATION OR ADVICE	915 96%	219 97%	288 97%	179 96%	229 94%	507 97% d	408 95%	915 96%	782 96%	78 97%	38 99% hlmn	17 99%	795 96%	121 95%	915 96%
No - not been given information/ advice	28 3%	5 2%	6 2%	6 3%	11 4%	11 2%	17 4%	28 3%	26 3% j	2 2%	* *% j	* 1%	26 3% j	2 2%	28 3% j

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

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

QC34. Has anyone ever told you about how to use the internet safely? IF YES: Who was it that told you about this? (MULTI CODE)

Base : Children aged 8-15 who go online

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1505	323	441	335	406	764	741	1505	861	215	222	207	1262	243	1505
Effective Weighted Sample	1034	237	313	218	269	549	486	1034	797	193	215	205	895	139	1034
Total	954	226	297	186	244	523	430	954	817	80	39	17	827	127	954
Don't know	10	1	3	2	4	4	6	10	9	1	*	-	6	4	10
	1%	*%	1%	1%	2%	1%	1%	1%	1%	1%	*%	-%	1%	3%	1%
kln															

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

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

QC34. Has anyone ever told you about how to use the internet safely? IF YES: Who was it that told you about this? (MULTI CODE)

Base : Children aged 8-15 who go online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1505	-	-	-	-	-	428	107	119	103	757	433	108	103	104	748
Effective Weighted Sample	1034	-	-	-	-	-	391	100	117	102	502	407	97	100	103	532
Total	954	-	-	-	-	-	398	35	19	8	460	419	45	20	9	494
Yes - from teacher at school	781	**	**	**	**	**	320	24	16	5	365	353	38	18	7	415
	82%	**	**	**	**	**	81%	70%	83%	57%	79%	84%	84%	93%	70%	84%
							gi		gi		gi	n	n	kno		n
Yes - from parent	765	**	**	**	**	**	330	32	17	7	387	312	38	19	8	378
	80%	**	**	**	**	**	83%	92%	90%	91%	84%	74%	83%	98%	88%	76%
								fj		f				klno	ko	
Yes - from friends	223	**	**	**	**	**	74	4	6	1	85	119	11	7	2	139
	23%	**	**	**	**	**	19%	11%	33%	11%	18%	28%	25%	35%	21%	28%
									fgij					n		
Yes - from other member of family	180	**	**	**	**	**	67	9	6	1	83	78	11	7	1	97
	19%	**	**	**	**	**	17%	25%	33%	17%	18%	19%	24%	36%	14%	20%
									fij					kno		
Yes- from police coming in to school to talk to us	165	**	**	**	**	**	57	5	4	1	68	80	10	5	2	97
	17%	**	**	**	**	**	14%	15%	23%	18%	15%	19%	21%	25%	26%	20%
									fj							
Yes - from websites	72	**	**	**	**	**	18	2	4	*	25	35	6	6	1	47
	8%	**	**	**	**	**	5%	6%	21%	6%	5%	8%	12%	32%	6%	10%
									fgij					klno		
Yes - from television/ radio programmes	53	**	**	**	**	**	10	2	3	*	16	28	4	4	*	36
	6%	**	**	**	**	**	3%	7%	18%	3%	4%	7%	10%	19%	5%	7%
									fgij					kno		
Other	9	**	**	**	**	**	5	*	*	-	5	3	*	*	*	4
	1%	**	**	**	**	**	1%	1%	2%	-%	1%	1%	1%	2%	1%	1%
TOTAL GIVEN ANY INFORMATION OR ADVICE	915	**	**	**	**	**	382	34	19	8	442	400	44	20	9	473
	96%	**	**	**	**	**	96%	96%	98%	99%	96%	95%	97%	100%	98%	96%
														ko		
No - not been given information/ advice	28	**	**	**	**	**	14	1	*	*	16	12	*	-	*	12
	3%	**	**	**	**	**	4%	4%	1%	1%	3%	3%	1%	-%	2%	2%

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

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

QC34. Has anyone ever told you about how to use the internet safely? IF YES: Who was it that told you about this? (MULTI CODE)

Base : Children aged 8-15 who go online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1505	-	-	-	-	-	428	107	119	103	757	433	108	103	104	748
Effective Weighted Sample	1034	-	-	-	-	-	391	100	117	102	502	407	97	100	103	532
Total	954	-	-	-	-	-	398	35	19	8	460	419	45	20	9	494
Don't know	10	**	**	**	**	**	2	-	*	-	2	7	1	-	-	8
	1%	**	**	**	**	**	*%	-%	1%	-%	*%	2%	2%	-%	-%	2%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m,n,o

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC35. (SHOWCARD) When you go to websites or use apps which one of these answers best describes how often you see any adverts? (SINGLE CODE)

Base : Children aged 8-15 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1505	-	757	748	730	775	-	-	346	411	384	364
Effective Weighted Sample	1034	-	502	532	514	520	-	-	227	279	289	245
Total	954	-	460	494	476	477	-	-	226	233	250	244
I often see online adverts	361	**	137	223	183	178	**	**	66	71	116	107
	38%	**	30%	45%	38%	37%	**	**	29%	30%	47%	44%
			b								hi	hi
I sometimes see online adverts	481	**	243	237	242	239	**	**	122	121	119	118
	50%	**	53%	48%	51%	50%	**	**	54%	52%	48%	48%
EVER SEE ONLINE ADVERTS	842	**	381	461	424	417	**	**	189	192	236	225
	88%	**	83%	93%	89%	87%	**	**	83%	82%	94%	92%
			b								hi	hi
I never see online adverts	80	**	59	21	36	45	**	**	28	31	8	14
	8%	**	13%	4%	8%	9%	**	**	12%	13%	3%	6%
			c						jk	jk		
Don't know	31	**	20	12	16	16	**	**	9	10	6	5
	3%	**	4%	2%	3%	3%	**	**	4%	4%	3%	2%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC35. (SHOWCARD) When you go to websites or use apps which one of these answers best describes how often you see any adverts? (SINGLE CODE)

Base : Children aged 8-15 who go online

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1505	323	441	335	406	764	741	1505	861	215	222	207	1262	243	1505
Effective Weighted Sample	1034	237	313	218	269	549	486	1034	797	193	215	205	895	139	1034
Total	954	226	297	186	244	523	430	954	817	80	39	17	827	127	954
I often see online adverts	361 38%	85 37%	118 40%	70 38%	88 36%	202 39%	158 37%	361 38%	295 36%	38 47% hln	21 54% hkl	7 43%	304 37%	57 45% h	361 38%
I sometimes see online adverts	481 50%	114 51%	151 51%	96 52%	119 49%	266 51%	215 50%	481 50%	419 51% j	36 45%	16 42%	9 53% j	423 51% j	58 46%	481 50% j
EVER SEE ONLINE ADVERTS	842 88%	199 88%	269 91% d	166 89%	207 85%	468 89%	373 87%	842 88%	713 87%	74 92%	37 96% hln	17 96% hln	726 88%	115 91%	842 88%
I never see online adverts	80 8%	18 8%	17 6%	13 7%	33 13% bceg	35 7%	46 11% be	80 8%	76 9% ijk	3 4% k	1 2%	* 1%	72 9% ijk	9 7% k	80 8% ijk
Don't know	31 3%	9 4%	11 4%	7 4%	4 2%	20 4%	11 3%	31 3%	27 3%	3 4%	1 2%	1 3%	28 3%	3 2%	31 3%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC35. (SHOWCARD) When you go to websites or use apps which one of these answers best describes how often you see any adverts? (SINGLE CODE)

Base : Children aged 8-15 who go online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1505	-	-	-	-	-	428	107	119	103	757	433	108	103	104	748
Effective Weighted Sample	1034	-	-	-	-	-	391	100	117	102	502	407	97	100	103	532
Total	954	-	-	-	-	-	398	35	19	8	460	419	45	20	9	494
I often see online adverts	361	**	**	**	**	**	112	12	10	3	137	183	26	11	4	223
	38%	**	**	**	**	**	28%	34%	53%	39%	30%	44%	57%	54%	46%	45%
									fgij	f			ko	k		
I sometimes see online adverts	481	**	**	**	**	**	213	18	8	4	243	206	18	9	5	237
	50%	**	**	**	**	**	54%	52%	40%	55%	53%	49%	40%	44%	51%	48%
							h			h	h					
EVER SEE ONLINE ADVERTS	842	**	**	**	**	**	325	30	18	8	381	388	44	19	9	461
	88%	**	**	**	**	**	82%	86%	94%	94%	83%	93%	97%	98%	98%	93%
									fj	fj				k	k	
I never see online adverts	80	**	**	**	**	**	55	3	1	-	59	21	-	*	*	21
	8%	**	**	**	**	**	14%	9%	4%	-%	13%	5%	-%	1%	1%	4%
							hi	i	i		hi	l				l
Don't know	31	**	**	**	**	**	17	2	*	*	20	10	1	*	*	12
	3%	**	**	**	**	**	4%	5%	2%	6%	4%	2%	3%	1%	1%	2%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m,n,o

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC36. (SHOWCARD) Which one of these answers best describes how you feel about these adverts you see online? I think the adverts..... (SINGLE CODE)

Base : Children aged 8-15 who say they ever see adverts online

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1347	-	640	707	656	691	-	-	291	349	365	342
Effective Weighted Sample	908	-	411	498	455	453	-	-	185	230	273	227
Total	842	-	381	461	424	417	-	-	189	192	236	225
always tell the truth about what they are selling	30	**	17	13	14	16	**	**	7	10	7	5
	4%	**	4%	3%	3%	4%	**	**	4%	5%	3%	2%
mostly tell the truth about what they are selling	207	**	90	117	110	97	**	**	53	37	57	60
	25%	**	24%	25%	26%	23%	**	**	28%	19%	24%	27%
									i			
sometimes tell the truth about what they are selling	456	**	189	267	224	232	**	**	85	104	139	128
	54%	**	50%	58%	53%	56%	**	**	45%	54%	59%	57%
				b						h	h	
EVER TELL THE TRUTH ABOUT WHAT THEY ARE SELLING	693	**	296	396	349	344	**	**	145	151	204	193
	82%	**	78%	86%	82%	82%	**	**	77%	79%	86%	86%
				b						hi	h	
never tell the truth about what they are selling	53	**	29	24	29	24	**	**	19	10	10	13
	6%	**	8%	5%	7%	6%	**	**	10%	5%	4%	6%
									j			
Don't know	96	**	55	41	46	50	**	**	25	31	22	19
	11%	**	15%	9%	11%	12%	**	**	13%	16%	9%	8%
			c							jk		

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC36. (SHOWCARD) Which one of these answers best describes how you feel about these adverts you see online? I think the adverts..... (SINGLE CODE)

Base : Children aged 8-15 who say they ever see adverts online

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1347	288	397	306	356	685	662	1347	741	195	212	199	1122	225	1347
Effective Weighted Sample	908	206	280	196	229	486	424	908	688	175	205	197	782	126	908
Total	842	199	269	166	207	468	373	842	713	74	37	17	726	115	842
always tell the truth about what they are selling	30 4%	4 2%	8 3%	7 4%	11 5%	12 3%	18 5%	30 4%	26 4%	2 2%	1 3%	1 5%	27 4%	2 2%	30 4%
mostly tell the truth about what they are selling	207 25%	44 22%	68 25%	39 23%	56 27%	113 24%	94 25%	207 25%	169 24%	18 25%	13 36%	6 37%	167 23%	40 35%	207 25%
											hln	hln		hln	
sometimes tell the truth about what they are selling	456 54%	121 61%	143 53%	95 57%	97 47%	264 56%	192 51%	456 54%	387 54%	41 55%	21 57%	6 39%	402 55%	54 47%	456 54%
		df		d		d		d	k	k	k		k		k
EVER TELL THE TRUTH ABOUT WHAT THEY ARE SELLING	693 82%	169 85%	220 82%	141 84%	164 79%	388 83%	304 81%	693 82%	583 82%	61 82%	36 96%	13 81%	596 82%	96 84%	693 82%
											hiklmn				
never tell the truth about what they are selling	53 6%	10 5%	18 7%	8 5%	18 9%	27 6%	25 7%	53 6%	49 7%	2 3%	1 3%	* 2%	46 6%	7 6%	53 6%
									ijk				jk		jk
Don't know	96 11%	20 10%	32 12%	18 11%	26 12%	52 11%	44 12%	96 11%	81 11%	11 15%	1 1%	3 17%	84 12%	12 11%	96 11%
									j	j		hjl	j	j	j

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC36. (SHOWCARD) Which one of these answers best describes how you feel about these adverts you see online? I think the adverts..... (SINGLE CODE)

Base : Children aged 8-15 who say they ever see adverts online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	f	~g	h	~i	j	k	l	m	n	o
Unweighted total	1347	-	-	-	-	-	341	91	111	97	640	400	104	101	102	707
Effective Weighted Sample	908	-	-	-	-	-	312	85	109	96	411	376	94	98	101	498
Total	842	-	-	-	-	-	325	30	18	8	381	388	44	19	9	461
always tell the truth about what they are selling	30 4%	**	**	**	**	**	15 5%	**	1	**	17 4%	12 3%	*	*	*	13 3%
mostly tell the truth about what they are selling	207 25%	**	**	**	**	**	72 22%	**	8 47%	**	90 24%	97 25%	11 25%	5 26%	4 45%	117 25%
sometimes tell the truth about what they are selling	456 54%	**	**	**	**	**	166 51%	**	8 43%	**	189 50%	222 57%	28 64%	14 70%	3 37%	267 58%
EVER TELL THE TRUTH ABOUT WHAT THEY ARE SELLING	693 82%	**	**	**	**	**	252 78%	**	17 94%	**	296 78%	330 85%	39 89%	19 98%	8 86%	396 86%
never tell the truth about what they are selling	53 6%	**	**	**	**	**	27 8%	**	1 4%	**	29 8%	22 6%	1 2%	*	*	24 5%
Don't know	96 11%	**	**	**	**	**	46 14%	**	*	**	55 15%	36 9%	4 8%	*	1 13%	41 9%
							h				h	m	m		m	m

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m,n,o

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC37. (SHOWCARD) On sites like YouTube some vloggers or influencers with lots of followers - like Zoella or KSI - might say good things about a particular company or product or brand, such as Nike clothing, a new game or clothes from TopShop. Why do you think they might say good things about these products or brands? (MULTI CODE)

Base : Children aged 12-15 who go online

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	748	-	-	748	384	364	-	-	-	-	384	364
Effective Weighted Sample	532	-	-	532	289	245	-	-	-	-	289	245
Total	494	-	-	494	250	244	-	-	-	-	250	244
They are being paid by the company or brand to say this	312	**	**	312	168	144	**	**	**	**	168	144
	63%	**	**	63%	e	59%	**	**	**	**	67%	59%
They want to share this information with their followers	127	**	**	127	68	60	**	**	**	**	68	60
	26%	**	**	26%	27%	24%	**	**	**	**	27%	24%
They think these products or brands are cool/good to use	114	**	**	114	55	59	**	**	**	**	55	59
	23%	**	**	23%	22%	24%	**	**	**	**	22%	24%
Other	1	**	**	1	1	-	**	**	**	**	1	-
	*%	**	**	*%	1%	-%	**	**	**	**	1%	-%
Don't know	60	**	**	60	29	32	**	**	**	**	29	32
	12%	**	**	12%	12%	13%	**	**	**	**	12%	13%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC37. (SHOWCARD) On sites like YouTube some vloggers or influencers with lots of followers - like Zoella or KSI - might say good things about a particular company or product or brand, such as Nike clothing, a new game or clothes from TopShop. Why do you think they might say good things about these products or brands? (MULTI CODE)

Base : Children aged 12-15 who go online

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	748	183	201	164	200	384	364	748	433	108	103	104	632	116	748
Effective Weighted Sample	532	134	152	111	136	285	247	532	407	97	100	103	460	71	532
Total	494	127	146	99	122	272	221	494	419	45	20	9	427	66	494
They are being paid by the company or brand to say this	312 63%	81 64%	95 65%	64 64%	72 59%	176 65%	136 61%	312 63%	265 63%	29 63%	13 65%	5 59%	272 64%	40 60%	312 63%
They want to share this information with their followers	127 26%	30 23%	37 25%	27 27%	34 28%	66 24%	61 27%	127 26%	108 26%	9 20%	7 34% i	4 38% hilm	109 26%	18 27%	127 26%
They think these products or brands are cool/ good to use	114 23%	27 21%	34 24%	29 30% d	23 19%	61 23%	52 24%	114 23%	98 23%	7 15%	6 29% i	3 31% i	95 22%	18 28% i	114 23%
Other	1 *%	- -%	1 *%	- -%	1 1%	1 *%	1 *%	1 *%	1 *%	- -%	- -%	- -%	1 *%	- -%	1 *%
Don't know	60 12%	15 12%	12 8%	11 11%	23 19% beg	27 10%	34 15% b	60 12%	51 12%	7 16% j	1 6%	1 8%	53 12%	8 12%	60 12%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC37. (SHOWCARD) On sites like YouTube some vloggers or influencers with lots of followers - like Zoella or KSI - might say good things about a particular company or product or brand, such as Nike clothing, a new game or clothes from TopShop. Why do you think they might say good things about these products or brands? (MULTI CODE)

Base : Children aged 12-15 who go online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND ~a	SCOT- LAND ~b	WALES ~c	IRELAND ~d	ALL ~e	ENG- LAND ~f	SCOT- LAND ~g	WALES ~h	IRELAND ~i	ALL ~j	ENG- LAND k	SCOT- LAND l	WALES m	IRELAND n	ALL o
Significance Level: 95%																
Unweighted total	748	-	-	-	-	-	-	-	-	-	-	433	108	103	104	748
Effective Weighted Sample	532	-	-	-	-	-	-	-	-	-	-	407	97	100	103	532
Total	494	-	-	-	-	-	-	-	-	-	-	419	45	20	9	494
They are being paid by the company or brand to say this	312 63%	**	**	**	**	**	**	**	**	**	**	265 63%	29 63%	13 65%	5 59%	312 63%
They want to share this information with their followers	127 26%	**	**	**	**	**	**	**	**	**	**	108 26%	9 20%	7 34% l	4 38% klo	127 26%
They think these products or brands are cool/ good to use	114 23%	**	**	**	**	**	**	**	**	**	**	98 23%	7 15%	6 29% l	3 31% l	114 23%
Other	1 *%	**	**	**	**	**	**	**	**	**	**	1 *%	- -%	- -%	- -%	1 *%
Don't know	60 12%	**	**	**	**	**	**	**	**	**	**	51 12%	7 16% m	1 6%	1 8%	60 12%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m,n,o

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC38A. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - I think it is important that people can say what they want online, even if it is hurtful to others (SINGLE CODE)

Base : Children aged 12-15 who go online

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	748	-	-	748	384	364	-	-	-	-	384	364
Effective Weighted Sample	532	-	-	532	289	245	-	-	-	-	289	245
Total	494	-	-	494	250	244	-	-	-	-	250	244
Disagree	228	**	**	228	110	118	**	**	**	**	110	118
	46%	**	**	46%	44%	49%	**	**	**	**	44%	49%
Neither agree nor disagree	128	**	**	128	68	60	**	**	**	**	68	60
	26%	**	**	26%	27%	25%	**	**	**	**	27%	25%
Agree	112	**	**	112	54	57	**	**	**	**	54	57
	23%	**	**	23%	22%	24%	**	**	**	**	22%	24%
Don't know	26	**	**	26	18	8	**	**	**	**	18	8
	5%	**	**	5%	7%	3%	**	**	**	**	7%	3%
SUMMARY CODES												
TOTAL NEITHER/ DON'T KNOW	154	**	**	154	86	68	**	**	**	**	86	68
	31%	**	**	31%	34%	28%	**	**	**	**	34%	28%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC38A. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - I think it is important that people can say what they want online, even if it is hurtful to others (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	748	183	201	164	200	384	364	748	433	108	103	104	632	116	748
Effective Weighted Sample	532	134	152	111	136	285	247	532	407	97	100	103	460	71	532
Total	494	127	146	99	122	272	221	494	419	45	20	9	427	66	494
Disagree	228 46%	63 49%	62 43%	43 43%	61 50%	125 46%	104 47%	228 46%	182 43%	30 67% hjlmn	10 51%	6 64% hlmn	197 46%	31 47%	228 46%
Neither agree nor disagree	128 26%	28 22%	39 27%	25 25%	36 30%	66 24%	61 28%	128 26%	114 27% i	8 17%	4 22%	2 23%	110 26%	18 27%	128 26%
Agree	112 23%	30 24% d	38 26% d	26 26% d	17 14%	68 25% d	43 20%	112 23% d	102 24% ik	5 11%	4 22% ik	1 7%	100 23% ik	11 17% k	112 23% ik
Don't know	26 5%	6 5%	7 5%	6 6%	8 6%	13 5%	13 6%	26 5%	22 5%	2 5%	1 5%	1 7%	20 5%	6 9%	26 5%
SUMMARY CODES															
TOTAL NEITHER/ DON'T KNOW	154 31%	34 27%	46 31%	31 31%	44 36%	79 29%	74 34%	154 31%	136 32% i	10 22%	5 27%	3 29%	130 30%	24 36%	154 31%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC38A. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - I think it is important that people can say what they want online, even if it is hurtful to others (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	k	l	m	n	o
Unweighted total	748	-	-	-	-	-	-	-	-	-	-	433	108	103	104	748
Effective Weighted Sample	532	-	-	-	-	-	-	-	-	-	-	407	97	100	103	532
Total	494	-	-	-	-	-	-	-	-	-	-	419	45	20	9	494
Disagree	228	**	**	**	**	**	**	**	**	**	**	182	30	10	6	228
	46%	**	**	**	**	**	**	**	**	**	**	43%	67%	51%	64%	46%
													kmo		ko	
Neither agree nor disagree	128	**	**	**	**	**	**	**	**	**	**	114	8	4	2	128
	26%	**	**	**	**	**	**	**	**	**	**	27%	17%	22%	23%	26%
												l				
Agree	112	**	**	**	**	**	**	**	**	**	**	102	5	4	1	112
	23%	**	**	**	**	**	**	**	**	**	**	24%	11%	22%	7%	23%
												ln		ln		ln
Don't know	26	**	**	**	**	**	**	**	**	**	**	22	2	1	1	26
	5%	**	**	**	**	**	**	**	**	**	**	5%	5%	5%	7%	5%
SUMMARY CODES																
TOTAL NEITHER/ DON'T KNOW	154	**	**	**	**	**	**	**	**	**	**	136	10	5	3	154
	31%	**	**	**	**	**	**	**	**	**	**	32%	22%	27%	29%	31%
												l				

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m,n,o

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC38B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - I think there should be rules about what people can say online so that people can't say hurtful things about others.

Base : Children aged 12-15 who go online

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	748	-	-	748	384	364	-	-	-	-	384	364
Effective Weighted Sample	532	-	-	532	289	245	-	-	-	-	289	245
Total	494	-	-	494	250	244	-	-	-	-	250	244
Disagree	25	**	**	25	14	11	**	**	**	**	14	11
	5%	**	**	5%	6%	5%	**	**	**	**	6%	5%
Neither agree nor disagree	80	**	**	80	47	33	**	**	**	**	47	33
	16%	**	**	16%	19%	13%	**	**	**	**	19%	13%
Agree	363	**	**	363	174	190	**	**	**	**	174	190
	74%	**	**	74%	70%	78%	**	**	**	**	70%	78%
					d						j	
Don't know	25	**	**	25	15	10	**	**	**	**	15	10
	5%	**	**	5%	6%	4%	**	**	**	**	6%	4%
SUMMARY CODES												
TOTAL NEITHER/ DON'T KNOW	105	**	**	105	62	43	**	**	**	**	62	43
	21%	**	**	21%	25%	18%	**	**	**	**	25%	18%
					e						k	

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC38B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - I think there should be rules about what people can say online so that people can't say hurtful things about others.

