

OFCOM MEDIA LITERACY TRACKER 2020 - PARENTS OF CHILDREN AGED 3-4 - 6th October 2020 to 15th January 2021.

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Base : All parents	

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Base : Parents of children with their own mobile phone	
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Base : All parents	
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Base : Parents whose child watches broadcast television	
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Base : Parents with broadband at home whose child goes online	
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Base : Parents with broadband at home whose child goes online	
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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 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 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 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 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 : All parents	
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Base : Parents whose child ever plays games	
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Base : Parents whose child ever plays games	
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Base : Parents whose child ever plays games	
QP70A. Many games can now be played online, either through games consoles, or through other devices such as, tablets, mobile phones and smart TVs. Some popular online games include Minecraft and Fortnite. Does your child ever play games online? QP70B. When your child plays games online, which of these describe how they are playing? (MULTI CODE)	110
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Base : Parents whose child ever plays games	
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Base : Parents whose child ever plays games	
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Base : All parents	
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Base : All parents	
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Base : All parents	
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Base : All parents	
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Base : All parents	

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QP90. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE) 125
Base : All parents

QP91. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. Please note - if you or anyone in the household is currently on furlough please respond based on your usual household income (SINGLE CODE) 127
Base : All parents

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Table 1

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

NATION

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	~m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
England	368	184	184	81	106	56	124	187	180	368	368	-	-	**	325	43	368
	83%	83%	83%	87%	82%	77%	85%	84%	82%	83%	100%	kl	kl	kl	kl	kl	kl
Scotland	40	20	20	7	13	9	10	20	20	40	-	40	-	**	32	8	40
	9%	9%	9%	8%	10%	13%	7%	9%	9%	9%	kl	kl	kl	kl	kl	kl	kl
Wales	22	11	11	3	6	5	8	9	13	22	-	-	22	**	18	4	22
	5%	5%	5%	3%	5%	6%	6%	4%	6%	5%	kl	kl	kl	kl	kl	kl	kl
Northern Ireland	13	7	7	2	4	3	4	5	7	13	-	-	-	**	9	4	13
	3%	3%	3%	2%	3%	4%	3%	2%	3%	3%	kl	kl	kl	kl	kl	kl	kl

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

REGION/ NATION

Base : All parents

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
North East	18 4%	10 4%	8 4%	2 2%	5 4%	1 1%	10 7%	7 3%	11 5%	18 4%	18 5%	- -%	- -%	** **	16 4%	1 3%	18 4%
North West	47 11%	27 12%	20 9%	7 8%	12 9%	7 10%	20 14%	19 9%	28 13%	47 11%	47 13% kl	- -%	- -%	** **	44 11% kl	3 5%	47 11% kl
Yorkshire and The Humber	43 10%	26 12%	18 8%	6 6%	16 12%	6 9%	15 10%	22 10%	22 10%	43 10%	43 12% kl	- -%	- -%	** **	40 10% kl	4 6%	43 10% kl
West Midlands	36 8%	21 10%	15 7%	7 8%	8 6%	6 9%	15 10%	15 7%	21 10%	36 8%	36 10% kl	- -%	- -%	** **	36 9% kl	1 1%	36 8% kl
East Midlands	30 7%	13 6%	17 8%	4 5%	14 11% e	1 2%	9 6%	18 8%	11 5%	30 7%	30 8% kl	- -%	- -%	** **	24 6% kl	6 10% kl	30 7% kl
East of England	50 11%	18 8%	32 14%	10 11%	11 9%	12 16%	16 11%	21 10%	28 13%	50 11%	50 13% kl	- -%	- -%	** **	42 11% kl	8 14% kl	50 11% kl
South West	42 9%	21 10%	20 9%	8 9%	12 9%	10 14%	12 8%	20 9%	22 10%	42 9%	42 11% kl	- -%	- -%	** **	31 8% kl	11 19% kl	42 9% kl
South East	61 14%	31 14%	30 13%	14 15%	18 14%	9 12%	20 14%	32 15%	29 13%	61 14%	61 17% kl	- -%	- -%	** **	52 13% kl	9 15% kl	61 14% kl
London	42 9%	18 8%	24 11%	22 23% defhi	11 9%	3 4%	6 4%	33 15% efh	9 4%	42 9%	42 11% klo	- -%	- -%	** **	42 11% klo	- -%	42 9% kl
Wales	22 5%	11 5%	11 5%	3 3%	6 5%	5 6%	8 6%	9 4%	13 6%	22 5%	- -%	- -%	22 100% jknop	** **	18 5% j	4 6% j	22 5% j
Scotland	40 9%	20 9%	20 9%	7 8%	13 10%	9 13%	10 7%	20 9%	20 9%	40 9%	- -%	40 100% jinop	- -%	** **	32 8% jl	8 13% jl	40 9% jl
Northern Ireland	13 3%	7 3%	7 3%	2 2%	4 3%	3 4%	4 3%	5 2%	7 3%	13 3%	- -%	- -%	- -%	** **	9 2% j	4 6% j	13 3% j

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

URBANITY

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Urban	384	195	189	81	104	65	133	185	198	384	325	32	18	**	384	-	384
	87%	88%	85%	87%	81%	88%	91%	83%	90%	87%	88%	80%	81%	**	100%	-%	87%
									d		o	o	o		jklop		o
Rural	58	26	32	12	25	8	13	36	21	58	43	8	4	**	-	58	58
	13%	12%	14%	13%	19%	11%	9%	16%	10%	13%	12%	20%	17%	**	-%	100%	13%
					fh						n	n	n		jklnp		n
Unknown/ refused	2	*	1	1	*	*	*	1	1	2	1	*	*	**	-	-	2
	*%	*%	1%	1%	*%	1%	*%	*%	*%	*%	*%	1%	2%	**	-%	-%	*%
													n				

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP1. AGE OF CHILD

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
AGED 3	222	119	103	46	57	39	80	103	118	222	184	20	11	**	195	27	222
	50%	53%	47%	50%	44%	53%	54%	46%	54%	50%	50%	50%	50%	**	51%	46%	50%
AGED 4	222	103	119	47	72	35	67	119	101	222	184	20	11	**	189	31	222
	50%	47%	53%	50%	56%	47%	46%	54%	46%	50%	50%	50%	50%	**	49%	54%	50%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP2. GENDER OF CHILD

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Male	222	222	-	50	62	38	71	112	109	222	184	20	11	**	195	26	222
	50%	100%	-%	53%	48%	52%	48%	50%	50%	50%	50%	50%	50%	**	51%	45%	50%
		b															
Female	222	-	222	44	67	35	75	110	111	222	184	20	11	**	189	32	222
	50%	-%	100%	47%	52%	48%	52%	50%	50%	50%	50%	50%	50%	**	49%	55%	50%
			a														

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

CHILD'S AGE AND GENDER

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
MALE 3-4	222	222	-	50	62	38	71	112	109	222	184	20	11	**	195	26	222
	50%	100%	-%	53%	48%	52%	48%	50%	50%	50%	50%	50%	50%	**	51%	45%	50%
		b															
FEMALE 3-4	222	-	222	44	67	35	75	110	111	222	184	20	11	**	189	32	222
	50%	-%	100%	47%	52%	48%	52%	50%	50%	50%	50%	50%	50%	**	49%	55%	50%
			a														

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

INTERVIEW - AGE GROUP OF THE CHILD DISCUSSED/ INTERVIEWED

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
3-4	444	222	222	93	129	73	146	222	220	444	368	40	22	**	384	58	444
	100%	100%	100%	100%	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,l,m,n,o,p

OFCOM MEDIA LITERACY TRACKER 2020 - PARENTS OF CHILDREN AGED 3-4 - 6th October 2020 to 15th January 2021.

Table 8

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

HOUSEHOLD SOCIO-ECONOMIC GROUP

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
A	17 4%	10 4%	8 3%	17 19% defghi	- -%	- -%	- -%	17 8% defh	- -%	17 4% h	16 4%	1 2%	* 2%	** **	16 4%	1 2%	17 4%
B	76 17%	40 18%	36 16%	76 81% defghi	- -%	- -%	- -%	76 34% defhi	- -%	76 17% defh	65 18%	7 16%	3 12%	** **	64 17%	11 19%	76 17%
C1	129 29%	62 28%	67 30%	- -%	129 100% cefg	- -%	- -%	129 58% ceghi	- -%	129 29% cefh	106 29%	13 32%	6 27%	** **	104 27%	25 42%	129 29%
C2	73 17%	38 17%	35 16%	- -%	- -%	73 100% cdfghi	- -%	- -%	73 33% cdfgi	73 17% cdfg	56 15%	9 23%	5 21%	** **	65 17%	8 14%	73 17%
D	64 14%	34 15%	30 14%	- -%	- -%	- -%	64 44% cdeghi	- -%	64 29% cdegi	64 14% cdeg	53 14%	6 15%	4 18%	** **	60 16%	4 7%	64 14%
E	82 19%	37 17%	45 20%	- -%	- -%	- -%	82 56% cdeghi	- -%	82 37% cdegi	82 19% cdeg	71 19%	4 11%	4 19%	** **	73 19%	9 15%	82 19%
Don't know	2 *%	1 *%	1 1%	- -%	- -%	- -%	- -%	- -%	- -%	2 *%	1 *%	* 1%	* 1%	** **	2 *%	* 1%	2 *%
SUMMARY																	
AB	93 21%	50 22%	44 20%	93 100% defghi	- -%	- -%	- -%	93 42% defhi	- -%	93 21% defh	81 22%	7 18%	3 14%	** **	81 21%	12 20%	93 21%
DE	146 33%	71 32%	75 34%	- -%	- -%	- -%	146 100% cdeghi	- -%	146 67% cdegi	146 33% cdeg	124 34%	10 26%	8 36%	** **	133 35%	13 22%	146 33%
ABC1	222 50%	112 50%	110 50%	93 100% efhi	129 100% efhi	- -%	- -%	222 100% efhi	- -%	222 50% efh	187 51%	20 50%	9 41%	** **	185 48%	36 63% l	222 50%
C2DE	220 50%	109 49%	111 50%	- -%	- -%	73 100% cdgi	146 100% cdgi	- -%	220 100% cdgi	220 50% cdg	180 49%	20 49%	13 58% o	** **	198 51%	21 36%	220 50%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QA. What is the total number of people in the household (please include yourself in this total)? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
2	28 6%	13 6%	15 7%	1 1%	7 6%	1 1%	19 13% cegi	9 4%	20 9%	28 6%	22 6%	3 8%	2 8%	** **	25 7%	3 5%	28 6%
3	114 26%	62 28%	52 23%	25 27%	38 30%	14 19%	36 25%	63 28%	51 23%	114 26%	95 26%	9 22%	6 26%	** **	101 26%	13 23%	114 26%
4	175 40%	83 38%	92 41%	36 39%	56 43%	35 47%	48 33%	92 41%	83 38%	175 40%	143 39%	19 48%	9 40%	** **	144 38%	30 52%	175 40%
5-6	106 24%	54 24%	51 23%	28 31% d	22 17%	20 27%	34 23%	51 23%	54 24%	106 24%	91 25%	7 19%	5 21%	** **	94 24%	11 19%	106 24%
7-9	16 4%	8 4%	8 4%	2 2%	5 4%	4 5%	5 4%	7 3%	9 4%	16 4%	14 4%	1 2%	* 1%	** **	16 4%	1 1%	16 4%
10 or more	4 1%	1 1%	3 1%	* *%	* *%	* 1%	3 2%	1 *%	4 2%	4 1%	3 1%	1 2%	1 3%	** **	4 1%	- -%	4 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QB. And what is the total number of children aged under 18 in the household. If you are aged under 18, please include yourself in this total. (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
1	123	65	59	27	40	16	39	68	55	123	102	11	7	**	109	14	123
	28%	29%	26%	29%	31%	22%	27%	30%	25%	28%	28%	27%	30%	**	28%	24%	28%
2	197	98	99	40	63	34	59	102	94	197	159	21	10	**	162	34	197
	44%	44%	45%	42%	49%	47%	41%	46%	43%	44%	43%	52%	46%	**	42%	58%	44%
3	77	36	41	18	17	16	26	36	41	77	66	6	3	**	70	6	77
	17%	16%	18%	19%	14%	21%	18%	16%	19%	17%	18%	14%	15%	**	18%	11%	17%
4	32	15	17	7	5	5	15	11	19	32	28	2	1	**	28	3	32
	7%	7%	8%	7%	4%	6%	10%	5%	9%	7%	8%	5%	5%	**	7%	6%	7%
5 or more	15	9	6	2	3	3	7	5	10	15	13	*	1	**	14	1	15
	3%	4%	3%	2%	3%	4%	5%	2%	5%	3%	4%	1%	4%	**	4%	1%	3%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGES OF ALL CHILDREN AGED UNDER 18 IN THE HOUSEHOLD. (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	~m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Aged under 1	45	20	25	7	18	4	15	26	18	45	38	4	2	**	39	6	45
	10%	9%	11%	8%	14%	5%	10%	12%	8%	10%	10%	10%	9%	**	10%	11%	10%
Aged 1	50	28	22	12	10	9	19	22	28	50	43	3	3	**	44	5	50
	11%	12%	10%	13%	8%	12%	13%	10%	13%	11%	12%	7%	13%	**	12%	9%	11%
Aged 2	43	20	23	7	14	7	14	21	21	43	35	4	3	**	37	6	43
	10%	9%	10%	8%	11%	10%	10%	10%	10%	10%	10%	9%	12%	**	10%	10%	10%
Aged 3	227	121	106	46	58	40	82	104	122	227	188	20	11	**	198	28	227
	51%	55%	48%	50%	45%	54%	56%	47%	55%	51%	51%	51%	51%	**	52%	48%	51%
Aged 4	227	106	121	47	73	36	70	120	105	227	189	20	12	**	195	31	227
	51%	48%	55%	51%	57%	48%	48%	54%	48%	51%	51%	51%	52%	**	51%	54%	51%
Aged 5	33	16	17	8	7	7	11	15	18	33	26	4	3	**	26	7	33
	8%	7%	8%	8%	5%	10%	8%	7%	8%	8%	7%	10%	12%	**	7%	12%	8%
Aged 6	45	23	23	12	16	6	11	28	17	45	38	4	1	**	37	8	45
	10%	10%	10%	13%	12%	9%	8%	13%	8%	10%	10%	11%	4%	**	10%	14%	10%
Aged 7	52	23	29	10	11	16	15	21	31	52	46	4	2	**	44	8	52
	12%	10%	13%	11%	9%	21% dg	10%	10%	14%	12%	12%	9%	8%	**	12%	14%	12%
Aged 8	31	15	16	7	6	6	11	13	17	31	25	3	1	**	26	5	31
	7%	7%	7%	7%	5%	9%	7%	6%	8%	7%	7%	7%	6%	**	7%	8%	7%
Aged 9	24	14	10	5	7	3	9	11	12	24	20	2	2	**	22	2	24
	5%	6%	4%	5%	5%	4%	6%	5%	6%	5%	5%	4%	7%	**	6%	3%	5%
Aged 10	35	18	17	6	6	6	17	11	23	35	29	3	2	**	33	1	35
	8%	8%	8%	6%	5%	8%	12%	5%	11%	8%	8%	9%	8%	**	9%	2%	8%
Aged 11	23	12	11	5	5	3	10	10	13	23	20	2	1	**	21	2	23
	5%	5%	5%	5%	4%	5%	7%	4%	6%	5%	5%	4%	3%	**	6%	3%	5%
Aged 12	27	11	17	3	7	3	15	10	18	27	23	2	2	**	24	3	27
	6%	5%	7%	3%	5%	4%	10%	4%	8%	6%	6%	5%	8%	**	6%	6%	6%
Aged 13	24	15	9	4	5	6	8	9	15	24	22	1	1	**	24	*	24
	6%	7%	4%	4%	4%	8%	6%	4%	7%	6%	6%	3%	3%	**	6%	1%	6%
Aged 14	23	8	14	4	4	4	11	8	15	23	20	1	1	**	23	*	23
	5%	4%	6%	4%	3%	5%	7%	4%	7%	5%	6%	3%	5%	**	6%	*%	5%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

AGES OF ALL CHILDREN AGED UNDER 18 IN THE HOUSEHOLD. (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Aged 15	20	11	9	5	4	3	8	9	11	20	18	1	1	**	18	2	20
	5%	5%	4%	5%	3%	4%	6%	4%	5%	5%	5%	3%	2%	**	5%	4%	5%
Aged 16	9	4	5	2	2	2	3	4	5	9	8	*	1	**	9	-	9
	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	1%	3%	**	2%	-%	2%
Aged 17	9	5	4	2	1	1	5	3	6	9	7	1	*	**	8	*	9
	2%	2%	2%	2%	*%	1%	3%	1%	3%	2%	2%	2%	2%	**	2%	1%	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP3A. 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 GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Child has their own one	40	22	18	7	7	8	18	13	26	40	30	5	4	**	35	5	40
	9%	10%	8%	7%	5%	11%	12%	6%	12%	9%	8%	14%	16%	**	9%	8%	9%
Household has & child makes use of	301	148	152	72	86	48	92	159	141	301	251	27	14	**	263	36	301
	68%	67%	69%	78%	67%	66%	63%	71%	64%	68%	68%	67%	63%	**	69%	62%	68%
Household has but child does not use	35	17	18	6	11	10	8	17	18	35	29	3	2	**	31	4	35
	8%	8%	8%	6%	9%	14%	5%	8%	8%	8%	8%	8%	9%	**	8%	7%	8%
Do not have in the household	68	34	34	8	25	7	28	33	35	68	58	5	3	**	55	13	68
	15%	15%	15%	8%	19%	9%	19%	15%	16%	15%	16%	12%	11%	**	14%	23%	15%
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,o,p

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP3B. EQUIPMENT IN THE HOME - Standard TV set (that is not connected to the internet) (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Child has their own one	68	31	37	5	13	16	34	18	50	68	55	7	4	**	59	9	68
	15%	14%	17%	5%	10%	22%	23%	8%	23%	15%	15%	17%	20%	**	15%	15%	15%
						cg	cdg		cdg	cg							
Household has & child makes use of	178	88	90	30	69	24	53	99	78	178	150	14	8	**	155	23	178
	40%	40%	41%	32%	54%	33%	37%	45%	35%	40%	41%	36%	38%	**	40%	39%	40%
					ceffhi			c									
Household has but child does not use	55	29	26	12	16	11	16	28	26	55	47	4	2	**	47	8	55
	12%	13%	12%	13%	13%	14%	11%	13%	12%	12%	13%	10%	10%	**	12%	13%	12%
Do not have in the household	140	73	67	46	30	22	42	76	64	140	114	15	7	**	121	19	140
	32%	33%	30%	49%	23%	30%	29%	34%	29%	32%	31%	37%	32%	**	31%	33%	32%
				defghi													
Don't know	2	1	1	-	-	1	1	-	2	2	2	-	-	**	2	-	2
	*%	*%	*%	-%	-%	1%	1%	-%	1%	*%	1%	-%	-%	**	1%	-%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP3C. EQUIPMENT IN THE HOME - Desktop computer / laptop/ netbook – with internet access (Access to websites) (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Child has their own one	26	13	13	4	6	4	12	10	16	26	22	2	1	**	22	4	26
	6%	6%	6%	4%	5%	6%	8%	4%	7%	6%	6%	4%	5%	**	6%	7%	6%
Household has & child makes use of	108	57	51	32	33	14	29	65	42	108	91	10	5	**	95	13	108
	24%	26%	23%	34%	26%	18%	20%	29%	19%	24%	25%	25%	24%	**	25%	23%	24%
				efh				h									
Household has but child does not use	237	121	116	52	78	43	63	130	106	237	192	24	13	**	201	34	237
	53%	54%	52%	56%	61%	59%	43%	59%	48%	53%	52%	61%	56%	**	52%	59%	53%
					f			f									
Do not have in the household	71	31	40	6	11	11	43	17	54	71	61	4	3	**	66	5	71
	16%	14%	18%	6%	9%	15%	29%	8%	24%	16%	17%	10%	13%	**	17%	8%	16%
							cdgi		cdgi	cg							
Don't know	2	-	2	-	-	1	*	-	2	2	1	-	*	**	-	1	2
	*%	-%	1%	-%	-%	2%	*%	-%	1%	*%	*%	-%	1%	**	-%	2%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP3D. EQUIPMENT IN THE HOME - Tablet computer – like an iPad, Kindle Fire, Samsung Galaxy Tab (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Child has their own one	215	110	105	31	54	40	89	85	129	215	175	21	12	**	184	30	215
	48%	50%	47%	34%	42%	55%	61%	38%	59%	48%	48%	53%	55%	**	48%	52%	48%
						cg	cdgi		cdgi	cg							
Household has & child makes use of	148	71	77	40	56	20	30	96	50	148	127	11	6	**	130	17	148
	33%	32%	35%	43%	43%	27%	21%	43%	23%	33%	35%	28%	27%	**	34%	30%	33%
				efh	fh			efhi		fh							
Household has but child does not use	48	20	28	16	9	10	14	24	24	48	38	6	3	**	39	9	48
	11%	9%	13%	17%	7%	14%	10%	11%	11%	11%	10%	14%	12%	**	10%	16%	11%
				d													
Do not have in the household	33	20	12	5	11	3	13	16	16	33	28	2	1	**	31	2	33
	7%	9%	5%	6%	8%	4%	9%	7%	7%	7%	8%	5%	6%	**	8%	3%	7%
Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l,m,n,o,p																	