Base : Children aged 12-15 who go online

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	748	183	201	164	200	384	364	748	433	108	103	104	632	116	748
Effective Weighted Sample	532	134	152	111	136	285	247	532	407	97	100	103	460	71	532
Total	494	127	146	99	122	272	221	494	419	45	20	9	427	66	494
Disagree	25 5%	7 5%	8 5%	7 7%	4 3%	15 5%	11 5%	25 5%	21 5%	2 5%	2 9%	1 7%	22 5%	3 5%	25 5%
Neither agree nor disagree	80 16%	19 15%	23 16%	16 16%	21 17%	42 16%	37 17%	80 16%	72 17%	4 9%	3 14%	1 11%	69 16%	11 16%	80 16%
Agree	363 74%	95 75%	108 74%	71 71%	89 73%	203 75%	160 72%	363 74%	304 73%	37 81% m	15 76%	7 80%	319 75%	45 67%	363 74%
Don't know	25 5%	5 4%	7 5%	5 5%	8 6%	12 4%	13 6%	25 5%	22 5%	2 5%	* 1%	* 2%	17 4%	8 12% jkl	25 5%
SUMMARY CODES															
TOTAL NEITHER/ DON'T KNOW	105 21%	25 19%	30 21%	22 22%	29 24%	54 20%	50 23%	105 21%	94 22% k	6 14%	3 15%	1 13%	86 20%	18 28% ik	105 21%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC38B. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - I think there should be rules about what people can say online so that people can't say hurtful things about others.

Base : Children aged 12-15 who go online

		INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%	Total	~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	k	l	m	n	o
Unweighted total	748	-	-	-	-	-	-	-	-	-	-	433	108	103	104	748
Effective Weighted Sample	532	-	-	-	-	-	-	-	-	-	-	407	97	100	103	532
Total	494	-	-	-	-	-	-	-	-	-	-	419	45	20	9	494
Disagree	25	**	**	**	**	**	**	**	**	**	**	21	2	2	1	25
	5%	**	**	**	**	**	**	**	**	**	**	5%	5%	9%	7%	5%
Neither agree nor disagree	80	**	**	**	**	**	**	**	**	**	**	72	4	3	1	80
	16%	**	**	**	**	**	**	**	**	**	**	17%	9%	14%	11%	16%
Agree	363	**	**	**	**	**	**	**	**	**	**	304	37	15	7	363
	74%	**	**	**	**	**	**	**	**	**	**	73%	81%	76%	80%	74%
Don't know	25	**	**	**	**	**	**	**	**	**	**	22	2	*	*	25
	5%	**	**	**	**	**	**	**	**	**	**	5%	5%	1%	2%	5%
SUMMARY CODES																
TOTAL NEITHER/ DON'T KNOW	105	**	**	**	**	**	**	**	**	**	**	94	6	3	1	105
	21%	**	**	**	**	**	**	**	**	**	**	22%	14%	15%	13%	21%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m,n,o

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC38C. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - The images or videos that other people post online make their life look more interesting than it is

Base : Children aged 12-15 who go online

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	748	-	-	748	384	364	-	-	-	-	384	364
Effective Weighted Sample	532	-	-	532	289	245	-	-	-	-	289	245
Total	494	-	-	494	250	244	-	-	-	-	250	244
Disagree	29	**	**	29	12	17	**	**	**	**	12	17
	6%	**	**	6%	5%	7%	**	**	**	**	5%	7%
Neither agree nor disagree	128	**	**	128	75	53	**	**	**	**	75	53
	26%	**	**	26%	30%	22%	**	**	**	**	30%	22%
					e						k	
Agree	278	**	**	278	136	143	**	**	**	**	136	143
	56%	**	**	56%	54%	58%	**	**	**	**	54%	58%
Don't know	58	**	**	58	26	32	**	**	**	**	26	32
	12%	**	**	12%	11%	13%	**	**	**	**	11%	13%
SUMMARY CODES												
TOTAL NEITHER/ DON'T KNOW	186	**	**	186	102	85	**	**	**	**	102	85
	38%	**	**	38%	41%	35%	**	**	**	**	41%	35%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC38C. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - The images or videos that other people post online make their life look more interesting than it is

Base : Children aged 12-15 who go online

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	748	183	201	164	200	384	364	748	433	108	103	104	632	116	748
Effective Weighted Sample	532	134	152	111	136	285	247	532	407	97	100	103	460	71	532
Total	494	127	146	99	122	272	221	494	419	45	20	9	427	66	494
Disagree	29 6%	8 6%	9 6%	6 6%	7 6%	16 6%	13 6%	29 6%	26 6% m	2 3%	2 8% m	* 2%	29 7% m	* *%	29 6% m
Neither agree nor disagree	128 26%	36 28% c	39 27% c	16 16%	37 31% c	75 27% c	54 24%	128 26% c	112 27% j	12 25% j	3 13%	2 23%	110 26% j	18 28% j	128 26% j
Agree	278 56%	71 56%	82 57%	65 65% d	60 49%	153 56%	125 57%	278 56%	231 55%	26 58%	14 74% hilm	6 63%	239 56%	39 59%	278 56%
Don't know	58 12%	13 10%	15 11%	12 12%	18 14%	28 10%	30 13%	58 12%	50 12%	6 13%	1 6%	1 12%	50 12%	8 12%	58 12%
SUMMARY CODES															
TOTAL NEITHER/ DON'T KNOW	186 38%	49 38%	55 37%	28 29%	55 45% c	103 38%	83 38%	186 38%	162 39% j	18 39% j	4 19%	3 35% j	160 37% j	27 40% j	186 38% j

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC38C. (SHOWCARD) AGREEMENT WITH STATEMENTS ABOUT BEING ONLINE - The images or videos that other people post online make their life look more interesting than it is

Base : Children aged 12-15 who go online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	k	l	m	n	o
Unweighted total	748	-	-	-	-	-	-	-	-	-	-	433	108	103	104	748
Effective Weighted Sample	532	-	-	-	-	-	-	-	-	-	-	407	97	100	103	532
Total	494	-	-	-	-	-	-	-	-	-	-	419	45	20	9	494
Disagree	29	**	**	**	**	**	**	**	**	**	**	26	2	2	*	29
	6%	**	**	**	**	**	**	**	**	**	**	6%	3%	8%	2%	6%
Neither agree nor disagree	128	**	**	**	**	**	**	**	**	**	**	112	12	3	2	128
	26%	**	**	**	**	**	**	**	**	**	**	27%	25%	13%	23%	26%
												m	m			m
Agree	278	**	**	**	**	**	**	**	**	**	**	231	26	14	6	278
	56%	**	**	**	**	**	**	**	**	**	**	55%	58%	74%	63%	56%
														klo		
Don't know	58	**	**	**	**	**	**	**	**	**	**	50	6	1	1	58
	12%	**	**	**	**	**	**	**	**	**	**	12%	13%	6%	12%	12%
SUMMARY CODES																
TOTAL NEITHER/ DON'T KNOW	186	**	**	**	**	**	**	**	**	**	**	162	18	4	3	186
	38%	**	**	**	**	**	**	**	**	**	**	39%	39%	19%	35%	38%
												m	m		m	m

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m,n,o

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39A. Do you ever use BBC websites or apps for your schoolwork or homework, so sites or apps like BBC Bitesize? (SINGLE CODE)

Base : Children aged 8-15 who go online

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1505	-	757	748	730	775	-	-	346	411	384	364
Effective Weighted Sample	1034	-	502	532	514	520	-	-	227	279	289	245
Total	954	-	460	494	476	477	-	-	226	233	250	244
Yes	590	**	256	334	294	296	**	**	127	129	167	168
	62%	**	56%	68%	62%	62%	**	**	56%	55%	67%	69%
			b								hi	hi
No	345	**	193	152	168	177	**	**	90	103	78	74
	36%	**	42%	31%	35%	37%	**	**	40%	44%	31%	30%
			c						jk	jk		
Don't know	19	**	11	8	15	4	**	**	10	2	5	3
	2%	**	2%	2%	3%	1%	**	**	4%	1%	2%	1%
					e				ik			

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39A. Do you ever use BBC websites or apps for your schoolwork or homework, so sites or apps like BBC Bitesize? (SINGLE CODE)

Base : Children aged 8-15 who go online

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1505	323	441	335	406	764	741	1505	861	215	222	207	1262	243	1505
Effective Weighted Sample	1034	237	313	218	269	549	486	1034	797	193	215	205	895	139	1034
Total	954	226	297	186	244	523	430	954	817	80	39	17	827	127	954
Yes	590	156	198	113	123	354	236	590	522	30	28	9	514	76	590
	62%	69%	67%	61%	50%	68%	55%	62%	64%	38%	73%	49%	62%	60%	62%
		dfg	df	d		dfg		df	ik		hiklmn	i	ik	i	ik
No	345	65	93	72	114	159	186	345	279	48	10	8	298	47	345
	36%	29%	31%	38%	47%	30%	43%	36%	34%	60%	25%	47%	36%	37%	36%
				ae	abeg		abeg	ae	j	hijklmn		hjl	j	j	j
Don't know	19	5	6	2	7	11	8	19	16	2	1	1	15	4	19
	2%	2%	2%	1%	3%	2%	2%	2%	2%	2%	2%	3%	2%	3%	2%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39A. Do you ever use BBC websites or apps for your schoolwork or homework, so sites or apps like BBC Bitesize? (SINGLE CODE)

Base : Children aged 8-15 who go online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	f	g	h	i	j	k	l	m	n	o
Unweighted total	1505	-	-	-	-	-	428	107	119	103	757	433	108	103	104	748
Effective Weighted Sample	1034	-	-	-	-	-	391	100	117	102	502	407	97	100	103	532
Total	954	-	-	-	-	-	398	35	19	8	460	419	45	20	9	494
Yes	590	**	**	**	**	**	224	15	13	3	256	298	16	15	5	334
	62%	**	**	**	**	**	56%	42%	70%	40%	56%	71%	35%	77%	58%	68%
							gi		fgij		gi	ln		ln	l	ln
No	345	**	**	**	**	**	162	20	6	4	193	116	28	4	4	152
	36%	**	**	**	**	**	41%	58%	29%	55%	42%	28%	61%	21%	40%	31%
							h	fhj		fhj	h		kmno		km	
Don't know	19	**	**	**	**	**	11	-	*	*	11	5	2	*	*	8
	2%	**	**	**	**	**	3%	-%	2%	5%	2%	1%	4%	2%	2%	2%
										g						

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m,n,o

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT THEIR USE OF BBC SITES OR APPS LIKE BBC BITESIZE - When I use these BBC websites or apps for my schoolwork or homework I find them helpful. (SINGLE CODE)

Base : Children aged 8-15 who ever use BBC websites or apps (like BBC Bitesize) for their schoolwork or homework

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	888	-	403	485	432	456	-	-	185	218	247	238
Effective Weighted Sample	621	-	272	349	314	308	-	-	124	150	191	161
Total	590	-	256	334	294	296	-	-	127	129	167	168
Disagree	6	**	3	3	3	3	**	**	1	1	2	1
	1%	**	1%	1%	1%	1%	**	**	1%	1%	1%	1%
Neither agree nor disagree	70	**	31	39	40	30	**	**	18	13	22	16
	12%	**	12%	12%	14%	10%	**	**	14%	10%	13%	10%
Agree	507	**	217	289	248	259	**	**	107	111	141	148
	86%	**	85%	87%	84%	87%	**	**	84%	86%	85%	89%
Don't know	8	**	5	3	2	5	**	**	1	4	1	1
	1%	**	2%	1%	1%	2%	**	**	1%	3%	1%	1%
SUMMARY CODES												
TOTAL NEITHER/ DON'T KNOW	77	**	36	42	43	35	**	**	19	17	24	18
	13%	**	14%	12%	15%	12%	**	**	15%	13%	14%	11%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT THEIR USE OF BBC SITES OR APPS LIKE BBC BITESIZE - When I use these BBC websites or apps for my schoolwork or homework I find them helpful. (SINGLE CODE)

Base : Children aged 8-15 who ever use BBC websites or apps (like BBC Bitesize) for their schoolwork or homework

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	888	214	283	191	200	497	391	888	542	84	161	101	737	151	888
Effective Weighted Sample	621	158	200	131	134	358	265	621	504	76	156	100	537	85	621
Total	590	156	198	113	123	354	236	590	522	30	28	9	514	76	590
Disagree	6 1%	1 *%	3 2%	1 1%	* *%	4 1%	2 1%	6 1%	5 1%	** **	* 2%	* 1%	5 1%	1 2%	6 1%
Neither agree nor disagree	70 12%	16 10%	25 13%	12 11%	17 14%	41 12%	29 12%	70 12%	61 12%	** **	5 16%	1 9%	60 12%	10 13%	70 12%
Agree	507 86%	137 88%	167 84%	98 86%	105 85%	304 86%	203 86%	507 86%	451 86%	** **	23 80%	8 90% j	442 86%	64 85%	507 86%
Don't know	8 1%	2 1%	3 1%	2 2%	1 1%	5 1%	3 1%	8 1%	6 1%	** **	1 2%	- -%	7 1%	* *%	8 1%
SUMMARY CODES															
TOTAL NEITHER/ DON'T KNOW	77 13%	18 12%	27 14%	14 12%	18 15%	45 13%	32 14%	77 13%	67 13%	** **	5 18% k	1 9%	67 13%	10 14%	77 13%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC39B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT THEIR USE OF BBC SITES OR APPS LIKE BBC BITESIZE - When I use these BBC websites or apps for my schoolwork or homework I find them helpful. (SINGLE CODE)

Base : Children aged 8-15 who ever use BBC websites or apps (like BBC Bitesize) for their schoolwork or homework

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	f	~g	~h	~i	j	k	~l	~m	~n	o
Unweighted total	888	-	-	-	-	-	236	44	82	41	403	306	40	79	60	485
Effective Weighted Sample	621	-	-	-	-	-	217	41	81	41	272	287	35	76	59	349
Total	590	-	-	-	-	-	224	15	13	3	256	298	16	15	5	334
Disagree	6	**	**	**	**	**	2	**	**	**	3	3	**	**	**	3
	1%	**	**	**	**	**	1%	**	**	**	1%	1%	**	**	**	1%
Neither agree nor disagree	70	**	**	**	**	**	29	**	**	**	31	32	**	**	**	39
	12%	**	**	**	**	**	13%	**	**	**	12%	11%	**	**	**	12%
Agree	507	**	**	**	**	**	190	**	**	**	217	261	**	**	**	289
	86%	**	**	**	**	**	85%	**	**	**	85%	88%	**	**	**	87%
Don't know	8	**	**	**	**	**	4	**	**	**	5	2	**	**	**	3
	1%	**	**	**	**	**	2%	**	**	**	2%	1%	**	**	**	1%
SUMMARY CODES																
TOTAL NEITHER/ DON'T KNOW	77	**	**	**	**	**	33	**	**	**	36	34	**	**	**	42
	13%	**	**	**	**	**	15%	**	**	**	14%	11%	**	**	**	12%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m,n,o

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC42. (SHOWCARD) Many games can now be played online, either through games consoles, other games players or through other things like computers, laptops, tablets, mobile phones and smart TVs. Examples of popular games that can be played online include FIFA football games, Minecraft, Fortnite and Roblox. Do you ever play online games? IF YES: When you play online games, which of these describes how you are playing? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All children aged 5-15 who play games

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	1768	503	658	607	950	818	261	242	334	324	355	252
Effective Weighted Sample	1156	291	430	438	634	522	150	144	218	216	269	171
Total	1035	234	396	405	582	453	130	104	217	179	235	170
Playing on your own/ against the computer or games console/ player	692 67%	115 49%	280 71%	296 73%	411 71%	281 62%	68 52%	47 46%	159 73%	122 68%	184 78%	112 66%
			a	a	e				fg	fg	fgik	fg
Playing against or with someone else in the same room as you	493 48%	64 27%	195 49%	234 58%	310 53%	183 40%	41 32%	23 22%	122 56%	73 41%	147 62%	87 51%
			a	ab	e				fgi	g	fgik	fgi
Playing against or with someone else you have met in person who is playing somewhere else	377 36%	22 10%	141 36%	214 53%	252 43%	125 28%	17 13%	6 5%	95 44%	46 26%	140 60%	73 43%
			a	ab	e		g		fgi	fg	fghik	fgi
Playing against or with one or more other people you have not met in person who is playing somewhere else	167 16%	11 4%	56 14%	101 25%	115 20%	52 11%	8 6%	2 2%	35 16%	20 11%	72 31%	30 17%
			a	ab	e				fg	g	fghik	fg
CHILD PLAYS GAMES ONLINE	818 79%	132 56%	328 83%	358 88%	487 84%	331 73%	76 59%	55 53%	190 88%	138 77%	220 94%	138 81%
			a	ab	e				fgi	fg	fghik	fg
No - do not play online games	214 21%	103 44%	64 16%	47 12%	94 16%	120 26%	54 41%	49 47%	25 12%	39 22%	15 6%	32 19%
		bc	c			d	hijk	hijk	j	hj		hj
Don't know	4 *%	* *%	3 1%	* *%	1 *%	2 *%	- -%	* *%	1 1%	2 1%	* *%	* *%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC42. (SHOWCARD) Many games can now be played online, either through games consoles, other games players or through other things like computers, laptops, tablets, mobile phones and smart TVs. Examples of popular games that can be played online include FIFA football games, Minecraft, Fortnite and Roblox. Do you ever play online games? IF YES: When you play online games, which of these describes how you are playing? (RESPONSES FROM PARENTS FOR 5-7 YEAR OLDS AND FROM CHILDREN AGED 8-15) (MULTI CODE)

Base : All children aged 5-15 who play games

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1768	364	487	413	504	851	917	1768	941	275	262	290	1477	291	1768
Effective Weighted Sample	1156	255	325	265	311	581	576	1156	868	242	248	271	994	161	1156
Total	1035	233	302	227	274	535	500	1035	873	97	42	23	890	145	1035
Playing on your own/ against the computer or games console/ player	692 67%	149 64%	213 71%	154 68%	176 64%	362 68%	330 66%	692 67%	582 67%	66 68%	30 72% k	14 62%	596 67%	96 67%	692 67%
Playing against or with someone else in the same room as you	493 48%	114 49%	151 50%	106 47%	121 44%	266 50%	227 45%	493 48%	410 47%	49 50%	23 55% hln	11 49%	422 47%	71 49%	493 48%
Playing against or with someone else you have met in person who is playing somewhere else	377 36%	76 32%	111 37%	92 41%	98 36%	187 35%	191 38%	377 36%	306 35%	42 43% hkl	22 53% hiklmn	7 32%	318 36%	59 41%	377 36%
Playing against or with one or more other people you have not met in person who is playing somewhere else	167 16%	36 16%	49 16%	35 15%	47 17%	85 16%	82 16%	167 16%	135 16%	18 18%	12 28% hikln	3 12%	139 16%	29 20% k	167 16%
CHILD PLAYS GAMES ONLINE	818 79%	172 74%	244 81% a	183 81%	218 80%	416 78%	401 80% a	818 79%	688 79% k	76 79% k	37 89% hiklmn	16 71%	705 79% k	113 78%	818 79% k
No - do not play online games	214 21%	61 26% bcf	56 19%	42 18%	55 20%	117 22%	97 19%	214 21%	182 21% j	21 21% j	5 11%	6 28% hjl n	182 20% j	31 22% j	214 21% j
Don't know	4 *%	- -%	1 *%	2 1%	* *%	1 *%	2 *%	4 *%	3 *%	- -%	- -%	* 1% ln	3 *%	1 *%	4 *%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE GAME PLAYING

Base : All children aged 5-15

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
CHILD PLAYS GAMES ONLINE	818	132	328	358	487	331	76	55	190	138	220	138
	59%	35%	66%	72%	71%	48%	41%	29%	77%	55%	87%	56%
		a	ab		e		g		fgik	fg	fghik	fg
CHILD DOES NOT PLAY GAMES ONLINE	214	103	64	47	94	120	54	49	25	39	15	32
	16%	27%	13%	9%	14%	17%	29%	26%	10%	16%	6%	13%
		bc			d		hijk	hijk		j		j
DON'T KNOW WHETHER CHILD PLAYS GAMES ONLINE	4	*	3	*	1	2	-	*	1	2	*	*
	*%	*%	1%	*%	*%	*%	-%	*%	*%	1%	*%	*%
CHILD DOES NOT PLAY GAMES	340	141	104	95	105	234	56	84	32	72	17	78
	25%	38%	21%	19%	15%	34%	30%	45%	13%	29%	7%	31%
		bc			d		hj	fhijk	j	hj		hj

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

SUMMARY OF ONLINE GAME PLAYING

Base : All children aged 5-15

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
CHILD PLAYS GAMES ONLINE	818 59%	172 56%	244 59%	183 63%	218 60%	416 58%	401 61%	818 59%	688 59%	76 62%	37 67%	16 58%	705 59%	113 63%	818 59%
											hkl				
CHILD DOES NOT PLAY GAMES ONLINE	214 16%	61 20%	56 14%	42 14%	55 15%	117 16%	97 15%	214 16%	182 16%	21 17%	5 9%	6 23%	182 15%	31 18%	214 16%
		bf							j	j		hjl	j	j	j
DON'T KNOW WHETHER CHILD PLAYS GAMES ONLINE	4 *%	- -%	1 *%	2 1%	* *%	1 *%	2 *%	4 *%	3 *%	- -%	- -%	* 1%	3 *%	1 *%	4 *%
												ln			
CHILD DOES NOT PLAY GAMES	340 25%	74 24%	111 27%	64 22%	91 25%	185 26%	155 24%	340 25%	295 25%	26 21%	13 24%	5 18%	306 26%	34 19%	340 25%
									k				km		k

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC43. When you play games online do you ever chat through the game to other people who are playing through instant messaging or using a headset/ QC44. (SHOWCARD) And when you chat who do you chat to? (MULTI CODE)

Base : All children aged 8-15 who ever play games online

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1081	-	546	535	622	459	-	-	291	255	331	204
Effective Weighted Sample	743	-	351	392	438	305	-	-	188	166	252	141
Total	686	-	328	358	410	276	-	-	190	138	220	138
I chat to people that I am friends with/ people that I know outside of the game	285 42%	** **	105 32%	181 50% b	198 48% e	87 32%	** **	**	70 37% i	34 25%	128 58% hik	53 38% i
I chat to people that I only know through playing the game	120 17%	** **	44 13%	76 21% b	86 21% e	34 12%	** **	**	32 17% i	12 9%	54 24% ik	22 16%
Don't know	1 *%	** **	1 *%	- -%	- -%	1 *%	** **	**	- -%	1 1%	- -%	- -%
TOTAL - CHAT TO OTHER PEOPLE	335 49%	** **	133 40%	202 56% b	231 56% e	104 38%	** **	**	90 47% i	43 31%	141 64% hik	61 44% i
No, do not chat to other people	344 50%	** **	193 59% c	150 42%	172 42%	171 62% d	** **	**	98 52% j	95 69% hjk	74 34%	76 55% j
Don't know whether chat through the game	8 1%	** **	2 1%	6 2%	8 2% e	* *% d	** **	**	2 1%	* *% j	5 2%	* *% j

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC43. When you play games online do you ever chat through the game to other people who are playing through instant messaging or using a headset/ QC44. (SHOWCARD) And when you chat who do you chat to? (MULTI CODE)

Base : All children aged 8-15 who ever play games online

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1081	227	314	242	298	541	540	1081	608	160	168	145	907	174	1081
Effective Weighted Sample	743	162	222	159	201	384	360	743	564	142	162	141	638	105	743
Total	686	149	213	138	186	362	324	686	582	62	30	12	588	98	686
I chat to people that I am friends with/ people that I know outside of the game	285 42%	59 40%	95 45%	67 49%	64 34%	154 43%	131 40%	285 42%	229 39%	34 55% hlmn	17 56% hlmn	6 45%	245 42%	40 40%	285 42%
I chat to people that I only know through playing the game	120 17%	24 16%	46 21%	19 14%	30 16%	70 19%	50 15%	120 17%	96 16%	12 20%	9 30% hilmn	3 22%	105 18%	15 16%	120 17%
Don't know	1 *%	1 *%	* *%	* *%	- -%	1 *%	* *%	1 *%	1 *%	- -%	* 1%	* 1%	1 *%	* *%	1 *%
TOTAL - CHAT TO OTHER PEOPLE	335 49%	69 47%	108 51%	74 53%	84 45%	177 49%	157 49%	335 49%	271 46%	39 63% hlmn	18 61% hlmn	7 55%	292 50%	43 44%	335 49%
No, do not chat to other people	344 50%	78 53%	104 49%	64 46%	98 52%	182 50%	161 50%	344 50%	304 52% ij	22 36%	12 39%	6 45%	290 49% ij	53 54% ij	344 50% ij
Don't know whether chat through the game	8 1%	1 1%	1 1%	1 *%	5 3% e	2 1%	6 2%	8 1%	7 1%	* 1%	* 1%	- -%	6 1%	2 2%	8 1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC45A. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT 'REAL LIFE' - There is pressure to be popular in real life (SINGLE CODE)