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP3E. EQUIPMENT IN THE HOME - Any type of mobile phone, including smartphone – (iPhone/ Samsung Galaxy etc.) (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Child has their own one	18	7	12	3	7	1	8	10	8	18	15	2	1	**	17	1	18
	4%	3%	5%	3%	6%	1%	5%	5%	4%	4%	4%	6%	5%	**	5%	2%	4%
Household has & child makes use of	169	80	89	41	54	24	50	95	74	169	142	14	8	**	140	29	169
	38%	36%	40%	44%	42%	33%	34%	43%	34%	38%	39%	36%	36%	**	37%	49%	38%
Household has but child does not use	248	132	116	48	65	47	87	113	133	248	204	23	12	**	218	28	248
	56%	59%	53%	51%	51%	64%	59%	51%	61%	56%	56%	57%	56%	**	57%	49%	56%
Do not have in the household	8	3	5	2	2	2	2	4	4	8	7	*	1	**	8	*	8
	2%	1%	2%	2%	2%	3%	2%	2%	2%	2%	2%	1%	3%	**	2%	*%	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP3F. EQUIPMENT IN THE HOME - Games console or games player – like a PlayStation, Xbox, Nintendo Switch and so on (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Child has their own one	21	14	7	6	4	1	9	10	10	21	16	2	2	**	18	3	21
	5%	6%	3%	7%	3%	1%	6%	5%	5%	5%	4%	6%	8%	**	5%	4%	5%
Household has & child makes use of	138	76	62	25	39	24	48	65	72	138	118	11	6	**	120	17	138
	31%	34%	28%	27%	31%	32%	33%	29%	33%	31%	32%	28%	28%	**	31%	29%	31%
Household has but child does not use	169	78	91	33	49	31	56	82	86	169	138	17	9	**	144	24	169
	38%	35%	41%	35%	38%	42%	38%	37%	39%	38%	37%	43%	42%	**	38%	41%	38%
Do not have in the household	115	54	61	29	36	17	33	64	50	115	96	9	5	**	100	15	115
	26%	24%	27%	31%	28%	23%	23%	29%	23%	26%	26%	23%	22%	**	26%	26%	26%
Don't know	1	-	1	-	-	1	-	-	1	1	1	-	-	**	1	-	1
	*0%	-%	*%	-%	-%	1%	-%	-%	*%	*%	*%	-%	-%	**	*%	-%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP3G. EQUIPMENT IN THE HOME - Smart speaker which can respond to voice commands - e.g. Amazon Echo (Alexa), Google Home, Apple HomePod (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Child has their own one	12	4	8	2	7	1	2	9	3	12	9	1	1	**	8	4	12
	3%	2%	4%	2%	5%	2%	1%	4%	1%	3%	2%	3%	5%	**	2%	7%	3%
Household has & child makes use of	155	72	84	42	48	24	40	90	65	155	125	19	7	**	131	24	155
	35%	32%	38%	45%	38%	33%	27%	41%	29%	35%	34%	46%	33%	**	34%	41%	35%
				fh				fh				jn					
Household has but child does not use	92	53	39	22	21	21	28	43	49	92	77	6	6	**	82	9	92
	21%	24%	17%	24%	16%	29%	19%	19%	22%	21%	21%	14%	26%	**	21%	16%	21%
Do not have in the household	181	92	89	27	53	26	73	80	100	181	154	14	8	**	160	21	181
	41%	41%	40%	29%	41%	36%	50%	36%	45%	41%	42%	36%	34%	**	42%	36%	41%
							cg		c	c							
Don't know	3	1	2	-	-	*	3	-	3	3	3	-	*	**	3	-	3
	1%	1%	1%	-%	-%	*%	2%	-%	1%	1%	1%	-%	1%	**	1%	-%	1%
							g										

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Child has their own one	9	4	6	1	4	1	2	5	3	9	9	*	*	**	8	1	9
	2%	2%	3%	1%	3%	1%	2%	2%	1%	2%	2%	1%	2%	**	2%	2%	2%
Household has & child makes use of	61	32	29	16	21	11	12	38	23	61	49	6	4	**	52	9	61
	14%	14%	13%	18%	16%	15%	8%	17%	10%	14%	13%	14%	20%	**	14%	15%	14%
								f									
Household has but child does not use	177	89	88	43	48	34	52	90	86	177	148	15	8	**	149	26	177
	40%	40%	40%	46%	37%	46%	36%	41%	39%	40%	40%	38%	38%	**	39%	45%	40%
Do not have in the household	194	96	98	32	56	25	80	88	105	194	160	19	9	**	171	22	194
	44%	43%	44%	34%	43%	35%	55%	39%	48%	44%	43%	47%	40%	**	45%	38%	44%
							ceg		c								
Don't know	4	1	2	1	*	2	*	1	2	4	3	*	*	**	3	*	4
	1%	1%	1%	1%	1%	3%	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,o,p

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Tablet computer	215	110	105	31	54	40	89	85	129	215	175	21	12	**	184	30	215
	48%	50%	47%	34%	42%	55%	61%	38%	59%	48%	48%	53%	55%	**	48%	52%	48%
						cg	cdgi		cdgi	cg							
Standard TV set	68	31	37	5	13	16	34	18	50	68	55	7	4	**	59	9	68
	15%	14%	17%	5%	10%	22%	23%	8%	23%	15%	15%	17%	20%	**	15%	15%	15%
						cg	cdg		cdg	cg							
Smart TV set	40	22	18	7	7	8	18	13	26	40	30	5	4	**	35	5	40
	9%	10%	8%	7%	5%	11%	12%	6%	12%	9%	8%	14%	16%	**	9%	8%	9%
													j				
Desktop computer/ laptop/ netbook - with internet access	26	13	13	4	6	4	12	10	16	26	22	2	1	**	22	4	26
	6%	6%	6%	4%	5%	6%	8%	4%	7%	6%	6%	4%	5%	**	6%	7%	6%
Games console or games player	21	14	7	6	4	1	9	10	10	21	16	2	2	**	18	3	21
	5%	6%	3%	7%	3%	1%	6%	5%	5%	5%	4%	6%	8%	**	5%	4%	5%
Any type of mobile phone, including smartphone	18	7	12	3	7	1	8	10	8	18	15	2	1	**	17	1	18
	4%	3%	5%	3%	6%	1%	5%	5%	4%	4%	4%	6%	5%	**	5%	2%	4%
Smart speaker	12	4	8	2	7	1	2	9	3	12	9	1	1	**	8	4	12
	3%	2%	4%	2%	5%	2%	1%	4%	1%	3%	2%	3%	5%	**	2%	7%	3%
Radio	9	4	6	1	4	1	2	5	3	9	9	*	*	**	8	1	9
	2%	2%	3%	1%	3%	1%	2%	2%	1%	2%	2%	*%	2%	**	2%	2%	2%
ANY STANDARD/ SMART TV	93	44	49	10	18	21	43	28	64	93	72	10	7	**	82	11	93
	21%	20%	22%	11%	14%	29%	30%	13%	29%	21%	20%	26%	33%	**	21%	18%	21%
						cdg	cdg		cdgi	cg			jnp				
None of these	189	99	90	53	66	25	45	118	70	189	160	15	7	**	164	25	189
	43%	45%	41%	56%	51%	34%	31%	53%	32%	43%	44%	39%	31%	**	43%	42%	43%
				efhi	fh			efhi		fh							
Answered	444	222	222	93	129	73	146	222	220	444	368	40	22	**	384	58	444
Mean number of types of equipment (out of 8)	.9	.9	.9	.6	.8	1.0	1.2	.7	1.1	.9	.9	1.0	1.2	**	.9	1.0	.9
						cg	cdgi		cdgi	cg							
Standard deviation	1.10	1.11	1.10	.90	1.15	.94	1.20	1.05	1.13	1.10	1.09	1.22	1.11	**	1.09	1.22	1.10
Standard error	.04	.06	.06	.06	.08	.08	.08	.05	.06	.04	.05	.10	.10	**	.04	.12	.04

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

MEAN NUMBER OF DEVICES OWNED BY THE CHILD - OUT OF 8

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
NONE	189	99	90	53	66	25	45	118	70	189	160	15	7	**	164	25	189
	43%	45%	41%	56%	51%	34%	31%	53%	32%	43%	44%	39%	31%	**	43%	42%	43%
				efhi	fh			efhi		fh							
1-2	217	103	114	37	52	43	83	89	127	217	178	20	13	**	190	26	217
	49%	47%	51%	40%	41%	59%	57%	40%	58%	49%	48%	51%	58%	**	50%	45%	49%
						cdg	cdg		cdg								
3-4	34	19	15	3	9	5	17	13	21	34	28	4	2	**	27	6	34
	8%	8%	7%	3%	7%	6%	11%	6%	10%	8%	8%	9%	10%	**	7%	11%	8%
							c										
5-8	4	1	2	1	1	*	1	2	2	4	3	1	*	**	3	1	4
	1%	1%	1%	1%	1%	*%	1%	1%	1%	1%	1%	2%	1%	**	1%	2%	1%
Answered	444	222	222	93	129	73	146	222	220	444	368	40	22	**	384	58	444
Mean number of types of equipment (out of 8)	.9	.9	.9	.6	.8	1.0	1.2	.7	1.1	.9	.9	1.0	1.2	**	.9	1.0	.9
						cg	cdgi		cdgi	cg							
Standard deviation	1.10	1.11	1.10	.90	1.15	.94	1.20	1.05	1.13	1.10	1.09	1.22	1.11	**	1.09	1.22	1.10
Standard error	.04	.06	.06	.06	.08	.08	.08	.05	.06	.04	.05	.10	.10	**	.04	.12	.04
Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l,m,n,o,p																	

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Tablet computer	363	181	182	72	109	60	119	181	179	363	302	32	18	**	314	47	363
	82%	82%	82%	77%	85%	82%	81%	82%	82%	82%	82%	81%	82%	**	82%	82%	82%
Smart TV set	340	170	170	79	93	57	110	172	167	340	281	32	18	**	298	41	340
	77%	77%	77%	85%	72%	77%	76%	77%	76%	77%	76%	80%	80%	**	78%	70%	77%
				d													
Standard TV set	246	119	127	35	82	40	87	117	128	246	205	21	13	**	214	31	246
	55%	54%	57%	38%	64%	55%	60%	53%	58%	55%	56%	53%	58%	**	56%	54%	55%
				c	c	c	c	c	c	c							
Any type of mobile phone, including smartphone	187	87	101	44	61	25	57	105	82	187	157	17	9	**	158	30	187
	42%	39%	45%	47%	47%	34%	39%	47%	37%	42%	43%	41%	41%	**	41%	51%	42%
Smart speaker	167	75	92	44	55	26	42	99	68	167	134	20	9	**	139	28	167
	38%	34%	42%	47%	43%	35%	29%	45%	31%	38%	36%	50%	39%	**	36%	48%	38%
				fh				fh				jn					
Games console or games player	158	90	69	31	44	25	57	75	82	158	133	14	8	**	138	19	158
	36%	40%	31%	34%	34%	34%	39%	34%	37%	36%	36%	34%	36%	**	36%	33%	36%
Desktop computer/ laptop/ netbook - with internet access	134	70	64	35	39	18	41	75	58	134	114	11	6	**	116	18	134
	30%	32%	29%	38%	31%	24%	28%	34%	27%	30%	31%	29%	29%	**	30%	30%	30%
Radio	70	35	34	17	25	12	14	43	26	70	57	6	5	**	60	10	70
	16%	16%	15%	19%	20%	17%	10%	19%	12%	16%	16%	14%	21%	**	16%	17%	16%
								f									
ANY STANDARD/ SMART TV	415	208	207	87	120	66	140	207	206	415	344	38	20	**	359	54	415
	94%	94%	93%	93%	93%	90%	96%	93%	94%	94%	94%	95%	92%	**	94%	93%	94%
None of these	4	2	2	1	1	*	2	2	2	4	4	-	*	**	4	-	4
	1%	1%	1%	1%	1%	%	2%	1%	1%	1%	1%	-%	1%	**	1%	-%	1%
Answered	444	222	222	93	129	73	146	222	220	444	368	40	22	**	384	58	444
Mean number of types of equipment (out of 8)	3.8	3.7	3.8	3.8	4.0	3.6	3.6	3.9	3.6	3.8	3.8	3.8	3.9	**	3.7	3.8	3.8
Standard deviation	1.66	1.65	1.67	1.71	1.66	1.50	1.71	1.68	1.64	1.66	1.66	1.69	1.76	**	1.66	1.71	1.66
Standard error	.06	.08	.09	.12	.11	.13	.12	.08	.09	.06	.08	.14	.16	**	.06	.17	.06
Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l,m,n,o,p																	

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Any type of mobile phone, including smartphone	435 98%	218 99%	217 98%	92 98%	126 98%	71 97%	144 98%	218 98%	215 98%	435 98%	361 98%	39 99%	22 97%	** **	376 98%	58 100%	435 98%
Tablet computer	411 93%	201 91%	210 95%	88 94%	118 92%	70 96%	133 91%	206 93%	203 93%	411 93%	340 92%	38 95%	21 94%	** **	353 92%	56 97%	411 93%
Smart TV set	375 85%	187 84%	188 85%	85 91% df	104 81%	67 91%	118 81%	189 85%	185 84%	375 85%	309 84%	35 88%	20 89%	** **	328 86%	45 77%	375 85%
Desktop computer/ laptop/ netbook - with internet access	371 84%	191 86%	180 81%	87 94% efhi	118 91% fh	61 83%	103 71%	205 92% fhi	164 75%	371 84% fh	305 83%	36 90%	19 86%	** **	317 83%	52 90%	371 84%
Games console or games player	328 74%	168 76%	160 72%	64 69%	93 72%	55 75%	113 77%	158 71%	168 77%	328 74%	271 74%	31 77%	17 78%	** **	283 74%	43 74%	328 74%
Standard TV set	301 68%	148 67%	153 69%	47 51%	99 77% c	51 69% c	103 70% c	146 66% c	154 70% c	301 68% c	252 68%	25 63%	15 68%	** **	261 68%	39 67%	301 68%
Smart speaker	259 58%	129 58%	131 59%	66 71% fhi	76 59%	47 64%	70 48%	142 64% f	117 53%	259 58%	211 57%	26 64%	14 65%	** **	221 58%	37 64%	259 58%
Radio	246 56%	124 56%	122 55%	60 65% fh	73 57%	46 62% f	66 45%	133 60% f	112 51%	246 56%	205 56%	21 52%	13 59%	** **	209 54%	36 62%	246 56%
ANY STANDARD/ SMART TV	439 99%	220 99%	219 99%	92 99%	128 99%	72 98%	145 99%	220 99%	217 99%	439 99%	364 99%	40 99%	22 99%	** **	379 99%	58 100%	439 99%
None of these	1 *%	1 *%	- -%	1 1%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	** **	1 *%	- -%	1 *%
Answered	444	222	222	93	129	73	146	222	220	444	368	40	22	**	384	58	444
Mean number of types of equipment (out of 8)	6.1	6.2	6.1	6.3 fh	6.3 f	6.4 fh	5.8	6.3 fh	6.0	6.1 f	6.1	6.3	6.4	**	6.1	6.3	6.1
Standard deviation	1.37	1.42	1.32	1.30	1.31	1.34	1.43	1.31	1.42	1.37	1.38	1.27	1.24	**	1.40	1.14	1.37
Standard error	.05	.07	.07	.09	.09	.12	.10	.06	.08	.05	.07	.11	.11	**	.05	.11	.05

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP4. You mentioned that your child has their own mobile phone. Is this a smartphone? 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 GENDER			SOCIAL GRADE							NATION						
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	31	11	20	5	16	2	8	21	10	31	17	7	6	1	28	3	31
Effective Weighted Sample	23	9	15	5	11	2	7	16	8	23	16	7	6	1	21	3	23
Total	18	7	12	3	7	1	8	10	8	18	15	2	1	*	17	1	18
Yes	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF CHILD'S MOBILE PHONE OWNERSHIP

Base : Parents of children with their own mobile phone

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		~a	~b	~c	~d	~e	~f	~g	~h	~i	~j	~k	~l	~m	~n	~o	~p
Unweighted total	31	11	20	5	16	2	8	21	10	31	17	7	6	1	28	3	31
Effective Weighted Sample	23	9	15	5	11	2	7	16	8	23	16	7	6	1	21	3	23
Total	18	7	12	3	7	1	8	10	8	18	15	2	1	*	17	1	18
SMARTPHONE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
NOT SMARTPHONE	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

SUMMARY OF CHILD'S MOBILE PHONE OWNERSHIP

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
SMARTPHONE	16	6	10	3	7	*	5	10	6	16	13	2	1	**	15	1	16
	4%	3%	4%	3%	5%	***	4%	4%	3%	4%	3%	4%	5%	**	4%	1%	4%
NOT SMARTPHONE	3	1	2	-	*	*	2	*	2	3	2	1	-	**	2	*	3
	1%	***	1%	-%	***	***	1%	***	1%	1%	1%	2%	-%	**	1%	1%	1%
NO MOBILE PHONE	425	215	210	90	122	73	139	212	211	425	353	38	21	**	366	57	425
	96%	97%	95%	97%	94%	99%	95%	95%	96%	96%	96%	94%	95%	**	95%	98%	96%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP4A. Are you able to go online at home in any of these ways? We are interested in finding out about all the ways in which you could go online at home, even if is a way that you tend not to use very often or at all. (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Using a fixed broadband connection (including Wi-Fi)	414	209	206	91	127	63	131	218	194	414	344	37	21	**	355	57	414
	93%	94%	93%	98% efh	99% efh	85%	90%	98% efhi	88%	93% e	93%	93%	94%	**	93%	99%	93%
Using 3G or 4G or 5G on a mobile phone or tablet	293	152	141	66	92	46	89	157	135	293	242	27	15	**	255	38	293
	66%	69%	64%	70%	71%	62%	61%	71%	61%	66%	66%	68%	68%	**	66%	65%	66%
Neither of these	5	1	5	*	1	1	3	1	4	5	5	*	*	**	5	-	5
	1%	1%	2%	1%	1%	2%	2%	1%	2%	1%	1%	1%	1%	**	1%	0%	1%
Don't know	3	1	1	-	-	*	2	-	3	3	2	-	-	**	2	*	3
	1%	1%	1%	0%	0%	1%	2%	0%	1%	1%	1%	0%	0%	**	1%	1%	1%
SUMMARY																	
EITHER OF THESE	436	220	216	93	128	72	141	221	213	436	361	40	22	**	376	58	436
	98%	99%	97%	100%	99%	98%	96%	100% f	97%	98%	98%	99%	99%	**	98%	100%	98%
BOTH OF THESE	272	141	131	64	91	36	79	155	116	272	225	25	14	**	234	37	272
	61%	64%	59%	69% efh	71% efh	49%	54%	70% efh	53%	61%	61%	62%	62%	**	61%	64%	61%
FIXED BROADBAND ONLY AVAILABLE	142	68	75	27	36	26	52	63	78	142	119	12	7	**	121	20	142
	32%	30%	34%	29%	28%	36%	35%	29%	36%	32%	32%	31%	32%	**	32%	35%	32%
MOBILE NETWORK SIGNAL ONLY AVAILABLE	22	11	10	1	1	9	10	2	19	22	17	2	1	**	21	1	22
	5%	5%	5%	2%	1%	13% cdgi	7% dg	1% cdg	9% g	5%	5%	6%	6%	**	5%	1%	5%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP5. 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, 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). Please note that we do not mean DVDs or short video clips. (MULTI CODE)

Base : All parents

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
A television set	371	185	186	81	112	62	116	192	177	371	307	35	17	**	316	54	371
	84%	83%	84%	87%	87%	84%	79%	87%	81%	84%	83%	87%	79%	**	82%	92%	84%
A tablet (like an iPad, Kindle Fire, Samsung Galaxy Tab)	309	156	153	69	89	50	100	157	150	309	258	27	16	**	269	38	309
	70%	70%	69%	74%	69%	69%	68%	71%	68%	70%	70%	67%	70%	**	70%	66%	70%
A mobile phone/ smartphone (like an iPhone/ Samsung Galaxy)	185	89	97	46	58	28	53	104	81	185	159	13	8	**	161	23	185
	42%	40%	44%	49%	45%	38%	36%	47%	37%	42%	43%	31%	37%	**	42%	40%	42%
A games console or games player (like a PlayStation/ Xbox/ Nintendo Switch and so on)	69	40	29	14	18	10	27	32	37	69	57	7	4	**	67	2	69
	16%	18%	13%	15%	14%	14%	19%	14%	17%	16%	15%	16%	19%	**	17%	4%	16%
A desktop computer/ laptop/ netbook	60	26	34	19	22	10	9	41	19	60	54	3	2	**	54	6	60
	14%	12%	15%	20%	17%	14%	6%	18%	9%	14%	15%	8%	9%	**	14%	11%	14%
Other type of device	8	4	4	2	2	*	4	4	4	8	8	1	*	**	7	1	8
	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	1%	1%	**	2%	3%	2%
NONE OF THESE/ Does not watch TV programmes	10	4	6	*	7	*	2	7	2	10	8	1	*	**	7	3	10
	2%	2%	3%	5%	5%	5%	2%	3%	1%	2%	2%	2%	2%	**	2%	5%	2%
Don't know	5	*	4	-	-	1	4	-	5	5	4	-	1	**	4	*	5
	1%	5%	2%	1%	1%	1%	3%	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,o,p

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP5. 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, 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). Please note that we do not mean DVDs or short video clips. (MULTI CODE)