Base : All children aged 8-15

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1579	-	817	762	768	811	-	-	376	441	392	370
Effective Weighted Sample	1089	-	550	540	542	547	-	-	251	303	294	249
Total	1000	-	500	500	501	499	-	-	248	252	252	248
All the time	100	**	33	68	48	53	**	**	13	19	34	33
	10%	**	7%	14% b	10%	11%	**	**	5%	8%	14% hi	13% hi
Most of the time	220	**	92	129	105	115	**	**	43	49	62	67
	22%	**	18%	26% b	21%	23%	**	**	17%	19%	25% h	27% hi
Sometimes	391	**	176	216	205	187	**	**	95	81	110	106
	39%	**	35%	43% b	41%	37%	**	**	38%	32%	44% i	43% i
Never	180	**	122	58	86	94	**	**	56	66	30	28
	18%	**	24% c	12%	17%	19%	**	**	23% jk	26% jk	12%	11%
Don't know	108	**	78	30	57	51	**	**	41	37	16	14
	11%	**	16% c	6%	11%	10%	**	**	17% jk	15% jk	6%	5%
SUMMARY CODES												
ALL/ MOST OF THE TIME	321	**	124	196	153	168	**	**	56	68	97	100
	32%	**	25%	39% b	30%	34%	**	**	23%	27%	38% hi	40% hi
EVER	712	**	300	412	357	355	**	**	151	149	206	206
	71%	**	60%	82% b	71%	71%	**	**	61%	59%	82% hi	83% hi

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC45A. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT 'REAL LIFE' - There is pressure to be popular in real life (SINGLE CODE)

Base : All children aged 8-15

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1579	332	465	351	431	797	782	1579	906	229	223	221	1328	251	1579
Effective Weighted Sample	1089	243	330	230	287	574	517	1089	837	204	216	211	944	146	1089
Total	1000	231	314	198	257	545	455	1000	854	88	39	19	868	132	1000
All the time	100	21	29	16	35	50	50	100	88	9	2	1	92	8	100
	10%	9%	9%	8%	14%	9%	11%	10%	10%	10%	6%	6%	11%	6%	10%
					ce				j				jk		j
Most of the time	220	34	90	48	49	123	97	220	181	21	12	6	190	30	220
	22%	15%	29%	24%	19%	23%	21%	22%	21%	24%	31%	33%	22%	23%	22%
			adefg	a		a	a	a			hln	hilmn			
Sometimes	391	110	107	83	90	217	174	391	330	39	14	9	335	56	391
	39%	48%	34%	42%	35%	40%	38%	39%	39%	44%	36%	46%	39%	42%	39%
		bdefg										hjl			
Never	180	40	60	33	47	100	80	180	163	7	9	1	160	20	180
	18%	17%	19%	17%	18%	18%	18%	18%	19%	8%	23%	7%	18%	15%	18%
									ik		ik		ik	ik	ik
Don't know	108	27	28	17	37	55	54	108	93	12	2	2	91	17	108
	11%	12%	9%	9%	14%	10%	12%	11%	11%	14%	5%	8%	10%	13%	11%
					bc				j	j			j	j	j
SUMMARY CODES															
ALL/ MOST OF THE TIME	321	55	119	64	83	173	147	321	269	30	14	8	282	39	321
	32%	24%	38%	32%	32%	32%	32%	32%	31%	35%	36%	39%	32%	30%	32%
			a	a	a	a	a	a				h			
EVER	712	164	226	147	174	391	321	712	598	69	28	16	617	95	712
	71%	71%	72%	75%	68%	72%	71%	71%	70%	78%	72%	85%	71%	72%	71%
										hln		hjlmn			

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

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QC45B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT 'REAL LIFE'- People are mean to each other in real life (SINGLE CODE)

Base : All children aged 8-15

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1579	-	817	762	768	811	-	-	376	441	392	370
Effective Weighted Sample	1089	-	550	540	542	547	-	-	251	303	294	249
Total	1000	-	500	500	501	499	-	-	248	252	252	248
All the time	78	**	29	49	40	38	**	**	12	17	28	21
	8%	**	6%	10% b	8%	8%	**	**	5%	7%	11% h	8%
Most of the time	193	**	94	100	100	93	**	**	51	43	49	51
	19%	**	19%	20%	20%	19%	**	**	21%	17%	19%	20%
Sometimes	610	**	292	318	302	308	**	**	144	148	157	160
	61%	**	58%	64%	60%	62%	**	**	58%	59%	62%	65%
Never	45	**	31	14	17	27	**	**	11	20	7	7
	4%	**	6% c	3%	3%	5%	**	**	4%	8% jk	3%	3%
Don't know	75	**	55	20	42	33	**	**	30	24	11	9
	7%	**	11% c	4%	8%	7%	**	**	12% jk	10% jk	5%	3%
SUMMARY CODES												
ALL/ MOST OF THE TIME	271	**	123	148	140	131	**	**	63	60	77	71
	27%	**	25%	30%	28%	26%	**	**	25%	24%	30%	29%
EVER	881	**	415	466	442	439	**	**	207	208	234	232
	88%	**	83%	93% b	88%	88%	**	**	83%	82%	93% hi	94% hi

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC45B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT 'REAL LIFE'- People are mean to each other in real life (SINGLE CODE)

Base : All children aged 8-15

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1579	332	465	351	431	797	782	1579	906	229	223	221	1328	251	1579
Effective Weighted Sample	1089	243	330	230	287	574	517	1089	837	204	216	211	944	146	1089
Total	1000	231	314	198	257	545	455	1000	854	88	39	19	868	132	1000
All the time	78 8%	9 4%	17 5%	19 10%	33 13%	26 5%	52 11%	78 8%	67 8%	8 9%	2 5%	* 2%	72 8%	6 5%	78 8%
				ae	abeg		abeg	ae	k	k			k		k
Most of the time	193 19%	42 18%	59 19%	36 18%	55 21%	102 19%	91 20%	193 19%	171 20%	13 15%	5 14%	4 19%	173 20%	20 15%	193 19%
									j				j		
Sometimes	610 61%	154 67%	197 63%	120 61%	138 54%	352 65%	258 57%	610 61%	501 59%	65 74%	30 77%	14 72%	520 60%	90 68%	610 61%
				df	d	df		d		hln	hln	hln		h	
Never	45 4%	6 3%	16 5%	8 4%	14 5%	22 4%	22 5%	45 4%	43 5%	* *%	1 2%	* 3%	36 4%	9 7%	45 4%
									ij			i	i	ij	i
Don't know	75 7%	18 8%	25 8%	14 7%	17 7%	43 8%	31 7%	75 7%	72 8%	1 1%	1 2%	1 4%	68 8%	7 5%	75 7%
									ijk				ijk	i	ij
SUMMARY CODES															
ALL/ MOST OF THE TIME	271 27%	52 22%	76 24%	55 28%	88 34%	128 23%	143 31%	271 27%	238 28%	22 25%	7 19%	4 21%	245 28%	26 20%	271 27%
					abeg		abe		jm				jkm		j
EVER	881 88%	206 89%	274 87%	175 89%	226 88%	480 88%	401 88%	881 88%	739 87%	87 99%	37 96%	18 94%	764 88%	116 88%	881 88%
										hklmn	hlmn	hln			

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC46A. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT SCREEN TIME - I find it hard to control my screen time (SINGLE CODE)

Base : All children aged 12-15

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	762	-	-	762	392	370	-	-	-	-	392	370
Effective Weighted Sample	540	-	-	540	294	249	-	-	-	-	294	249
Total	500	-	-	500	252	248	-	-	-	-	252	248
Disagree	213	**	**	213	88	124	**	**	**	**	88	124
	43%	**	**	43%	35%	50%	**	**	**	**	35%	50%
					d	j						
Neither agree nor disagree	113	**	**	113	62	51	**	**	**	**	62	51
	23%	**	**	23%	24%	21%	**	**	**	**	24%	21%
Agree	157	**	**	157	90	67	**	**	**	**	90	67
	31%	**	**	31%	35%	27%	**	**	**	**	35%	27%
					e	k						
Don't know	18	**	**	18	13	5	**	**	**	**	13	5
	4%	**	**	4%	5%	2%	**	**	**	**	5%	2%
SUMMARY CODES												
TOTAL NEITHER/ DON'T KNOW	131	**	**	131	75	56	**	**	**	**	75	56
	26%	**	**	26%	30%	23%	**	**	**	**	30%	23%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC46A. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT SCREEN TIME - I find it hard to control my screen time (SINGLE CODE)

Base : All children aged 12-15

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	762	184	204	167	207	388	374	762	439	111	103	109	645	117	762
Effective Weighted Sample	540	135	154	113	139	288	252	540	412	100	100	108	468	71	540
Total	500	127	148	101	124	276	224	500	424	46	20	10	434	66	500
Disagree	213 43%	62 49%	59 40%	44 44%	47 38%	121 44%	91 41%	213 43%	180 42% k	23 50% jkm	6 32%	3 28%	192 44% jkm	20 31%	213 43% k
Neither agree nor disagree	113 23%	29 22%	28 19%	24 24%	32 26%	57 21%	56 25%	113 23%	96 23%	10 21%	5 25%	2 21%	99 23%	14 21%	113 23%
Agree	157 31%	30 24%	58 39% a	31 31%	37 30%	88 32%	68 30%	157 31%	134 32%	11 25%	8 40% i	3 36%	132 31%	24 37%	157 31%
Don't know	18 4%	6 5%	3 2%	2 2%	7 6%	9 3%	9 4%	18 4%	14 3%	2 4%	1 3%	1 15% hijln	10 2%	8 11% hjl	18 4%
SUMMARY CODES															
TOTAL NEITHER/ DON'T KNOW	131 26%	35 27%	31 21%	25 25%	40 32% b	66 24%	65 29%	131 26%	110 26%	12 25%	5 28%	3 36% hln	109 25%	22 33%	131 26%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC46B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT SCREEN TIME - I think I have a good balance between screen time and doing other things (SINGLE CODE)

Base : All children aged 12-15

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	762	-	-	762	392	370	-	-	-	-	392	370
Effective Weighted Sample	540	-	-	540	294	249	-	-	-	-	294	249
Total	500	-	-	500	252	248	-	-	-	-	252	248
Disagree	58	**	**	58	27	31	**	**	**	**	27	31
	12%	**	**	12%	11%	12%	**	**	**	**	11%	12%
Neither agree nor disagree	108	**	**	108	54	54	**	**	**	**	54	54
	22%	**	**	22%	21%	22%	**	**	**	**	21%	22%
Agree	311	**	**	311	159	153	**	**	**	**	159	153
	62%	**	**	62%	63%	62%	**	**	**	**	63%	62%
Don't know	22	**	**	22	12	10	**	**	**	**	12	10
	4%	**	**	4%	5%	4%	**	**	**	**	5%	4%
SUMMARY CODES												
TOTAL NEITHER/ DON'T KNOW	130	**	**	130	66	64	**	**	**	**	66	64
	26%	**	**	26%	26%	26%	**	**	**	**	26%	26%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC46B. (SHOWCARD) AGREEMENT WITH STATEMENT ABOUT SCREEN TIME - I think I have a good balance between screen time and doing other things (SINGLE CODE)

Base : All children aged 12-15

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	762	184	204	167	207	388	374	762	439	111	103	109	645	117	762
Effective Weighted Sample	540	135	154	113	139	288	252	540	412	100	100	108	468	71	540
Total	500	127	148	101	124	276	224	500	424	46	20	10	434	66	500
Disagree	58 12%	10 8%	17 12%	13 13%	18 14%	27 10%	31 14%	58 12%	51 12%	6 12%	1 7%	1 8%	50 12%	8 12%	58 12%
Neither agree nor disagree	108 22%	22 17%	31 21%	27 26%	29 24%	52 19%	56 25%	108 22%	93 22%	7 15%	6 33% hiln	2 21%	89 20%	20 30% i	108 22%
Agree	311 62%	89 70% cdf	95 64%	57 57%	70 56%	184 67% df	127 57%	311 62%	264 62%	31 68% km	11 55%	5 52%	277 64% k	34 52%	311 62%
Don't know	22 4%	6 5%	5 4%	4 4%	7 6%	12 4%	10 5%	22 4%	16 4%	3 6%	1 5%	2 18% hijlmn	18 4%	4 6%	22 4%
SUMMARY CODES															
TOTAL NEITHER/ DON'T KNOW	130 26%	28 22%	36 24%	30 30%	36 29%	64 23%	66 30%	130 26%	110 26%	10 21%	7 38% hiln	4 39% hiln	106 25%	24 36% il	130 26%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC51A. (SHOWCARD) WHERE WOULD YOU TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - Serious things that are going on in the world? (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	748	-	-	748	384	364	-	-	-	-	384	364
Effective Weighted Sample	532	-	-	532	289	245	-	-	-	-	289	245
Total	494	-	-	494	250	244	-	-	-	-	250	244
BBC	149	**	**	149	71	78	**	**	**	**	71	78
	30%	**	**	30%	28%	32%	**	**	**	**	28%	32%
Google or Bing or other search engines	111	**	**	111	60	51	**	**	**	**	60	51
	23%	**	**	23%	24%	21%	**	**	**	**	24%	21%
YouTube	59	**	**	59	31	28	**	**	**	**	31	28
	12%	**	**	12%	12%	12%	**	**	**	**	12%	12%
Wikipedia	37	**	**	37	22	15	**	**	**	**	22	15
	7%	**	**	7%	9%	6%	**	**	**	**	9%	6%
Newspaper sites or apps – like The Guardian or the Daily Mail	28	**	**	28	12	16	**	**	**	**	12	16
	6%	**	**	6%	5%	7%	**	**	**	**	5%	7%
Social media - like Facebook, Twitter or Instagram	23	**	**	23	10	13	**	**	**	**	10	13
	5%	**	**	5%	4%	5%	**	**	**	**	4%	5%
Online articles on sites or apps like Buzzfeed or Huffpost	5	**	**	5	3	2	**	**	**	**	3	2
	1%	**	**	1%	1%	1%	**	**	**	**	1%	1%
None of these	38	**	**	38	17	21	**	**	**	**	17	21
	8%	**	**	8%	7%	9%	**	**	**	**	7%	9%
Don't know	44	**	**	44	24	20	**	**	**	**	24	20
	9%	**	**	9%	9%	8%	**	**	**	**	9%	8%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC51A. (SHOWCARD) WHERE WOULD YOU TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - Serious things that are going on in the world? (SINGLE CODE)

Base : Children aged 12-15 who go online

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	748	183	201	164	200	384	364	748	433	108	103	104	632	116	748
Effective Weighted Sample	532	134	152	111	136	285	247	532	407	97	100	103	460	71	532
Total	494	127	146	99	122	272	221	494	419	45	20	9	427	66	494
BBC	149	58	39	19	33	96	52	149	132	9	5	2	131	18	149
	30%	45%	27%	19%	27%	35%	24%	30%	32%	21%	24%	23%	31%	27%	30%
		bcdfg				cf		c	i				i		
Google or Bing or other search engines	111	18	38	25	29	56	55	111	87	14	8	2	95	16	111
	23%	14%	26%	26%	24%	21%	25%	23%	21%	31%	39%	23%	22%	25%	23%
		a	a	a	a	a	a	a	h		hklmn				
YouTube	59	8	19	17	15	27	32	59	51	4	2	3	50	9	59
	12%	6%	13%	17%	13%	10%	15%	12%	12%	8%	9%	34%	12%	13%	12%
			ae			a						hijlmn			
Wikipedia	37	11	9	7	10	20	17	37	31	5	1	*	32	5	37
	7%	9%	6%	7%	8%	7%	7%	7%	7%	11%	5%	3%	7%	8%	7%
										k					
Newspaper sites or apps – like The Guardian or the Daily Mail	28	5	10	9	5	15	13	28	25	2	1	*	23	5	28
	6%	4%	7%	9%	4%	5%	6%	6%	6%	5%	4%	4%	5%	8%	6%
Social media - like Facebook, Twitter or Instagram	23	8	6	5	4	14	9	23	16	6	1	*	20	3	23
	5%	6%	4%	5%	3%	5%	4%	5%	4%	13%	6%	3%	5%	5%	5%
										hkl					
Online articles on sites or apps like Buzzfeed or Huffpost	5	1	1	1	2	2	3	5	4	*	*	*	5	-	5
	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	2%	2%	1%	-%	1%
None of these	38	10	10	9	9	20	18	38	34	3	1	*	34	4	38
	8%	8%	7%	9%	7%	7%	8%	8%	8%	6%	5%	1%	8%	6%	8%
									k				k		k
Don't know	44	9	13	7	15	22	22	44	39	3	1	1	38	6	44
	9%	7%	9%	7%	12%	8%	10%	9%	9%	6%	6%	7%	9%	9%	9%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC51A. (SHOWCARD) WHERE WOULD YOU TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - Serious things that are going on in the world? (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	k	l	m	n	o
Unweighted total	748	-	-	-	-	-	-	-	-	-	-	433	108	103	104	748
Effective Weighted Sample	532	-	-	-	-	-	-	-	-	-	-	407	97	100	103	532
Total	494	-	-	-	-	-	-	-	-	-	-	419	45	20	9	494
BBC	149	**	**	**	**	**	**	**	**	**	**	132	9	5	2	149
	30%	**	**	**	**	**	**	**	**	**	**	32% l	21%	24%	23%	30%
Google or Bing or other search engines	111	**	**	**	**	**	**	**	**	**	**	87	14	8	2	111
	23%	**	**	**	**	**	**	**	**	**	**	21%	31% k	39% kno	23%	23%
YouTube	59	**	**	**	**	**	**	**	**	**	**	51	4	2	3	59
	12%	**	**	**	**	**	**	**	**	**	**	12%	8%	9%	34% klmo	12%
Wikipedia	37	**	**	**	**	**	**	**	**	**	**	31	5	1	*	37
	7%	**	**	**	**	**	**	**	**	**	**	7%	11% n	5%	3%	7%
Newspaper sites or apps – like The Guardian or the Daily Mail	28	**	**	**	**	**	**	**	**	**	**	25	2	1	*	28
	6%	**	**	**	**	**	**	**	**	**	**	6%	5%	4%	4%	6%
Social media - like Facebook, Twitter or Instagram	23	**	**	**	**	**	**	**	**	**	**	16	6	1	*	23
	5%	**	**	**	**	**	**	**	**	**	**	4%	13% kno	6%	3%	5%
Online articles on sites or apps like BuzzFeed or Huffpost	5	**	**	**	**	**	**	**	**	**	**	4	*	*	*	5
	1%	**	**	**	**	**	**	**	**	**	**	1%	1%	2%	2%	1%
None of these	38	**	**	**	**	**	**	**	**	**	**	34	3	1	*	38
	8%	**	**	**	**	**	**	**	**	**	**	8% n	6%	5%	1%	8% n
Don't know	44	**	**	**	**	**	**	**	**	**	**	39	3	1	1	44
	9%	**	**	**	**	**	**	**	**	**	**	9%	6%	6%	7%	9%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m,n,o

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC52A. (SHOWCARD) WHERE WOULD YOU TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - Fun things, like hobbies and interests? (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	748	-	-	748	384	364	-	-	-	-	384	364
Effective Weighted Sample	532	-	-	532	289	245	-	-	-	-	289	245
Total	494	-	-	494	250	244	-	-	-	-	250	244
YouTube	269	**	**	269	141	129	**	**	**	**	141	129
	55%	**	**	55%	56%	53%	**	**	**	**	56%	53%
Google or Bing or other search engines	83	**	**	83	41	42	**	**	**	**	41	42
	17%	**	**	17%	16%	17%	**	**	**	**	16%	17%
Social media - like Facebook, Twitter or Instagram	65	**	**	65	26	39	**	**	**	**	26	39
	13%	**	**	13%	10%	16%	**	**	**	**	10%	16%
Wikipedia	20	**	**	20	13	7	**	**	**	**	13	7
	4%	**	**	4%	5%	3%	**	**	**	**	5%	3%
BBC	17	**	**	17	10	7	**	**	**	**	10	7
	3%	**	**	3%	4%	3%	**	**	**	**	4%	3%
None of these	15	**	**	15	6	9	**	**	**	**	6	9
	3%	**	**	3%	2%	4%	**	**	**	**	2%	4%
Don't know	24	**	**	24	13	11	**	**	**	**	13	11
	5%	**	**	5%	5%	4%	**	**	**	**	5%	4%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC52A. (SHOWCARD) WHERE WOULD YOU TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - Fun things, like hobbies and interests? (SINGLE CODE)

Base : Children aged 12-15 who go online

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	748	183	201	164	200	384	364	748	433	108	103	104	632	116	748
Effective Weighted Sample	532	134	152	111	136	285	247	532	407	97	100	103	460	71	532
Total	494	127	146	99	122	272	221	494	419	45	20	9	427	66	494
YouTube	269 55%	63 50%	84 58%	47 48%	75 61%	147 54%	122 55%	269 55%	228 54%	24 53%	11 54%	7 72%	230 54%	39 60%	269 55%
Google or Bing or other search engines	83 17%	25 20%	24 17%	15 15%	18 15%	50 18%	33 15%	83 17%	73 17%	7 16%	2 11%	1 7%	70 16%	13 20%	83 17%
Social media - like Facebook, Twitter or Instagram	65 13%	22 17%	15 10%	18 19%	10 8%	37 13%	29 13%	65 13%	54 13%	7 16%	3 15%	1 9%	59 14%	6 9%	65 13%
Wikipedia	20 4%	3 2%	7 5%	6 6%	3 3%	10 4%	10 4%	20 4%	17 4%	1 3%	1 7%	- -%	17 4%	3 4%	20 4%
BBC	17 3%	4 3%	8 5%	3 3%	2 2%	11 4%	6 3%	17 3%	12 3%	2 5%	2 9%	* 3%	16 4%	1 1%	17 3%
None of these	15 3%	4 3%	3 2%	4 4%	4 3%	7 3%	8 4%	15 3%	13 3%	1 3%	* 2%	* 4%	15 3%	1 1%	15 3%
Don't know	24 5%	6 4%	4 3%	5 5%	10 8%	10 4%	14 6%	24 5%	21 5%	1 3%	1 3%	* 5%	20 5%	4 5%	24 5%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC52A. (SHOWCARD) WHERE WOULD YOU TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - Fun things, like hobbies and interests? (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	k	l	m	n	o
Unweighted total	748	-	-	-	-	-	-	-	-	-	-	433	108	103	104	748
Effective Weighted Sample	532	-	-	-	-	-	-	-	-	-	-	407	97	100	103	532
Total	494	-	-	-	-	-	-	-	-	-	-	419	45	20	9	494
YouTube	269	**	**	**	**	**	**	**	**	**	**	228	24	11	7	269
	55%	**	**	**	**	**	**	**	**	**	**	54%	53%	54%	72%	55%
															klmo	
Google or Bing or other search engines	83	**	**	**	**	**	**	**	**	**	**	73	7	2	1	83
	17%	**	**	**	**	**	**	**	**	**	**	17%	16%	11%	7%	17%
												n				n
Social media - like Facebook, Twitter or Instagram	65	**	**	**	**	**	**	**	**	**	**	54	7	3	1	65
	13%	**	**	**	**	**	**	**	**	**	**	13%	16%	15%	9%	13%
Wikipedia	20	**	**	**	**	**	**	**	**	**	**	17	1	1	-	20
	4%	**	**	**	**	**	**	**	**	**	**	4%	3%	7%	-%	4%
												n		n		n
BBC	17	**	**	**	**	**	**	**	**	**	**	12	2	2	*	17
	3%	**	**	**	**	**	**	**	**	**	**	3%	5%	9%	3%	3%
														ko		
None of these	15	**	**	**	**	**	**	**	**	**	**	13	1	*	*	15
	3%	**	**	**	**	**	**	**	**	**	**	3%	3%	2%	4%	3%
Don't know	24	**	**	**	**	**	**	**	**	**	**	21	1	1	*	24
	5%	**	**	**	**	**	**	**	**	**	**	5%	3%	3%	5%	5%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m,n,o

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC52B. (SHOWCARD) WHERE WOULD YOU TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - How to build, make or create things? (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	748	-	-	748	384	364	-	-	-	-	384	364
Effective Weighted Sample	532	-	-	532	289	245	-	-	-	-	289	245
Total	494	-	-	494	250	244	-	-	-	-	250	244
YouTube	295	**	**	295	155	139	**	**	**	**	155	139
	60%	**	**	60%	62%	57%	**	**	**	**	62%	57%
Google or Bing or other search engines	84	**	**	84	41	43	**	**	**	**	41	43
	17%	**	**	17%	17%	18%	**	**	**	**	17%	18%
BBC	36	**	**	36	16	20	**	**	**	**	16	20
	7%	**	**	7%	7%	8%	**	**	**	**	7%	8%
Social media - like Facebook, Twitter or Instagram	20	**	**	20	10	9	**	**	**	**	10	9
	4%	**	**	4%	4%	4%	**	**	**	**	4%	4%
Wikipedia	19	**	**	19	9	10	**	**	**	**	9	10
	4%	**	**	4%	4%	4%	**	**	**	**	4%	4%
None of these	12	**	**	12	4	8	**	**	**	**	4	8
	2%	**	**	2%	2%	3%	**	**	**	**	2%	3%
Don't know	28	**	**	28	13	15	**	**	**	**	13	15
	6%	**	**	6%	5%	6%	**	**	**	**	5%	6%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC52B. (SHOWCARD) WHERE WOULD YOU TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - How to build, make or create things? (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	748	183	201	164	200	384	364	748	433	108	103	104	632	116	748
Effective Weighted Sample	532	134	152	111	136	285	247	532	407	97	100	103	460	71	532
Total	494	127	146	99	122	272	221	494	419	45	20	9	427	66	494
YouTube	295 60%	68 53%	93 64%	62 63%	71 59%	161 59%	134 60%	295 60%	247 59%	26 58%	14 71% hln	7 76% hlin	248 58%	46 70%	295 60%
Google or Bing or other search engines	84 17%	29 23% b	18 13%	18 18%	19 16%	47 17%	37 17%	84 17%	72 17%	9 19%	2 12%	1 10%	75 18%	9 14%	84 17%
BBC	36 7%	9 7%	13 9%	7 7%	7 6%	22 8%	14 7%	36 7%	32 8%	2 5%	1 8%	* 5%	33 8%	4 5%	36 7%
Social media - like Facebook, Twitter or Instagram	20 4%	6 5%	7 5%	2 2%	5 4%	13 5%	7 3%	20 4%	15 4%	3 7%	1 3%	* 4%	18 4%	2 3%	20 4%
Wikipedia	19 4%	4 3%	7 5%	3 3%	5 4%	11 4%	8 4%	19 4%	16 4% k	2 5% k	1 5% k	- -%	17 4% k	2 3%	19 4% k
None of these	12 2%	2 2%	3 2%	4 4%	3 2%	5 2%	7 3%	12 2%	10 2%	2 5%	* 1%	* 1%	12 3%	* *%	12 2%
Don't know	28 6%	9 7%	5 3%	4 4%	11 9% b	14 5%	14 6%	28 6%	27 6% j	1 1%	* 1%	* 4%	25 6% j	3 5%	28 6% j

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC52B. (SHOWCARD) WHERE WOULD YOU TURN TO FIRST FOR ACCURATE AND TRUE INFORMATION ONLINE ABOUT - How to build, make or create things? (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	k	l	m	n	o
Unweighted total	748	-	-	-	-	-	-	-	-	-	-	433	108	103	104	748
Effective Weighted Sample	532	-	-	-	-	-	-	-	-	-	-	407	97	100	103	532
Total	494	-	-	-	-	-	-	-	-	-	-	419	45	20	9	494
YouTube	295	**	**	**	**	**	**	**	**	**	**	247	26	14	7	295
	60%	**	**	**	**	**	**	**	**	**	**	59%	58%	71% ko	76% klo	60%
Google or Bing or other search engines	84	**	**	**	**	**	**	**	**	**	**	72	9	2	1	84
	17%	**	**	**	**	**	**	**	**	**	**	17%	19%	12%	10%	17%
BBC	36	**	**	**	**	**	**	**	**	**	**	32	2	1	*	36
	7%	**	**	**	**	**	**	**	**	**	**	8%	5%	8%	5%	7%
Social media - like Facebook, Twitter or Instagram	20	**	**	**	**	**	**	**	**	**	**	15	3	1	*	20
	4%	**	**	**	**	**	**	**	**	**	**	4%	7%	3%	4%	4%
Wikipedia	19	**	**	**	**	**	**	**	**	**	**	16	2	1	-	19
	4%	**	**	**	**	**	**	**	**	**	**	4%	5%	5%	-%	4%
												n	n	n		n
None of these	12	**	**	**	**	**	**	**	**	**	**	10	2	*	*	12
	2%	**	**	**	**	**	**	**	**	**	**	2%	5%	1%	1%	2%
Don't know	28	**	**	**	**	**	**	**	**	**	**	27	1	*	*	28
	6%	**	**	**	**	**	**	**	**	**	**	6%	1%	1%	4%	6%
												m				m

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m,n,o

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QCTAB. The next few questions are about some of the things that can be more difficult about mobile phones and going online in general. We would like you to answer them on the tablet. Are you happy to do this on your own or would you like me to help you with this? (SINGLE CODE)

Base : All children aged 8-15

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1579	-	817	762	768	811	-	-	376	441	392	370
Effective Weighted Sample	1089	-	550	540	542	547	-	-	251	303	294	249
Total	1000	-	500	500	501	499	-	-	248	252	252	248
Yes - happy to answer on my own	666	**	266	400	333	332	**	**	132	133	201	199
	67%	**	53%	80% b	67%	67%	**	**	53%	53%	80% hi	80% hi
Yes - happy to answer with interviewer help	251	**	182	70	129	123	**	**	89	93	40	30
	25%	**	36% c	14%	26%	25%	**	**	36% jk	37% jk	16%	12%
No would rather not complete these questions	83	**	53	30	39	44	**	**	27	26	12	18
	8%	**	11% c	6%	8%	9%	**	**	11% j	10% j	5%	7%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QCTAB. The next few questions are about some of the things that can be more difficult about mobile phones and going online in general. We would like you to answer them on the tablet. Are you happy to do this on your own or would you like me to help you with this? (SINGLE CODE)

Base : All children aged 8-15

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND N	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1579	332	465	351	431	797	782	1579	906	229	223	221	1328	251	1579
Effective Weighted Sample	1089	243	330	230	287	574	517	1089	837	204	216	211	944	146	1089
Total	1000	231	314	198	257	545	455	1000	854	88	39	19	868	132	1000
Yes - happy to answer on my own	666 67%	154 67%	208 66%	137 69%	166 65%	363 67%	303 67%	666 67%	557 65%	69 79% hjlmn	25 64%	14 73% hjm	586 68%	79 60%	666 67%
Yes - happy to answer with interviewer help	251 25%	52 23%	84 27%	51 26%	64 25%	136 25%	115 25%	251 25%	221 26% ik	16 18%	11 27% ik	4 18%	214 25% ik	37 28% ik	251 25% ik
No would rather not complete these questions	83 8%	24 10% c	22 7%	10 5%	27 11% c	46 8%	37 8%	83 8%	75 9% i	3 3%	3 8% i	2 8% i	67 8% i	15 12% i	83 8% i
Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n															

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC53. (SHOWN ON TABLET SCREEN) People can be nasty or hurtful. It could be behind someone's back, to their face, through calls or texts. It could be by being nasty through social media, games or other websites. It could be by calling people names, leaving them out, or through sharing photos or videos that upset them. It could be threatening to hurt or actually hurting them. It could be done on purpose or as a joke that goes too far. Has this ever happened to anyone you know? (SINGLE CODE)

Base : All children aged 8-15 opting to answer

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1452	-	734	718	709	743	-	-	335	399	374	344
Effective Weighted Sample	1002	-	493	509	502	500	-	-	224	273	280	231
Total	917	-	447	470	462	455	-	-	221	226	241	229
Yes	364	**	150	213	184	180	**	**	82	69	102	112
	40%	**	34%	45%	40%	40%	**	**	37%	30%	42%	49%
			b	b						i	hi	
No	451	**	236	215	224	228	**	**	110	126	113	102
	49%	**	53%	46%	48%	50%	**	**	50%	56%	47%	44%
			c							jk		
Prefer not to say	23	**	9	14	13	11	**	**	3	6	10	4
	3%	**	2%	3%	3%	2%	**	**	1%	3%	4%	2%
Don't know	79	**	51	27	42	37	**	**	26	25	16	11
	9%	**	11%	6%	9%	8%	**	**	12%	11%	7%	5%
			c						k	k		

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC53. (SHOWN ON TABLET SCREEN) People can be nasty or hurtful. It could be behind someone's back, to their face, through calls or texts. It could be by being nasty through social media, games or other websites. It could be by calling people names, leaving them out, or through sharing photos or videos that upset them. It could be threatening to hurt or actually hurting them. It could be done on purpose or as a joke that goes too far. Has this ever happened to anyone you know? (SINGLE CODE)

Base : All children aged 8-15 opting to answer

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1452	304	433	324	391	737	715	1452	825	222	204	201	1221	231	1452
Effective Weighted Sample	1002	219	308	217	259	527	476	1002	763	198	197	191	872	131	1002
Total	917	206	292	188	230	499	418	917	779	85	36	18	801	116	917
Yes	364 40%	71 34%	109 37%	73 39%	110 48%	180 36%	184 44%	364 40%	296 38%	39 46%	21 58%	8 43%	315 39%	49 42%	364 40%
					abceg		ae			h	hiklmn				
No	451 49%	112 54%	150 51%	90 48%	98 43%	263 53%	188 45%	451 49%	393 51%	38 45%	12 34%	7 42%	399 50%	53 45%	451 49%
		df	d			df			jk	j			j	j	j
Prefer not to say	23 3%	7 3%	9 3%	5 2%	3 1%	15 3%	8 2%	23 3%	20 3%	2 2%	* 1%	1 6%	19 2%	4 3%	23 3%
												hijln			
Don't know	79 9%	16 8%	24 8%	20 11%	18 8%	40 8%	38 9%	79 9%	69 9%	6 7%	2 6%	2 9%	68 8%	11 10%	79 9%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC54. (SHOWN ON TABLET SCREEN) And has this ever happened to you? (SINGLE CODE)

Base : All children aged 8-15 opting to answer

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1452	-	734	718	709	743	-	-	335	399	374	344
Effective Weighted Sample	1002	-	493	509	502	500	-	-	224	273	280	231
Total	917	-	447	470	462	455	-	-	221	226	241	229
Yes	207	**	91	116	104	102	**	**	52	39	53	63
	23%	**	20%	25%	23%	22%	**	**	23%	17%	22%	28%
No	663	**	333	330	329	334	**	**	155	177	173	157
	72%	**	74%	70%	71%	73%	**	**	70%	78%	72%	68%
										hk		
Prefer not to say	22	**	9	13	11	12	**	**	4	5	7	7
	2%	**	2%	3%	2%	3%	**	**	2%	2%	3%	3%
Don't know	25	**	14	11	18	7	**	**	10	4	8	3
	3%	**	3%	2%	4%	2%	**	**	5%	2%	3%	1%
					e				k			

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC54. (SHOWN ON TABLET SCREEN) And has this ever happened to you? (SINGLE CODE)

Base : All children aged 8-15 opting to answer

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1452	304	433	324	391	737	715	1452	825	222	204	201	1221	231	1452
Effective Weighted Sample	1002	219	308	217	259	527	476	1002	763	198	197	191	872	131	1002
Total	917	206	292	188	230	499	418	917	779	85	36	18	801	116	917
Yes	207 23%	39 19%	61 21%	40 21%	67 29%	100 20%	107 26%	207 23%	174 22%	18 22%	11 30%	3 17%	179 22%	28 24%	207 23%
					abeg		e				hkl				
No	663 72%	157 76%	218 74%	137 73%	151 66%	375 75%	288 69%	663 72%	564 72%	63 74%	24 67%	12 68%	583 73%	80 69%	663 72%
		d	d			df		d							
Prefer not to say	22 2%	4 2%	7 2%	7 4%	4 2%	11 2%	12 3%	22 2%	19 2%	1 1%	1 2%	2 10%	20 2%	3 2%	22 2%
												hijlmn			
Don't know	25 3%	7 3%	7 2%	3 2%	8 3%	14 3%	11 3%	25 3%	21 3%	2 3%	* 1%	1 5%	19 2%	6 5%	25 3%
												j		j	

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. (SHOWN ON TABLET SCREEN) When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : All children aged 8-15 opting to answer who said they have ever been bullied

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	~f	~g	~h	~i	~j	~k
Unweighted total	331	-	158	173	153	178	-	-	76	82	77	96
Effective Weighted Sample	225	-	101	124	113	112	-	-	52	51	62	63
Total	207	-	91	116	104	102	-	-	52	39	53	63
Face to face	141	**	65	77	71	71	**	**	**	**	**	**
	68%	**	71%	66%	68%	69%	**	**	**	**	**	**
On social media sites or apps (like Facebook, Instagram, Snapchat)	79	**	13	66	37	42	**	**	**	**	**	**
	38%	**	15%	57%	35%	41%	**	**	**	**	**	**
				b								
By text or messaging apps (like WhatsApp)	78	**	22	56	37	41	**	**	**	**	**	**
	38%	**	24%	49%	36%	40%	**	**	**	**	**	**
				b								
In online games	46	**	22	24	35	12	**	**	**	**	**	**
	22%	**	25%	21%	33%	11%	**	**	**	**	**	**
				e								
Through phone calls	32	**	8	24	16	16	**	**	**	**	**	**
	15%	**	9%	20%	15%	16%	**	**	**	**	**	**
				b								
Through other websites or apps	17	**	7	11	8	9	**	**	**	**	**	**
	8%	**	7%	9%	8%	8%	**	**	**	**	**	**
Through video calls (like FaceTime)	16	**	5	11	6	10	**	**	**	**	**	**
	8%	**	6%	9%	6%	10%	**	**	**	**	**	**
Through some other way	12	**	8	5	4	9	**	**	**	**	**	**
	6%	**	9%	4%	4%	9%	**	**	**	**	**	**
TOTAL - ANY OF THESE WAYS	202	**	88	114	101	101	**	**	**	**	**	**
	98%	**	98%	98%	97%	98%	**	**	**	**	**	**
Prefer not to say	2	**	1	1	1	1	**	**	**	**	**	**
	1%	**	1%	1%	1%	1%	**	**	**	**	**	**
Don't know	3	**	1	1	2	1	**	**	**	**	**	**
	1%	**	1%	1%	2%	1%	**	**	**	**	**	**

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. (SHOWN ON TABLET SCREEN) When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : All children aged 8-15 opting to answer who said they have ever been bullied

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	331	60	93	73	105	153	178	331	182	52	63	34	286	45	331
Effective Weighted Sample	225	42	65	47	71	107	117	225	169	46	61	32	196	29	225
Total	207	39	61	40	67	100	107	207	174	18	11	3	179	28	207
Face to face	141	**	**	**	46	68	73	141	116	**	**	**	121	**	141
	68%	**	**	**	68%	68%	69%	68%	67%	**	**	**	68%	**	68%
On social media sites or apps (like Facebook, Instagram, Snapchat)	79	**	**	**	24	40	39	79	67	**	**	**	71	**	79
	38%	**	**	**	36%	40%	36%	38%	39%	**	**	**	40%	**	38%
By text or messaging apps (like WhatsApp)	78	**	**	**	28	39	39	78	66	**	**	**	70	**	78
	38%	**	**	**	41%	39%	36%	38%	38%	**	**	**	39%	**	38%
In online games	46	**	**	**	20	17	29	46	41	**	**	**	36	**	46
	22%	**	**	**	31%	17%	27%	22%	24%	**	**	**	20%	**	22%
Through phone calls	32	**	**	**	12	13	19	32	28	**	**	**	27	**	32
	15%	**	**	**	18%	13%	18%	15%	16%	**	**	**	15%	**	15%
Through other websites or apps	17	**	**	**	8	6	11	17	15	**	**	**	14	**	17
	8%	**	**	**	12%	6%	10%	8%	9%	**	**	**	8%	**	8%
Through video calls (like FaceTime)	16	**	**	**	8	6	10	16	15	**	**	**	13	**	16
	8%	**	**	**	13%	6%	9%	8%	9%	**	**	**	8%	**	8%
Through some other way	12	**	**	**	6	5	7	12	10	**	**	**	9	**	12
	6%	**	**	**	9%	5%	7%	6%	6%	**	**	**	5%	**	6%
TOTAL - ANY OF THESE WAYS	202	**	**	**	67	97	105	202	171	**	**	**	175	**	202
	98%	**	**	**	100%	97%	99%	98%	98%	**	**	**	98%	**	98%
Prefer not to say	2	**	**	**	-	1	1	2	2	**	**	**	2	**	2
	1%	**	**	**	-%	1%	1%	1%	1%	**	**	**	1%	**	1%
Don't know	3	**	**	**	*	2	1	3	2	**	**	**	2	**	3
	1%	**	**	**	%	2%	1%	1%	1%	**	**	**	1%	**	1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. (SHOWN ON TABLET SCREEN) When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : All children aged 8-15 opting to answer

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1452	-	734	718	709	743	-	-	335	399	374	344
Effective Weighted Sample	1002	-	493	509	502	500	-	-	224	273	280	231
Total	917	-	447	470	462	455	-	-	221	226	241	229
Face to face	141	**	65	77	71	71	**	**	34	31	37	40
	15%	**	14%	16%	15%	16%	**	**	15%	14%	15%	17%
On social media sites or apps (like Facebook, Instagram, Snapchat)	79	**	13	66	37	42	**	**	11	3	26	40
	9%	**	3%	14%	8%	9%	**	**	5%	1%	11%	17%
				b					i		hi	hij
By text or messaging apps (like WhatsApp)	78	**	22	56	37	41	**	**	14	8	23	33
	8%	**	5%	12%	8%	9%	**	**	6%	4%	10%	14%
				b							i	hi
In online games	46	**	22	24	35	12	**	**	18	4	16	7
	5%	**	5%	5%	8%	3%	**	**	8%	2%	7%	3%
				e					ik		i	
Through phone calls	32	**	8	24	16	16	**	**	7	2	9	14
	3%	**	2%	5%	3%	3%	**	**	3%	1%	4%	6%
				b							i	i
Through other websites or apps	17	**	7	11	8	9	**	**	4	2	4	6
	2%	**	1%	2%	2%	2%	**	**	2%	1%	2%	3%
Through video calls (like FaceTime)	16	**	5	11	6	10	**	**	4	1	2	9
	2%	**	1%	2%	1%	2%	**	**	2%	1%	1%	4%
												ij
Through some other way	12	**	8	5	4	9	**	**	1	6	2	2
	1%	**	2%	1%	1%	2%	**	**	1%	3%	1%	1%
TOTAL - ANY OF THESE WAYS	202	**	88	114	101	101	**	**	51	38	50	63
	22%	**	20%	24%	22%	22%	**	**	23%	17%	21%	28%
												i
Prefer not to say	2	**	1	1	1	1	**	**	-	1	1	-
	*%	**	*%	*%	*%	*%	**	**	-%	*%	*%	-%
Don't know	3	**	1	1	2	1	**	**	1	1	1	*
	*%	**	*%	*%	*%	*%	**	**	*%	*%	1%	*%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. (SHOWN ON TABLET SCREEN) When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : All children aged 8-15 opting to answer

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1452	-	734	718	709	743	-	-	335	399	374	344
Effective Weighted Sample	1002	-	493	509	502	500	-	-	224	273	280	231
Total	917	-	447	470	462	455	-	-	221	226	241	229
HAVE NOT EXPERIENCED BULLYING/ PREFER NOT TO SAY/ DON'T KNOW	711 77%	** **	357 80%	354 75%	358 77%	353 78%	** **	** **	170 77%	187 83% k	188 78%	166 72%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. (SHOWN ON TABLET SCREEN) When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : All children aged 8-15 opting to answer

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1452	304	433	324	391	737	715	1452	825	222	204	201	1221	231	1452
Effective Weighted Sample	1002	219	308	217	259	527	476	1002	763	198	197	191	872	131	1002
Total	917	206	292	188	230	499	418	917	779	85	36	18	801	116	917
Face to face	141	28	40	28	46	68	73	141	116	14	8	3	121	20	141
	15%	14%	14%	15%	20% be	14%	18%	15%	15%	17%	23% hkl	15%	15%	17%	15%
On social media sites or apps (like Facebook, Instagram, Snapchat)	79	13	28	15	24	40	39	79	67	7	4	1	71	8	79
	9%	6%	9%	8%	11%	8%	9%	9%	9%	8%	12%	7%	9%	7%	9%
By text or messaging apps (like WhatsApp)	78	14	25	11	28	39	39	78	66	7	4	1	70	8	78
	8%	7%	9%	6%	12% ac	8%	9%	8%	8%	8%	10%	6%	9%	7%	8%
In online games	46	3	14	9	20	17	29	46	41	3	2	1	36	10	46
	5%	2%	5%	5%	9% abeg	3%	7% ae	5% a	5%	3%	5%	3%	4%	9% il	5%
Through phone calls	32	7	6	7	12	13	19	32	28	2	1	1	27	5	32
	3%	3%	2%	4%	5%	3%	5%	3%	4%	3%	2%	3%	3%	4%	3%
Through other websites or apps	17	3	3	3	8	6	11	17	15	1	1	*	14	3	17
	2%	1%	1%	1%	4% be	1%	3%	2%	2%	1%	3%	*%	2%	3%	2%
Through video calls (like FaceTime)	16	1	5	2	8	6	10	16	15	*	*	*	13	3	16
	2%	1%	2%	1%	4% ace	1%	2%	2%	2%	1%	1%	1%	2%	2%	2%
Through some other way	12	2	3	1	6	5	7	12	10	1	1	*	9	3	12
	1%	1%	1%	*%	3% c	1%	2%	1%	1%	2%	2%	*%	1%	3%	1%
TOTAL - ANY OF THESE WAYS	202	38	59	39	67	97	105	202	171	18	11	3	175	27	202
	22%	18%	20%	21%	29% abceg	19%	25% ae	22%	22%	21%	30% hkl	17%	22%	23%	22%
Prefer not to say	2	-	1	1	-	1	1	2	2	-	-	-	2	-	2
	*%	-%	*%	1%	-%	*%	*%	*%	*%	-%	-%	-%	*%	-%	*%
Don't know	3	1	1	*	*	2	1	3	2	*	*	*	2	1	3
	*%	1%	*%	*%	*%	*%	*%	*%	*%	1%	1%	*%	*%	1%	*%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC55. (SHOWN ON TABLET SCREEN) When somebody was nasty or hurtful to you did it happen in any of these ways? (MULTI CODE)

Base : All children aged 8-15 opting to answer

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1452	304	433	324	391	737	715	1452	825	222	204	201	1221	231	1452
Effective Weighted Sample	1002	219	308	217	259	527	476	1002	763	198	197	191	872	131	1002
Total	917	206	292	188	230	499	418	917	779	85	36	18	801	116	917
HAVE NOT EXPERIENCED BULLYING/ PREFER NOT TO SAY/ DON'T KNOW	711 77%	167 81%	232 79%	148 79%	163 71%	399 80%	311 74%	711 77%	604 78%	66 78%	25 70%	15 83%	622 78%	89 76%	711 77%
		d	d			df		d	j			j	j		j

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC56. (SHOWN ON TABLET SCREEN) Please take a look at the list of things below and think about whether they have happened to you, either online or on a mobile phone. (MULTI CODE)