Base : All parents

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
SUMMARY																	
EVER WATCHES TV PROGRAMMES	429	218	211	93	122	72	140	215	213	429	356	39	21	**	372	55	429
	97%	98%	95%	100%	95%	98%	96%	97%	97%	97%	97%	98%	96%	**	97%	94%	97%
ONLY THROUGH A TV SET	62	31	31	11	15	10	25	26	35	62	48	8	3	**	51	10	62
	14%	14%	14%	12%	12%	14%	17%	12%	16%	14%	13%	20%	12%	**	13%	18%	14%
ANY DEVICE OTHER THAN A TV SET	367	187	181	82	107	62	115	189	177	367	308	31	19	**	321	44	367
	83%	84%	81%	88%	83%	85%	79%	85%	81%	83%	84%	79%	84%	**	84%	76%	83%
ONLY THROUGH A DEVICE OTHER THAN A TV SET	58	33	25	12	10	11	25	22	35	58	48	5	4	**	56	1	58
	13%	15%	11%	13%	8%	15%	17%	10%	16%	13%	13%	12%	17%	**	15%	2%	13%
THROUGH A COMPUTER/ LAPTOP/ TABLET	325	163	161	73	94	55	101	167	157	325	273	27	16	**	284	39	325
	73%	74%	73%	78%	73%	75%	69%	75%	71%	73%	74%	68%	73%	**	74%	67%	73%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP6. In which, if any, of these ways does your child ever watch TV programmes or films? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Watching through any paid-for on-demand services like Netflix, Amazon Prime Video or Disney+ (SVoD)	399 90%	201 91%	198 89%	84 90%	118 92%	67 91%	129 88%	202 91%	196 89%	399 90%	328 89%	38 95%	21 97%	** **	344 90%	54 93%	399 90%
Watching programmes or films on other websites or apps like YouTube, Vimeo, Facebook Watch, Pluto TV and Snapchat (AvoD)	247 56%	127 57%	119 54%	52 56%	81 63%	40 55%	73 50%	133 60%	113 51%	247 56%	209 57%	20 50%	11 49%	** **	211 55%	35 60%	247 56%
Watching programmes at the time they are broadcast on scheduled TV – so, for example, watching Britain's Got Talent on ITV on Saturday night (BROADCAST/ LIVE TV)	208 47%	101 46%	107 48%	52 56% fh	61 47%	33 45%	61 42%	113 51%	94 43%	208 47%	178 48%	16 40%	10 44%	** **	185 48%	23 39%	208 47%
Watching through any online or catch-up services from UK broadcasters like BBC iPlayer, ITV Hub or All 4 (BVoD)	195 44%	101 46%	93 42%	53 57% fhi	65 50% fh	33 44%	44 30%	118 53% fhi	77 35%	195 44% f	163 44%	16 40%	11 48%	** **	164 43%	30 51%	195 44%
Watching something that was shown on TV that has been recorded to watch at another time (TIME SHIFTED TV)	170 38%	89 40%	81 36%	42 45% fh	57 44% f	32 43% f	39 27%	99 45% fh	71 32%	170 38% f	143 39%	14 35%	8 36%	** **	141 37%	29 51%	170 38%
Watching Blu rays/ DVDs/ videos	130 29%	70 32%	60 27%	29 32%	40 31%	22 29%	39 27%	70 31%	61 28%	130 29%	110 30%	11 27%	6 28%	** **	110 29%	21 36%	130 29%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP6. In which, if any, of these ways does your child ever watch TV programmes or films? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Through renting or buying programmes or films from online stores like Apple TV, Google Play Store or Sky Store (TVoD)	50 11%	21 10%	29 13%	12 13%	17 14%	10 13%	10 7%	30 13%	20 9%	50 11%	38 10%	5 14%	4 19%	** **	45 12%	4 7%	50 11%
None of these	6 1%	3 1%	3 2%	* *%	1 1%	* 1%	3 2%	2 1%	4 2%	6 1%	4 1%	1 2%	* 2%	** **	6 2%	* *%	6 1%
SUMMARY																	
ANY VoD	421 95%	211 95%	210 94%	89 96%	126 98%	70 96%	134 92%	215 97%	204 93%	421 95%	348 95%	38 96%	22 98%	** **	362 94%	56 97%	421 95%
DOES NOT WATCH ANY VoD	23 5%	11 5%	12 6%	4 4%	3 2%	3 4%	12 8%	7 3%	16 7%	23 5%	20 5%	1 4%	* 2%	** **	21 6%	2 3%	23 5%
Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l,m,n,o,p																	

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP7. Does your child ever watch TV programmes or films on any of these paid-for online on-demand services? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	~m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Netflix	347	173	174	74	104	52	116	178	167	347	282	34	20	**	297	48	347
	78%	78%	79%	80%	81%	70%	79%	80%	76%	78%	77%	86%	89%	**	78%	83%	78%
Disney+ (formerly Disney Life)	250	116	134	59	70	41	79	129	120	250	204	24	15	**	216	33	250
	56%	52%	60%	63%	54%	55%	54%	58%	55%	56%	55%	59%	66%	**	56%	57%	56%
Amazon Prime Video	204	102	102	53	60	36	54	113	90	204	172	19	9	**	171	32	204
	46%	46%	46%	57%	46%	49%	37%	51%	41%	46%	47%	48%	40%	**	45%	55%	46%
NOW TV	65	37	28	14	22	3	25	36	29	65	56	4	4	**	53	11	65
	15%	17%	12%	15%	17%	4%	17%	16%	13%	15%	15%	10%	16%	**	14%	19%	15%
Apple TV +	21	9	13	8	6	4	3	14	7	21	19	1	*	**	19	2	21
	5%	4%	6%	8%	5%	6%	2%	6%	3%	5%	5%	3%	2%	**	5%	4%	5%
Britbox	9	5	4	4	4	1	-	8	1	9	8	*	*	**	9	-	9
	2%	2%	2%	4%	3%	1%	-%	3%	*%	2%	2%	1%	1%	**	2%	-%	2%
Hayu	6	4	2	2	3	-	1	5	1	6	6	-	*	**	6	*	6
	1%	2%	1%	2%	2%	-%	1%	2%	*%	1%	2%	-%	1%	**	2%	1%	1%
Any other paid-for on-demand television services	7	2	5	1	4	1	1	5	2	7	5	1	1	**	3	3	7
	2%	1%	2%	1%	3%	1%	1%	2%	1%	2%	1%	3%	2%	**	1%	6%	2%
No - they do not watch any of these	43	21	23	9	10	6	17	19	24	43	40	2	1	**	39	4	43
	10%	9%	10%	10%	8%	9%	12%	9%	11%	10%	11%	5%	3%	**	10%	7%	10%
Don't know	1	*	1	1	-	-	*	1	*	1	1	-	*	**	1	-	1
	*%	*%	*%	1%	-%	-%	*%	*%	*%	*%	*%	-%	1%	**	*%	-%	*%
SUMMARY																	
CONTENT WATCHED ON PAID-FOR ON-DEMAND TELEVISION SERVICES	399	201	198	84	118	67	129	202	196	399	328	38	21	**	344	54	399
	90%	91%	89%	90%	92%	91%	88%	91%	89%	90%	89%	95%	97%	**	90%	93%	90%

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

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QP12.The following questions ask about the TV programmes your child watches. By this we 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 or on demand. 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

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	360	180	180	114	105	57	83	219	140	360	210	55	58	37	321	38	360
Effective Weighted Sample	260	130	130	93	73	40	63	160	103	260	197	53	53	35	237	23	260
Total	208	101	107	52	61	33	61	113	94	208	178	16	10	5	185	23	208
Rules about what they watch	165	76	88	40	51	**	**	92	72	165	142	**	**	**	147	**	165
	79%	75%	82%	76%	85%	**	**	81%	77%	79%	80%	**	**	**	79%	**	79%
Rules about how much time they spend watching	131	65	66	32	39	**	**	72	58	131	113	**	**	**	119	**	131
	63%	65%	61%	62%	65%	**	**	63%	62%	63%	63%	**	**	**	64%	**	63%
Rules about when they watch	127	59	68	33	41	**	**	74	53	127	111	**	**	**	116	**	127
	61%	59%	63%	63%	67%	**	**	65%	56%	61%	63%	**	**	**	62%	**	61%
Rules about who they are watching with/ can only watch when supervised	66	31	35	17	22	**	**	39	27	66	58	**	**	**	59	**	66
	32%	31%	33%	33%	35%	**	**	34%	29%	32%	33%	**	**	**	32%	**	32%
Other rules	2	1	1	1	*	**	**	1	1	2	2	**	**	**	2	**	2
	1%	1%	1%	1%	1%	**	**	1%	1%	1%	1%	**	**	**	1%	**	1%
ANY RULES	192	90	102	47	54	**	**	101	90	192	165	**	**	**	172	**	192
	92%	89%	95%	89%	89%	**	**	89%	96%	92%	93%	**	**	**	93%	**	92%
No, do not have any rules	17	11	5	6	7	**	**	12	4	17	13	**	**	**	13	**	17
	8%	11%	5%	11%	11%	**	**	11%	4%	8%	7%	**	**	**	7%	**	8%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP13A. Still thinking about any programmes that your child watches live or as the programmes are broadcast. Please tell me the extent to which you are concerned about the content of the TV programmes that they watch. (SINGLE CODE)

Base : Parents whose child watches broadcast television

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 ~e	DE ~f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND ~k	WALES ~l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	360	180	180	114	105	57	83	219	140	360	210	55	58	37	321	38	360
Effective Weighted Sample	260	130	130	93	73	40	63	160	103	260	197	53	53	35	237	23	260
Total	208	101	107	52	61	33	61	113	94	208	178	16	10	5	185	23	208
Very concerned	20 9%	8 8%	12 11%	6 11%	7 12%	** **	** **	13 11%	7 7%	20 9%	17 10%	** **	** **	** **	19 10%	** **	20 9%
Fairly concerned	52 25%	23 23%	29 27%	15 28%	16 26%	** **	** **	31 27%	21 22%	52 25%	47 26%	** **	** **	** **	44 24%	** **	52 25%
Neither/ nor	36 17%	17 16%	20 18%	10 19%	7 12%	** **	** **	17 15%	19 20%	36 17%	31 17%	** **	** **	** **	32 17%	** **	36 17%
Not very concerned	59 28%	30 30%	29 27%	11 22%	22 37%	** **	** **	34 30%	25 26%	59 28%	46 26%	** **	** **	** **	51 27%	** **	59 28%
Not at all concerned	42 20%	24 23%	18 17%	10 20%	8 14%	** **	** **	19 16%	23 24%	42 20%	37 21%	** **	** **	** **	40 22%	** **	42 20%
SUMMARY CODES																	
TOTAL CONCERNED	72 35%	31 31%	41 38%	21 39%	23 38%	** **	** **	44 39%	27 29%	72 35%	64 36%	** **	** **	** **	63 34%	** **	72 35%
TOTAL NOT CONCERNED	100 48%	54 53%	47 43%	22 42%	30 50%	** **	** **	52 46%	48 51%	100 48%	83 47%	** **	** **	** **	90 49%	** **	100 48%
TOTAL NEITHER/ DON'T KNOW	36 17%	17 16%	20 18%	10 19%	7 12%	** **	** **	17 15%	19 20%	36 17%	31 17%	** **	** **	** **	32 17%	** **	36 17%

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

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QP23. Now some questions about the internet and going online. 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 on sites or apps like YouTube, to play games online, to visit a social media site or app, or to do school or homework. Does your child ever use any of the following devices to go online at home or elsewhere? (MULTI CODE)

Base : All parents

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	296 67%	154 69%	142 64%	62 66%	83 64%	53 72%	97 66%	144 65%	150 68%	296 67%	245 66%	28 70%	15 69%	** **	256 67%	40 68%	296 67%
A mobile phone/ smartphone (like an iPhone/ Samsung Galaxy)	155 35%	80 36%	75 34%	44 47% fhi	45 35%	24 33%	41 28%	89 40%	65 30%	155 35%	131 36%	12 30%	7 34%	** **	135 35%	20 34%	155 35%
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)	135 30%	70 32%	65 29%	28 30%	45 35%	28 38%	33 23%	73 33%	62 28%	135 30%	113 31%	12 31%	5 24%	** **	117 31%	17 30%	135 30%
A laptop/ netbook	132 30%	68 31%	63 29%	33 36%	40 31%	18 24%	39 27%	73 33%	57 26%	132 30%	111 30%	10 26%	7 31%	** **	114 30%	17 30%	132 30%
A games console or games player (like a PlayStation, Xbox, Nintendo Switch and so on)	64 14%	39 18%	25 11%	13 13%	19 15%	5 6%	27 18% e	31 14%	32 14%	64 14%	54 15%	6 14%	3 12%	** **	58 15%	6 10%	64 14%
A smart speaker which can respond to voice commands (like Amazon Echo/ Alexa, Google Home, Apple Home Pod)	59 13%	27 12%	32 15%	18 19% fh	23 18% fh	10 13%	9 6%	41 18% fh	18 8%	59 13%	50 14%	5 11%	3 15%	** **	50 13%	10 17%	59 13%
A desktop computer (PC or Mac)	37 8%	19 8%	18 8%	9 10%	12 9%	8 11%	7 5%	21 10%	15 7%	37 8%	32 9%	3 7%	1 5%	** **	31 8%	6 10%	37 8%

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

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QP23. Now some questions about the internet and going online. 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 on sites or apps like YouTube, to play games online, to visit a social media site or app, or to do school or homework. Does your child ever use any of the following devices to go online at home or elsewhere? (MULTI CODE)

Base : All parents

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit)	9 2%	4 2%	4 2%	3 3%	4 3%	1 2%	1 1%	6 3%	3 1%	9 2%	7 2%	* 1%	1 4%	** **	7 2%	1 2%	9 2%
NONE OF THESE/ Does not go online	79 18%	35 16%	43 19%	15 16%	24 19%	10 14%	28 19%	40 18%	39 18%	79 18%	64 17%	7 18%	4 18%	** **	67 17%	11 18%	79 18%
Don't know	3 1%	1 1%	2 1%	* *%	- -%	1 1%	2 1%	* *%	3 1%	3 1%	3 1%	- -%	- -%	** **	3 1%	* *%	3 1%
SUMMARY																	
GOES ONLINE THROUGH ANY TYPE OF DEVICE	362 82%	185 84%	177 80%	78 83%	105 81%	62 84%	116 79%	182 82%	178 81%	362 82%	301 82%	33 82%	18 82%	** **	314 82%	47 81%	362 82%
GOES ONLINE THROUGH A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	147 33%	77 35%	70 31%	37 39%	43 34%	24 33%	42 29%	80 36%	66 30%	147 33%	125 34%	12 29%	7 34%	** **	128 33%	19 32%	147 33%
ANY USE OF A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	350 79%	179 81%	171 77%	77 83%	101 78%	60 81%	111 76%	178 80%	171 78%	350 79%	291 79%	31 78%	18 80%	** **	303 79%	47 80%	350 79%
ONLY USES A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	215 48%	108 49%	107 48%	41 44%	61 48%	38 52%	74 50%	102 46%	112 51%	215 48%	176 48%	21 53%	11 48%	** **	186 48%	28 49%	215 48%
ONLY GOES ONLINE ON A MOBILE PHONE	7 2%	4 2%	3 2%	2 2%	3 2%	1 1%	2 1%	5 2%	2 1%	7 2%	6 1%	1 2%	* 2%	** **	7 2%	* *%	7 2%
ONLY GOES ONLINE ON A TABLET	76 17%	39 18%	37 17%	13 14%	21 16%	11 15%	30 21%	34 15%	41 19%	76 17%	61 17%	8 19%	4 20%	** **	66 17%	9 16%	76 17%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP23. Now some questions about the internet and going online. 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 on sites or apps like YouTube, to play games online, to visit a social media site or app, or to do school or homework. Does your child ever use any of the following devices to go online at home or elsewhere? (MULTI CODE)

Base : All parents

	Total	INTERNET USER AGED 3-4				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 99%		a	b	c	~d	e
Unweighted total	782	345	112	104	77	638
Effective Weighted Sample	546	325	107	97	71	446
Total	444	301	33	18	10	362
A tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	296	245	28	15	**	296
	67%	81%	86%	85%	**	82%
A mobile phone/ smartphone (like an iPhone/ Samsung Galaxy)	155	131	12	7	**	155
	35%	44%	37%	41%	**	43%
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)	135	113	12	5	**	135
	30%	38%	38%	30%	**	37%
A laptop/ netbook	132	111	10	7	**	132
	30%	37%	32%	38%	**	36%
A games console or games player (like a PlayStation, Xbox, Nintendo Switch and so on)	64	54	6	3	**	64
	14%	18%	18%	15%	**	18%
A smart speaker which can respond to voice commands (like Amazon Echo/ Alexa, Google Home, Apple Home Pod)	59	50	5	3	**	59
	13%	17%	14%	18%	**	16%
A desktop computer (PC or Mac)	37	32	3	1	**	37
	8%	11%	8%	6%	**	10%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP23. Now some questions about the internet and going online. 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 on sites or apps like YouTube, to play games online, to visit a social media site or app, or to do school or homework. Does your child ever use any of the following devices to go online at home or elsewhere? (MULTI CODE)

Base : All parents

	INTERNET USER AGED 3-4					
	Total	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 99%		a	b	c	~d	e
Unweighted total	782	345	112	104	77	638
Effective Weighted Sample	546	325	107	97	71	446
Total	444	301	33	18	10	362
Wearable technology like a smartwatch (like an Apple Watch) or a fitness tracker (like a Fitbit)	9	7	*	1	**	9
	2%	2%	1%	5%	**	2%
NONE OF THESE/ Does not go online	79	-	-	-	**	-
	18%	-%	-%	-%	**	-%
Don't know	3	-	-	-	**	-
	1%	-%	-%	-%	**	-%
SUMMARY						
GOES ONLINE THROUGH ANY TYPE OF DEVICE	362	301	33	18	**	362
	82%	100%	100%	100%	**	100%
GOES ONLINE THROUGH A DESKTOP COMPUTER/ LAPTOP/ NETBOOK	147	125	12	7	**	147
	33%	42%	36%	41%	**	41%
ANY USE OF A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	350	291	31	18	**	350
	79%	97%	95%	97%	**	97%
ONLY USES A DEVICE OTHER THAN A COMPUTER/ LAPTOP/ NETBOOK TO GO ONLINE	215	176	21	11	**	215
	48%	58%	64%	59%	**	59%
ONLY GOES ONLINE ON A MOBILE PHONE	7	6	1	*	**	7
	2%	2%	3%	3%	**	2%
ONLY GOES ONLINE ON A TABLET	76	61	8	4	**	76
	17%	20%	24%	24%	**	21%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP26. Do you have any of these rules about what your child does online? Please think about the sorts of things they do online on any device? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
Rules about the video content they watch online	276 76%	140 75%	136 77%	57 74%	81 78%	47 76%	89 76%	138 76%	136 76%	276 76%	229 76%	26 79%	12 68%	** **	234 75%	** **	276 76%
Rules about the types of websites or apps they can use	267 74%	134 72%	133 75%	54 70%	82 79%	42 68%	87 75%	137 75%	129 73%	267 74%	224 74%	22 68%	13 73%	** **	226 72%	** **	267 74%
Rules about how much time they spend online	239 66%	124 67%	115 65%	50 64%	79 76% fh	40 65%	69 59%	129 71%	109 61%	239 66%	204 68%	18 55%	10 58%	** **	203 65%	** **	239 66%
Rules about when they can go online	210 58%	109 59%	101 57%	41 53%	71 68%	32 52%	64 55%	113 62%	96 54%	210 58%	182 61% k	14 42%	9 47%	** **	175 56%	** **	210 58% k
Rules about who they can contact online	197 54%	99 54%	98 55%	41 53%	61 59%	34 55%	59 51%	102 56%	93 52%	197 54%	166 55%	17 52%	8 45%	** **	164 52%	** **	197 54%
Rules about spending money online	187 52%	102 55%	86 49%	35 45%	58 55%	33 53%	61 52%	93 51%	94 53%	187 52%	159 53%	15 45%	8 45%	** **	152 48%	** **	187 52%
Rules about the information they can share online	180 50%	91 49%	89 51%	38 48%	54 52%	34 54%	53 46%	92 50%	87 49%	180 50%	153 51%	15 46%	7 39%	** **	148 47%	** **	180 50%
Other rules	14 4%	7 4%	7 4%	5 7%	5 5%	2 3%	1 1%	10 6%	3 2%	14 4%	12 4%	1 2%	1 3%	** **	10 3%	** **	14 4%
ANY RULES	340 94%	173 94%	167 95%	72 93%	98 93%	61 98%	108 93%	170 93%	169 95%	340 94%	283 94%	30 92%	17 95%	** **	295 94%	** **	340 94%
No, do not have any rules	22 6%	12 6%	10 5%	5 7%	7 7%	1 2%	8 7%	12 7%	9 5%	22 6%	17 6%	3 8%	1 5%	** **	18 6%	** **	22 6%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP26. Do you have any of these rules about what your child does online? Please think about the sorts of things they do online on any device? (MULTI CODE)