Base : All children aged 12-15 opting to answer

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	718	-	-	718	374	344	-	-	-	-	374	344
Effective Weighted Sample	509	-	-	509	280	231	-	-	-	-	280	231
Total	470	-	-	470	241	229	-	-	-	-	241	229
Being contacted online by someone you don't know who wants to be your friend	111 24%	** **	** **	111 24%	53 22%	58 25%	** **	** **	** **	** **	53 22%	58 25%
Seeing or receiving something scary or troubling online like a scary video or comment	76 16%	** **	** **	76 16%	39 16%	37 16%	** **	** **	** **	** **	39 16%	37 16%
Accidentally spending money online that you did not mean to	68 14%	** **	** **	68 14%	40 17%	27 12%	** **	** **	** **	** **	40 17%	27 12%
Seeing something of a sexual nature that made you feel uncomfortable	57 12%	** **	** **	57 12%	23 10%	34 15%	** **	** **	** **	** **	23 10%	34 15%
Feeling under pressure to send photos or other information about yourself to someone	27 6%	** **	** **	27 6%	9 4%	18 8%	** **	** **	** **	** **	9 4%	18 8%
ANY OF THESE HAVE EVER HAPPENED	193 41%	** **	** **	193 41%	98 41%	95 41%	** **	** **	** **	** **	98 41%	95 41%
None of these things have ever happened to me	245 52%	** **	** **	245 52%	124 51%	121 53%	** **	** **	** **	** **	124 51%	121 53%
Prefer not to say	18 4%	** **	** **	18 4%	7 3%	11 5%	** **	** **	** **	** **	7 3%	11 5%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC56. (SHOWN ON TABLET SCREEN) Please take a look at the list of things below and think about whether they have happened to you, either online or on a mobile phone. (MULTI CODE)

Base : All children aged 12-15 opting to answer

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	718	-	-	718	374	344	-	-	-	-	374	344
Effective Weighted Sample	509	-	-	509	280	231	-	-	-	-	280	231
Total	470	-	-	470	241	229	-	-	-	-	241	229
Don't know	15	**	**	15	12	3	**	**	**	**	12	3
	3%	**	**	3%	5%	1%	**	**	**	**	5%	1%
					e						k	

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC56. (SHOWN ON TABLET SCREEN) Please take a look at the list of things below and think about whether they have happened to you, either online or on a mobile phone. (MULTI CODE)

Base : All children aged 12-15 opting to answer

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	m	n
Unweighted total	718	173	193	159	193	366	352	718	410	111	97	100	607	111	718
Effective Weighted Sample	509	126	146	108	130	272	238	509	385	100	94	99	442	67	509
Total	470	118	140	98	114	258	212	470	396	46	19	9	408	62	470
Being contacted online by someone you don't know who wants to be your friend	111 24%	26 22%	29 21%	30 30%	26 22%	55 21%	55 26%	111 24%	90 23%	11 24%	** **	2 24%	90 22%	20 33%	111 24%
Seeing or receiving something scary or troubling online like a scary video or comment	76 16%	17 14%	26 19%	18 19%	14 12%	43 17%	32 15%	76 16%	65 16%	5 10%	** **	2 26% hiln	61 15%	15 23% i	76 16%
Accidentally spending money online that you did not mean to	68 14%	20 17%	19 14%	18 18%	11 10%	39 15%	29 14%	68 14%	56 14%	6 13%	** **	2 18%	58 14%	9 15%	68 14%
Seeing something of a sexual nature that made you feel uncomfortable	57 12%	12 10%	21 15%	15 15%	9 8%	32 12%	25 12%	57 12%	49 12%	6 12%	** **	1 6%	50 12%	6 10%	57 12%
Feeling under pressure to send photos or other information about yourself to someone	27 6%	6 5%	7 5%	9 9%	5 4%	13 5%	14 7%	27 6%	22 5%	2 3%	** **	* 3%	19 5%	8 13% hikln	27 6%
ANY OF THESE HAVE EVER HAPPENED	193 41%	49 41%	55 39%	45 46%	44 39%	104 40%	89 42%	193 41%	158 40%	18 39%	** **	4 48%	163 40%	30 48%	193 41%
None of these things have ever happened to me	245 52%	61 52%	74 53%	47 48%	62 55%	135 52%	109 52%	245 52%	210 53% m	25 54%	** **	4 44%	220 54% m	24 39%	245 52% m
Prefer not to say	18 4%	5 4%	7 5% d	4 4%	1 1%	13 5%	5 3%	18 4%	17 4%	1 2%	** **	* 3%	16 4%	2 4%	18 4%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC56. (SHOWN ON TABLET SCREEN) Please take a look at the list of things below and think about whether they have happened to you, either online or on a mobile phone. (MULTI CODE)

Base : All children aged 12-15 opting to answer

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	k	l	m	n
Unweighted total	718	173	193	159	193	366	352	718	410	111	97	100	607	111	718
Effective Weighted Sample	509	126	146	108	130	272	238	509	385	100	94	99	442	67	509
Total	470	118	140	98	114	258	212	470	396	46	19	9	408	62	470
Don't know	15	3	4	2	6	6	8	15	11	2	**	*	9	6	15
	3%	2%	3%	2%	5%	2%	4%	3%	3%	5%	**	4%	2%	9% hln	3%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC57. (SHOWN ON TABLET SCREEN) Do you know how to do any of these things online? (MULTI CODE)

Base : All children aged 12-15 who go online opting to answer

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	707	-	-	707	367	340	-	-	-	-	367	340
Effective Weighted Sample	503	-	-	503	276	229	-	-	-	-	276	229
Total	464	-	-	464	238	226	-	-	-	-	238	226
Block messages on social media from someone you don't want to hear from	316 68%	** **	** **	316 68%	159 67%	157 70%	** **	** **	** **	** **	159 67%	157 70%
Block junk email or spam	235 51%	** **	** **	235 51%	122 51%	112 50%	** **	** **	** **	** **	122 51%	112 50%
Change the settings so fewer people can view your social media profile	222 48%	** **	** **	222 48%	109 46%	113 50%	** **	** **	** **	** **	109 46%	113 50%
Delete the 'history' records of which websites you have visited	211 45%	** **	** **	211 45%	107 45%	104 46%	** **	** **	** **	** **	107 45%	104 46%
Block pop-up adverts from appearing on the screen	190 41%	** **	** **	190 41%	107 45%	84 37%	** **	** **	** **	** **	107 45%	84 37%
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	144 31%	** **	** **	144 31%	69 29%	75 33%	** **	** **	** **	** **	69 29%	75 33%
Unset any filters or controls that are there to stop certain websites being viewed	68 15%	** **	** **	68 15%	35 15%	33 15%	** **	** **	** **	** **	35 15%	33 15%
Use a proxy server to access particular sites or apps	37 8%	** **	** **	37 8%	14 6%	23 10%	** **	** **	** **	** **	14 6%	23 10%
ANY OF THESE	385 83%	** **	** **	385 83%	196 82%	190 84%	** **	** **	** **	** **	196 82%	190 84%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC57. (SHOWN ON TABLET SCREEN) Do you know how to do any of these things online? (MULTI CODE)

Base : All children aged 12-15 who go online opting to answer

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	707	-	-	707	367	340	-	-	-	-	367	340
Effective Weighted Sample	503	-	-	503	276	229	-	-	-	-	276	229
Total	464	-	-	464	238	226	-	-	-	-	238	226
ANY SAFETY MEASURES	374	**	**	374	188	185	**	**	**	**	188	185
	80%	**	**	80%	79%	82%	**	**	**	**	79%	82%
ANY 'RISKY' MEASURES	259	**	**	259	132	127	**	**	**	**	132	127
	56%	**	**	56%	56%	56%	**	**	**	**	56%	56%
Don't know how to do any of these	49	**	**	49	22	26	**	**	**	**	22	26
	10%	**	**	10%	9%	12%	**	**	**	**	9%	12%
Prefer not to say	8	**	**	8	5	3	**	**	**	**	5	3
	2%	**	**	2%	2%	1%	**	**	**	**	2%	1%
Don't know	23	**	**	23	15	8	**	**	**	**	15	8
	5%	**	**	5%	7%	3%	**	**	**	**	7%	3%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC57. (SHOWN ON TABLET SCREEN) Do you know how to do any of these things online? (MULTI CODE)

Base : All children aged 12-15 who go online opting to answer

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	~k	l	m	n
Unweighted total	707	172	190	157	188	362	345	707	405	108	97	97	597	110	707
Effective Weighted Sample	503	125	144	107	127	269	234	503	380	97	94	96	435	67	503
Total	464	118	137	97	113	255	210	464	392	45	19	9	402	62	464
Block messages on social media from someone you don't want to hear from	316 68%	80 68%	94 69%	61 62%	82 73%	174 68%	143 68%	316 68%	262 67%	32 71%	** **	** **	272 68%	44 71%	316 68%
Block junk email or spam	235 51%	68 58%	75 54%	44 45%	48 43%	143 56%	92 44%	235 51%	209 53%	17 37%	** **	** **	208 52%	26 42%	235 51%
		df	f			df			i				i		i
Change the settings so fewer people can view your social media profile	222 48%	65 55%	61 45%	44 45%	52 47%	126 50%	96 46%	222 48%	183 47%	24 52%	** **	** **	192 48%	30 48%	222 48%
Delete the 'history' records of which websites you have visited	211 45%	60 51%	62 45%	41 42%	48 43%	122 48%	89 42%	211 45%	172 44%	22 49%	** **	** **	182 45%	29 46%	211 45%
Block pop-up adverts from appearing on the screen	190 41%	49 42%	56 41%	39 40%	47 41%	105 41%	86 41%	190 41%	164 42%	14 30%	** **	** **	169 42%	21 34%	190 41%
									i				i		i
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	144 31%	45 39%	44 32%	27 28%	29 25%	89 35%	55 26%	144 31%	128 33%	9 19%	** **	** **	127 32%	18 28%	144 31%
		df				f			i				i		i
Unset any filters or controls that are there to stop certain websites being viewed	68 15%	17 14%	17 13%	18 19%	16 14%	34 13%	34 16%	68 15%	57 15%	4 8%	** **	** **	58 14%	10 16%	68 15%
Use a proxy server to access particular sites or apps	37 8%	11 9%	8 6%	10 10%	8 7%	19 7%	18 8%	37 8%	33 8%	2 4%	** **	** **	36 9%	* *%	37 8%
									m				m		m

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC57. (SHOWN ON TABLET SCREEN) Do you know how to do any of these things online? (MULTI CODE)

Base : All children aged 12-15 who go online opting to answer

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	~k	l	m	n
Unweighted total	707	172	190	157	188	362	345	707	405	108	97	97	597	110	707
Effective Weighted Sample	503	125	144	107	127	269	234	503	380	97	94	96	435	67	503
Total	464	118	137	97	113	255	210	464	392	45	19	9	402	62	464
ANY OF THESE	385	99	115	77	94	215	171	385	325	37	**	**	338	47	385
	83%	84%	84%	79%	83%	84%	81%	83%	83%	81%	**	**	84%	76%	83%
ANY SAFETY MEASURES	374	95	112	73	93	207	167	374	317	34	**	**	327	47	374
	80%	81%	82%	76%	83%	81%	79%	80%	81%	75%	**	**	81%	75%	80%
ANY 'RISKY' MEASURES	259	69	80	52	58	149	110	259	217	24	**	**	225	34	259
	56%	59%	58%	54%	51%	59%	53%	56%	55%	54%	**	**	56%	55%	56%
Don't know how to do any of these	49	9	19	13	8	28	21	49	42	4	**	**	43	6	49
	10%	8%	14%	13%	8%	11%	10%	10%	11%	10%	**	**	11%	10%	10%
Prefer not to say	8	3	2	1	2	5	3	8	5	2	**	**	6	1	8
	2%	3%	1%	1%	1%	2%	1%	2%	1%	4%	**	**	2%	2%	2%
Don't know	23	6	1	7	9	8	15	23	19	2	**	**	15	8	23
	5%	5%	1%	7%	8%	3%	7%	5%	5%	5%	**	**	4%	12%	5%
		b		b	be		be	b					hln		

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC57. (SHOWN ON TABLET SCREEN) Do you know how to do any of these things online? (MULTI CODE)

Base : All children aged 12-15 who go online opting to answer

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	k	l	~m	~n	o
Unweighted total	707	-	-	-	-	-	-	-	-	-	-	405	108	97	97	707
Effective Weighted Sample	503	-	-	-	-	-	-	-	-	-	-	380	97	94	96	503
Total	464	-	-	-	-	-	-	-	-	-	-	392	45	19	9	464
Block messages on social media from someone you don't want to hear from	316 68%	**	**	**	**	**	**	**	**	**	**	262 67%	32 71%	**	**	316 68%
Block junk email or spam	235 51%	**	**	**	**	**	**	**	**	**	**	209 53%	17 37%	**	**	235 51%
Change the settings so fewer people can view your social media profile	222 48%	**	**	**	**	**	**	**	**	**	**	183 47%	24 52%	**	**	222 48%
Delete the 'history' records of which websites you have visited	211 45%	**	**	**	**	**	**	**	**	**	**	172 44%	22 49%	**	**	211 45%
Block pop-up adverts from appearing on the screen	190 41%	**	**	**	**	**	**	**	**	**	**	164 42%	14 30%	**	**	190 41%
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	144 31%	**	**	**	**	**	**	**	**	**	**	128 33%	9 19%	**	**	144 31%
Unset any filters or controls that are there to stop certain websites being viewed	68 15%	**	**	**	**	**	**	**	**	**	**	57 15%	4 8%	**	**	68 15%
Use a proxy server to access particular sites or apps	37 8%	**	**	**	**	**	**	**	**	**	**	33 8%	2 4%	**	**	37 8%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m,n,o

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC57. (SHOWN ON TABLET SCREEN) Do you know how to do any of these things online? (MULTI CODE)

Base : All children aged 12-15 who go online opting to answer

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	k	l	~m	~n	o
Unweighted total	707	-	-	-	-	-	-	-	-	-	-	405	108	97	97	707
Effective Weighted Sample	503	-	-	-	-	-	-	-	-	-	-	380	97	94	96	503
Total	464	-	-	-	-	-	-	-	-	-	-	392	45	19	9	464
ANY OF THESE	385	**	**	**	**	**	**	**	**	**	**	325	37	**	**	385
	83%	**	**	**	**	**	**	**	**	**	**	83%	81%	**	**	83%
ANY SAFETY MEASURES	374	**	**	**	**	**	**	**	**	**	**	317	34	**	**	374
	80%	**	**	**	**	**	**	**	**	**	**	81%	75%	**	**	80%
ANY 'RISKY' MEASURES	259	**	**	**	**	**	**	**	**	**	**	217	24	**	**	259
	56%	**	**	**	**	**	**	**	**	**	**	55%	54%	**	**	56%
Don't know how to do any of these	49	**	**	**	**	**	**	**	**	**	**	42	4	**	**	49
	10%	**	**	**	**	**	**	**	**	**	**	11%	10%	**	**	10%
Prefer not to say	8	**	**	**	**	**	**	**	**	**	**	5	2	**	**	8
	2%	**	**	**	**	**	**	**	**	**	**	1%	4%	**	**	2%
Don't know	23	**	**	**	**	**	**	**	**	**	**	19	2	**	**	23
	5%	**	**	**	**	**	**	**	**	**	**	5%	5%	**	**	5%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m,n,o

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC58. (SHOWN ON TABLET SCREEN) This list shows the things that you just said you know how to do online. If you have ever done any of them please choose them again. (MULTI CODE)

Base : All children aged 12-15 who go online opting to answer

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	707	-	-	707	367	340	-	-	-	-	367	340
Effective Weighted Sample	503	-	-	503	276	229	-	-	-	-	276	229
Total	464	-	-	464	238	226	-	-	-	-	238	226
Block messages on social media from someone you don't want to hear from	240 52%	** **	** **	240 52%	118 49%	122 54%	** **	** **	** **	** **	118 49%	122 54%
Block junk email or spam	162 35%	** **	** **	162 35%	82 34%	80 35%	** **	** **	** **	** **	82 34%	80 35%
Change the settings so fewer people can view your social media profile	157 34%	** **	** **	157 34%	72 30%	85 37%	** **	** **	** **	** **	72 30%	85 37%
Block pop-up adverts from appearing on the screen	134 29%	** **	** **	134 29%	74 31%	60 26%	** **	** **	** **	** **	74 31%	60 26%
Delete the 'history' records of which websites you have visited	129 28%	** **	** **	129 28%	67 28%	62 27%	** **	** **	** **	** **	67 28%	62 27%
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	82 18%	** **	** **	82 18%	38 16%	44 19%	** **	** **	** **	** **	38 16%	44 19%
Unset any filters or controls that are there to stop certain websites being viewed	32 7%	** **	** **	32 7%	19 8%	13 6%	** **	** **	** **	** **	19 8%	13 6%
Use a proxy server to access particular sites or apps	12 3%	** **	** **	12 3%	7 3%	4 2%	** **	** **	** **	** **	7 3%	4 2%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC58. (SHOWN ON TABLET SCREEN) This list shows the things that you just said you know how to do online. If you have ever done any of them please choose them again. (MULTI CODE)

Base : All children aged 12-15 who go online opting to answer

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	707	-	-	707	367	340	-	-	-	-	367	340
Effective Weighted Sample	503	-	-	503	276	229	-	-	-	-	276	229
Total	464	-	-	464	238	226	-	-	-	-	238	226
ANY OF THESE	336	**	**	336	169	167	**	**	**	**	169	167
	72%	**	**	72%	71%	74%	**	**	**	**	71%	74%
ANY SAFETY MEASURES	321	**	**	321	161	160	**	**	**	**	161	160
	69%	**	**	69%	67%	71%	**	**	**	**	67%	71%
ANY 'RISKY' MEASURES	170	**	**	170	87	83	**	**	**	**	87	83
	37%	**	**	37%	37%	37%	**	**	**	**	37%	37%
Have not done any of these	88	**	**	88	43	45	**	**	**	**	43	45
	19%	**	**	19%	18%	20%	**	**	**	**	18%	20%
Prefer not to say	14	**	**	14	7	6	**	**	**	**	7	6
	3%	**	**	3%	3%	3%	**	**	**	**	3%	3%
Don't know	26	**	**	26	19	8	**	**	**	**	19	8
	6%	**	**	6%	8%	3%	**	**	**	**	8%	3%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC58. (SHOWN ON TABLET SCREEN) This list shows the things that you just said you know how to do online. If you have ever done any of them please choose them again. (MULTI CODE)

Base : All children aged 12-15 who go online opting to answer

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	~k	l	m	n
Unweighted total	707	172	190	157	188	362	345	707	405	108	97	97	597	110	707
Effective Weighted Sample	503	125	144	107	127	269	234	503	380	97	94	96	435	67	503
Total	464	118	137	97	113	255	210	464	392	45	19	9	402	62	464
Block messages on social media from someone you don't want to hear from	240 52%	64 54%	72 52%	48 50%	57 50%	135 53%	105 50%	240 52%	200 51%	21 47%	** **	** **	205 51%	35 57%	240 52%
Block junk email or spam	162 35%	49 41%	51 37%	32 33%	31 27%	99 39%	63 30%	162 35%	146 37%	10 23%	** **	** **	145 36%	17 27%	162 35%
		df				df			i				i		i
Change the settings so fewer people can view your social media profile	157 34%	48 41%	43 31%	29 30%	36 32%	91 36%	65 31%	157 34%	131 34%	14 30%	** **	** **	135 33%	22 35%	157 34%
Block pop-up adverts from appearing on the screen	134 29%	36 31%	39 28%	25 26%	35 31%	75 29%	59 28%	134 29%	116 30%	9 19%	** **	** **	116 29%	18 29%	134 29%
									i				i		i
Delete the 'history' records of which websites you have visited	129 28%	39 33%	39 28%	23 24%	29 26%	77 30%	52 25%	129 28%	102 26%	15 33%	** **	** **	109 27%	20 32%	129 28%
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	82 18%	26 22%	24 18%	14 14%	18 16%	50 20%	32 15%	82 18%	74 19%	3 7%	** **	** **	70 17%	12 19%	82 18%
									i				i	i	i
Unset any filters or controls that are there to stop certain websites being viewed	32 7%	7 6%	8 6%	9 9%	9 8%	14 6%	17 8%	32 7%	26 7%	2 4%	** **	** **	26 7%	5 8%	32 7%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC58. (SHOWN ON TABLET SCREEN) This list shows the things that you just said you know how to do online. If you have ever done any of them please choose them again. (MULTI CODE)

Base : All children aged 12-15 who go online opting to answer

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	~j	~k	l	m	n
Unweighted total	707	172	190	157	188	362	345	707	405	108	97	97	597	110	707
Effective Weighted Sample	503	125	144	107	127	269	234	503	380	97	94	96	435	67	503
Total	464	118	137	97	113	255	210	464	392	45	19	9	402	62	464
Use a proxy server to access particular sites or apps	12 3%	4 3%	3 2%	3 3%	2 2%	7 3%	5 2%	12 3%	11 3%	1 2%	** **	** **	12 3%	* *%	12 3%
ANY OF THESE	336 72%	91 77%	99 72%	66 69%	80 71%	190 74%	147 70%	336 72%	287 73% i	28 62%	** **	** **	293 73% i	43 70%	336 72% i
ANY SAFETY MEASURES	321 69%	87 74% c	95 69%	60 62%	78 69%	183 72%	138 66%	321 69%	276 70% i	25 54%	** **	** **	280 70% i	41 66%	321 69% i
ANY 'RISKY' MEASURES	170 37%	51 43%	51 38%	33 34%	35 31%	102 40%	68 33%	170 37%	141 36%	15 34%	** **	** **	144 36%	26 42%	170 37%
Have not done any of these	88 19%	15 13%	35 25% ad	21 22%	17 15%	50 20%	38 18%	88 19%	74 19%	11 23%	** **	** **	78 19%	10 16%	88 19%
Prefer not to say	14 3%	4 3%	2 1%	2 2%	5 5%	6 2%	8 4%	14 3%	10 2%	4 8% hln	** **	** **	12 3%	1 2%	14 3%
Don't know	26 6%	8 6% b	1 1%	7 7% b	10 9% be	9 3%	17 8% be	26 6% b	21 5%	3 7%	** **	** **	19 5%	8 12% hln	26 6%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC58. (SHOWN ON TABLET SCREEN) This list shows the things that you just said you know how to do online. If you have ever done any of them please choose them again. (MULTI CODE)

Base : All children aged 12-15 who go online opting to answer

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	k	l	~m	~n	o
Unweighted total	707	-	-	-	-	-	-	-	-	-	-	405	108	97	97	707
Effective Weighted Sample	503	-	-	-	-	-	-	-	-	-	-	380	97	94	96	503
Total	464	-	-	-	-	-	-	-	-	-	-	392	45	19	9	464
Block messages on social media from someone you don't want to hear from	240 52%	**	**	**	**	**	**	**	**	**	**	200 51%	21 47%	**	**	240 52%
Block junk email or spam	162 35%	**	**	**	**	**	**	**	**	**	**	146 37%	10 23%	**	**	162 35%
Change the settings so fewer people can view your social media profile	157 34%	**	**	**	**	**	**	**	**	**	**	131 34%	14 30%	**	**	157 34%
Block pop-up adverts from appearing on the screen	134 29%	**	**	**	**	**	**	**	**	**	**	116 30%	9 19%	**	**	134 29%
Delete the 'history' records of which websites you have visited	129 28%	**	**	**	**	**	**	**	**	**	**	102 26%	15 33%	**	**	129 28%
Choose to use privacy mode/ Incognito mode on a web browser (like Google Chrome)	82 18%	**	**	**	**	**	**	**	**	**	**	74 19%	3 7%	**	**	82 18%
Unset any filters or controls that are there to stop certain websites being viewed	32 7%	**	**	**	**	**	**	**	**	**	**	26 7%	2 4%	**	**	32 7%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m,n,o

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC58. (SHOWN ON TABLET SCREEN) This list shows the things that you just said you know how to do online. If you have ever done any of them please choose them again. (MULTI CODE)

Base : All children aged 12-15 who go online opting to answer

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	k	l	~m	~n	o
Unweighted total	707	-	-	-	-	-	-	-	-	-	-	405	108	97	97	707
Effective Weighted Sample	503	-	-	-	-	-	-	-	-	-	-	380	97	94	96	503
Total	464	-	-	-	-	-	-	-	-	-	-	392	45	19	9	464
Use a proxy server to access particular sites or apps	12 3%	**	**	**	**	**	**	**	**	**	**	11 3%	1 2%	**	**	12 3%
ANY OF THESE	336 72%	**	**	**	**	**	**	**	**	**	**	287 73%	28 62%	**	**	336 72%
												l				l
ANY SAFETY MEASURES	321 69%	**	**	**	**	**	**	**	**	**	**	276 70%	25 54%	**	**	321 69%
												l				l
ANY 'RISKY' MEASURES	170 37%	**	**	**	**	**	**	**	**	**	**	141 36%	15 34%	**	**	170 37%
Have not done any of these	88 19%	**	**	**	**	**	**	**	**	**	**	74 19%	11 23%	**	**	88 19%
Prefer not to say	14 3%	**	**	**	**	**	**	**	**	**	**	10 2%	4 8%	**	**	14 3%
													ko			
Don't know	26 6%	**	**	**	**	**	**	**	**	**	**	21 5%	3 7%	**	**	26 6%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m,n,o

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC59. (SHOWCARD) In the past year have you seen anything hateful on the internet that has been directed at a particular group of people, based on for instance their gender, religion, disability, sexuality or gender identity? Examples of these sorts of things might be nasty or hateful comments or images that have been posted on social media, comments in response to an article that you read online, or videos posted on sites like YouTube. Which of these options best describes whether you have seen things like this online in the past year? (SINGLE CODE)

Base : Children aged 12-15 who go online

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	748	-	-	748	384	364	-	-	-	-	384	364
Effective Weighted Sample	532	-	-	532	289	245	-	-	-	-	289	245
Total	494	-	-	494	250	244	-	-	-	-	250	244
I have never seen things like this	221	**	**	221	106	116	**	**	**	**	106	116
	45%	**	**	45%	42%	48%	**	**	**	**	42%	48%
I sometimes see things like this	220	**	**	220	113	107	**	**	**	**	113	107
	44%	**	**	44%	45%	44%	**	**	**	**	45%	44%
I often see things like this	32	**	**	32	19	13	**	**	**	**	19	13
	7%	**	**	7%	8%	5%	**	**	**	**	8%	5%
Don't know	20	**	**	20	12	8	**	**	**	**	12	8
	4%	**	**	4%	5%	3%	**	**	**	**	5%	3%
SUMMARY												
EVER SEE THIS	252	**	**	252	132	120	**	**	**	**	132	120
	51%	**	**	51%	53%	49%	**	**	**	**	53%	49%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC59. (SHOWCARD) In the past year have you seen anything hateful on the internet that has been directed at a particular group of people, based on for instance their gender, religion, disability, sexuality or gender identity? Examples of these sorts of things might be nasty or hateful comments or images that have been posted on social media, comments in response to an article that you read online, or videos posted on sites like YouTube. Which of these options best describes whether you have seen things like this online in the past year? (SINGLE CODE)

Base : Children aged 12-15 who go online

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	748	183	201	164	200	384	364	748	433	108	103	104	632	116	748
Effective Weighted Sample	532	134	152	111	136	285	247	532	407	97	100	103	460	71	532
Total	494	127	146	99	122	272	221	494	419	45	20	9	427	66	494
I have never seen things like this	221 45%	56 44%	70 48%	47 47%	48 40%	126 46%	95 43%	221 45%	185 44% k	22 48% k	12 62% hiklmn	3 32%	192 45% k	29 44%	221 45% k
I sometimes see things like this	220 44%	57 45%	62 43%	45 45%	55 45%	119 44%	100 45%	220 44%	188 45% jm	20 44%	6 32%	5 55% jmn	200 47% jm	20 30%	220 44% jm
I often see things like this	32 7%	7 6%	11 7%	4 4%	10 9%	18 7%	14 6%	32 7%	30 7% i	1 1%	1 5%	1 7% i	23 5%	10 14% hijln	32 7% i
Don't know	20 4%	6 5%	3 2%	4 4%	8 6%	9 3%	11 5%	20 4%	16 4%	3 7% l	* 2%	1 6%	13 3%	8 12% hjln	20 4%
SUMMARY															
EVER SEE THIS	252 51%	64 51%	73 50%	49 49%	66 54%	137 50%	115 52%	252 51%	218 52% j	21 45%	7 37%	6 62% ijmn	222 52% j	29 44%	252 51% j

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC59. (SHOWCARD) In the past year have you seen anything hateful on the internet that has been directed at a particular group of people, based on for instance their gender, religion, disability, sexuality or gender identity? Examples of these sorts of things might be nasty or hateful comments or images that have been posted on social media, comments in response to an article that you read online, or videos posted on sites like YouTube. Which of these options best describes whether you have seen things like this online in the past year? (SINGLE CODE)

Base : Children aged 12-15 who go online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	k	l	m	n	o
Unweighted total	748	-	-	-	-	-	-	-	-	-	-	433	108	103	104	748
Effective Weighted Sample	532	-	-	-	-	-	-	-	-	-	-	407	97	100	103	532
Total	494	-	-	-	-	-	-	-	-	-	-	419	45	20	9	494
I have never seen things like this	221	**	**	**	**	**	**	**	**	**	**	185	22	12	3	221
	45%	**	**	**	**	**	**	**	**	**	**	44%	48%	62%	32%	45%
												n	n	klno		n
I sometimes see things like this	220	**	**	**	**	**	**	**	**	**	**	188	20	6	5	220
	44%	**	**	**	**	**	**	**	**	**	**	45%	44%	32%	55%	44%
												m			mo	m
I often see things like this	32	**	**	**	**	**	**	**	**	**	**	30	1	1	1	32
	7%	**	**	**	**	**	**	**	**	**	**	7%	1%	5%	7%	7%
												l			l	l
Don't know	20	**	**	**	**	**	**	**	**	**	**	16	3	*	1	20
	4%	**	**	**	**	**	**	**	**	**	**	4%	7%	2%	6%	4%
SUMMARY																
EVER SEE THIS	252	**	**	**	**	**	**	**	**	**	**	218	21	7	6	252
	51%	**	**	**	**	**	**	**	**	**	**	52%	45%	37%	62%	51%
												m			lmo	m

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m,n,o

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC60. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : All children aged 12-15 who have seen hate speech online in the last 12 months

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	373	-	-	373	193	180	-	-	-	-	193	180
Effective Weighted Sample	266	-	-	266	147	120	-	-	-	-	147	120
Total	252	-	-	252	132	120	-	-	-	-	132	120
I ignored it/ didn't do anything	146	**	**	146	84	62	**	**	**	**	84	62
	58%	**	**	58%	64%	51%	**	**	**	**	64%	51%
					e						k	
I blocked the person who shared or made the comments	40	**	**	40	17	23	**	**	**	**	17	23
	16%	**	**	16%	13%	19%	**	**	**	**	13%	19%
I reported it to the website	35	**	**	35	15	20	**	**	**	**	15	20
	14%	**	**	14%	11%	17%	**	**	**	**	11%	17%
I shared it with my friends to say I thought it was wrong	29	**	**	29	13	16	**	**	**	**	13	16
	11%	**	**	11%	10%	14%	**	**	**	**	10%	14%
I commented on it to say I thought it was wrong	25	**	**	25	12	14	**	**	**	**	12	14
	10%	**	**	10%	9%	12%	**	**	**	**	9%	12%
I responded by 'disliking' the post/ comment/ video	16	**	**	16	6	10	**	**	**	**	6	10
	6%	**	**	6%	4%	8%	**	**	**	**	4%	8%
Something else	4	**	**	4	4	*	**	**	**	**	4	*
	2%	**	**	2%	3%	*%	**	**	**	**	3%	*%
TOTAL - TOOK SOME ACTION	99	**	**	99	43	56	**	**	**	**	43	56
	39%	**	**	39%	33%	46%	**	**	**	**	33%	46%
					d						j	
Don't know	7	**	**	7	5	3	**	**	**	**	5	3
	3%	**	**	3%	3%	2%	**	**	**	**	3%	2%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC60. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : All children aged 12-15 who have seen hate speech online in the last 12 months

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	b	~c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	373	95	102	74	102	197	176	373	223	47	39	64	322	51	373
Effective Weighted Sample	266	68	75	51	72	144	123	266	211	43	38	63	236	31	266
Total	252	64	73	49	66	137	115	252	218	21	7	6	222	29	252
I ignored it/ didn't do anything	146	**	37	**	41	74	72	146	128	**	**	**	132	**	146
	58%	**	51%	**	63%	54%	63%	58%	59%	**	**	**	59%	**	58%
I blocked the person who shared or made the comments	40	**	14	**	6	28	12	40	34	**	**	**	35	**	40
	16%	**	19%	**	10%	20%	10%	16%	16%	**	**	**	16%	**	16%
						f									
I reported it to the website	35	**	9	**	6	18	17	35	28	**	**	**	31	**	35
	14%	**	13%	**	9%	13%	15%	14%	13%	**	**	**	14%	**	14%
I shared it with my friends to say I thought it was wrong	29	**	10	**	7	17	12	29	27	**	**	**	23	**	29
	11%	**	14%	**	10%	12%	11%	11%	12%	**	**	**	10%	**	11%
I commented on it to say I thought it was wrong	25	**	8	**	7	12	13	25	23	**	**	**	22	**	25
	10%	**	10%	**	11%	9%	12%	10%	10%	**	**	**	10%	**	10%
I responded by 'disliking' the post/ comment/ video	16	**	7	**	2	10	6	16	13	**	**	**	13	**	16
	6%	**	9%	**	3%	7%	5%	6%	6%	**	**	**	6%	**	6%
Something else	4	**	1	**	*	4	*	4	3	**	**	**	3	**	4
	2%	**	2%	**	%	3%	%	2%	2%	**	**	**	1%	**	2%
TOTAL - TOOK SOME ACTION	99	**	32	**	23	58	41	99	84	**	**	**	86	**	99
	39%	**	44%	**	35%	42%	36%	39%	38%	**	**	**	39%	**	39%
Don't know	7	**	3	**	2	5	2	7	6	**	**	**	5	**	7
	3%	**	5%	**	2%	4%	1%	3%	3%	**	**	**	2%	**	3%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC60. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : All children aged 12-15 who have seen hate speech online in the last 12 months

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	k	~l	~m	~n	o
Unweighted total	373	-	-	-	-	-	-	-	-	-	-	223	47	39	64	373
Effective Weighted Sample	266	-	-	-	-	-	-	-	-	-	-	211	43	38	63	266
Total	252	-	-	-	-	-	-	-	-	-	-	218	21	7	6	252
I ignored it/ didn't do anything	146	**	**	**	**	**	**	**	**	**	**	128	**	**	**	146
	58%	**	**	**	**	**	**	**	**	**	**	59%	**	**	**	58%
I blocked the person who shared or made the comments	40	**	**	**	**	**	**	**	**	**	**	34	**	**	**	40
	16%	**	**	**	**	**	**	**	**	**	**	16%	**	**	**	16%
I reported it to the website	35	**	**	**	**	**	**	**	**	**	**	28	**	**	**	35
	14%	**	**	**	**	**	**	**	**	**	**	13%	**	**	**	14%
I shared it with my friends to say I thought it was wrong	29	**	**	**	**	**	**	**	**	**	**	27	**	**	**	29
	11%	**	**	**	**	**	**	**	**	**	**	12%	**	**	**	11%
I commented on it to say I thought it was wrong	25	**	**	**	**	**	**	**	**	**	**	23	**	**	**	25
	10%	**	**	**	**	**	**	**	**	**	**	10%	**	**	**	10%
I responded by 'disliking' the post/ comment/ video	16	**	**	**	**	**	**	**	**	**	**	13	**	**	**	16
	6%	**	**	**	**	**	**	**	**	**	**	6%	**	**	**	6%
Something else	4	**	**	**	**	**	**	**	**	**	**	3	**	**	**	4
	2%	**	**	**	**	**	**	**	**	**	**	2%	**	**	**	2%
TOTAL - TOOK SOME ACTION	99	**	**	**	**	**	**	**	**	**	**	84	**	**	**	99
	39%	**	**	**	**	**	**	**	**	**	**	38%	**	**	**	39%
Don't know	7	**	**	**	**	**	**	**	**	**	**	6	**	**	**	7
	3%	**	**	**	**	**	**	**	**	**	**	3%	**	**	**	3%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m,n,o

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC60. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : Children aged 12-15 who go online

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	~b	c	d	e	~f	~g	~h	~i	j	k
Unweighted total	748	-	-	748	384	364	-	-	-	-	384	364
Effective Weighted Sample	532	-	-	532	289	245	-	-	-	-	289	245
Total	494	-	-	494	250	244	-	-	-	-	250	244
I ignored it/ didn't do anything	146	**	**	146	84	62	**	**	**	**	84	62
	30%	**	**	30%	34%	25%	**	**	**	**	34%	25%
					e						k	
I blocked the person who shared or made the comments	40	**	**	40	17	23	**	**	**	**	17	23
	8%	**	**	8%	7%	9%	**	**	**	**	7%	9%
I reported it to the website	35	**	**	35	15	20	**	**	**	**	15	20
	7%	**	**	7%	6%	8%	**	**	**	**	6%	8%
I shared it with my friends to say I thought it was wrong	29	**	**	29	13	16	**	**	**	**	13	16
	6%	**	**	6%	5%	7%	**	**	**	**	5%	7%
I commented on it to say I thought it was wrong	25	**	**	25	12	14	**	**	**	**	12	14
	5%	**	**	5%	5%	6%	**	**	**	**	5%	6%
I responded by 'disliking' the post/ comment/ video	16	**	**	16	6	10	**	**	**	**	6	10
	3%	**	**	3%	2%	4%	**	**	**	**	2%	4%
Something else	4	**	**	4	4	*	**	**	**	**	4	*
	1%	**	**	1%	1%	*%	**	**	**	**	1%	*%
TOTAL - TOOK SOME ACTION	99	**	**	99	43	56	**	**	**	**	43	56
	20%	**	**	20%	17%	23%	**	**	**	**	17%	23%
HAVE NOT SEEN HATE SPEECH ONLINE IN THE PAST YEAR	242	**	**	242	118	124	**	**	**	**	118	124
	49%	**	**	49%	47%	51%	**	**	**	**	47%	51%
Don't know	7	**	**	7	5	3	**	**	**	**	5	3
	1%	**	**	1%	2%	1%	**	**	**	**	2%	1%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC60. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : Children aged 12-15 who go online

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	748	183	201	164	200	384	364	748	433	108	103	104	632	116	748
Effective Weighted Sample	532	134	152	111	136	285	247	532	407	97	100	103	460	71	532
Total	494	127	146	99	122	272	221	494	419	45	20	9	427	66	494
I ignored it/ didn't do anything	146 30%	37 29%	37 25%	30 30%	41 34%	74 27%	72 32%	146 30%	128 31% j	11 25%	3 15%	3 37% jm	132 31% j	14 21%	146 30% j
I blocked the person who shared or made the comments	40 8%	14 11%	14 10%	6 6%	6 5%	28 10% f	12 5%	40 8%	34 8%	3 7%	1 7%	1 13%	35 8%	4 6%	40 8%
I reported it to the website	35 7%	8 6%	9 6%	12 12% d	6 5%	18 6%	17 8%	35 7%	28 7%	5 10% k	2 9%	* 3%	31 7%	3 5%	35 7%
I shared it with my friends to say I thought it was wrong	29 6%	6 5%	10 7%	6 6%	7 5%	17 6%	12 6%	29 6%	27 6%	1 3%	* 2%	* 4%	23 5%	6 8%	29 6%
I commented on it to say I thought it was wrong	25 5%	4 4%	8 5%	6 6%	7 6%	12 4%	13 6%	25 5%	23 5%	1 3%	1 4%	* 4%	22 5%	4 5%	25 5%
I responded by 'disliking' the post/ comment/ video	16 3%	3 3%	7 5%	4 4%	2 1%	10 4%	6 3%	16 3%	13 3%	1 2%	1 5%	1 9% hiln	13 3%	2 3%	16 3%
Something else	4 1%	2 2%	1 1%	- -%	* *%	4 1%	* *%	4 1%	3 1%	* 1%	* 2%	* 1%	3 1%	1 2%	4 1%
TOTAL - TOOK SOME ACTION	99 20%	25 20%	32 22%	18 19%	23 19%	58 21%	41 19%	99 20%	84 20%	9 19%	4 20%	2 24%	86 20%	13 19%	99 20%
HAVE NOT SEEN HATE SPEECH ONLINE IN THE PAST YEAR	242 49%	62 49%	73 50%	51 51%	56 46%	135 50%	107 48%	242 49%	201 48%	25 55% k	12 63% hkl	4 38%	205 48%	37 56% k	242 49% k

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC60. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : Children aged 12-15 who go online

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	748	183	201	164	200	384	364	748	433	108	103	104	632	116	748
Effective Weighted Sample	532	134	152	111	136	285	247	532	407	97	100	103	460	71	532
Total	494	127	146	99	122	272	221	494	419	45	20	9	427	66	494
Don't know	7	2	3	*	2	5	2	7	6	1	*	*	5	2	7
	1%	2%	2%	*%	1%	2%	1%	1%	1%	1%	2%	2%	1%	4%	1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QC60. (SHOWCARD) What if anything did you do after you saw the most recent example of something hateful online? (MULTI CODE)

Base : Children aged 12-15 who go online

	Total	INTERNET USER AGED 5-7					INTERNET USER AGED 8-11					INTERNET USER AGED 12-15				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL	ENG- LAND	SCOT- LAND	WALES	IRELAND	N ALL
Significance Level: 95%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	k	l	m	n	o
Unweighted total	748	-	-	-	-	-	-	-	-	-	-	433	108	103	104	748
Effective Weighted Sample	532	-	-	-	-	-	-	-	-	-	-	407	97	100	103	532
Total	494	-	-	-	-	-	-	-	-	-	-	419	45	20	9	494
I ignored it/ didn't do anything	146	**	**	**	**	**	**	**	**	**	**	128	11	3	3	146
	30%	**	**	**	**	**	**	**	**	**	**	31% m	25%	15%	37% m	30% m
I blocked the person who shared or made the comments	40	**	**	**	**	**	**	**	**	**	**	34	3	1	1	40
	8%	**	**	**	**	**	**	**	**	**	**	8%	7%	7%	13%	8%
I reported it to the website	35	**	**	**	**	**	**	**	**	**	**	28	5	2	*	35
	7%	**	**	**	**	**	**	**	**	**	**	7%	10% n	9%	3%	7%
I shared it with my friends to say I thought it was wrong	29	**	**	**	**	**	**	**	**	**	**	27	1	*	*	29
	6%	**	**	**	**	**	**	**	**	**	**	6%	3%	2%	4%	6%
I commented on it to say I thought it was wrong	25	**	**	**	**	**	**	**	**	**	**	23	1	1	*	25
	5%	**	**	**	**	**	**	**	**	**	**	5%	3%	4%	4%	5%
I responded by 'disliking' the post/ comment/ video	16	**	**	**	**	**	**	**	**	**	**	13	1	1	1	16
	3%	**	**	**	**	**	**	**	**	**	**	3%	2%	5%	9% klo	3%
Something else	4	**	**	**	**	**	**	**	**	**	**	3	*	*	*	4
	1%	**	**	**	**	**	**	**	**	**	**	1%	1%	2%	1%	1%
TOTAL - TOOK SOME ACTION	99	**	**	**	**	**	**	**	**	**	**	84	9	4	2	99
	20%	**	**	**	**	**	**	**	**	**	**	20%	19%	20%	24%	20%
HAVE NOT SEEN HATE SPEECH ONLINE IN THE PAST YEAR	242	**	**	**	**	**	**	**	**	**	**	201	25	12	4	242
	49%	**	**	**	**	**	**	**	**	**	**	48% n	55% n	63% kno	38%	49% n
Don't know	7	**	**	**	**	**	**	**	**	**	**	6	1	*	*	7
	1%	**	**	**	**	**	**	**	**	**	**	1%	1%	2%	2%	1%

Columns Tested: a,b,c,d,e - f,g,h,i,j - k,l,m,n,o

Any break column with 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. (SHOWCARD) Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents (giving their consent to answer this question)

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2230	739	769	722	1066	1164	338	401	361	408	367	355
Effective Weighted Sample	1473	451	518	509	721	753	208	246	241	280	275	238
Total	1301	363	469	469	650	651	181	182	235	234	234	235
WHITE - British	792	224	280	288	378	414	110	114	136	145	133	155
	61%	62%	60%	61%	58%	64%	61%	63%	58%	62%	57%	66%
						d						j
WHITE - English	124	28	46	50	68	56	14	13	24	22	30	20
	10%	8%	10%	11%	11%	9%	8%	7%	10%	9%	13%	9%
											g	
WHITE - Scottish	85	21	28	36	44	41	9	12	13	14	22	15
	7%	6%	6%	8%	7%	6%	5%	7%	6%	6%	9%	6%
WHITE - Welsh	23	7	9	7	12	11	3	4	4	4	4	3
	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%
WHITE - Irish	16	3	7	6	8	8	1	1	4	3	3	3
	1%	1%	2%	1%	1%	1%	1%	1%	2%	1%	1%	1%
WHITE - Any other white background	60	19	20	21	30	29	9	10	11	9	10	10
	5%	5%	4%	4%	5%	5%	5%	5%	5%	4%	4%	4%
MIXED - White and Black Caribbean	10	2	2	5	4	6	2	1	1	2	2	4
	1%	1%	*%	1%	1%	1%	1%	*%	*%	1%	1%	2%
MIXED - White and Black African	11	1	8	2	5	6	1	-	3	6	1	1
	1%	*%	2%	*%	1%	1%	1%	-%	1%	2%	1%	*%
			ac							gk		
MIXED - White and Asian	7	1	2	4	4	3	1	1	1	1	2	1
	1%	*%	*%	1%	1%	1%	*%	*%	*%	1%	1%	1%
MIXED - Any other mixed background	5	*	3	2	3	3	-	*	1	2	1	1
	*%	*%	1%	*%	*%	*%	-%	*%	1%	1%	1%	*%
ASIAN AND BRITISH ASIAN - Indian	36	14	14	9	23	14	7	6	11	3	4	5
	3%	4%	3%	2%	3%	2%	4%	3%	5%	1%	2%	2%
							i		i			
ASIAN AND BRITISH ASIAN - Pakistani	42	14	18	11	27	15	9	6	13	5	6	5
	3%	4%	4%	2%	4%	2%	5%	3%	5%	2%	2%	2%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with 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. (SHOWCARD) Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents (giving their consent to answer this question)

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2230	739	769	722	1066	1164	338	401	361	408	367	355
Effective Weighted Sample	1473	451	518	509	721	753	208	246	241	280	275	238
Total	1301	363	469	469	650	651	181	182	235	234	234	235
ASIAN AND BRITISH ASIAN - Bangladeshi	10 1%	1 *%	6 1%	3 1%	7 1%	3 *%	- -%	1 1%	4 2% f	1 1%	3 1%	* *%
ASIAN AND BRITISH ASIAN - Any other Asian background	12 1%	5 1%	2 *%	5 1%	6 1%	6 1%	3 2% h	1 1%	- -%	2 1%	3 1%	2 1%
BLACK AND BLACK BRITISH - Caribbean	15 1%	4 1%	6 1%	4 1%	5 1%	10 1%	2 1%	2 1%	1 1%	5 2%	2 1%	3 1%
BLACK AND BLACK BRITISH - African	33 3%	11 3%	10 2%	12 3%	19 3%	14 2%	5 3%	6 3%	6 3%	3 1%	7 3%	5 2%
BLACK AND BLACK BRITISH - Any other black background	4 *%	- -%	4 1%	- -%	1 *%	2 *%	- -%	- -%	1 1%	2 1%	- -%	- -%
MIDDLE EAST AND ARABIC ORIGIN - Middle Eastern, including Arabic origin	4 *%	3 1%	1 *%	1 *%	2 *%	2 *%	1 1%	2 1%	- -%	1 *%	1 *%	- -%
CHINESE OR OTHER ETHNIC GROUP - Chinese	1 *%	- -%	1 *%	- -%	* *%	1 *%	- -%	- -%	* *%	1 *%	- -%	- -%
Any other background	8 1%	3 1%	2 *%	3 1%	2 *%	6 1%	1 1%	2 1%	1 *%	1 1%	- -%	3 1%
Refused	2 *%	1 *%	1 *%	- -%	* *%	2 *%	* *%	1 *%	* *%	1 *%	- -%	- -%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with 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. (SHOWCARD) Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents (giving their consent to answer this question)