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 99%		a	b	c	~d	e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
Rules about the video content they watch online	276	229	26	12	**	276
	76%	76%	79%	68%	**	76%
Rules about the types of websites or apps they can use	267	224	22	13	**	267
	74%	74%	68%	73%	**	74%
Rules about how much time they spend online	239	204	18	10	**	239
	66%	68%	55%	58%	**	66%
Rules about when they can go online	210	182	14	9	**	210
	58%	61%	42%	47%	**	58%
		b				b
Rules about who they can contact online	197	166	17	8	**	197
	54%	55%	52%	45%	**	54%
Rules about spending money online	187	159	15	8	**	187
	52%	53%	45%	45%	**	52%
Rules about the information they can share online	180	153	15	7	**	180
	50%	51%	46%	39%	**	50%
Other rules	14	12	1	1	**	14
	4%	4%	2%	3%	**	4%
ANY RULES	340	283	30	17	**	340
	94%	94%	92%	95%	**	94%
No, do not have any rules	22	17	3	1	**	22
	6%	6%	8%	5%	**	6%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP26A. Due to the situation with COVID this year, many children have been at home much more than usual. To what extent do you agree or disagree with the following statement about any use of rules at this time? - "As a result of my child being at home more than usual this year, I have had to relax some of the rules about what my child does online" (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
Strongly disagree	77 21%	38 21%	39 22%	16 21%	17 16%	13 21%	30 26%	33 18%	43 24%	77 21%	67 22%	6 17%	3 17%	** **	63 20%	** **	77 21%
Slightly disagree	58 16%	29 16%	30 17%	11 14%	17 17%	8 12%	22 19%	28 15%	30 17%	58 16%	50 16%	4 14%	3 18%	** **	51 16%	** **	58 16%
Neither agree nor disagree	59 16%	33 18%	26 15%	7 10%	13 13%	12 20%	25 22%	21 11%	38 21%	59 16%	46 15%	8 24%	3 18%	** **	54 17%	** **	59 16%
							cg		cg								
Slightly agree	110 30%	51 28%	59 33%	27 35%	36 35%	19 31%	26 23%	64 35%	46 26%	110 30%	91 30%	10 32%	5 29%	** **	94 30%	** **	110 30%
Strongly agree	55 15%	34 18%	21 12%	16 20%	20 19%	9 15%	10 9%	35 19%	19 11%	55 15%	47 16%	3 9%	3 17%	** **	49 16%	** **	55 15%
				f				f									
Don't know	3 1%	1 **%	2 1%	* **%	1 1%	* 1%	1 1%	1 **%	2 1%	3 1%	1 **%	1 4%	* 1%	** **	3 1%	** **	3 1%
												j					
SUMMARY CODES																	
TOTAL DISAGREE	136 38%	67 36%	69 39%	27 35%	34 33%	21 33%	52 45%	61 34%	73 41%	136 38%	116 39%	10 31%	6 35%	** **	114 36%	** **	136 38%
TOTAL AGREE	164 45%	85 46%	79 45%	43 55%	56 54%	29 46%	36 31%	99 55%	65 36%	164 45%	138 46%	13 41%	8 46%	** **	143 46%	** **	164 45%
				fh	fh			fh		f							
TOTAL NEITHER/ DON'T KNOW	62 17%	33 18%	29 16%	8 10%	14 13%	13 21%	27 23%	22 12%	40 22%	62 17%	47 16%	9 28%	4 19%	** **	57 18%	** **	62 17%
							cg		cg			j					

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP26A. Due to the situation with COVID this year, many children have been at home much more than usual. To what extent do you agree or disagree with the following statement about any use of rules at this time? - "As a result of my child being at home more than usual this year, I have had to relax some of the rules about what my child does online" (SINGLE CODE)

Base : Parents whose child goes online at home or elsewhere

INTERNET USER AGED 3-4						
	Total	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 99%		a	b	c	~d	e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
Strongly disagree	77 21%	67 22%	6 17%	3 17%	** **	77 21%
Slightly disagree	58 16%	50 16%	4 14%	3 18%	** **	58 16%
Neither agree nor disagree	59 16%	46 15%	8 24%	3 18%	** **	59 16%
Slightly agree	110 30%	91 30%	10 32%	5 29%	** **	110 30%
Strongly agree	55 15%	47 16%	3 9%	3 17%	** **	55 15%
Don't know	3 1%	1 *%	1 4%	* 1%	** **	3 1%
			a			
SUMMARY CODES						
TOTAL DISAGREE	136 38%	116 39%	10 31%	6 35%	** **	136 38%
TOTAL AGREE	164 45%	138 46%	13 41%	8 46%	** **	164 45%
TOTAL NEITHER/ DON'T KNOW	62 17%	47 16%	9 28%	4 19%	** **	62 17%
			a			
Columns Tested: a,b,c,d,e						

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
Sitting beside them and watching or helping them while they are online	212 59%	112 60%	100 57%	45 58%	66 63%	30 48%	69 60%	111 61%	99 56%	212 59%	174 58%	21 65%	11 60%	** **	180 57%	** **	212 59%
Being nearby and regularly checking what they do	252 70%	126 68%	126 72%	52 67%	83 79% h	41 66%	75 65%	135 74%	116 65%	252 70%	211 70%	21 63%	12 64%	** **	213 68%	** **	252 70%
Asking about what they are doing or have been doing online	142 39%	75 40%	68 38%	26 34%	49 47%	22 36%	44 38%	75 41%	66 37%	142 39%	119 39%	13 39%	7 38%	** **	125 40%	** **	142 39%
Check the browser/ device history after they have been online	82 23%	39 21%	44 25%	16 20%	25 24%	14 22%	28 25%	40 22%	42 24%	82 23%	71 24%	4 13%	5 26%	** **	75 24%	** **	82 23%
Other types of supervision	5 1%	1 1%	4 2%	3 4%	1 1%	* 1%	* *%	4 2%	1 *%	5 1%	4 1%	* 1%	1 4%	** **	5 1%	** **	5 1%
ANY TYPE OF SUPERVISION	360 99%	183 99%	177 100%	76 98%	104 100%	62 100%	116 100%	181 99%	178 100%	360 99%	300 100%	32 99%	18 98%	** **	312 99%	** **	360 99%
No, don't supervise their online access and use	2 1%	2 1%	- -%	1 2%	* *%	* *%	- -%	2 1%	* *%	2 1%	1 *%	* 1%	* 2%	** **	2 1%	** **	2 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP27. When your child goes online, on any device, 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 3-4				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 99%		a	b	c	~d	e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
Sitting beside them and watching or helping them while they are online	212	174	21	11	**	212
	59%	58%	65%	60%	**	59%
Being nearby and regularly checking what they do	252	211	21	12	**	252
	70%	70%	63%	64%	**	70%
Asking about what they are doing or have been doing online	142	119	13	7	**	142
	39%	39%	39%	38%	**	39%
Check the browser/ device history after they have been online	82	71	4	5	**	82
	23%	24%	13%	26%	**	23%
Other types of supervision	5	4	*	1	**	5
	1%	1%	1%	4%	**	1%
ANY TYPE OF SUPERVISION	360	300	32	18	**	360
	99%	100%	99%	98%	**	99%
No, don't supervise their online access and use	2	1	*	*	**	2
	1%	*%	1%	2%	**	1%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP28. Have you ever talked to your child about how to stay safe online? 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 GENDER			SOCIAL GRADE							NATION						
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
Yes	184	92	93	35	51	31	66	85	98	184	154	14	11	**	159	**	184
	51%	49%	52%	45%	48%	51%	57%	47%	55%	51%	51%	44%	58%	**	51%	**	51%
No	172	90	82	42	52	30	47	94	77	172	143	18	7	**	150	**	172
	48%	49%	47%	54%	50%	49%	41%	52%	44%	48%	47%	54%	40%	**	48%	**	48%
Don't know	5	4	2	1	2	*	3	2	3	5	4	*	*	**	5	**	5
	1%	2%	1%	1%	2%	1%	2%	1%	2%	1%	1%	1%	2%	**	2%	**	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP28. Have you ever talked to your child about how to stay safe online? 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

INTERNET USER AGED 3-4						
	Total	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 99%		a	b	c	~d	e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
Yes	184	154	14	11	**	184
	51%	51%	44%	58%	**	51%
No	172	143	18	7	**	172
	48%	47%	54%	40%	**	48%
Don't know	5	4	*	*	**	5
	1%	1%	1%	2%	**	1%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

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

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	~c	~d	~e	~f	g	h	i	j	~k	~l	~m	n	~o	p
Unweighted total	320	154	166	82	85	54	96	167	150	320	172	50	59	39	280	38	320
Effective Weighted Sample	222	111	112	63	60	38	69	117	106	222	163	48	56	36	199	24	222
Total	184	92	93	35	51	31	66	85	98	184	154	14	11	6	159	25	184
At least every few weeks	102	50	53	**	**	**	**	46	55	102	82	**	**	**	90	**	102
	56%	54%	57%	**	**	**	**	54%	57%	56%	53%	**	**	**	56%	**	56%
At least every few months	42	23	19	**	**	**	**	21	20	42	37	**	**	**	36	**	42
	23%	25%	21%	**	**	**	**	25%	21%	23%	24%	**	**	**	23%	**	23%
EVERY FEW WEEKS OR EVERY FEW MONTHS	144	72	72	**	**	**	**	67	76	144	119	**	**	**	125	**	144
	78%	79%	77%	**	**	**	**	79%	77%	78%	77%	**	**	**	79%	**	78%
Less often than every few months, but more than once	26	11	14	**	**	**	**	16	10	26	22	**	**	**	21	**	26
	14%	12%	16%	**	**	**	**	19%	10%	14%	14%	**	**	**	13%	**	14%
Have talked to them once, and not since then	13	8	5	**	**	**	**	2	11	13	12	**	**	**	11	**	13
	7%	8%	6%	**	**	**	**	2%	11%	7%	8%	**	**	**	7%	**	7%
Don't know	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,o,p

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP29. 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 3-4				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 99%		a	~b	~c	~d	e
Unweighted total	320	172	50	59	39	320
Effective Weighted Sample	222	163	48	56	36	222
Total	184	154	14	11	6	184
At least every few weeks	102	82	**	**	**	102
	56%	53%	**	**	**	56%
At least every few months	42	37	**	**	**	42
	23%	24%	**	**	**	23%
EVERY FEW WEEKS OR EVERY FEW MONTHS	144	119	**	**	**	144
	78%	77%	**	**	**	78%
Less often than every few months, but more than once	26	22	**	**	**	26
	14%	14%	**	**	**	14%
Have talked to them once, and not since then	13	12	**	**	**	13
	7%	8%	**	**	**	7%
Don't know	1	1	**	**	**	1
	1%	1%	**	**	**	1%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
At least every few weeks	102	50	53	19	27	16	39	46	55	102	82	10	7	**	90	**	102
	28%	27%	30%	25%	26%	26%	34%	25%	31%	28%	27%	30%	41%	**	29%	**	28%
At least every few months	42	23	19	9	13	7	14	21	20	42	37	3	1	**	36	**	42
	12%	12%	11%	12%	12%	11%	12%	12%	11%	12%	12%	10%	6%	**	11%	**	12%
EVERY FEW WEEKS OR EVERY FEW MONTHS	144	72	72	28	39	23	53	67	76	144	119	13	8	**	125	**	144
	40%	39%	41%	36%	38%	37%	45%	37%	42%	40%	39%	40%	47%	**	40%	**	40%
Less often than every few months, but more than once	26	11	14	6	10	2	7	16	10	26	22	1	2	**	21	**	26
	7%	6%	8%	8%	10%	4%	6%	9%	5%	7%	7%	3%	10%	**	7%	**	7%
Have talked to them once, and not since then	13	8	5	1	1	5	6	2	11	13	12	*	*	**	11	**	13
	4%	4%	3%	1%	1%	8%	5%	1%	6%	4%	4%	1%	2%	**	4%	**	4%
						cg			g								
Don't know	1	*	1	-	-	1	-	-	1	1	1	-	-	**	1	**	1
	*%	*%	1%	-%	-%	2%	-%	-%	1%	*%	*%	-%	-%	**	*%	**	*%
HAVE NEVER TALKED TO CHILD ABOUT HOW TO STAY SAFE ONLINE	178	94	84	43	54	31	50	97	80	178	147	18	8	**	155	**	178
	49%	51%	48%	55%	52%	49%	43%	53%	45%	49%	49%	56%	42%	**	49%	**	49%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP29. 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 3-4				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 99%		a	b	c	~d	e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
At least every few weeks	102	82	10	7	**	102
	28%	27%	30%	41%	**	28%
At least every few months	42	37	3	1	**	42
	12%	12%	10%	6%	**	12%
EVERY FEW WEEKS OR EVERY FEW MONTHS	144	119	13	8	**	144
	40%	39%	40%	47%	**	40%
Less often than every few months, but more than once	26	22	1	2	**	26
	7%	7%	3%	10%	**	7%
Have talked to them once, and not since then	13	12	*	*	**	13
	4%	4%	1%	2%	**	4%
Don't know	1	1	-	-	**	1
	*%	*%	-%	-%	**	*%
HAVE NEVER TALKED TO CHILD ABOUT HOW TO STAY SAFE ONLINE	178	147	18	8	**	178
	49%	49%	56%	42%	**	49%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31. Before today, were you aware of any of these types of technical tools or controls? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 ~e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES ~l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	597	307	290	176	169	95	153	345	248	597	325	104	97	71	521	73	597
Effective Weighted Sample	418	219	199	138	121	65	109	247	173	418	305	99	90	66	375	45	418
Total	338	174	164	77	104	53	103	180	156	338	281	30	17	9	291	46	338
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield)	232 69%	111 64%	120 73%	52 68%	79 76%	** **	69 67%	130 72%	100 64%	232 69%	193 69%	20 67%	** **	** **	196 68%	** **	232 69%
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)	205 61%	104 60%	101 61%	48 62%	69 66%	** **	57 56%	116 65%	87 56%	205 61%	168 60%	22 72%	** **	** **	171 59%	** **	205 61%
AWARE OF EITHER OF THESE CONTENT FILTERS	274 81%	135 78%	138 84%	60 79%	88 85%	** **	84 81%	149 82%	124 79%	274 81%	227 81%	26 86%	** **	** **	232 80%	** **	274 81%
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	193 57%	105 61%	87 53%	47 61%	59 57%	** **	55 54%	106 59%	86 55%	193 57%	157 56%	21 68%	** **	** **	161 55%	** **	193 57%
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Family Safety Mode	181 54%	99 57%	82 50%	38 49%	64 61%	** **	52 51%	101 56%	78 50%	181 54%	149 53%	18 60%	** **	** **	149 51%	** **	181 54%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31. Before today, were you aware of any of these types of technical tools or controls? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 ~e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES ~l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	597	307	290	176	169	95	153	345	248	597	325	104	97	71	521	73	597
Effective Weighted Sample	418	219	199	138	121	65	109	247	173	418	305	99	90	66	375	45	418
Total	338	174	164	77	104	53	103	180	156	338	281	30	17	9	291	46	338
AWARE OF ANY OF THE ABOVE FOUR TOOLS OR CONTROLS	302 89%	155 89%	147 90%	66 86%	96 92%	** **	90 88%	162 90%	139 89%	302 89%	250 89%	29 95%	** **	** **	258 89%	** **	302 89%
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	202 60%	106 61%	96 59%	46 60%	67 64%	** **	59 57%	113 62%	88 56%	202 60%	166 59%	22 72% n	** **	** **	166 57%	** **	202 60%
Parental control software, settings 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	178 53%	102 58%	76 47%	40 52%	61 59%	** **	50 48%	100 56%	77 49%	178 53%	147 52%	18 61%	** **	** **	150 52%	** **	178 53%
AWARE OF EITHER OF THESE TWO TOOLS FOR TABLETS OR MOBILE PHONES	230 68%	127 73%	104 63%	51 66%	74 72%	** **	69 67%	125 69%	104 67%	230 68%	190 68%	24 80%	** **	** **	194 67%	** **	230 68%
AWARE OF ANY OF THE ABOVE SIX TOOLS OR CONTROLS	317 94%	164 94%	153 93%	69 90%	99 95%	** **	98 95%	168 93%	148 95%	317 94%	264 94%	29 96%	** **	** **	273 94%	** **	317 94%
None of these / Not aware of any of these	13 4%	7 4%	6 4%	4 5%	4 3%	** **	3 3%	8 4%	6 4%	13 4%	11 4%	1 3%	** **	** **	13 4%	** **	13 4%
Don't know	8 2%	3 2%	5 3%	4 5%	2 2%	** **	2 2%	5 3%	2 1%	8 2%	7 2%	* 1%	** **	** **	5 2%	** **	8 2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31. Before today, were you aware of any of these types of technical tools or controls? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

	Total	INTERNET USER AGED 3-4				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 99%		a	b	~c	~d	e
Unweighted total	597	325	104	97	71	597
Effective Weighted Sample	418	305	99	90	66	418
Total	338	281	30	17	9	338
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield)	232	193	20	**	**	232
	69%	69%	67%	**	**	69%
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)	205	168	22	**	**	205
	61%	60%	72%	**	**	61%
AWARE OF EITHER OF THESE CONTENT FILTERS	274	227	26	**	**	274
	81%	81%	86%	**	**	81%
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	193	157	21	**	**	193
	57%	56%	68%	**	**	57%
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Family Safety Mode	181	149	18	**	**	181
	54%	53%	60%	**	**	54%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31. Before today, were you aware of any of these types of technical tools or controls? (MULTI CODE)

Base : Parents with broadband at home whose child goes online

	Total	INTERNET USER AGED 3-4				
		ENG- LAND a	SCOT- LAND b	WALES ~c	N IRELAND ~d	ALL e
Significance Level: 99%						
Unweighted total	597	325	104	97	71	597
Effective Weighted Sample	418	305	99	90	66	418
Total	338	281	30	17	9	338
AWARE OF ANY OF THE ABOVE FOUR TOOLS OR CONTROLS	302	250	29	**	**	302
	89%	89%	95%	**	**	89%
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	202	166	22	**	**	202
	60%	59%	72%	**	**	60%
Parental control software, settings 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	178	147	18	**	**	178
	53%	52%	61%	**	**	53%
AWARE OF EITHER OF THESE TWO TOOLS FOR TABLETS OR MOBILE PHONES	230	190	24	**	**	230
	68%	68%	80%	**	**	68%
AWARE OF ANY OF THE ABOVE SIX TOOLS OR CONTROLS	317	264	29	**	**	317
	94%	94%	96%	**	**	94%
None of these / Not aware of any of these	13	11	1	**	**	13
	4%	4%	3%	**	**	4%
Don't know	8	7	*	**	**	8
	2%	2%	1%	**	**	2%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 ~e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES ~l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	597	307	290	176	169	95	153	345	248	597	325	104	97	71	521	73	597
Effective Weighted Sample	418	219	199	138	121	65	109	247	173	418	305	99	90	66	375	45	418
Total	338	174	164	77	104	53	103	180	156	338	281	30	17	9	291	46	338
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)	107 32%	57 33%	50 31%	23 30%	35 34%	** **	30 29%	58 32%	49 31%	107 32%	91 32%	8 27%	** **	** **	92 32%	** **	107 32%
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield)	106 31%	48 27%	58 36%	24 32%	35 34%	** **	32 31%	60 33%	47 30%	106 31%	87 31%	10 32%	** **	** **	92 32%	** **	106 31%
USE EITHER OF THESE CONTENT FILTERS	154 46%	72 41%	82 50%	34 44%	51 49%	** **	46 45%	84 47%	69 45%	154 46%	127 45%	13 44%	** **	** **	131 45%	** **	154 46%
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Family Safety Mode	125 37%	69 40%	56 34%	22 29%	43 42%	** **	39 38%	66 36%	59 38%	125 37%	107 38%	9 31%	** **	** **	101 35%	** **	125 37%
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	104 31%	56 32%	49 30%	23 30%	31 30%	** **	32 32%	54 30%	50 32%	104 31%	85 30%	11 36%	** **	** **	86 30%	** **	104 31%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 ~e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES ~l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	597	307	290	176	169	95	153	345	248	597	325	104	97	71	521	73	597
Effective Weighted Sample	418	219	199	138	121	65	109	247	173	418	305	99	90	66	375	45	418
Total	338	174	164	77	104	53	103	180	156	338	281	30	17	9	291	46	338
USE ANY OF THE ABOVE FOUR TOOLS OR CONTROLS	224 66%	112 64%	112 68%	45 59%	69 66%	** **	73 71%	114 63%	109 70%	224 66%	186 66%	21 69%	** **	** **	191 66%	** **	224 66%
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	134 40%	69 40%	65 40%	24 31%	48 46%	** **	42 41%	72 40%	62 40%	134 40%	110 39%	13 43%	** **	** **	108 37%	** **	134 40%
Parental control software, settings 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	108 32%	63 36%	44 27%	24 31%	35 33%	** **	35 34%	58 32%	49 32%	108 32%	90 32%	9 29%	** **	** **	92 32%	** **	108 32%
USE EITHER OF THESE TWO TOOLS FOR TABLETS OR MOBILE PHONES	162 48%	89 51%	73 45%	30 40%	54 52%	** **	51 50%	84 47%	78 50%	162 48%	135 48%	15 49%	** **	** **	134 46%	** **	162 48%
USE OF ANY OF THE ABOVE SIX TOOLS OR CONTROLS	261 77%	135 78%	126 77%	51 67%	82 79%	** **	84 82% c	133 74%	127 82% c	261 77%	217 77%	24 78%	** **	** **	221 76%	** **	261 77%
None of these / Do not use any of these	53 16%	28 16%	26 16%	18 23%	15 15%	** **	12 12%	33 18%	19 12%	53 16%	45 16%	5 15%	** **	** **	49 17%	** **	53 16%
NOT AWARE OF ANY OF THESE TOOLS OR CONTROLS	13 4%	7 4%	6 4%	4 5%	4 3%	** **	3 3%	8 4%	6 4%	13 4%	11 4%	1 3%	** **	** **	13 4%	** **	13 4%
Don't know	10 3%	4 2%	7 4%	4 5%	3 3%	** **	4 3%	7 4%	4 2%	10 3%	9 3%	1 4%	** **	** **	8 3%	** **	10 3%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents with broadband at home whose child goes online

	Total	INTERNET USER AGED 3-4				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 99%		a	b	~c	~d	e
Unweighted total	597	325	104	97	71	597
Effective Weighted Sample	418	305	99	90	66	418
Total	338	281	30	17	9	338
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)	107	91	8	**	**	107
	32%	32%	27%	**	**	32%
Parental control software set up on a particular device used to go online (e.g. Net Nanny, McAfee Family Protection, Open DNS FamilyShield)	106	87	10	**	**	106
	31%	31%	32%	**	**	31%
USE EITHER OF THESE CONTENT FILTERS	154	127	13	**	**	154
	46%	45%	44%	**	**	46%
Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Family Safety Mode	125	107	9	**	**	125
	37%	38%	31%	**	**	37%
Parental controls built into the device by the manufacturer – e.g. Windows, Apple, Xbox, PlayStation etc.	104	85	11	**	**	104
	31%	30%	36%	**	**	31%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents with broadband at home whose child goes online