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2230	446	639	505	640	1085	1145	2230	1206	353	341	330	1863	367	2230
Effective Weighted Sample	1473	314	431	327	402	745	729	1473	1109	307	323	306	1272	201	1473
Total	1301	285	393	279	345	678	623	1301	1099	123	53	26	1123	178	1301
WHITE - British	792 61%	182 64%	228 58%	167 60%	215 62%	410 60%	382 61%	792 61%	715 65% ijkln	38 30%	25 47% i	15 56% ij	672 60% ij	120 68% ijkl	792 61% ij
WHITE - English	124 10%	25 9%	45 11%	25 9%	29 8%	70 10%	54 9%	124 10%	122 11% ijk	1 *% i	1 2% i	* 1% i	102 9% ijk	22 12% ijk	124 10% ijk
WHITE - Scottish	85 7%	14 5%	27 7%	20 7%	25 7%	41 6%	45 7%	85 7%	5 *% hijklmn	80 65% hijklmn	- -% hijklmn	- -% hijklmn	67 6% hijk	18 10% hijkl	85 7% hijk
WHITE - Welsh	23 2%	4 1%	7 2%	5 2%	8 2%	11 2%	13 2%	23 2%	- -% hijklmn	- -% hijklmn	23 44% hijklmn	- -% hijklmn	18 2% hik	5 3% hik	23 2% hik
WHITE - Irish	16 1%	4 1%	6 2%	3 1%	3 1%	10 1%	6 1%	16 1%	5 1%	* *% hijklmn	* 1% hijklmn	10 37% hijklmn	13 1% hijklmn	3 2% hijklmn	16 1% hijklmn
WHITE - Any other white background	60 5%	11 4%	18 5%	23 8% abdefg	8 2%	29 4%	31 5% d	60 5% d	56 5% ijm	2 2%	1 1%	1 3%	56 5% ij	4 2%	60 5% ij
MIXED - White and Black Caribbean	10 1%	2 1%	3 1%	1 *% cf	3 1%	6 1%	4 1%	10 1%	10 1%	- -% hijklmn	* 1% hijklmn	- -% hijklmn	10 1% hijklmn	- -% hijklmn	10 1% hijklmn
MIXED - White and Black African	11 1%	1 *% cf	5 1%	1 *% cf	5 2%	6 1%	6 1%	11 1%	11 1%	- -% hijklmn	* 1% hijklmn	- -% hijklmn	10 1% hijklmn	1 1% hijklmn	11 1% hijklmn
MIXED - White and Asian	7 1%	4 1% cf	1 *% cf	* *% cf	2 1%	5 1%	2 *% cf	7 1%	7 1%	- -% hijklmn	* *% hijklmn	* 1% hijklmn	7 1% hijklmn	* *% hijklmn	7 1% hijklmn
MIXED - Any other mixed background	5 *% hijklmn	- -% hijklmn	1 *% hijklmn	1 *% hijklmn	3 1% hijklmn	1 *% hijklmn	4 1% hijklmn	5 *% hijklmn	5 *% hijklmn	* *% hijklmn	* *% hijklmn	- -% hijklmn	5 *% hijklmn	* *% hijklmn	5 *% hijklmn
ASIAN AND BRITISH ASIAN - Indian	36 3%	9 3%	14 4%	6 2%	7 2%	23 3%	13 2%	36 3%	35 3% ikm	1 1%	1 2% k	- -% hijklmn	35 3% ikm	1 1% hijklmn	36 3% ik

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with 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. (SHOWCARD) Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents (giving their consent to answer this question)

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2230	446	639	505	640	1085	1145	2230	1206	353	341	330	1863	367	2230
Effective Weighted Sample	1473	314	431	327	402	745	729	1473	1109	307	323	306	1272	201	1473
Total	1301	285	393	279	345	678	623	1301	1099	123	53	26	1123	178	1301
ASIAN AND BRITISH ASIAN - Pakistani	42 3%	13 5%	9 2%	11 4%	10 3%	22 3%	20 3%	42 3%	41 4% ijk	1 1%	- -%	- -%	42 4%	- -%	42 3%
ASIAN AND BRITISH ASIAN - Bangladeshi	10 1%	- -%	3 1%	2 1%	4 1%	3 *%	7 1%	10 1%	9 1%	- -%	* 1%	* *%	10 1%	- -%	10 1%
ASIAN AND BRITISH ASIAN - Any other Asian background	12 1%	4 1%	4 1%	2 1%	2 1%	8 1%	4 1%	12 1%	12 1%	- -%	- -%	- -%	12 1%	- -%	12 1%
BLACK AND BLACK BRITISH - Caribbean	15 1%	2 1%	7 2%	1 *%	5 2%	9 1%	6 1%	15 1%	15 1% ijk	- -%	- -%	- -%	15 1%	- -%	15 1%
BLACK AND BLACK BRITISH - African	33 3%	6 2%	11 3%	6 2%	10 3%	17 2%	16 3%	33 3%	33 3% ijk	- -%	- -%	- -%	31 3%	1 1%	33 3%
BLACK AND BLACK BRITISH - Any other black background	4 *%	- -%	- -%	4 1% bdeg	- -%	- -%	4 1% e	4 *%	4 *%	- -%	- -%	- -%	2 *%	1 1%	4 *%
MIDDLE EAST AND ARABIC ORIGIN - Middle Eastern, including Arabic origin	4 *%	2 1%	- -%	1 *%	1 *%	2 *%	2 *%	4 *%	4 *%	- -%	- -%	* *%	4 *%	- -%	4 *%
CHINESE OR OTHER ETHNIC GROUP - Chinese	1 *%	1 *%	- -%	* *%	1 *%	1 *%	1 *%	1 *%	1 *%	- -%	* *%	* *%	1 *%	- -%	1 *%
Any other background	8 1%	3 1%	2 *%	1 *%	2 1%	4 1%	3 1%	8 1%	7 1%	- -%	* *%	* *%	8 1%	- -%	8 1%
Refused	2 *%	* *%	1 *%	- -%	1 *%	1 *%	1 *%	2 *%	2 *%	- -%	- -%	* 1% hln	2 *%	* *%	2 *%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with 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. Does your child have any of their day-to-day activities limited because of a health difficulty or disability which has lasted or is expected to last for at least 12 months? IF YES - Would you say this limits them a little or a lot? (SINGLE CODE)

Base : All parents (giving their consent to answer this question)

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2121	694	734	693	1014	1107	317	377	340	394	357	336
Effective Weighted Sample	1402	421	495	491	686	717	193	231	228	270	268	226
Total	1238	338	451	450	619	619	167	171	224	227	228	222
Yes, limited a little	61	14	26	22	36	25	7	7	18	8	11	10
	5%	4%	6%	5%	6%	4%	4%	4%	8%	4%	5%	5%
Yes, limited a lot	41	14	17	10	23	18	8	6	7	10	7	2
	3%	4%	4%	2%	4%	3%	5%	4%	3%	4%	3%	1%
							k			k		
No	1132	309	406	416	556	576	152	158	198	208	207	210
	91%	92%	90%	93%	90%	93%	91%	92%	88%	92%	91%	94%
						d						h
Prefer not to say/ Refused	4	1	1	3	4	1	*	*	1	*	3	-
	*%	*%	*%	1%	1%	*%	*%	*%	*%	*%	1%	-%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with 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. Does your child have any of their day-to-day activities limited because of a health difficulty or disability which has lasted or is expected to last for at least 12 months? IF YES - Would you say this limits them a little or a lot? (SINGLE CODE)

Base : All parents (giving their consent to answer this question)

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2121	425	606	475	615	1031	1090	2121	1140	346	331	304	1781	340	2121
Effective Weighted Sample	1402	300	410	305	389	710	694	1402	1049	301	314	281	1214	189	1402
Total	1238	274	372	260	332	646	592	1238	1041	121	52	24	1070	168	1238
Yes, limited a little	61 5%	10 4%	10 3%	14 6%	27 8%	20 3%	41 7%	61 5%	50 5%	7 5%	4 7%	1 3%	51 5%	10 6%	61 5%
					abeg		abe				k				
Yes, limited a lot	41 3%	2 1%	9 2%	8 3%	21 6%	11 2%	29 5%	41 3%	36 3%	2 1%	3 5%	* 2%	30 3%	11 6%	41 3%
					abceg		abe	ae	i		ik			ikln	
No	1132 91%	261 95%	352 95%	238 91%	281 85%	613 95%	518 88%	1132 91%	952 91%	112 93%	45 88%	22 91%	987 92%	145 86%	1132 91%
		dfg	dfg	d		cdfg		df	jm	jm			jm		jm
Prefer not to say/ Refused	4 *%	1 *%	1 *%	- -%	3 1%	2 *%	3 *%	4 *%	3 *%	1 1%	- -%	1 4%	2 *%	3 2%	4 *%
												hijln		hln	

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with 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. (SHOWCARD) Using this showcard, please read out the number or numbers for the health difficulties or disabilities that apply to your child (MULTI CODE)

Base : All parents (giving their consent to answer this question)

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2121	694	734	693	1014	1107	317	377	340	394	357	336
Effective Weighted Sample	1402	421	495	491	686	717	193	231	228	270	268	226
Total	1238	338	451	450	619	619	167	171	224	227	228	222
Learning, concentrating or remembering	40 3%	10 3%	20 4%	10 2%	26 4% e	14 2%	6 3%	4 2%	12 6% k	7 3%	8 3%	3 1%
Social or behavioural issues (e.g. due to neuro diverse conditions such as Autism, Attention Deficit Disorder, Asperger's Syndrome)	39 3%	14 4%	15 3%	10 2%	23 4%	16 3%	8 5% k	6 4%	7 3%	8 4%	8 3%	2 1%
Difficulty speaking or communicating	15 1%	8 2% c	4 1%	3 1%	10 2%	5 1%	4 3% k	4 2%	3 1%	1 *%	2 1%	1 *%
Stamina or breathing difficulty	13 1%	5 1%	5 1%	3 1%	7 1%	6 1%	3 1%	3 1%	2 1%	3 1%	3 1%	1 *%
Mental health condition	11 1%	3 1%	3 1%	5 1%	8 1% e	2 *%	3 2%	1 *%	2 1%	1 *%	4 2%	1 *%
Mobility, such as difficulty walking short distances, climbing stairs, lifting and carrying objects	9 1%	1 *%	4 1%	4 1%	4 1%	6 1%	* *%	1 *%	2 1%	2 1%	2 1%	3 1%
Hearing (e.g. due to deafness, poor or partial hearing)	8 1%	3 1%	4 1%	2 *%	3 1%	5 1%	1 *%	2 1%	3 1%	1 *%	- -%	2 1%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with 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. (SHOWCARD) Using this showcard, please read out the number or numbers for the health difficulties or disabilities that apply to your child (MULTI CODE)

Base : All parents (giving their consent to answer this question)

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2121	694	734	693	1014	1107	317	377	340	394	357	336
Effective Weighted Sample	1402	421	495	491	686	717	193	231	228	270	268	226
Total	1238	338	451	450	619	619	167	171	224	227	228	222
Vision (e.g. due to blindness, poor or partial sight)	4	*	2	2	1	2	*	-	-	2	1	1
	*%	*%	*%	*%	*%	*%	*%	-%	-%	1%	*%	*%
Other health difficulty or disability	16	3	8	6	10	6	3	*	3	4	4	2
	1%	1%	2%	1%	2%	1%	2%	*%	2%	2%	2%	1%
Prefer not to say	9	4	3	3	3	6	1	3	1	2	1	2
	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	*%	1%
DOES NOT HAVE A HEALTH DIFFICULTY OR DISABILITY	1132	309	406	416	556	576	152	158	198	208	207	210
	91%	92%	90%	93%	90%	93%	91%	92%	88%	92%	91%	94%
						d						h
PREFER NOT TO SAY/ REFUSED	4	1	1	3	4	1	*	*	1	*	3	-
	*%	*%	*%	1%	1%	*%	*%	*%	*%	*%	1%	-%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with 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. (SHOWCARD) Using this showcard, please read out the number or numbers for the health difficulties or disabilities that apply to your child (MULTI CODE)

Base : All parents (giving their consent to answer this question)

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2121	425	606	475	615	1031	1090	2121	1140	346	331	304	1781	340	2121
Effective Weighted Sample	1402	300	410	305	389	710	694	1402	1049	301	314	281	1214	189	1402
Total	1238	274	372	260	332	646	592	1238	1041	121	52	24	1070	168	1238
Learning, concentrating or remembering	40 3%	4 1%	5 1%	9 3%	22 7% abceg	9 1%	31 5% abeg	40 3% e	34 3%	4 3%	1 2%	1 3%	28 3%	11 7% hijkl	40 3%
Social or behavioural issues (e.g. due to neuro diverse conditions such as Autism, Attention Deficit Disorder, Asperger's Syndrome)	39 3%	4 2%	4 1%	7 3%	24 7% abceg	8 1%	31 5% abeg	39 3% be	32 3%	4 3%	3 6% hkl	* 2%	29 3%	10 6% kl	39 3%
Difficulty speaking or communicating	15 1%	2 1%	3 1%	2 1%	8 3% be	5 1%	11 2%	15 1%	14 1%	1 1%	* 1%	* *%	11 1%	4 3%	15 1%
Stamina or breathing difficulty	13 1%	2 1%	2 1%	5 2% e	4 1%	4 1%	9 2%	13 1%	12 1%	* *%	1 2% i	* *%	11 1%	2 1%	13 1%
Mental health condition	11 1%	- -%	3 1%	* *%	8 2% abceg	3 *%	8 1% ae	11 1%	9 1%	1 1%	1 1%	* 1%	8 1%	3 2%	11 1%
Mobility, such as difficulty walking short distances, climbing stairs, lifting and carrying objects	9 1%	3 1%	4 1%	1 *%	2 1%	7 1%	3 *%	9 1%	9 1%	- -%	1 1%	* 1%	9 1%	* *%	9 1%
Hearing (e.g. due to deafness, poor or partial hearing)	8 1%	- -%	1 *%	3 1%	5 1% e	1 *%	7 1% e	8 1%	7 1%	- -%	* 1%	* 1%	5 *%	3 2% i	8 1%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with 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. (SHOWCARD) Using this showcard, please read out the number or numbers for the health difficulties or disabilities that apply to your child (MULTI CODE)

Base : All parents (giving their consent to answer this question)

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Significance Level: 95%															
Unweighted total	2121	425	606	475	615	1031	1090	2121	1140	346	331	304	1781	340	2121
Effective Weighted Sample	1402	300	410	305	389	710	694	1402	1049	301	314	281	1214	189	1402
Total	1238	274	372	260	332	646	592	1238	1041	121	52	24	1070	168	1238
Vision (e.g. due to blindness, poor or partial sight)	4 *%	- -%	- -%	2 1% e	2 1% e	- -%	4 1% e	4 *%	2 *%	1 1%	- -%	* 1%	3 *%	1 *%	4 *%
Other health difficulty or disability	16 1%	2 1%	6 2%	2 1%	6 2%	8 1%	8 1%	16 1%	15 i	- -%	2 3% hilm	* 1%	12 1%	5 3% i	16 1% i
Prefer not to say	9 1%	2 1%	1 *%	2 1%	5 1%	3 *%	7 1%	9 1%	9 1%	1 *%	* *%	* *%	9 1%	- -%	9 1%
DOES NOT HAVE A HEALTH DIFFICULTY OR DISABILITY	1132 91%	261 95% dfg	352 95% dfg	238 91% d	281 85% d	613 95% cdfg	518 88% df	1132 91% df	952 91% jm	112 93% jm	45 88%	22 91%	987 92% jm	145 86%	1132 91% jm
PREFER NOT TO SAY/ REFUSED	4 *%	1 *%	1 *%	- -%	3 1%	2 *%	3 *%	4 *%	3 *%	1 1%	- -%	1 4% hijln	2 *%	3 2% hln	4 *%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with 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. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All parents

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
2	92 7%	25 7%	32 6%	34 7%	44 6%	48 7%	12 6%	14 7%	15 6%	17 7%	17 7%	17 7%
3	328 24%	93 25%	111 22%	123 25%	158 23%	170 25%	48 26%	45 24%	51 21%	61 24%	59 24%	64 26%
4	543 39%	152 40%	213 43% c	178 36%	263 38%	279 41%	75 40%	77 41%	104 42% j	109 43% j	85 34%	94 38%
5-6	377 27%	92 24%	134 27%	152 30% a	200 29%	178 26%	44 24%	47 25%	73 29%	61 24%	83 33% fgi	69 28%
7-9	32 2%	12 3%	8 2%	12 2%	19 3%	13 2%	7 4%	5 3%	4 2%	4 2%	8 3%	4 2%
10 or more	3 *%	1 *%	1 *%	1 *%	3 *% e	- -%	1 1%	- -%	1 1%	- -%	1 *%	- -%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with 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. How many people are there in your household in total (including yourself)? (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
2	92 7%	12 4%	31 7%	7 2%	41 11%	43 6%	49 7%	92 7%	69 6%	15 12%	4 8%	3 9%	82 7%	10 6%	92 7%
			ac		abcefg	c	ac	c		hlmn		h			
3	328 24%	69 23%	97 24%	63 22%	98 27%	167 23%	161 25%	328 24%	271 23%	37 30%	11 21%	8 29%	277 23%	50 28%	328 24%
										hjl		hjl			
4	543 39%	151 49%	178 43%	111 38%	103 28%	329 46%	214 33%	543 39%	458 39%	48 39%	26 47%	11 40%	467 39%	76 43%	543 39%
		cdfg	df	d		cdfg		df			hln				
5-6	377 27%	70 23%	99 24%	100 34%	108 30%	169 23%	208 32%	377 27%	338 29%	22 17%	12 21%	6 21%	338 28%	39 22%	377 27%
				abeg	ae		abeg	e	ijklm				ijk		ijk
7-9	32 2%	3 1%	7 2%	8 3%	15 4%	10 1%	22 3%	32 2%	29 2%	1 1%	2 3%	- -%	28 2%	3 2%	32 2%
					abe		ae		k		ik		k	k	k
10 or more	3 *%	2 1%	- -%	1 *%	- -%	2 *%	1 *%	3 *%	3 *%	- -%	- -%	- -%	3 *%	- -%	3 *%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with 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. How many of your children aged under 16 live at home with you? That is, children for whom you are their parent or guardian (SINGLE CODE)

Base : All parents

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
1	458	110	162	186	223	235	52	58	83	79	88	98
	33%	29%	32%	37%	32%	34%	28%	31%	33%	32%	35%	39%
				a								fg
2	611	178	246	186	301	309	92	86	119	127	90	96
	44%	47%	49%	37%	44%	45%	49%	46%	48%	50%	36%	39%
		c	c				jk	j	jk	jk		
3	232	62	72	97	123	109	32	31	38	35	54	43
	17%	17%	14%	19%	18%	16%	17%	16%	15%	14%	21%	17%
				b							i	
4	55	15	15	25	27	28	7	8	5	10	15	10
	4%	4%	3%	5%	4%	4%	4%	4%	2%	4%	6%	4%
											h	
5 or more	20	10	4	6	13	6	4	5	4	1	5	1
	1%	3%	1%	1%	2%	1%	2%	3%	1%	*%	2%	*%
		b					ik	ik			i	

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with 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. How many of your children aged under 16 live at home with you? That is, children for whom you are their parent or guardian (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
1	458 33%	107 35%	145 35%	89 30%	117 32%	252 35%	206 31%	458 33%	371 32%	57 46%	20 37%	10 36%	400 33%	59 33%	458 33%
										hijklmn					
2	611 44%	147 48%	192 47%	127 43%	145 40%	339 47%	271 41%	611 44%	529 45%	47 38%	23 42%	12 44%	527 44%	83 47%	611 44%
		df	d			df			i				i		i
3	232 17%	45 15%	63 15%	59 20%	65 18%	108 15%	124 19%	232 17%	202 17%	17 14%	8 15%	5 17%	200 17%	31 17%	232 17%
				e			e								
4	55 4%	7 2%	10 2%	10 4%	27 7%	17 2%	38 6%	55 4%	50 4%	2 2%	2 3%	1 3%	52 4%	2 1%	55 4%
					abceg		abe	e	im				im		
5 or more	20 1%	* *%	3 1%	6 2%	10 3%	3 *%	17 3%	20 1%	17 1%	1 1%	2 3%	- -%	16 1%	3 2%	20 1%
				ae	abeg		abe	ae	k		ikln		k	k	k

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP86. What are the ages of the other children aged under 16 living at home with you? (MULTI CODE)

Base : All parents

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER						
		Total	5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%			a	b	c	d	e	f	g	h	i	j	k
Unweighted total		2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample		1552	468	550	540	758	794	216	254	251	303	294	249
Total		1375	375	500	500	687	688	187	188	248	252	252	248
Under 1		40	24	11	5	19	20	11	13	6	5	3	2
		3%	6%	2%	1%	3%	3%	6%	7%	2%	2%	1%	1%
			bc					hijk	hijk				
Aged 1		31	17	9	5	16	14	10	7	3	5	2	2
		2%	5%	2%	1%	2%	2%	6%	4%	1%	2%	1%	1%
			bc					hijk	j				
Aged 2		95	59	22	14	45	50	30	30	9	13	6	8
		7%	16%	4%	3%	7%	7%	16%	16%	4%	5%	3%	3%
			bc					hijk	hijk				
Aged 3		74	45	17	11	43	31	26	20	8	10	9	2
		5%	12%	3%	2%	6%	5%	14%	10%	3%	4%	4%	1%
			bc					hijk	hijk	k	k	k	
Aged 4		71	22	30	19	30	41	11	11	11	19	8	11
		5%	6%	6%	4%	4%	6%	6%	6%	4%	8%	3%	4%
											j		
Aged 5		75	18	38	18	37	38	7	11	19	19	11	8
		5%	5%	8%	4%	5%	6%	4%	6%	8%	8%	4%	3%
				c						k	k		
Aged 6		103	14	51	38	49	55	4	10	24	28	21	17
		8%	4%	10%	8%	7%	8%	2%	5%	10%	11%	8%	7%
				a	a					f	fg	f	f
Aged 7		111	21	53	38	67	44	11	10	33	20	23	15
		8%	5%	11%	8%	10%	6%	6%	5%	13%	8%	9%	6%
				a		e				fgik			
Aged 8		92	25	29	39	40	52	10	15	11	17	19	20
		7%	7%	6%	8%	6%	8%	5%	8%	5%	7%	8%	8%
Aged 9		108	34	23	51	57	51	18	17	13	10	26	24
		8%	9%	5%	10%	8%	7%	9%	9%	5%	4%	10%	10%
			b		b			i	i			hi	hi
Aged 10		108	21	21	65	60	48	12	10	11	11	38	28
		8%	6%	4%	13%	9%	7%	6%	5%	4%	4%	15%	11%
					ab							fghi	ghi
Aged 11		90	16	23	52	39	52	6	10	10	13	23	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.