	Total	INTERNET USER AGED 3-4				
		ENG- LAND a	SCOT- LAND b	WALES ~c	N IRELAND ~d	ALL e
Significance Level: 99%						
Unweighted total	597	325	104	97	71	597
Effective Weighted Sample	418	305	99	90	66	418
Total	338	281	30	17	9	338
USE ANY OF THE ABOVE FOUR TOOLS OR CONTROLS	224 66%	186 66%	21 69%	** **	** **	224 66%
Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases	134 40%	110 39%	13 43%	** **	** **	134 40%
Parental control software, settings 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	108 32%	90 32%	9 29%	** **	** **	108 32%
USE EITHER OF THESE TWO TOOLS FOR TABLETS OR MOBILE PHONES	162 48%	135 48%	15 49%	** **	** **	162 48%
USE OF ANY OF THE ABOVE SIX TOOLS OR CONTROLS	261 77%	217 77%	24 78%	** **	** **	261 77%
None of these / Do not use any of these	53 16%	45 16%	5 15%	** **	** **	53 16%
NOT AWARE OF ANY OF THESE TOOLS OR CONTROLS	13 4%	11 4%	1 3%	** **	** **	13 4%
Don't know	10 3%	9 3%	1 4%	** **	** **	10 3%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31A/ QP32A 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 GENDER			SOCIAL GRADE							NATION						
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	597	307	290	176	169	95	153	345	248	597	325	104	97	71	521	73	597
Effective Weighted Sample	418	219	199	138	121	65	109	247	173	418	305	99	90	66	375	45	418
Total	338	174	164	77	104	53	103	180	156	338	281	30	17	9	291	46	338
AWARE AND USE	107	57	50	23	35	**	30	58	49	107	91	8	**	**	92	**	107
	32%	33%	31%	30%	34%	**	29%	32%	31%	32%	32%	27%	**	**	32%	**	32%
AWARE BUT DO NOT USE	98	47	51	25	33	**	27	58	39	98	77	14	**	**	79	**	98
	29%	27%	31%	33%	32%	**	26%	32%	25%	29%	27%	45%	**	**	27%	**	29%
												jnp					
TOTAL AWARE	205	104	101	48	69	**	57	116	87	205	168	22	**	**	171	**	205
	61%	60%	61%	62%	66%	**	56%	65%	56%	61%	60%	72%	**	**	59%	**	61%
TOTAL NOT AWARE	133	70	63	29	35	**	46	64	69	133	113	9	**	**	119	**	133
	39%	40%	39%	38%	34%	**	44%	35%	44%	39%	40%	28%	**	**	41%	**	39%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31A/ QP32A 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

INTERNET USER AGED 3-4						
	Total	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 99%		a	b	~c	~d	e
Unweighted total	597	325	104	97	71	597
Effective Weighted Sample	418	305	99	90	66	418
Total	338	281	30	17	9	338
AWARE AND USE	107	91	8	**	**	107
	32%	32%	27%	**	**	32%
AWARE BUT DO NOT USE	98	77	14	**	**	98
	29%	27%	45%	**	**	29%
			ae			
TOTAL AWARE	205	168	22	**	**	205
	61%	60%	72%	**	**	61%
TOTAL NOT AWARE	133	113	9	**	**	133
	39%	40%	28%	**	**	39%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	597	307	290	176	169	95	153	345	248	597	325	104	97	71	521	73	597
Effective Weighted Sample	418	219	199	138	121	65	109	247	173	418	305	99	90	66	375	45	418
Total	338	174	164	77	104	53	103	180	156	338	281	30	17	9	291	46	338
AWARE AND USE	106	48	58	24	35	**	32	60	47	106	87	10	**	**	92	**	106
	31%	27%	36%	32%	34%	**	31%	33%	30%	31%	31%	32%	**	**	32%	**	31%
AWARE BUT DO NOT USE	125	64	62	28	43	**	37	71	53	125	106	11	**	**	104	**	125
	37%	37%	38%	36%	42%	**	36%	39%	34%	37%	38%	35%	**	**	36%	**	37%
TOTAL AWARE	232	111	120	52	79	**	69	130	100	232	193	20	**	**	196	**	232
	69%	64%	73%	68%	76%	**	67%	72%	64%	69%	69%	67%	**	**	68%	**	69%
TOTAL NOT AWARE	106	62	44	25	25	**	34	50	56	106	88	10	**	**	94	**	106
	31%	36%	27%	32%	24%	**	33%	28%	36%	31%	31%	33%	**	**	32%	**	31%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31B/ QP32B 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 3-4				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 99%		a	b	~c	~d	e
Unweighted total	597	325	104	97	71	597
Effective Weighted Sample	418	305	99	90	66	418
Total	338	281	30	17	9	338
AWARE AND USE	106	87	10	**	**	106
	31%	31%	32%	**	**	31%
AWARE BUT DO NOT USE	125	106	11	**	**	125
	37%	38%	35%	**	**	37%
TOTAL AWARE	232	193	20	**	**	232
	69%	69%	67%	**	**	69%
TOTAL NOT AWARE	106	88	10	**	**	106
	31%	31%	33%	**	**	31%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 ~e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES ~l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	597	307	290	176	169	95	153	345	248	597	325	104	97	71	521	73	597
Effective Weighted Sample	418	219	199	138	121	65	109	247	173	418	305	99	90	66	375	45	418
Total	338	174	164	77	104	53	103	180	156	338	281	30	17	9	291	46	338
AWARE AND USE	104	56	49	23	31	**	32	54	50	104	85	11	**	**	86	**	104
	31%	32%	30%	30%	30%	**	32%	30%	32%	31%	30%	36%	**	**	30%	**	31%
AWARE BUT DO NOT USE	88	50	39	24	28	**	23	52	35	88	72	10	**	**	75	**	88
	26%	29%	24%	31%	27%	**	22%	29%	23%	26%	26%	32%	**	**	26%	**	26%
TOTAL AWARE	193	105	87	47	59	**	55	106	86	193	157	21	**	**	161	**	193
	57%	61%	53%	61%	57%	**	54%	59%	55%	57%	56%	68%	**	**	55%	**	57%
TOTAL NOT AWARE	145	68	77	30	44	**	48	74	70	145	124	10	**	**	130	**	145
	43%	39%	47%	39%	43%	**	46%	41%	45%	43%	44%	32%	**	**	45%	**	43%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% 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 3-4				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 99%		a	b	~c	~d	e
Unweighted total	597	325	104	97	71	597
Effective Weighted Sample	418	305	99	90	66	418
Total	338	281	30	17	9	338
AWARE AND USE	104	85	11	**	**	104
	31%	30%	36%	**	**	31%
AWARE BUT DO NOT USE	88	72	10	**	**	88
	26%	26%	32%	**	**	26%
TOTAL AWARE	193	157	21	**	**	193
	57%	56%	68%	**	**	57%
TOTAL NOT AWARE	145	124	10	**	**	145
	43%	44%	32%	**	**	43%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31D/ QP32D SUMMARY OF AWARENESS AND USE - Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Family Safety Mode

Base : Parents with broadband at home whose child goes online

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 ~e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES ~l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	597	307	290	176	169	95	153	345	248	597	325	104	97	71	521	73	597
Effective Weighted Sample	418	219	199	138	121	65	109	247	173	418	305	99	90	66	375	45	418
Total	338	174	164	77	104	53	103	180	156	338	281	30	17	9	291	46	338
AWARE AND USE	125	69	56	22	43	**	39	66	59	125	107	9	**	**	101	**	125
	37%	40%	34%	29%	42%	**	38%	36%	38%	37%	38%	31%	**	**	35%	**	37%
AWARE BUT DO NOT USE	56	30	27	15	20	**	14	36	20	56	43	9	**	**	48	**	56
	17%	17%	16%	20%	20%	**	13%	20%	13%	17%	15%	29%	**	**	16%	**	17%
												jnp					
TOTAL AWARE	181	99	82	38	64	**	52	101	78	181	149	18	**	**	149	**	181
	54%	57%	50%	49%	61%	**	51%	56%	50%	54%	53%	60%	**	**	51%	**	54%
TOTAL NOT AWARE	157	75	82	39	40	**	51	79	78	157	132	12	**	**	141	**	157
	46%	43%	50%	51%	39%	**	49%	44%	50%	46%	47%	40%	**	**	49%	**	46%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31D/ QP32D SUMMARY OF AWARENESS AND USE - Restrict access to inappropriate online content - through things like Google SafeSearch, YouTube Restricted mode or TikTok Family Safety Mode

Base : Parents with broadband at home whose child goes online

	Total	INTERNET USER AGED 3-4				
		ENG- LAND	SCOT- LAND	WALES	IRELAND	ALL
Significance Level: 99%		a	b	~c	~d	e
Unweighted total	597	325	104	97	71	597
Effective Weighted Sample	418	305	99	90	66	418
Total	338	281	30	17	9	338
AWARE AND USE	125	107	9	**	**	125
	37%	38%	31%	**	**	37%
AWARE BUT DO NOT USE	56	43	9	**	**	56
	17%	15%	29%	**	**	17%
			ae			
TOTAL AWARE	181	149	18	**	**	181
	54%	53%	60%	**	**	54%
TOTAL NOT AWARE	157	132	12	**	**	157
	46%	47%	40%	**	**	46%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31E/ QP32E SUMMARY OF AWARENESS AND USE - Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases

Base : Parents whose child uses a smartphone or tablet computer

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	631	322	309	171	179	107	167	350	274	631	344	111	105	71	546	79	631
Effective Weighted Sample	443	227	217	133	128	74	124	249	197	443	324	106	98	66	396	47	443
Total	363	181	182	73	109	60	119	182	179	363	303	32	18	10	314	47	363
AWARE AND USE	144	73	72	24	49	25	46	73	71	144	118	14	7	**	118	**	144
	40%	40%	39%	33%	45%	41%	39%	40%	39%	40%	39%	43%	40%	**	38%	**	40%
AWARE BUT DO NOT USE	75	34	40	20	23	9	21	43	31	75	61	11	3	**	64	**	75
	21%	19%	22%	27%	21%	16%	18%	24%	17%	21%	20%	33% jlnp	14% k	**	20% k	**	21% k
TOTAL AWARE	219	107	112	44	72	34	68	116	102	219	179	25	10	**	183	**	219
	60%	59%	61%	60%	66%	56%	57%	64%	57%	60%	59%	76% jlnp	54% k	**	58% k	**	60% k
TOTAL NOT AWARE	144	74	70	29	37	26	52	66	78	144	123	8	8	**	132	**	144
	40%	41%	39%	40%	34%	44%	43%	36%	43%	40%	41% k	24% k	46% k	**	42% k	**	40% k

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31E/ QP32E SUMMARY OF AWARENESS AND USE - Change the settings on your child's phone or tablet to stop apps being downloaded or stop in-app purchases

Base : Parents whose child uses a smartphone or tablet computer

	Total	INTERNET USER AGED 3-4				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 99%		a	~b	~c	~d	e
Unweighted total	631	299	98	90	60	547
Effective Weighted Sample	443	281	94	84	56	385
Total	363	262	28	16	8	315
AWARE AND USE	144	110	**	**	**	133
	40%	42%	**	**	**	42%
AWARE BUT DO NOT USE	75	50	**	**	**	61
	21%	19%	**	**	**	19%
TOTAL AWARE	219	159	**	**	**	194
	60%	61%	**	**	**	62%
TOTAL NOT AWARE	144	103	**	**	**	121
	40%	39%	**	**	**	38%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31F/ QP32F SUMMARY OF AWARENESS AND USE - Parental control software, settings or apps that can be used on your child's phone or tablet to restrict access to content or manage their use of the device

Base : Parents whose child uses a smartphone or tablet computer

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	631	322	309	171	179	107	167	350	274	631	344	111	105	71	546	79	631
Effective Weighted Sample	443	227	217	133	128	74	124	249	197	443	324	106	98	66	396	47	443
Total	363	181	182	73	109	60	119	182	179	363	303	32	18	10	314	47	363
AWARE AND USE	113	68	45	23	34	17	39	57	56	113	94	10	6	**	97	**	113
	31%	37%	25%	31%	31%	28%	33%	31%	31%	31%	31%	30%	31%	**	31%	**	31%
		b															
AWARE BUT DO NOT USE	78	35	42	15	31	14	17	46	30	78	63	10	2	**	64	**	78
	21%	20%	23%	21%	28%	23%	14%	25%	17%	21%	21%	32%	12%	**	20%	**	21%
					f							ln					
TOTAL AWARE	190	103	87	38	65	30	56	103	86	190	158	20	8	**	161	**	190
	52%	57%	48%	52%	59%	50%	47%	57%	48%	52%	52%	62%	43%	**	51%	**	52%
												l					
TOTAL NOT AWARE	173	78	95	34	44	30	63	79	93	173	145	12	10	**	153	**	173
	48%	43%	52%	48%	41%	50%	53%	43%	52%	48%	48%	38%	57%	**	49%	**	48%
													k				

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP31F/ QP32F SUMMARY OF AWARENESS AND USE - Parental control software, settings 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

		INTERNET USER AGED 3-4				
	Total	ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 99%		a	~b	~c	~d	e
Unweighted total	631	299	98	90	60	547
Effective Weighted Sample	443	281	94	84	56	385
Total	363	262	28	16	8	315
AWARE AND USE	113	87	**	**	**	104
	31%	33%	**	**	**	33%
AWARE BUT DO NOT USE	78	50	**	**	**	61
	21%	19%	**	**	**	19%
TOTAL AWARE	190	137	**	**	**	166
	52%	52%	**	**	**	53%
TOTAL NOT AWARE	173	125	**	**	**	149
	48%	48%	**	**	**	47%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	~m	n	~o	p
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
SUPERVISE & TALK TO CHILD & TOOLS & RULES	111 31%	54 29%	57 32%	21 27%	34 32%	18 29%	38 33%	54 30%	56 32%	111 31%	89 30%	12 37%	7 39%	** **	96 31%	** **	111 31%
SUPERVISE & TALK TO CHILD & RULES & NOT TOOLS	32 9%	17 9%	15 8%	7 9%	5 5%	5 9%	14 12%	12 6%	20 11%	32 9%	29 10%	1 3%	1 8%	** **	28 9%	** **	32 9%
SUPERVISE & TOOLS & RULES & NOT TALK	121 33%	60 32%	61 35%	22 29%	34 33%	24 39%	41 35%	56 31%	65 36%	121 33%	103 34%	10 30%	5 26%	** **	104 33%	** **	121 33%
SUPERVISE & TALK TO CHILD ONLY	1 *% *% -%	1 *% *% -%	- -%	- -%	1 1%	- -%	- -%	1 *% *% -%	- -%	1 *% *% -%	1 *% *% -%	- -%	- -%	** **	1 *% *% -%	** **	1 *% *% -%
SUPERVISE & TOOLS ONLY	7 2%	5 3%	2 1%	3 4%	2 2%	- -%	2 2%	5 3%	2 1%	7 2%	6 2%	1 3%	* 1%	** **	6 2%	** **	7 2%
SUPERVISE & RULES ONLY	75 21%	41 22%	34 19%	22 28% fh	25 24%	14 22%	15 13%	47 26% f	28 16%	75 21%	62 21%	7 21%	4 21%	** **	67 21%	** **	75 21%
TALK TO CHILD & TOOLS ONLY	* *% *% -%	* *% *% -%	- -%	* *% *% -%	- -%	- -%	- -%	* *% *% -%	- -%	* *% *% -%	- -%	- -%	- -%	** **	* *% *% -%	** **	* *% *% -%
PARENTAL SUPERVISION WHEN ONLINE ONLY	12 3%	5 3%	7 4%	2 2%	4 4%	1 2%	5 5%	6 3%	7 4%	12 3%	10 3%	2 5%	1 4%	** **	11 3%	** **	12 3%
RULES ONLY	1 *% *% -%	1 *% *% -%	- -%	1 1%	- -%	* *% *% -%	- -%	1 *% *% -%	* *% *% -%	1 *% *% -%	1 *% *% -%	- -%	* 1%	** **	1 *% *% -%	** **	1 *% *% -%
NONE OF THESE	1 *% *% -%	1 1% *% -%	- -%	1 1%	* *% *% -%	* *% *% -%	- -%	1 *% *% -%	* *% *% -%	1 *% *% -%	1 *% *% -%	* 1%	* 1%	** **	1 *% *% -%	** **	1 *% *% -%
ANY OF THE FOUR TECHNICAL MEDIATION TOOLS (THAT ARE NOT DEVICE SPECIFIC)	239 66%	119 64%	120 68%	46 59%	70 67%	42 67%	81 70%	116 64%	123 69%	239 66%	197 66%	23 70%	12 66%	** **	206 66%	** **	239 66%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
ANY PARENTAL SUPERVISION WHEN ONLINE	360 99%	183 99%	177 100%	76 98%	104 100%	62 100%	116 100%	181 99%	178 100%	360 99%	300 100%	32 99%	18 98%	** **	312 99%	** **	360 99%
ANY OF THE RULES ABOUT WHAT CHILD DOES ONLINE	340 94%	173 94%	167 95%	72 93%	98 93%	61 98%	108 93%	170 93%	169 95%	340 94%	283 94%	30 92%	17 95%	** **	295 94%	** **	340 94%
ANY TALK TO CHILD ABOUT STAYING SAFE ONLINE AT LEAST EVERY FEW MONTHS	144 40%	72 39%	72 41%	28 36%	39 38%	23 37%	53 45%	67 37%	76 42%	144 40%	119 39%	13 40%	8 47%	** **	125 40%	** **	144 40%
ANY THREE	153 42%	77 42%	76 43%	29 38%	39 37%	29 47%	55 47%	68 37%	84 47%	153 42%	132 44%	11 33%	6 34%	** **	132 42%	** **	153 42%
ANY TWO	83 23%	47 25%	36 21%	25 32% fh	28 27%	14 22%	17 15%	52 29% fh	31 17%	83 23%	69 23%	8 24%	4 22%	** **	73 23%	** **	83 23%
ANY ONE	13 4%	6 3%	7 4%	3 3%	4 4%	1 2%	5 5%	6 4%	7 4%	13 4%	11 4%	2 5%	1 5%	** **	12 4%	** **	13 4%
AT LEAST THREE OUT OF FOUR	264 73%	131 71%	133 75%	50 65%	73 69%	47 76%	93 80% cg	123 67%	140 79% cg	264 73%	221 73%	23 70%	13 73%	** **	228 73%	** **	264 73%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 99%		a	b	c	~d	e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
SUPERVISE & TALK TO CHILD & TOOLS & RULES	111	89	12	7	**	111
	31%	30%	37%	39%	**	31%
SUPERVISE & TALK TO CHILD & RULES & NOT TOOLS	32	29	1	1	**	32
	9%	10%	3%	8%	**	9%
SUPERVISE & TOOLS & RULES & NOT TALK	121	103	10	5	**	121
	33%	34%	30%	26%	**	33%
SUPERVISE & TALK TO CHILD ONLY	1	1	-	-	**	1
	*%	*%	-%	-%	**	*%
SUPERVISE & TOOLS ONLY	7	6	1	*	**	7
	2%	2%	3%	1%	**	2%
SUPERVISE & RULES ONLY	75	62	7	4	**	75
	21%	21%	21%	21%	**	21%
TALK TO CHILD & TOOLS ONLY	*	-	-	-	**	*
	*%	-%	-%	-%	**	*%
PARENTAL SUPERVISION WHEN ONLINE ONLY	12	10	2	1	**	12
	3%	3%	5%	4%	**	3%
RULES ONLY	1	1	-	*	**	1
	*%	*%	-%	1%	**	*%
NONE OF THESE	1	1	*	*	**	1
	*%	*%	1%	1%	**	*%
ANY OF THE FOUR TECHNICAL MEDIATION TOOLS (THAT ARE NOT DEVICE SPECIFIC)	239	197	23	12	**	239
	66%	66%	70%	66%	**	66%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

COMBINATIONS OF ONLINE MEDIATION STRATEGIES USED BY PARENTS

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 99%		a	b	c	~d	e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
ANY PARENTAL SUPERVISION WHEN ONLINE	360	300	32	18	**	360
	99%	100%	99%	98%	**	99%
ANY OF THE RULES ABOUT WHAT CHILD DOES ONLINE	340	283	30	17	**	340
	94%	94%	92%	95%	**	94%
ANY TALK TO CHILD ABOUT STAYING SAFE ONLINE AT LEAST EVERY FEW MONTHS	144	119	13	8	**	144
	40%	39%	40%	47%	**	40%
ANY THREE	153	132	11	6	**	153
	42%	44%	33%	34%	**	42%
ANY TWO	83	69	8	4	**	83
	23%	23%	24%	22%	**	23%
ANY ONE	13	11	2	1	**	13
	4%	4%	5%	5%	**	4%
AT LEAST THREE OUT OF FOUR	264	221	23	13	**	264
	73%	73%	70%	73%	**	73%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	~m	n	~o	p
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
Strongly disagree	24	9	14	3	7	5	8	10	13	24	20	1	1	**	20	**	24
	7%	5%	8%	4%	6%	8%	7%	5%	7%	7%	7%	4%	7%	**	6%	**	7%
Slightly disagree	57	27	30	18	14	15	9	32	25	57	47	5	3	**	50	**	57
	16%	15%	17%	23%	13%	25%	8%	18%	14%	16%	16%	15%	15%	**	16%	**	16%
				f		f											
Neither agree nor disagree	110	63	47	19	30	13	48	48	61	110	89	12	6	**	99	**	110
	30%	34%	27%	24%	28%	21%	41%	27%	34%	30%	30%	36%	31%	**	31%	**	30%
							ceg										
Slightly agree	117	56	61	28	39	20	30	66	50	117	97	12	6	**	92	**	117
	32%	30%	34%	35%	37%	32%	26%	36%	28%	32%	32%	35%	31%	**	29%	**	32%
Strongly agree	47	28	19	10	15	7	15	25	22	47	41	3	3	**	46	**	47
	13%	15%	11%	13%	14%	12%	13%	13%	13%	13%	14%	8%	15%	**	15%	**	13%
Don't know	8	2	6	*	1	1	5	1	7	8	7	*	*	**	8	**	8
	2%	1%	3%	*%	1%	2%	5%	1%	4%	2%	2%	1%	2%	**	3%	**	2%
							g										
SUMMARY CODES																	
TOTAL DISAGREE	81	37	44	21	21	20	18	42	38	81	68	6	4	**	70	**	81
	22%	20%	25%	27%	20%	33%	15%	23%	21%	22%	23%	19%	22%	**	22%	**	22%
						f											
TOTAL AGREE	164	84	80	38	53	27	45	91	73	164	137	14	8	**	138	**	164
	45%	45%	45%	48%	51%	44%	39%	50%	41%	45%	46%	44%	46%	**	44%	**	45%
TOTAL NEITHER/ DON'T KNOW	118	65	53	19	31	14	53	49	67	118	96	12	6	**	107	**	118
	33%	35%	30%	24%	29%	23%	46%	27%	38%	33%	32%	37%	32%	**	34%	**	33%
							cdegi		c								

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP48A. 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 3-4				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 99%		a	b	c	~d	e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
Strongly disagree	24	20	1	1	**	24
	7%	7%	4%	7%	**	7%
Slightly disagree	57	47	5	3	**	57
	16%	16%	15%	15%	**	16%
Neither agree nor disagree	110	89	12	6	**	110
	30%	30%	36%	31%	**	30%
Slightly agree	117	97	12	6	**	117
	32%	32%	35%	31%	**	32%
Strongly agree	47	41	3	3	**	47
	13%	14%	8%	15%	**	13%
Don't know	8	7	*	*	**	8
	2%	2%	1%	2%	**	2%
SUMMARY CODES						
TOTAL DISAGREE	81	68	6	4	**	81
	22%	23%	19%	22%	**	22%
TOTAL AGREE	164	137	14	8	**	164
	45%	46%	44%	46%	**	45%
TOTAL NEITHER/ DON'T KNOW	118	96	12	6	**	118
	33%	32%	37%	32%	**	33%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP48B. 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	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
Strongly disagree	6 2%	4 2%	3 2%	* *%	2 2%	1 2%	3 2%	2 1%	4 2%	6 2%	5 2%	1 2%	1 3%	** **	6 2%	** **	6 2%
Slightly disagree	28 8%	16 9%	11 6%	7 10%	6 6%	5 8%	9 8%	13 7%	14 8%	28 8%	22 7%	2 8%	2 11%	** **	22 7%	** **	28 8%
Neither agree nor disagree	46 13%	24 13%	22 12%	9 12%	17 16%	7 11%	13 11%	26 14%	20 11%	46 13%	42 14%	3 8%	1 6%	** **	41 13%	** **	46 13%
Slightly agree	117 32%	49 27%	68 39% a	26 34%	41 39%	21 34%	28 24%	67 37%	49 28%	117 32%	95 31%	13 41%	6 33%	** **	95 30%	** **	117 32%
Strongly agree	161 45%	90 49%	71 40%	35 45%	38 37%	27 43%	61 53%	73 40%	88 49%	161 45%	134 45%	13 41%	9 47%	** **	147 47%	** **	161 45%
Don't know	3 1%	2 1%	1 1%	- -%	- -%	1 1%	2 2%	- -%	3 2%	3 1%	3 1%	- -%	* 1%	** **	3 1%	** **	3 1%
SUMMARY CODES																	
TOTAL DISAGREE	34 9%	20 11%	14 8%	8 10%	8 8%	6 10%	12 10%	16 9%	18 10%	34 9%	27 9%	3 9%	2 13%	** **	28 9%	** **	34 9%
TOTAL AGREE	279 77%	139 75%	139 79%	61 78%	79 76%	48 77%	89 77%	140 77%	137 77%	279 77%	229 76%	27 82%	15 80%	** **	242 77%	** **	279 77%
TOTAL NEITHER/ DON'T KNOW	49 14%	26 14%	23 13%	9 12%	17 16%	8 13%	15 13%	26 14%	23 13%	49 14%	45 15%	3 8%	1 7%	** **	44 14%	** **	49 14%

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

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QP48B. 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 3-4				
		ENG- LAND a	SCOT- LAND b	WALES c	N IRELAND ~d	ALL e
Significance Level: 99%						
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
Strongly disagree	6 2%	5 2%	1 2%	1 3%	** **	6 2%
Slightly disagree	28 8%	22 7%	2 8%	2 11%	** **	28 8%
Neither agree nor disagree	46 13%	42 14%	3 8%	1 6%	** **	46 13%
Slightly agree	117 32%	95 31%	13 41%	6 33%	** **	117 32%
Strongly agree	161 45%	134 45%	13 41%	9 47%	** **	161 45%
Don't know	3 1%	3 1%	- -%	* 1%	** **	3 1%
SUMMARY CODES						
TOTAL DISAGREE	34 9%	27 9%	3 9%	2 13%	** **	34 9%
TOTAL AGREE	279 77%	229 76%	27 82%	15 80%	** **	279 77%
TOTAL NEITHER/ DON'T KNOW	49 14%	45 15%	3 8%	1 7%	** **	49 14%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	~m	n	~o	p
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
Very concerned	49	25	23	16	13	11	8	29	19	49	39	4	4	**	36	**	49
	13%	14%	13%	21%	12%	18%	7%	16%	11%	13%	13%	13%	20%	**	12%	**	13%
Fairly concerned	100	45	55	17	34	21	27	51	48	100	84	9	4	**	93	**	100
	28%	24%	31%	22%	33%	33%	23%	28%	27%	28%	28%	28%	25%	**	30%	**	28%
Neither/ nor	60	33	26	6	12	11	30	18	41	60	50	5	3	**	56	**	60
	16%	18%	15%	8%	11%	18%	26%	10%	23%	16%	17%	16%	15%	**	18%	**	16%
Not very concerned	85	41	44	21	29	10	25	50	35	85	70	8	4	**	68	**	85
	24%	22%	25%	27%	27%	16%	22%	27%	20%	24%	23%	26%	20%	**	22%	**	24%
Not at all concerned	67	40	28	16	17	9	25	33	34	67	56	6	4	**	59	**	67
	19%	22%	16%	21%	16%	15%	21%	18%	19%	19%	19%	17%	19%	**	19%	**	19%
Don't know	1	1	-	1	*	-	*	1	*	1	1	*	*	**	1	**	1
	*%	1%	-%	1%	*%	-%	*%	*%	*%	*%	*%	1%	1%	**	*%	**	*%
SUMMARY CODES																	
TOTAL CONCERNED	149	70	79	33	47	32	35	80	67	149	123	13	8	**	129	**	149
	41%	38%	44%	43%	45%	51%	31%	44%	38%	41%	41%	40%	45%	**	41%	**	41%
TOTAL NOT CONCERNED	153	81	72	38	46	19	50	83	69	153	127	14	7	**	128	**	153
	42%	44%	41%	48%	44%	30%	43%	46%	39%	42%	42%	43%	39%	**	41%	**	42%
TOTAL NEITHER/ DON'T KNOW	61	34	26	7	12	11	30	19	42	61	51	5	3	**	57	**	61
	17%	19%	15%	9%	11%	18%	26%	10%	23%	17%	17%	17%	16%	**	18%	**	17%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP51A. 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 3-4				
		ENG- LAND a	SCOT- LAND b	WALES c	N IRELAND ~d	ALL e
Significance Level: 99%						
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
Very concerned	49	39	4	4	**	49
	13%	13%	13%	20%	**	13%
Fairly concerned	100	84	9	4	**	100
	28%	28%	28%	25%	**	28%
Neither/ nor	60	50	5	3	**	60
	16%	17%	16%	15%	**	16%
Not very concerned	85	70	8	4	**	85
	24%	23%	26%	20%	**	24%
Not at all concerned	67	56	6	4	**	67
	19%	19%	17%	19%	**	19%
Don't know	1	1	*	*	**	1
	*%	*%	1%	1%	**	*%
SUMMARY CODES						
TOTAL CONCERNED	149	123	13	8	**	149
	41%	41%	40%	45%	**	41%
TOTAL NOT CONCERNED	153	127	14	7	**	153
	42%	42%	43%	39%	**	42%
TOTAL NEITHER/ DON'T KNOW	61	51	5	3	**	61
	17%	17%	17%	16%	**	17%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
Very concerned	43	18	25	12	14	8	9	26	17	43	34	5	4	**	38	**	43
	12%	10%	14%	16%	13%	13%	8%	14%	9%	12%	11%	14%	21%	**	12%	**	12%
Fairly concerned	97	45	52	20	35	19	23	54	42	97	79	9	6	**	80	**	97
	27%	24%	30%	25%	33%	31%	20%	30%	24%	27%	26%	28%	31%	**	25%	**	27%
Neither/ nor	69	39	30	15	19	11	25	34	36	69	58	6	4	**	63	**	69
	19%	21%	17%	19%	18%	18%	21%	18%	20%	19%	19%	18%	20%	**	20%	**	19%
Not very concerned	101	53	48	21	27	15	38	48	53	101	85	8	4	**	92	**	101
	28%	29%	27%	27%	26%	24%	33%	26%	30%	28%	28%	26%	23%	**	29%	**	28%
Not at all concerned	50	29	21	10	10	8	21	20	29	50	43	4	1	**	40	**	50
	14%	15%	12%	13%	10%	13%	18%	11%	16%	14%	14%	13%	5%	**	13%	**	14%
Don't know	1	1	-	-	-	1	-	-	1	1	1	-	-	**	1	**	1
	*%	*%	-%	-%	-%	1%	-%	-%	1%	*%	*%	-%	-%	**	*%	**	*%
SUMMARY CODES																	
TOTAL CONCERNED	141	63	77	32	49	27	32	80	59	141	113	14	9	**	117	**	141
	39%	34%	44%	41%	47%	44%	28%	44%	33%	39%	38%	42%	52%	**	37%	**	39%
					f			f									
TOTAL NOT CONCERNED	151	82	69	31	37	23	59	68	82	151	128	13	5	**	132	**	151
	42%	44%	39%	40%	35%	37%	51%	37%	46%	42%	43%	39%	28%	**	42%	**	42%
TOTAL NEITHER/ DON'T KNOW	70	40	30	15	19	12	25	34	36	70	59	6	4	**	64	**	70
	19%	22%	17%	19%	18%	19%	21%	18%	21%	19%	20%	18%	20%	**	20%	**	19%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP51B. 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 3-4				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 99%		a	b	c	~d	e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
Very concerned	43	34	5	4	**	43
	12%	11%	14%	21%	**	12%
Fairly concerned	97	79	9	6	**	97
	27%	26%	28%	31%	**	27%
Neither/ nor	69	58	6	4	**	69
	19%	19%	18%	20%	**	19%
Not very concerned	101	85	8	4	**	101
	28%	28%	26%	23%	**	28%
Not at all concerned	50	43	4	1	**	50
	14%	14%	13%	5%	**	14%
Don't know	1	1	-	-	**	1
	*%	*%	-%	-%	**	*%
SUMMARY CODES						
TOTAL CONCERNED	141	113	14	9	**	141
	39%	38%	42%	52%	**	39%
TOTAL NOT CONCERNED	151	128	13	5	**	151
	42%	43%	39%	28%	**	42%
TOTAL NEITHER/ DON'T KNOW	70	59	6	4	**	70
	19%	20%	18%	20%	**	19%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	~m	n	~o	p
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
Very concerned	66	30	36	16	16	13	20	32	33	66	50	7	6	**	57	**	66
	18%	16%	20%	21%	15%	21%	17%	17%	19%	18%	17%	22%	33%	**	18%	**	18%
													jnp				
Fairly concerned	58	32	26	12	14	18	14	26	32	58	49	5	3	**	50	**	58
	16%	17%	15%	16%	13%	30%	12%	14%	18%	16%	16%	16%	14%	**	16%	**	16%
						dfgi											
Neither/ nor	37	20	17	8	7	6	16	15	22	37	31	4	2	**	36	**	37
	10%	11%	10%	10%	7%	10%	14%	8%	12%	10%	10%	11%	11%	**	11%	**	10%
Not very concerned	74	35	39	11	25	8	30	36	38	74	65	6	2	**	65	**	74
	21%	19%	22%	15%	24%	13%	26%	20%	21%	21%	21%	18%	11%	**	21%	**	21%
Not at all concerned	122	68	55	29	41	16	36	70	52	122	103	11	6	**	103	**	122
	34%	37%	31%	37%	40%	25%	31%	38%	29%	34%	34%	32%	31%	**	33%	**	34%
Don't know	4	1	3	2	1	1	-	3	1	4	4	-	-	**	4	**	4
	1%	*%	2%	2%	1%	2%	-%	1%	1%	1%	1%	-%	-%	**	1%	**	1%
SUMMARY CODES																	
TOTAL CONCERNED	124	62	63	28	30	31	34	58	65	124	99	12	8	**	107	**	124
	34%	33%	35%	36%	28%	50%	29%	32%	37%	34%	33%	38%	47%	**	34%	**	34%
						dfgi											
TOTAL NOT CONCERNED	197	103	94	40	67	24	66	107	90	197	167	16	8	**	167	**	197
	54%	56%	53%	51%	64%	38%	57%	58%	51%	54%	56%	51%	42%	**	53%	**	54%
					e		e	e		e							
TOTAL NEITHER/ DON'T KNOW	41	20	20	10	8	7	16	18	23	41	34	4	2	**	40	**	41
	11%	11%	11%	12%	8%	11%	14%	10%	13%	11%	11%	11%	11%	**	13%	**	11%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				
		ENG- LAND a	SCOT- LAND b	WALES c	N IRELAND ~d	ALL e
Significance Level: 99%						
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
Very concerned	66 18%	50 17%	7 22%	6 33% ae	** **	66 18%
Fairly concerned	58 16%	49 16%	5 16%	3 14%	** **	58 16%
Neither/ nor	37 10%	31 10%	4 11%	2 11%	** **	37 10%
Not very concerned	74 21%	65 21%	6 18%	2 11%	** **	74 21%
Not at all concerned	122 34%	103 34%	11 32%	6 31%	** **	122 34%
Don't know	4 1%	4 1%	- -%	- -%	** **	4 1%
SUMMARY CODES						
TOTAL CONCERNED	124 34%	99 33%	12 38%	8 47%	** **	124 34%
TOTAL NOT CONCERNED	197 54%	167 56%	16 51%	8 42%	** **	197 54%
TOTAL NEITHER/ DON'T KNOW	41 11%	34 11%	4 11%	2 11%	** **	41 11%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	~m	n	~o	p
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
Very concerned	71	30	41	14	21	12	23	35	35	71	56	5	7	**	62	**	71
	20%	16%	23%	18%	20%	20%	20%	19%	20%	20%	19%	17%	39%	**	20%	**	20%
													jkn				
Fairly concerned	57	26	31	16	13	14	14	28	29	57	47	6	2	**	51	**	57
	16%	14%	17%	20%	12%	23%	12%	16%	16%	16%	16%	18%	13%	**	16%	**	16%
Neither/ nor	49	29	20	8	13	11	17	22	28	49	40	6	2	**	45	**	49
	14%	16%	11%	11%	13%	18%	14%	12%	16%	14%	13%	20%	11%	**	14%	**	14%
Not very concerned	68	34	35	12	23	9	23	35	33	68	59	5	2	**	57	**	68
	19%	18%	20%	16%	22%	15%	20%	19%	18%	19%	20%	16%	13%	**	18%	**	19%
Not at all concerned	109	64	45	26	34	12	37	60	49	109	93	9	5	**	91	**	109
	30%	34%	25%	34%	32%	20%	32%	33%	28%	30%	31%	26%	25%	**	29%	**	30%
Don't know	7	2	5	1	1	3	2	2	5	7	6	1	-	**	7	**	7
	2%	1%	3%	2%	1%	5%	2%	1%	3%	2%	2%	3%	-%	**	2%	**	2%
SUMMARY CODES																	
TOTAL CONCERNED	128	57	72	30	34	27	37	63	64	128	103	11	9	**	114	**	128
	35%	31%	41%	38%	32%	43%	32%	35%	36%	35%	34%	35%	52%	**	36%	**	35%
													jnp				
TOTAL NOT CONCERNED	177	98	80	38	57	21	60	95	82	177	152	14	7	**	148	**	177
	49%	53%	45%	49%	54%	34%	52%	52%	46%	49%	51%	42%	38%	**	47%	**	49%
					e			e									
TOTAL NEITHER/ DON'T KNOW	56	31	25	10	14	14	18	24	32	56	46	7	2	**	52	**	56
	16%	17%	14%	12%	14%	22%	16%	13%	18%	16%	15%	22%	11%	**	17%	**	16%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				
		ENG- LAND a	SCOT- LAND b	WALES c	N IRELAND ~d	ALL e
Significance Level: 99%						
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
Very concerned	71	56	5	7	**	71
	20%	19%	17%	39%	**	20%
				abe		
Fairly concerned	57	47	6	2	**	57
	16%	16%	18%	13%	**	16%
Neither/ nor	49	40	6	2	**	49
	14%	13%	20%	11%	**	14%
Not very concerned	68	59	5	2	**	68
	19%	20%	16%	13%	**	19%
Not at all concerned	109	93	9	5	**	109
	30%	31%	26%	25%	**	30%
Don't know	7	6	1	-	**	7
	2%	2%	3%	-%	**	2%
SUMMARY CODES						
TOTAL CONCERNED	128	103	11	9	**	128
	35%	34%	35%	52%	**	35%
				ae		
TOTAL NOT CONCERNED	177	152	14	7	**	177
	49%	51%	42%	38%	**	49%
TOTAL NEITHER/ DON'T KNOW	56	46	7	2	**	56
	16%	15%	22%	11%	**	16%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
Very concerned	52 14%	22 12%	31 17%	12 16%	14 13%	10 17%	15 13%	26 14%	26 14%	52 14%	41 14%	5 16%	4 22%	** **	45 14%	** **	52 14%
Fairly concerned	69 19%	32 17%	37 21%	18 24%	16 15%	14 22%	21 18%	34 19%	35 20%	69 19%	60 20%	5 16%	3 15%	** **	60 19%	** **	69 19%
Neither/ nor	65 18%	35 19%	30 17%	12 15%	17 17%	13 22%	22 19%	29 16%	35 20%	65 18%	53 17%	6 19%	4 24%	** **	57 18%	** **	65 18%
Not very concerned	71 20%	31 17%	39 22%	11 14%	26 25%	12 19%	22 19%	37 20%	34 19%	71 20%	58 19%	8 24%	3 15%	** **	59 19%	** **	71 20%
Not at all concerned	100 28%	63 34%	38 21%	23 30%	31 30%	12 19%	34 30%	54 30%	46 26%	100 28%	86 29%	7 23%	4 23%	** **	89 28%	** **	100 28%
Don't know	4 1%	3 1%	2 1%	1 2%	1 1%	1 2%	1 *	2 1%	2 1%	4 1%	3 1%	1 3%	* 2%	** **	4 1%	** **	4 1%
SUMMARY CODES																	
TOTAL CONCERNED	121 34%	54 29%	68 38%	31 39%	29 28%	24 39%	37 32%	60 33%	61 34%	121 34%	101 34%	10 31%	7 37%	** **	104 33%	** **	121 34%
TOTAL NOT CONCERNED	171 47%	94 51%	77 44%	34 44%	57 54%	23 38%	57 49%	91 50%	80 45%	171 47%	144 48%	15 47%	7 37%	** **	148 47%	** **	171 47%
TOTAL NEITHER/ DON'T KNOW	69 19%	37 20%	32 18%	13 17%	18 18%	15 24%	23 20%	31 17%	37 21%	69 19%	56 18%	7 21%	5 26%	** **	62 20%	** **	69 19%