QP86. What are the ages of the other children aged under 16 living at home with you? (MULTI CODE)

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Aged 12	83 6%	24 7%	34 7%	24 5%	50 7% e	33 5%	16 8% k	9 5%	16 6% k	18 7% k	18 7% k	6 2%
Aged 13	57 4%	6 2%	28 6% a	22 4% a	31 4%	26 4%	4 2%	2 1%	13 5% g	15 6% fg	14 5% fg	8 3%
Aged 14	65 5%	13 3%	29 6%	24 5%	38 5%	27 4%	8 4%	5 3%	17 7% g	12 5%	13 5%	11 4%
Aged 15	54 4%	7 2%	19 4%	28 6% a	31 4%	23 3%	5 3%	2 1%	10 4%	9 4%	16 6% fg	12 5% g
Aged 16	37 3%	9 2%	9 2%	19 4% b	19 3%	18 3%	5 3%	4 2%	5 2%	3 1%	8 3%	10 4% i
Refused	5 *%	2 *%	2 *%	1 *%	2 *%	3 *%	1 *%	1 1%	1 1%	1 *%	- -%	1 1%
ANY YOUNGER SIBLINGS AT HOME	670 49%	160 43%	231 46%	279 56% ab	339 49%	331 48%	83 45%	77 41%	110 44%	121 48%	146 58% fghi	133 54% fgh
NO YOUNGER SIBLINGS AT HOME	705 51%	215 57% c	269 54% c	221 44%	349 51%	357 52%	104 55% jk	111 59% jk	138 56% jk	131 52% j	107 42%	114 46%
ANY OLDER SIBLINGS AT HOME	334 24%	136 36% bc	138 28% c	59 12%	168 24%	165 24%	68 36% ijk	68 36% ijk	71 28% jk	68 27% jk	29 12%	30 12%
NO OLDER SIBLINGS AT HOME	1041 76%	239 64%	362 72% a	441 88% ab	519 76%	522 76%	119 64%	120 64%	177 72%	184 73% fg	223 88% fghi	218 88% fghi
ONLY CHILD WITH NO SIBLINGS AT HOME	458 33%	110 29%	162 32%	186 37% a	223 32%	235 34%	52 28%	58 31%	83 33%	79 32%	88 35%	98 39% fg

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP86. What are the ages of the other children aged under 16 living at home with you? (MULTI CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Under 1	40 3%	4 1%	10 2%	12 4% ae	14 4% ae	13 2%	26 4% ae	40 3%	34 3%	3 2%	2 3%	1 3%	33 3%	7 4%	40 3%
Aged 1	31 2%	5 2%	6 1%	9 3%	11 3%	11 1%	20 3% e	31 2%	25 2%	4 3%	1 2%	1 3%	25 2%	5 3%	31 2%
Aged 2	95 7%	17 6%	24 6%	20 7%	34 9% e	41 6%	54 8%	95 7%	83 7%	7 6%	3 6%	1 5%	84 7%	11 6%	95 7%
Aged 3	74 5%	13 4%	23 6%	13 5%	24 7%	36 5%	38 6%	74 5%	63 5%	4 3%	4 8% i	2 7% i	63 5%	11 6%	74 5%
Aged 4	71 5%	12 4%	21 5%	17 6%	20 6%	33 5%	37 6%	71 5%	59 5%	6 5%	3 6%	2 8%	62 5%	8 5%	71 5%
Aged 5	75 5%	16 5%	23 6%	15 5%	21 6%	39 5%	36 6%	75 5%	66 6%	4 3%	3 6%	2 6%	67 6%	8 5%	75 5%
Aged 6	103 8%	26 8%	35 8%	18 6%	25 7%	60 8%	43 7%	103 8%	93 8% i	5 4%	3 6%	2 6%	93 8% i	10 6%	103 8%
Aged 7	111 8%	19 6%	30 7%	23 8%	39 11% ae	49 7%	62 9%	111 8%	99 9% i	6 5%	3 6%	2 7%	96 8%	15 8%	111 8%
Aged 8	92 7%	21 7%	20 5%	21 7%	31 8% b	41 6%	52 8% b	92 7%	79 7% m	7 6%	5 9% m	2 7% m	87 7% m	5 3%	92 7% m
Aged 9	108 8%	19 6%	30 7%	30 10%	29 8%	49 7%	59 9%	108 8%	96 8%	7 6%	3 6%	2 6%	93 8%	15 8%	108 8%
Aged 10	108 8%	25 8%	31 8%	22 8%	30 8%	56 8%	51 8%	108 8%	94 8%	8 6%	4 8%	2 7%	93 8%	15 8%	108 8%
Aged 11	90 7%	17 5%	26 6%	20 7%	27 8%	43 6%	48 7%	90 7%	81 7% k	6 5%	3 5%	1 4%	73 6%	17 9% jk	90 7%
Aged 12	83	19	22	18	24	41	42	83	76	4	3	1	74	9	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.

QP86. What are the ages of the other children aged under 16 living at home with you? (MULTI CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Aged 13	57 4%	17 6% c	17 4%	6 2%	16 4%	35 5% c	22 3%	57 4%	49 4%	4 3%	2 4%	1 4%	47 4%	10 5%	57 4%
Aged 14	65 5%	12 4%	13 3%	21 7% be	20 5%	25 3%	41 6% be	65 5%	54 5%	7 6%	3 5%	1 3%	59 5%	6 4%	65 5%
Aged 15	54 4%	7 2%	13 3%	17 6% ae	17 5%	20 3%	34 5% ae	54 4%	48 4%	4 3%	2 3%	1 4%	47 4%	7 4%	54 4%
Aged 16	37 3%	8 2%	13 3%	10 4%	6 2%	21 3%	16 2%	37 3%	32 3%	2 2%	2 3%	1 2%	30 2%	7 4%	37 3%
Refused	5 *% e	* *% e	* *% e	3 1% e	2 1%	* *% e	5 1% e	5 *% e	4 *% e	1 *% e	* 1% e	* 1% e	4 *% e	1 *% e	5 *% e
ANY YOUNGER SIBLINGS AT HOME	670 49%	137 45%	202 49%	143 49%	187 51%	339 47%	330 50%	670 49%	581 50% i	49 39%	27 48% i	14 49% i	588 49% i	82 46%	670 49% i
NO YOUNGER SIBLINGS AT HOME	705 51%	170 55%	210 51%	147 51%	177 49%	380 53%	325 50%	705 51%	588 50%	75 61% hijkln	28 52%	14 51%	609 51%	97 54%	705 51%
ANY OLDER SIBLINGS AT HOME	334 24%	71 23%	87 21%	79 27% b	97 27%	158 22%	176 27% be	334 24%	293 25% i	23 19%	12 21%	6 23%	290 24% i	43 24%	334 24% i
NO OLDER SIBLINGS AT HOME	1041 76%	237 77%	325 79% cf	212 73%	268 73%	562 78% f	480 73%	1041 76%	876 75%	101 81% hln	43 79%	21 77%	906 76%	135 76%	1041 76%
ONLY CHILD WITH NO SIBLINGS AT HOME	458 33%	107 35%	145 35%	89 30%	117 32%	252 35%	206 31%	458 33%	371 32%	57 46% hijklmn	20 37%	10 36%	400 33%	59 33%	458 33%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with 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. What is your working status? (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Working full time (30hrs/wk+)	664	154	252	259	341	324	85	69	127	125	129	130
	48%	41%	50%	52%	50%	47%	45%	37%	51%	49%	51%	52%
			a	a					g	g	g	g
Working part time (8-29 hrs/wk)	374	102	132	139	178	196	47	55	63	69	67	72
	27%	27%	26%	28%	26%	29%	25%	29%	25%	27%	27%	29%
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	264	96	97	71	131	133	44	52	49	48	38	34
	19%	26%	19%	14%	19%	19%	23%	28%	20%	19%	15%	14%
		bc	c				jk	hijk				
Not working (i.e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	38	13	10	15	23	15	7	6	6	5	10	5
	3%	3%	2%	3%	3%	2%	4%	3%	2%	2%	4%	2%
Not working (i.e. under 8hrs/wk) - retired	16	7	1	8	9	7	2	5	*	1	7	2
	1%	2%	*%	2%	1%	1%	1%	2%	*%	*%	3%	1%
		b		b				hi			hi	
Not working (i.e. under 8hrs/wk) - student	15	4	7	4	6	9	2	1	3	4	1	4
	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	*%	2%
Don't know	3	*	1	2	1	2	-	*	-	1	1	1
	*%	*%	*%	*%	*%	*%	-%	*%	-%	*%	*%	*%
WORKING STATUS SUMMARY												
WORKING	1038	256	384	398	518	520	132	125	190	194	196	202
	76%	68%	77%	80%	75%	76%	70%	66%	77%	77%	78%	82%
			a	a					g	g	g	fg
NOT WORKING	334	119	116	100	168	165	55	63	58	58	55	44
	24%	32%	23%	20%	24%	24%	30%	34%	23%	23%	22%	18%
		bc					k	hijk				

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with 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. What is your working status? (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Working full time (30hrs/wk+)	664 48%	208 68%	240 58%	135 46%	82 22%	448 62%	216 33%	664 48%	561 48%	62 50%	25 45%	17 62%	568 48%	96 54%	664 48%
		bcdg	cdg	df		cdg	d	df				hijln		j	
Working part time (8-29 hrs/wk)	374 27%	75 24%	125 30%	98 34%	76 21%	200 28%	174 27%	374 27%	323 28%	33 27%	13 24%	5 17%	331 28%	43 24%	374 27%
			d	adefg		d	d	d	k	k	k		k	k	k
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	264 19%	19 6%	37 9%	49 17%	158 43%	56 8%	208 32%	264 19%	226 19%	19 15%	16 29%	4 13%	233 19%	31 17%	264 19%
				abe	abcefg		abcefg	abe	k		hiklmn		k		k
Not working (i.e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	38 3%	- -%	- -%	5 2%	33 9%	- -%	38 6%	38 3%	31 3%	5 4%	1 1%	2 7%	32 3%	6 3%	38 3%
				abe	abcefg		abcefg	abe		j		hijlmn			
Not working (i.e. under 8hrs/wk) - retired	16 1%	3 1%	2 1%	2 1%	9 2%	5 1%	11 2%	16 1%	13 1%	2 2%	* 1%	- -%	15 1%	1 1%	16 1%
					be					k					
Not working (i.e. under 8hrs/wk) - student	15 1%	1 *%	8 2%	2 1%	5 1%	9 1%	7 1%	15 1%	12 1%	3 2%	* *%	- -%	15 1%	1 *%	15 1%
										jk					
Don't know	3 *%	1 *%	* *%	- -%	2 *%	1 *%	2 *%	3 *%	3 *%	- -%	- -%	* 1%	3 *%	- -%	3 *%
WORKING STATUS SUMMARY															
WORKING	1038 76%	283 92%	365 89%	233 80%	158 43%	648 90%	390 60%	1038 76%	883 76%	95 77%	38 69%	22 79%	899 75%	140 78%	1038 76%
		cdg	cdg	df		cdg	d	df	j	j		j	j	j	j

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with 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. What is your working status? (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
NOT WORKING	334	23	47	58	205	70	263	334	283	29	17	6	294	39	334
	24%	8%	11%	20%	56%	10%	40%	24%	24%	23%	31%	20%	25%	22%	24%
				abe	abcefg		abcefg	abe			hiklmn				

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP88. Are any other adults in the household working either full time or part time? (SINGLE CODE)

Base : Parents in households with more than one adult where the respondent is not working

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	~f	~g	~h	~i	~j	~k
Unweighted total	436	170	142	124	207	229	74	96	65	77	68	56
Effective Weighted Sample	286	108	94	85	141	145	49	59	44	51	49	37
Total	248	88	84	77	126	123	43	45	41	43	42	35
Yes, somebody in the household is working	166	62	58	45	85	81	**	**	**	**	**	**
	67%	71%	70%	59%	68%	66%	**	**	**	**	**	**
No members of the household are working	76	24	24	28	38	38	**	**	**	**	**	**
	31%	27%	29%	36%	30%	31%	**	**	**	**	**	**
Don't know/ refused to say	6	2	1	4	2	4	**	**	**	**	**	**
	3%	2%	1%	5%	2%	3%	**	**	**	**	**	**

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP88. Are any other adults in the household working either full time or part time? (SINGLE CODE)

Base : Parents in households with more than one adult where the respondent is not working

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		~a	~b	~c	d	e	f	g	h	~i	~j	~k	l	~m	n
Unweighted total	436	41	59	99	237	100	336	436	243	51	86	56	380	56	436
Effective Weighted Sample	286	27	43	68	148	71	216	286	223	46	82	53	256	31	286
Total	248	23	41	58	126	65	184	248	215	16	13	4	224	25	248
Yes, somebody in the household is working	166	**	**	**	50	63	103	166	146	**	**	**	148	**	166
	67%	**	**	**	40%	97%	56%	67%	68%	**	**	**	66%	**	67%
						dfg	d	df							
No members of the household are working	76	**	**	**	71	2	74	76	63	**	**	**	71	**	76
	31%	**	**	**	57%	3%	40%	31%	29%	**	**	**	32%	**	31%
					efg		eg	e							
Don't know/ refused to say	6	**	**	**	5	-	6	6	6	**	**	**	5	**	6
	3%	**	**	**	4%	-%	4%	3%	3%	**	**	**	2%	**	3%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with 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. Can I please ask your age? (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
16-24	16 1%	11 3%	2 *%	3 1%	11 2%	5 1%	8 4%	2 1%	1 *%	1 *%	1 1%	2 1%
		bc					ghijk					
25-34	348 25%	169 45%	131 26%	48 10%	161 23%	187 27%	80 43%	88 47%	57 23%	74 30%	24 10%	24 10%
		bc	c				hijk	hijk	jk	jk		
35-44	668 49%	147 39%	258 52%	263 53%	336 49%	332 48%	75 40%	72 39%	133 54%	124 49%	128 51%	135 55%
			a	a					fg	fg	fg	fg
45-54	231 17%	23 6%	79 16%	129 26%	118 17%	113 16%	10 5%	13 7%	42 17%	36 14%	66 26%	63 26%
			a	ab					fg	fg	fghi	fghi
55-64	22 2%	3 1%	7 1%	13 3%	7 1%	15 2%	1 1%	1 1%	1 1%	5 2%	4 2%	8 3%
				a								gh
65-74	6 *%	2 1%	1 *%	3 1%	4 1%	1 *%	1 1%	1 1%	* *%	1 *%	3 1%	- -%
75-79	2 *%	- -%	- -%	2 *%	2 *%	- -%	- -%	- -%	- -%	- -%	2 1%	- -%
Refused	83 6%	21 6%	23 5%	39 8%	49 7%	34 5%	12 6%	10 5%	13 5%	10 4%	24 10%	15 6%
				b							gi	

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with 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. Can I please ask your age? (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
16-24	16 1%	1 *%	3 1%	3 1%	9 2%	4 1%	12 2%	16 1%	13 1%	2 2%	1 1%	* 1%	14 1%	2 1%	16 1%
					abeg		e								
25-34	348 25%	30 10%	101 24%	82 28%	135 37%	130 18%	218 33%	348 25%	280 24%	37 30%	22 41%	8 30%	304 25%	44 25%	348 25%
			ae	ae	abceg	a	abeg	ae		h	hiklmn	h			
35-44	668 49%	173 56%	208 50%	143 49%	144 40%	381 53%	287 44%	668 49%	573 49%	61 49%	23 41%	11 41%	578 48%	90 50%	668 49%
		dfg	df	d		dfg		df	jk	jk			jk	jk	jk
45-54	231 17%	73 24%	72 17%	43 15%	44 12%	144 20%	86 13%	231 17%	205 18%	15 12%	5 9%	5 18%	200 17%	30 17%	231 17%
		bcdg	df			cdf		df	ij			ij	j	j	ij
55-64	22 2%	6 2%	6 1%	4 1%	6 2%	12 2%	10 2%	22 2%	20 2%	1 1%	1 2%	* 1%	19 2%	3 2%	22 2%
65-74	6 *%	- -%	1 *%	3 1%	1 *%	1 *%	4 1%	6 *%	5 *%	1 *%	* 1%	- -%	5 *%	* *%	6 *%
				e											
75-79	2 *%	1 *%	- -%	- -%	1 *%	1 *%	1 *%	2 *%	2 *%	- -%	- -%	- -%	2 *%	- -%	2 *%
Refused	83 6%	24 8%	22 5%	14 5%	23 6%	46 6%	37 6%	83 6%	70 6%	7 6%	3 5%	3 9%	74 6%	9 5%	83 6%
												hjin			

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP90. (SHOWCARD) Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All parents

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Up to £199 / Up to £10,399	50 4%	18 5%	17 3%	15 3%	18 3%	33 5% d	7 4%	11 6% hj	5 2%	12 5%	6 2%	9 4%
From £200 to £299 / From £10,400 to £15,599	101 7%	29 8%	33 7%	39 8%	55 8%	46 7%	16 9%	13 7%	16 7%	16 7%	22 9%	17 7%
From £300 to £499 / From £15,600 to £25,999	166 12%	46 12%	67 13%	53 11%	86 13%	80 12%	29 15% g	17 9%	32 13%	36 14%	26 10%	27 11%
From £500 to £699 / From £26,000 to £36,399	184 13%	48 13%	79 16% c	57 11%	93 14%	91 13%	21 11%	27 14%	40 16% k	39 15%	32 13%	25 10%
From £700 to £999 / From £36,400 to £51,999	175 13%	47 13%	63 13%	65 13%	92 13%	83 12%	24 13%	23 12%	34 14%	29 11%	33 13%	32 13%
£1,000 and above / £52,000 and above	126 9%	30 8%	40 8%	57 11%	59 9%	67 10%	13 7%	17 9%	17 7%	23 9%	29 12%	27 11%
Don't know/ Refused	572 42%	158 42%	201 40%	214 43%	284 41%	288 42%	76 41%	81 43%	104 42%	97 39%	104 41%	110 44%

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP90. (SHOWCARD) Please could you say which letter from this card applies to your total household income from all sources, before tax and other deductions? (SINGLE CODE)

Base : All parents

	SOCIAL GRADE								NATION						
	Total	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND N	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Up to £199 / Up to £10,399	50 4%	1 *%	4 1%	8 3%	38 11%	4 1%	46 7%	50 4%	41 4%	6 5%	3 5%	* 2%	42 4%	8 5%	50 4%
				abe	abcefg		abcefg	abe		k	k				
From £200 to £299 / From £10,400 to £15,599	101 7%	2 1%	19 5%	18 6%	61 17%	21 3%	80 12%	101 7%	84 7%	12 9%	3 6%	1 5%	83 7%	18 10%	101 7%
			a	ae	abcefg	a	abcefg	abe		k				k	
From £300 to £499 / From £15,600 to £25,999	166 12%	10 3%	53 13%	44 15%	59 16%	63 9%	103 16%	166 12%	135 12%	19 15%	7 12%	6 22%	136 11%	30 17%	166 12%
			ae	ae	aeg	a	aeg	ae				hijln		hl	
From £500 to £699 / From £26,000 to £36,399	184 13%	30 10%	80 19%	53 18%	21 6%	111 15%	73 11%	184 13%	157 13%	16 13%	7 12%	4 15%	165 14%	18 10%	184 13%
		d	adfg	adfg		adf	d	d							
From £700 to £999 / From £36,400 to £51,999	175 13%	76 25%	59 14%	36 12%	5 1%	135 19%	40 6%	175 13%	161 14%	9 7%	4 7%	2 6%	151 13%	25 14%	175 13%
		bcdefg	df	df		bcdfg	d	df	ijk				ijk	ijk	ijk
£1,000 and above / £52,000 and above	126 9%	76 25%	35 9%	14 5%	1 *%	111 15%	16 2%	126 9%	118 10%	5 4%	3 6%	1 3%	115 10%	11 6%	126 9%
		bcdefg	cdf	df		bcdfg	d	cdf	ijk		k		ijk		ik
Don't know/ Refused	572 42%	113 37%	163 39%	118 40%	179 49%	276 38%	297 45%	572 42%	473 40%	58 47%	28 51%	13 48%	504 42%	68 38%	572 42%
					abcefg		abe			hm	hlmn	hmn			

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP92. GENDER OF PARENT INTERVIEWED (SINGLE CODE)

Base : All parents

		CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%	Total	a	b	c	d	e	f	g	h	i	j	k
Unweighted total	2343	764	817	762	1119	1224	351	413	376	441	392	370
Effective Weighted Sample	1552	468	550	540	758	794	216	254	251	303	294	249
Total	1375	375	500	500	687	688	187	188	248	252	252	248
Male	371	98	140	133	240	131	60	38	99	42	81	52
	27%	26%	28%	27%	35%	19%	32%	20%	40%	17%	32%	21%
					e		gik		gik		gik	
Female	1004	277	360	367	448	556	127	150	150	210	172	196
	73%	74%	72%	73%	65%	81%	68%	80%	60%	83%	68%	79%
					d			fhj		fhj		fhj

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP92. GENDER OF PARENT INTERVIEWED (SINGLE CODE)

Base : All parents

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	2343	473	667	530	673	1140	1203	2343	1285	355	352	351	1971	372	2343
Effective Weighted Sample	1552	335	452	342	425	787	767	1552	1180	308	333	327	1349	203	1552
Total	1375	307	412	291	364	720	655	1375	1169	124	55	28	1196	179	1375
Male	371	100	117	82	71	217	154	371	332	22	9	8	318	53	371
	27%	33%	28%	28%	20%	30%	23%	27%	28%	18%	16%	29%	27%	30%	27%
		dfg	d	d		df		d	ij			ij	ij	ij	ij
Female	1004	207	296	208	293	502	502	1004	837	101	46	19	878	126	1004
	73%	67%	72%	72%	80%	70%	77%	73%	72%	82%	84%	71%	73%	70%	73%
					abceg		ae	a		hklmn	hklmn				

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP93. WAS THE CHILD'S PARENT PRESENT DURING THE CHILD'S INTERVIEW? (SINGLE CODE)

Base : Parents of children aged 8-15

	Total	CHILD'S AGE			CHILD'S GENDER		CHILD'S AGE AND GENDER					
		5-7	8-11	12-15	MALE	FEMALE	MALE 5-7	FEMALE 5-7	MALE 8-11	FEMALE 8-11	MALE 12-15	FEMALE 12-15
Significance Level: 95%		~a	b	c	d	e	~f	~g	h	i	j	k
Unweighted total	1579	-	817	762	768	811	-	-	376	441	392	370
Effective Weighted Sample	1089	-	550	540	542	547	-	-	251	303	294	249
Total	1000	-	500	500	501	499	-	-	248	252	252	248
Yes, they answered for the child/ influenced the response as the interview was taking place	72 7%	** **	44 9% c	28 6%	32 6%	40 8%	** **	** **	16 6%	28 11% k	17 7%	11 5%
Yes, they commented or helped the child but did not influence the response	283 28%	** **	188 38% c	96 19%	142 28%	141 28%	** **	** **	91 37% jk	97 39% jk	51 20%	44 18%
Yes, but they did not interfere with the interview	548 55%	** **	242 48%	306 61% b	283 57%	264 53%	** **	** **	126 51%	117 46%	158 63% hi	148 60% hi
No, they were not present	97 10%	** **	26 5%	71 14% b	43 9%	54 11%	** **	** **	16 6%	10 4%	27 11% i	44 18% hij

Columns Tested: a,b,c - d,e - f,g,h,i,j,k

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 95% confidence level.

QP93. WAS THE CHILD'S PARENT PRESENT DURING THE CHILD'S INTERVIEW? (SINGLE CODE)

Base : Parents of children aged 8-15

	Total	SOCIAL GRADE							NATION						
		AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 95%		a	b	c	d	e	f	g	h	i	j	k	l	m	n
Unweighted total	1579	332	465	351	431	797	782	1579	906	229	223	221	1328	251	1579
Effective Weighted Sample	1089	243	330	230	287	574	517	1089	837	204	216	211	944	146	1089
Total	1000	231	314	198	257	545	455	1000	854	88	39	19	868	132	1000
Yes, they answered for the child/ influenced the response as the interview was taking place	72 7%	15 7%	20 6%	14 7%	23 9%	35 6%	37 8%	72 7%	64 8%	5 5%	2 5%	1 8%	67 8%	5 4%	72 7%
Yes, they commented or helped the child but did not influence the response	283 28%	57 25%	96 31%	57 29%	73 29%	153 28%	130 29%	283 28%	232 27%	26 29%	17 43% hln	9 48% hln	233 27%	50 38% hln	283 28%
Yes, but they did not interfere with the interview	548 55%	139 60%	165 52%	109 55%	134 52%	304 56%	244 54%	548 55%	471 55% jk	51 58% jk	18 45%	7 38%	485 56% jk	63 48%	548 55% jk
No, they were not present	97 10%	19 8%	34 11%	17 9%	27 10%	53 10%	44 10%	97 10%	86 10%	6 7%	3 7%	1 7%	83 10%	13 10%	97 10%

Columns Tested: a,b,c,d,e,f,g - h,i,j,k,l,m,n