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

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

Base : Parents whose child goes online at home or elsewhere

	Total	INTERNET USER AGED 3-4				
		ENG- LAND a	SCOT- LAND b	WALES c	N IRELAND ~d	ALL e
Significance Level: 99%						
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
Very concerned	52	41	5	4	**	52
	14%	14%	16%	22%	**	14%
Fairly concerned	69	60	5	3	**	69
	19%	20%	16%	15%	**	19%
Neither/ nor	65	53	6	4	**	65
	18%	17%	19%	24%	**	18%
Not very concerned	71	58	8	3	**	71
	20%	19%	24%	15%	**	20%
Not at all concerned	100	86	7	4	**	100
	28%	29%	23%	23%	**	28%
Don't know	4	3	1	*	**	4
	1%	1%	3%	2%	**	1%
SUMMARY CODES						
TOTAL CONCERNED	121	101	10	7	**	121
	34%	34%	31%	37%	**	34%
TOTAL NOT CONCERNED	171	144	15	7	**	171
	47%	48%	47%	37%	**	47%
TOTAL NEITHER/ DON'T KNOW	69	56	7	5	**	69
	19%	18%	21%	26%	**	19%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
Very concerned	88	38	51	17	23	19	29	40	48	88	70	7	7	**	73	**	88
	24%	20%	29%	22%	22%	30%	25%	22%	27%	24%	23%	22%	41%	**	23%	**	24%
													jkn				
Fairly concerned	98	49	49	20	27	21	29	47	50	98	82	10	3	**	88	**	98
	27%	26%	28%	26%	26%	33%	25%	26%	28%	27%	27%	32%	16%	**	28%	**	27%
Neither/ nor	47	22	25	8	13	7	19	21	26	47	40	4	2	**	41	**	47
	13%	12%	14%	10%	12%	12%	16%	11%	15%	13%	13%	12%	9%	**	13%	**	13%
Not very concerned	48	27	22	15	15	7	12	30	18	48	41	4	2	**	44	**	48
	13%	14%	12%	19%	15%	11%	10%	16%	10%	13%	14%	13%	14%	**	14%	**	13%
Not at all concerned	76	46	29	17	26	6	27	43	33	76	65	6	3	**	63	**	76
	21%	25%	17%	22%	25%	10%	23%	23%	18%	21%	22%	19%	17%	**	20%	**	21%
Don't know	4	3	1	1	1	2	*	2	3	4	3	1	1	**	4	**	4
	1%	2%	1%	1%	1%	4%	1%	1%	2%	1%	1%	3%	3%	**	1%	**	1%
SUMMARY CODES																	
TOTAL CONCERNED	186	87	100	37	50	40	58	87	98	186	152	17	10	**	161	**	186
	52%	47%	56%	48%	48%	64%	50%	48%	55%	52%	51%	54%	57%	**	51%	**	52%
TOTAL NOT CONCERNED	124	73	51	32	41	13	38	73	51	124	106	10	6	**	107	**	124
	34%	39%	29%	41%	39%	21%	33%	40%	29%	34%	35%	31%	31%	**	34%	**	34%
				e	e			e									
TOTAL NEITHER/ DON'T KNOW	51	25	26	9	14	10	19	23	29	51	43	5	2	**	46	**	51
	14%	14%	15%	12%	13%	15%	17%	12%	16%	14%	14%	15%	12%	**	15%	**	14%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP51G. 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 3-4				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 99%		a	b	c	~d	e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
Very concerned	88	70	7	7	**	88
	24%	23%	22%	41%	**	24%
				abe		
Fairly concerned	98	82	10	3	**	98
	27%	27%	32%	16%	**	27%
Neither/ nor	47	40	4	2	**	47
	13%	13%	12%	9%	**	13%
Not very concerned	48	41	4	2	**	48
	13%	14%	13%	14%	**	13%
Not at all concerned	76	65	6	3	**	76
	21%	22%	19%	17%	**	21%
Don't know	4	3	1	1	**	4
	1%	1%	3%	3%	**	1%
SUMMARY CODES						
TOTAL CONCERNED	186	152	17	10	**	186
	52%	51%	54%	57%	**	52%
TOTAL NOT CONCERNED	124	106	10	6	**	124
	34%	35%	31%	31%	**	34%
TOTAL NEITHER/ DON'T KNOW	51	43	5	2	**	51
	14%	14%	15%	12%	**	14%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
Very concerned	64	29	35	13	18	10	21	32	31	64	53	4	5	**	55	**	64
	18%	16%	20%	17%	18%	17%	18%	17%	18%	18%	18%	11%	28%	**	17%	**	18%
Fairly concerned	67	32	34	13	18	18	17	31	36	67	53	8	3	**	59	**	67
	18%	18%	19%	17%	17%	29%	15%	17%	20%	18%	18%	26%	16%	**	19%	**	18%
Neither/ nor	58	29	28	11	15	14	17	26	31	58	49	4	3	**	51	**	58
	16%	16%	16%	14%	15%	22%	15%	15%	17%	16%	16%	11%	16%	**	16%	**	16%
Not very concerned	62	30	33	13	20	7	21	34	29	62	50	8	3	**	51	**	62
	17%	16%	18%	17%	19%	12%	18%	18%	16%	17%	17%	24%	14%	**	16%	**	17%
Not at all concerned	107	63	44	27	30	12	39	57	50	107	93	7	4	**	95	**	107
	30%	34%	25%	34%	29%	19%	33%	31%	28%	30%	31%	22%	25%	**	30%	**	30%
Don't know	4	2	2	-	2	1	1	2	2	4	2	2	*	**	4	**	4
	1%	1%	1%	-%	2%	1%	1%	1%	1%	1%	1%	6%	1%	**	1%	**	1%
jnp																	
SUMMARY CODES																	
TOTAL CONCERNED	131	61	69	27	36	29	38	63	67	131	107	12	8	**	113	**	131
	36%	33%	39%	34%	34%	46%	33%	34%	38%	36%	35%	36%	44%	**	36%	**	36%
TOTAL NOT CONCERNED	170	93	77	40	51	19	60	91	79	170	143	15	7	**	146	**	170
	47%	50%	44%	51%	49%	31%	52%	50%	44%	47%	48%	46%	39%	**	46%	**	47%
				e			e	e		e							
TOTAL NEITHER/ DON'T KNOW	62	31	30	11	18	14	18	29	32	62	51	6	3	**	55	**	62
	17%	17%	17%	14%	17%	23%	15%	16%	18%	17%	17%	18%	17%	**	17%	**	17%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP51H. 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 3-4				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 99%		a	b	c	~d	e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
Very concerned	64	53	4	5	**	64
	18%	18%	11%	28%	**	18%
				b		
Fairly concerned	67	53	8	3	**	67
	18%	18%	26%	16%	**	18%
Neither/ nor	58	49	4	3	**	58
	16%	16%	11%	16%	**	16%
Not very concerned	62	50	8	3	**	62
	17%	17%	24%	14%	**	17%
Not at all concerned	107	93	7	4	**	107
	30%	31%	22%	25%	**	30%
Don't know	4	2	2	*	**	4
	1%	1%	6%	1%	**	1%
			ae			
SUMMARY CODES						
TOTAL CONCERNED	131	107	12	8	**	131
	36%	35%	36%	44%	**	36%
TOTAL NOT CONCERNED	170	143	15	7	**	170
	47%	48%	46%	39%	**	47%
TOTAL NEITHER/ DON'T KNOW	62	51	6	3	**	62
	17%	17%	18%	17%	**	17%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
Very concerned	75 21%	31 17%	44 25%	14 19%	20 19%	20 33%	19 17%	34 19%	40 22%	75 21%	63 21%	5 14%	6 31% k	** **	65 21%	** **	75 21%
Fairly concerned	106 29%	55 30%	51 29%	25 32%	35 33%	18 29%	29 25%	60 33%	46 26%	106 29%	90 30%	9 28%	5 29%	** **	87 28%	** **	106 29%
Neither/ nor	79 22%	48 26%	31 18%	16 21%	22 21%	14 22%	27 23%	38 21%	41 23%	79 22%	66 22%	9 27%	3 15%	** **	72 23%	** **	79 22%
Not very concerned	48 13%	20 11%	27 15%	11 14%	12 11%	5 8%	20 17%	22 12%	25 14%	48 13%	38 13%	4 14%	3 17%	** **	43 14%	** **	48 13%
Not at all concerned	50 14%	31 16%	19 11%	11 15%	15 14%	4 7%	19 16%	27 15%	23 13%	50 14%	43 14%	5 14%	1 7%	** **	44 14%	** **	50 14%
Don't know	4 1%	* *%	3 2%	- -%	1 1%	1 1%	2 2%	1 1%	3 1%	4 1%	2 1%	1 3%	* 2%	** **	4 1%	** **	4 1%
SUMMARY CODES																	
TOTAL CONCERNED	181 50%	86 46%	95 54%	39 50%	55 52%	38 61% f	48 42%	94 52%	86 48%	181 50%	152 51%	14 43%	11 59%	** **	152 48%	** **	181 50%
TOTAL NOT CONCERNED	97 27%	51 27%	46 26%	22 28%	27 26%	9 15%	39 34% e	49 27%	48 27%	97 27%	81 27%	9 28%	4 24%	** **	87 28%	** **	97 27%
TOTAL NEITHER/ DON'T KNOW	83 23%	48 26%	35 20%	16 21%	23 22%	15 24%	29 25%	39 22%	44 24%	83 23%	68 22%	10 30%	3 17%	** **	75 24%	** **	83 23%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP51I. 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 3-4				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 99%		a	b	c	~d	e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
Very concerned	75	63	5	6	**	75
	21%	21%	14%	31%	**	21%
				b		
Fairly concerned	106	90	9	5	**	106
	29%	30%	28%	29%	**	29%
Neither/ nor	79	66	9	3	**	79
	22%	22%	27%	15%	**	22%
Not very concerned	48	38	4	3	**	48
	13%	13%	14%	17%	**	13%
Not at all concerned	50	43	5	1	**	50
	14%	14%	14%	7%	**	14%
Don't know	4	2	1	*	**	4
	1%	1%	3%	2%	**	1%
SUMMARY CODES						
TOTAL CONCERNED	181	152	14	11	**	181
	50%	51%	43%	59%	**	50%
TOTAL NOT CONCERNED	97	81	9	4	**	97
	27%	27%	28%	24%	**	27%
TOTAL NEITHER/ DON'T KNOW	83	68	10	3	**	83
	23%	22%	30%	17%	**	23%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child goes online at home or elsewhere

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
Very concerned	68	29	40	15	19	13	20	34	33	68	57	4	5	**	59	**	68
	19%	15%	22%	19%	18%	21%	18%	19%	19%	19%	19%	12%	29%	**	19%	**	19%
													k				
Fairly concerned	58	30	28	10	11	19	18	21	37	58	47	6	3	**	50	**	58
	16%	16%	16%	13%	11%	30%	16%	12%	21%	16%	16%	19%	17%	**	16%	**	16%
						cdgi			g								
Neither/ nor	47	24	24	7	13	9	18	20	27	47	40	4	2	**	43	**	47
	13%	13%	13%	9%	13%	15%	15%	11%	15%	13%	13%	12%	12%	**	14%	**	13%
Not very concerned	71	32	39	16	23	9	23	40	31	71	59	7	3	**	61	**	71
	20%	18%	22%	21%	22%	14%	20%	22%	18%	20%	19%	21%	19%	**	20%	**	20%
Not at all concerned	113	69	44	29	37	11	35	66	47	113	96	10	4	**	96	**	113
	31%	37%	25%	37%	36%	18%	31%	36%	26%	31%	32%	31%	22%	**	31%	**	31%
		b		e	e			e									
Don't know	4	1	3	1	1	1	1	1	3	4	3	1	*	**	4	**	4
	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	1%	4%	1%	**	1%	**	1%
SUMMARY CODES																	
TOTAL CONCERNED	126	59	67	25	30	31	38	55	70	126	104	10	8	**	110	**	126
	35%	32%	38%	32%	29%	51%	33%	30%	39%	35%	35%	32%	46%	**	35%	**	35%
						cdgi											
TOTAL NOT CONCERNED	184	102	82	45	61	20	58	106	78	184	155	17	7	**	158	**	184
	51%	55%	47%	58%	58%	32%	50%	58%	44%	51%	51%	52%	41%	**	50%	**	51%
				e	e			eh		e							
TOTAL NEITHER/ DON'T KNOW	52	25	27	8	14	11	19	22	30	52	42	5	2	**	47	**	52
	14%	13%	15%	10%	13%	17%	17%	12%	17%	14%	14%	16%	13%	**	15%	**	14%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP51J. 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 3-4				
		ENG- LAND a	SCOT- LAND b	WALES c	N IRELAND ~d	ALL e
Significance Level: 99%						
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
Very concerned	68	57	4	5	**	68
	19%	19%	12%	29% b	**	19%
Fairly concerned	58	47	6	3	**	58
	16%	16%	19%	17%	**	16%
Neither/ nor	47	40	4	2	**	47
	13%	13%	12%	12%	**	13%
Not very concerned	71	59	7	3	**	71
	20%	19%	21%	19%	**	20%
Not at all concerned	113	96	10	4	**	113
	31%	32%	31%	22%	**	31%
Don't know	4	3	1	*	**	4
	1%	1%	4%	1%	**	1%
SUMMARY CODES						
TOTAL CONCERNED	126	104	10	8	**	126
	35%	35%	32%	46%	**	35%
TOTAL NOT CONCERNED	184	155	17	7	**	184
	51%	51%	52%	41%	**	51%
TOTAL NEITHER/ DON'T KNOW	52	42	5	2	**	52
	14%	14%	16%	13%	**	14%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP52. 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 GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
Your child's school	142	78	64	33	40	24	44	73	68	142	122	9	8	**	120	**	142
	39%	42%	36%	43%	38%	38%	38%	40%	38%	39%	41%	27%	44%	**	38%	**	39%
Family or friends	113	58	54	25	36	18	33	61	51	113	91	11	7	**	98	**	113
	31%	31%	31%	33%	34%	30%	28%	34%	29%	31%	30%	35%	38%	**	31%	**	31%
Other websites or apps with information about how to stay safe online	69	39	30	14	24	10	21	37	31	69	55	8	3	**	55	**	69
	19%	21%	17%	18%	23%	16%	18%	21%	18%	19%	18%	26%	18%	**	18%	**	19%
Internet service providers/ ISPs	62	33	28	17	17	8	20	35	27	62	50	6	5	**	51	**	62
	17%	18%	16%	22%	17%	12%	17%	19%	15%	17%	16%	18%	25%	**	16%	**	17%
BBC	61	26	35	11	23	14	12	34	27	61	54	3	3	**	55	**	61
	17%	14%	20%	14%	22%	23%	11%	19%	15%	17%	18%	10%	15%	**	18%	**	17%
Government or local authority	55	29	26	13	16	10	15	30	25	55	44	5	4	**	48	**	55
	15%	15%	15%	17%	16%	16%	13%	16%	14%	15%	15%	15%	21%	**	15%	**	15%
TV, radio, newspapers or magazines	48	23	26	13	13	9	13	26	22	48	41	3	3	**	44	**	48
	13%	12%	15%	16%	13%	15%	11%	14%	13%	13%	14%	11%	17%	**	14%	**	13%
Manufacturers or retailers selling the product	33	16	17	9	11	4	9	21	12	33	27	2	2	**	29	**	33
	9%	9%	10%	12%	11%	6%	8%	11%	7%	9%	9%	7%	14%	**	9%	**	9%
From your child themselves	29	12	17	8	11	1	8	19	9	29	24	2	2	**	28	**	29
	8%	6%	9%	10%	10%	2%	7%	10%	5%	8%	8%	7%	11%	**	9%	**	8%
Other sources	4	1	3	1	1	2	-	2	2	4	3	1	*	**	2	**	4
	1%	1%	1%	1%	1%	3%	-%	1%	1%	1%	1%	2%	2%	**	1%	**	1%
TOTAL LOOKED FOR OR RECEIVED INFORMATION OR ADVICE	245	124	122	54	69	46	74	123	120	245	203	23	13	**	212	**	245
	68%	67%	69%	70%	66%	75%	64%	67%	68%	68%	68%	71%	72%	**	67%	**	68%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP52. 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 GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
No, have not looked for or received any information or advice	110	59	51	21	35	15	39	56	54	110	94	8	4	**	96	**	110
	30%	32%	29%	28%	33%	25%	33%	31%	30%	30%	31%	25%	23%	**	31%	**	30%
Don't know	7	3	4	2	1	*	3	3	3	7	4	1	1	**	6	**	7
	2%	1%	2%	3%	1%	*%	3%	2%	2%	2%	1%	4%	5%	**	2%	**	2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP52. 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 3-4				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 99%		a	b	c	~d	e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
Your child's school	142	122	9	8	**	142
	39%	41%	27%	44%	**	39%
Family or friends	113	91	11	7	**	113
	31%	30%	35%	38%	**	31%
Other websites or apps with information about how to stay safe online	69	55	8	3	**	69
	19%	18%	26%	18%	**	19%
Internet service providers/ ISPs	62	50	6	5	**	62
	17%	16%	18%	25%	**	17%
BBC	61	54	3	3	**	61
	17%	18%	10%	15%	**	17%
Government or local authority	55	44	5	4	**	55
	15%	15%	15%	21%	**	15%
TV, radio, newspapers or magazines	48	41	3	3	**	48
	13%	14%	11%	17%	**	13%
Manufacturers or retailers selling the product	33	27	2	2	**	33
	9%	9%	7%	14%	**	9%
From your child themselves	29	24	2	2	**	29
	8%	8%	7%	11%	**	8%
Other sources	4	3	1	*	**	4
	1%	1%	2%	2%	**	1%
TOTAL LOOKED FOR OR RECEIVED INFORMATION OR ADVICE	245	203	23	13	**	245
	68%	68%	71%	72%	**	68%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP52. 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 3-4				
		ENG- LAND a	SCOT- LAND b	WALES c	N IRELAND ~d	ALL e
Significance Level: 99%						
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
No, have not looked for or received any information or advice	110 30%	94 31%	8 25%	4 23%	** **	110 30%
Don't know	7 2%	4 1%	1 4%	1 5%	** **	7 2%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP53. 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 GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	~m	n	~o	p
Unweighted total	638	328	310	180	172	110	171	352	281	638	345	112	104	77	558	77	638
Effective Weighted Sample	446	234	213	140	123	76	122	251	197	446	325	107	97	71	402	46	446
Total	362	185	177	78	105	62	116	182	178	362	301	33	18	10	314	47	362
To develop creative skills	243	124	118	51	73	39	78	124	117	243	199	24	12	**	211	**	243
	67%	67%	67%	66%	70%	63%	67%	68%	66%	67%	66%	73%	64%	**	67%	**	67%
To learn a new skill	243	127	115	57	74	39	72	131	111	243	200	21	13	**	206	**	243
	67%	69%	65%	73%	71%	63%	62%	72%	62%	67%	67%	65%	73%	**	66%	**	67%
With their schoolwork/ homework	140	70	70	32	45	20	41	77	62	140	117	9	9	**	117	**	140
	39%	38%	40%	41%	43%	33%	36%	42%	35%	39%	39%	28%	52% kn	**	37%	**	39%
To understand what other people think and feel about things	61	33	29	14	21	11	14	35	25	61	50	6	4	**	51	**	61
	17%	18%	16%	19%	20%	17%	12%	19%	14%	17%	17%	17%	24%	**	16%	**	17%
To find out about the news	47	22	25	14	11	11	11	25	22	47	41	3	3	**	40	**	47
	13%	12%	14%	18%	11%	18%	9%	14%	12%	13%	13%	10%	14%	**	13%	**	13%
To build or maintain friendships	46	20	26	12	10	8	15	23	24	46	39	4	2	**	41	**	46
	13%	11%	15%	16%	10%	14%	13%	12%	13%	13%	13%	12%	13%	**	13%	**	13%
To find useful information about any problems or issues they may have	46	20	25	11	19	7	8	31	15	46	37	4	4	**	37	**	46
	13%	11%	14%	15%	19% fh	11%	7%	17% h	8%	13%	12%	11%	25% jnp	**	12%	**	13%
To find out about or to support causes or organisations	24	14	10	5	8	2	8	14	10	24	20	1	2	**	19	**	24
	7%	7%	6%	7%	8%	3%	7%	7%	6%	7%	7%	3%	12%	**	6%	**	7%
ANY OF THESE	327	167	160	73	95	58	99	169	157	327	272	29	17	**	284	**	327
	91%	90%	91%	94%	91%	93%	86%	93%	88%	91%	90%	88%	95%	**	91%	**	91%
None of these apply	30	15	14	5	8	4	13	13	17	30	25	3	1	**	27	**	30
	8%	8%	8%	6%	8%	7%	11%	7%	9%	8%	8%	9%	5%	**	9%	**	8%
Don't know	5	3	2	-	1	-	4	1	4	5	4	1	-	**	3	**	5
	1%	2%	1%	-%	1%	-%	3%	*%	2%	1%	1%	3%	-%	**	1%	**	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP53. 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 3-4				
		ENG- LAND	SCOT- LAND	WALES	N IRELAND	ALL
Significance Level: 99%		a	b	c	~d	e
Unweighted total	638	345	112	104	77	638
Effective Weighted Sample	446	325	107	97	71	446
Total	362	301	33	18	10	362
To develop creative skills	243	199	24	12	**	243
	67%	66%	73%	64%	**	67%
To learn a new skill	243	200	21	13	**	243
	67%	67%	65%	73%	**	67%
With their schoolwork/ homework	140	117	9	9	**	140
	39%	39%	28%	52%	**	39%
				b		
To understand what other people think and feel about things	61	50	6	4	**	61
	17%	17%	17%	24%	**	17%
To find out about the news	47	41	3	3	**	47
	13%	13%	10%	14%	**	13%
To build or maintain friendships	46	39	4	2	**	46
	13%	13%	12%	13%	**	13%
To find useful information about any problems or issues they may have	46	37	4	4	**	46
	13%	12%	11%	25%	**	13%
				ae		
To find out about or to support causes or organisations	24	20	1	2	**	24
	7%	7%	3%	12%	**	7%
ANY OF THESE	327	272	29	17	**	327
	91%	90%	88%	95%	**	91%
None of these apply	30	25	3	1	**	30
	8%	8%	9%	5%	**	8%
Don't know	5	4	1	-	**	5
	1%	1%	3%	-%	**	1%

Columns Tested: a,b,c,d,e

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP59. 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 GENDER		SOCIAL GRADE							NATION						
		MALE ~a	FEMALE ~b	AB ~c	C1 ~d	C2 ~e	DE ~f	ABC1 ~g	C2DE ~h	ALL ~i	ENGLAND ~j	SCOT- LAND ~k	WALES ~l	N IRELAND ~m	URBAN ~n	RURAL ~o	ALL ~p
Significance Level: 99%																	
Unweighted total	31	11	20	5	16	2	8	21	10	31	17	7	6	1	28	3	31
Effective Weighted Sample	23	9	15	5	11	2	7	16	8	23	16	7	6	1	21	3	23
Total	18	7	12	3	7	1	8	10	8	18	15	2	1	*	17	1	18
Rules about how much time they spend using their phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Rules about when they can use their phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Rules about downloading apps onto their phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Rules about who they are in contact with on their phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Rules about how much money they can spend on their phone	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
Other rules	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
ANY RULES	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
No, do not have any rules	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**
	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**	**

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
On a tablet (like an iPad, Kindle Fire or Samsung Galaxy Tab)	277	142	135	53	88	48	87	141	135	277	226	27	15	**	235	41	277
	62%	64%	61%	57%	68%	65%	59%	64%	61%	62%	62%	68%	69%	**	61%	71%	62%
On a games console or games player (like a PlayStation, Xbox, Nintendo Switch and so on)	128	78	50	28	37	20	42	65	62	128	108	11	6	**	111	16	128
	29%	35% b	22%	30%	29%	27%	29%	29%	28%	29%	29%	28%	27%	**	29%	28%	29%
On a mobile phone or smartphone (like an iPhone, Samsung Galaxy)	123	56	67	34	44	14	30	78	44	123	102	10	8	**	102	21	123
	28%	25%	30%	37% efh	34% fh	19%	21%	35% efh	20%	28%	28%	25%	34%	**	27%	36%	28%
On a desktop computer/ laptop/ netbook	39	21	19	11	12	7	10	23	16	39	36	2	1	**	37	3	39
	9%	9%	8%	12%	9%	9%	7%	10%	7%	9%	10%	6%	4%	**	10%	5%	9%
On a smart TV directly – not using a games console connected to the TV	30	19	11	7	10	5	8	17	13	30	27	1	1	**	29	1	30
	7%	9%	5%	7%	8%	7%	6%	8%	6%	7%	7%	3%	5%	**	8%	2%	7%
On a virtual reality gaming headset/ device (like Oculus Rift, Samsung Gear VR)	7	4	4	2	2	2	*	5	2	7	6	*	1	**	7	-	7
	2%	2%	2%	3%	2%	3%	%	2%	1%	2%	2%	1%	4%	**	2%	-%	2%
TOTAL - EVER PLAYS GAMES	346	176	170	72	102	60	110	174	170	346	287	30	18	**	299	45	346
	78%	79%	77%	78%	79%	81%	76%	78%	77%	78%	78%	76%	82%	**	78%	78%	78%
No, never/ Child does not play games	98	46	52	21	27	14	36	48	49	98	81	10	4	**	85	13	98
	22%	21%	23%	22%	21%	19%	24%	22%	23%	22%	22%	24%	18%	**	22%	22%	22%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	613	316	297	173	165	108	162	338	270	613	328	105	105	75	537	70	613
Effective Weighted Sample	425	223	202	133	118	74	116	238	189	425	308	100	99	69	383	43	425
Total	346	176	170	72	102	60	110	174	170	346	287	30	18	10	299	45	346
Rules about only playing games with an age appropriate rating	235 68%	123 70%	112 66%	46 63%	79 78%	37 62%	72 65%	125 72%	108 64%	235 68%	196 68%	19 63%	12 69%	** **	199 67%	** **	235 68%
Rules about only playing games with appropriate content (no violence/ nudity/ swearing etc)	224 65%	113 64%	111 65%	45 62%	76 75% fh	38 64%	64 58%	121 69%	102 60%	224 65%	188 65%	18 61%	12 69%	** **	190 64%	** **	224 65%
Rules about when they can play games	210 61%	110 62%	101 59%	47 65%	69 68%	30 50%	64 58%	116 66% e	94 55%	210 61%	180 63%	17 55%	9 50%	** **	181 61%	** **	210 61%
Rules about how much time they spend playing games	208 60%	111 63%	98 58%	48 66%	69 67%	33 55%	59 53%	116 67% h	91 54%	208 60%	174 60%	18 60%	10 55%	** **	178 59%	** **	208 60%
Rules about purchasing or downloading games or apps / in-app purchasing	175 51%	95 54%	80 47%	37 51%	61 59%	29 49%	48 43%	98 56%	77 45%	175 51%	147 51%	14 46%	9 50%	** **	142 48%	** **	175 51%
Rules about whether they can play games online	146 42%	76 43%	71 42%	32 44%	46 46%	27 45%	41 38%	78 45%	68 40%	146 42%	126 44%	10 33%	7 36%	** **	120 40%	** **	146 42%
Rules about who they can play games with or against	133 39%	72 41%	62 36%	26 36%	40 39%	24 41%	43 39%	66 38%	67 39%	133 39%	115 40%	9 29%	6 35%	** **	109 36%	** **	133 39%
Other rules	6 2%	4 2%	3 2%	3 5%	2 2%	1 2%	- -%	5 3%	1 1%	6 2%	6 2%	- -%	* 1%	** **	5 2%	** **	6 2%
ANY RULES	325 94%	164 93%	161 95%	67 92%	97 95%	57 95%	103 93%	164 94%	160 94%	325 94%	271 94%	28 91%	17 94%	** **	282 94%	** **	325 94%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	613	316	297	173	165	108	162	338	270	613	328	105	105	75	537	70	613
Effective Weighted Sample	425	223	202	133	118	74	116	238	189	425	308	100	99	69	383	43	425
Total	346	176	170	72	102	60	110	174	170	346	287	30	18	10	299	45	346
No, do not have any rules	21	13	8	6	5	3	8	10	11	21	16	3	1	**	17	**	21
	6%	7%	5%	8%	5%	5%	7%	6%	6%	6%	6%	9%	6%	**	6%	**	6%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP70A. Many games can now be played online, either through games consoles, or through other devices such as, tablets, mobile phones and smart TVs. Some popular online games include Minecraft and Fortnite. Does your child ever play games online? (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	613	316	297	173	165	108	162	338	270	613	328	105	105	75	537	70	613
Effective Weighted Sample	425	223	202	133	118	74	116	238	189	425	308	100	99	69	383	43	425
Total	346	176	170	72	102	60	110	174	170	346	287	30	18	10	299	45	346
Yes	103	57	46	27	29	17	30	55	47	103	83	10	7	**	95	**	103
	30%	32%	27%	37%	28%	29%	27%	32%	28%	30%	29%	33%	38%	**	32%	**	30%
No	241	117	123	45	72	42	81	117	122	241	202	20	11	**	201	**	241
	70%	67%	73%	62%	71%	70%	73%	67%	72%	70%	70%	66%	61%	**	67%	**	70%
Don't know	3	2	1	1	1	1	-	2	1	3	2	*	*	**	3	**	3
	1%	1%	1%	1%	1%	2%	0%	1%	1%	1%	1%	1%	1%	**	1%	**	1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP70A. Many games can now be played online, either through games consoles, or through other devices such as, tablets, mobile phones and smart TVs. Some popular online games include Minecraft and Fortnite. Does your child ever play games online? QP70B. When your child plays games online, which of these describe how they are playing? (MULTI CODE)

Base : Parents whose child ever plays games

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	613	316	297	173	165	108	162	338	270	613	328	105	105	75	537	70	613
Effective Weighted Sample	425	223	202	133	118	74	116	238	189	425	308	100	99	69	383	43	425
Total	346	176	170	72	102	60	110	174	170	346	287	30	18	10	299	45	346
Playing on their own - against the games console/ player/ computer	72	41	30	20	20	10	20	41	31	72	56	8	5	**	68	**	72
	21%	23%	18%	28%	20%	17%	18%	23%	18%	21%	20%	27%	29%	**	23%	**	21%
Playing against or with someone else they know/ they have met in person	41	24	18	14	10	7	11	24	17	41	33	4	3	**	35	**	41
	12%	13%	10%	19%	10%	12%	10%	14%	10%	12%	12%	14%	17%	**	12%	**	12%
Playing against or with people they do not know/ they have not met in person	16	11	4	3	3	5	5	6	9	16	13	1	1	**	14	**	16
	4%	6%	3%	4%	3%	8%	4%	4%	6%	4%	5%	4%	5%	**	5%	**	4%
Don't know	3	1	2	-	1	-	2	1	2	3	3	-	-	**	3	**	3
	1%	1%	1%	-%	1%	-%	2%	1%	1%	1%	1%	-%	-%	**	1%	**	1%
CHILD PLAYS GAMES ONLINE	103	57	46	27	29	17	30	55	47	103	83	10	7	**	95	**	103
	30%	32%	27%	37%	28%	29%	27%	32%	28%	30%	29%	33%	38%	**	32%	**	30%
CHILD DOES NOT PLAY GAMES ONLINE	243	119	124	46	73	43	81	119	123	243	204	20	11	**	204	**	243
	70%	68%	73%	63%	72%	71%	73%	68%	72%	70%	71%	67%	62%	**	68%	**	70%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP70A. Many games can now be played online, either through games consoles, or through other devices such as, tablets, mobile phones and smart TVs. Some popular online games include Minecraft and Fortnite. Does your child ever play games online? QP70B. When your child plays games online, which of these describe how they are playing? (MULTI CODE)

Base : Parents whose child ever plays games online

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	~b	~c	~d	~e	~f	g	~h	i	j	~k	~l	~m	n	~o	p
Unweighted total	195	106	89	66	51	28	49	117	77	195	100	36	39	20	182	12	195
Effective Weighted Sample	135	76	59	50	36	20	34	83	54	135	94	34	37	18	127	8	135
Total	103	57	46	27	29	17	30	55	47	103	83	10	7	2	95	8	103
Playing on their own - against the games console/ player/ computer	72	41	**	**	**	**	**	41	**	72	56	**	**	**	68	**	72
	70%	72%	**	**	**	**	**	74%	**	70%	68%	**	**	**	71%	**	70%
Playing against or with someone else they know/ they have met in person	41	24	**	**	**	**	**	24	**	41	33	**	**	**	35	**	41
	40%	42%	**	**	**	**	**	43%	**	40%	40%	**	**	**	37%	**	40%
Playing against or with people they do not know/ they have not met in person	16	11	**	**	**	**	**	6	**	16	13	**	**	**	14	**	16
	15%	20%	**	**	**	**	**	11%	**	15%	16%	**	**	**	14%	**	15%
Don't know	3	1	**	**	**	**	**	1	**	3	3	**	**	**	3	**	3
	3%	2%	**	**	**	**	**	2%	**	3%	4%	**	**	**	3%	**	3%
CHILD PLAYS GAMES ONLINE	103	57	**	**	**	**	**	55	**	103	83	**	**	**	95	**	103
	100%	100%	**	**	**	**	**	100%	**	100%	100%	**	**	**	100%	**	100%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	~m	n	~o	p
Unweighted total	613	316	297	173	165	108	162	338	270	613	328	105	105	75	537	70	613
Effective Weighted Sample	425	223	202	133	118	74	116	238	189	425	308	100	99	69	383	43	425
Total	346	176	170	72	102	60	110	174	170	346	287	30	18	10	299	45	346
Very concerned	52	23	29	13	13	9	16	26	25	52	40	6	5	**	45	**	52
	15%	13%	17%	18%	12%	15%	15%	15%	15%	15%	14%	18%	27%	**	15%	**	15%
													jnp				
Fairly concerned	78	36	42	21	25	16	17	46	33	78	64	8	4	**	65	**	78
	23%	21%	25%	29%	25%	27%	15%	26%	19%	23%	22%	26%	21%	**	22%	**	23%
Neither/ nor	64	34	30	9	17	12	27	25	39	64	55	4	4	**	62	**	64
	19%	19%	18%	12%	16%	20%	25%	15%	23%	19%	19%	14%	20%	**	21%	**	19%
							c										
Not very concerned	59	32	27	11	17	8	23	28	31	59	50	5	3	**	52	**	59
	17%	18%	16%	15%	17%	14%	20%	16%	18%	17%	17%	16%	17%	**	17%	**	17%
Not at all concerned	90	48	41	19	30	14	27	48	41	90	77	7	3	**	74	**	90
	26%	27%	24%	26%	29%	23%	25%	28%	24%	26%	27%	24%	15%	**	25%	**	26%
Don't know	2	2	*	*	1	1	*	1	1	2	2	*	*	**	2	**	2
	1%	1%	*%	*%	1%	2%	*%	1%	1%	1%	1%	1%	1%	**	1%	**	1%
SUMMARY CODES																	
TOTAL CONCERNED	130	59	71	34	38	25	33	71	58	130	104	13	9	**	110	**	130
	38%	34%	42%	47%	37%	42%	30%	41%	34%	38%	36%	45%	48%	**	37%	**	38%
				f													
TOTAL NOT CONCERNED	149	81	68	30	47	22	50	76	72	149	127	12	6	**	125	**	149
	43%	46%	40%	41%	46%	37%	45%	44%	42%	43%	44%	40%	32%	**	42%	**	43%
TOTAL NEITHER/ DON'T KNOW	67	36	31	9	18	13	28	26	40	67	56	5	4	**	64	**	67
	19%	20%	18%	12%	17%	21%	25%	15%	24%	19%	20%	16%	21%	**	21%	**	19%
							c		c								

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP74D. EXTENT OF CONCERN ABOUT CHILD'S GAME PLAYING - The pressure to make in-game purchases, for things like access to upgrades, skins, loot-boxes, in-game currency or other rewards (SINGLE CODE)

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	613	316	297	173	165	108	162	338	270	613	328	105	105	75	537	70	613
Effective Weighted Sample	425	223	202	133	118	74	116	238	189	425	308	100	99	69	383	43	425
Total	346	176	170	72	102	60	110	174	170	346	287	30	18	10	299	45	346
Very concerned	62 18%	27 15%	35 21%	14 19%	19 18%	13 21%	16 15%	32 18%	29 17%	62 18%	51 18%	6 19%	4 23%	** **	50 17%	** **	62 18%
Fairly concerned	82 24%	44 25%	38 23%	20 28%	25 25%	20 33% f	17 15%	45 26%	37 22%	82 24%	67 23%	8 25%	4 24%	** **	70 23%	** **	82 24%
Neither/ nor	60 17%	28 16%	32 19%	8 11%	20 20%	8 13%	24 22%	28 16%	32 19%	60 17%	51 18%	4 12%	4 21%	** **	56 19%	** **	60 17%
Not very concerned	44 13%	24 13%	20 12%	10 14%	8 8%	6 9%	20 18%	18 10%	26 15%	44 13%	36 12%	4 14%	3 16%	** **	37 12%	** **	44 13%
Not at all concerned	89 26%	49 28%	40 23%	20 28%	29 28%	12 20%	28 25%	49 28%	40 23%	89 26%	76 26%	8 28%	3 14%	** **	79 26%	** **	89 26%
Don't know	8 2%	4 2%	4 3%	1 1%	1 1%	2 3%	5 5%	2 1%	7 4%	8 2%	7 2%	1 2%	* 2%	** **	8 3%	** **	8 2%
SUMMARY CODES																	
TOTAL CONCERNED	144 42%	70 40%	74 43%	34 46% f	44 43%	33 55% f	33 30%	77 44% f	66 39%	144 42%	118 41%	13 44%	9 47%	** **	120 40%	** **	144 42%
TOTAL NOT CONCERNED	133 39%	73 42%	60 35%	30 42%	37 36%	18 30%	48 44%	67 38%	66 39%	133 39%	112 39%	12 41%	5 30%	** **	116 39%	** **	133 39%
TOTAL NEITHER/ DON'T KNOW	68 20%	32 18%	36 21%	8 12%	21 21%	9 16%	29 26% c	30 17%	38 23%	68 20%	58 20%	4 15%	4 23%	** **	64 21%	** **	68 20%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : Parents whose child ever plays games

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL ~o	ALL p
Significance Level: 99%																	
Unweighted total	613	316	297	173	165	108	162	338	270	613	328	105	105	75	537	70	613
Effective Weighted Sample	425	223	202	133	118	74	116	238	189	425	308	100	99	69	383	43	425
Total	346	176	170	72	102	60	110	174	170	346	287	30	18	10	299	45	346
Very concerned	56 16%	27 15%	29 17%	13 18%	13 13%	9 15%	20 18%	26 15%	29 17%	56 16%	43 15%	4 14%	6 32%	** **	47 16%	** **	56 16%
jkn																	
Fairly concerned	51 15%	25 14%	26 15%	13 18%	16 16%	12 20%	9 8%	30 17%	21 13%	51 15%	41 14%	5 16%	3 16%	** **	42 14%	** **	51 15%
Neither/ nor	60 17%	32 18%	28 17%	11 15%	13 13%	11 19%	24 22%	24 14%	35 21%	60 17%	50 17%	6 19%	3 16%	** **	54 18%	** **	60 17%
Not very concerned	56 16%	29 16%	27 16%	9 13%	14 14%	10 16%	23 20%	24 14%	32 19%	56 16%	46 16%	6 20%	2 11%	** **	50 17%	** **	56 16%
Not at all concerned	114 33%	60 34%	55 32%	25 34%	42 41%	15 24%	33 30%	66 38%	47 28%	114 33%	99 34%	8 28%	4 25%	** **	96 32%	** **	114 33%
Don't know	9 2%	4 2%	4 3%	1 2%	3 3%	3 5%	1 1%	4 2%	5 3%	9 2%	8 3%	1 2%	- -%	** **	9 3%	** **	9 2%
SUMMARY CODES																	
TOTAL CONCERNED	107 31%	52 29%	55 32%	26 36%	30 29%	21 35%	29 27%	56 32%	50 30%	107 31%	85 29%	9 30%	9 48%	** **	90 30%	** **	107 31%
jnp																	
TOTAL NOT CONCERNED	170 49%	88 50%	82 48%	34 47%	56 55%	24 41%	56 50%	90 52%	80 47%	170 49%	145 50%	15 48%	6 36%	** **	146 49%	** **	170 49%
TOTAL NEITHER/ DON'T KNOW	68 20%	36 20%	33 19%	12 17%	16 16%	15 24%	26 23%	28 16%	40 24%	68 20%	58 20%	7 22%	3 16%	** **	63 21%	** **	68 20%
Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l,m,n,o,p																	

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Disagree a lot	141 32%	76 34%	65 29%	30 32%	35 27%	20 27%	54 37%	65 29%	74 33%	141 32%	119 32%	11 28%	7 31%	** **	126 33%	15 25%	141 32%
Disagree a little	102 23%	46 21%	56 25%	21 23%	31 24%	17 23%	33 23%	52 23%	50 23%	102 23%	82 22%	11 27%	5 23%	** **	85 22%	15 26%	102 23%
Neither agree nor disagree	63 14%	29 13%	33 15%	13 14%	15 12%	11 15%	24 17%	28 13%	35 16%	63 14%	54 15%	5 12%	2 11%	** **	56 15%	7 11%	63 14%
Agree a little	99 22%	48 22%	51 23%	23 24%	34 26%	20 27%	22 15%	57 26%	42 19%	99 22%	81 22%	9 24%	5 24%	** **	80 21%	19 32%	99 22%
Agree a lot	35 8%	19 9%	16 7%	6 7%	14 11%	3 4%	12 8%	20 9%	15 7%	35 8%	29 8%	3 8%	2 11%	** **	32 8%	3 5%	35 8%
Don't know	4 1%	3 1%	1 1%	* **%	- -%	3 4%	1 1%	* **%	4 2%	4 1%	4 1%	1 1%	- -%	** **	4 1%	* **%	4 1%
SUMMARY CODES																	
TOTAL DISAGREE	242 55%	122 55%	121 54%	51 55%	66 51%	37 50%	87 59%	117 53%	124 56%	242 55%	201 54%	22 55%	12 54%	** **	211 55%	30 52%	242 55%
TOTAL AGREE	134 30%	68 30%	66 30%	29 31%	48 37%	23 31%	34 23%	77 35%	57 26%	134 30%	110 30%	12 31%	8 35%	** **	112 29%	21 37%	134 30%
TOTAL NEITHER/ DON'T KNOW	67 15%	33 15%	35 16%	13 14%	15 12%	13 18%	26 17%	28 13%	39 18%	67 15%	58 16%	5 14%	2 11%	** **	60 16%	7 12%	67 15%
Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l,m,n,o,p																	

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

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

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Disagree a lot	9 2%	5 2%	4 2%	- -%	2 2%	2 3%	5 3%	2 1%	7 3%	9 2%	8 2%	1 2%	* 1%	** **	8 2%	* 1%	9 2%
Disagree a little	37 8%	22 10%	16 7%	9 9%	11 9%	6 8%	12 8%	20 9%	17 8%	37 8%	31 9%	3 8%	1 7%	** **	36 9%	1 1%	37 8%
Neither agree nor disagree	58 13%	28 13%	31 14%	9 9%	20 16%	9 13%	20 14%	29 13%	29 13%	58 13%	50 13%	5 12%	2 10%	** **	50 13%	9 15%	58 13%
Agree a little	122 28%	62 28%	61 27%	26 28%	38 30%	24 33%	33 22%	64 29%	57 26%	122 28%	97 26%	13 33%	8 35%	** **	101 26%	21 37%	122 28%
Agree a lot	214 48%	104 47%	110 50%	50 53%	57 44%	30 41%	76 52%	107 48%	107 49%	214 48%	180 49%	18 44%	10 46%	** **	187 49%	27 46%	214 48%
Don't know	3 1%	2 1%	1 *%	- -%	- -%	2 2%	1 *%	- -%	3 1%	3 1%	2 *%	* 1%	* 2%	** **	3 1%	- -%	3 1%
g																	
SUMMARY CODES																	
TOTAL DISAGREE	46 10%	27 12%	20 9%	9 9%	13 10%	8 11%	16 11%	22 10%	24 11%	46 10%	39 11%	4 10%	2 8%	** **	44 12%	1 2%	46 10%
TOTAL AGREE	336 76%	165 75%	171 77%	76 81%	95 74%	55 74%	109 75%	171 77%	164 74%	336 76%	277 75%	31 77%	18 81%	** **	287 75%	48 83%	336 76%
TOTAL NEITHER/ DON'T KNOW	61 14%	30 13%	31 14%	9 9%	20 16%	11 15%	21 14%	29 13%	32 15%	61 14%	52 14%	5 13%	3 11%	** **	52 14%	9 15%	61 14%
Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l,m,n,o,p																	

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP80. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
WHITE - English/ Welsh/ Scottish/ Northern Irish/ British	331 75%	163 73%	168 76%	64 68%	93 72%	59 81%	115 78%	156 71%	174 79%	331 75%	273 74%	32 79%	17 78%	** **	275 72%	54 94% jlnp	331 75%
WHITE - Irish	5 1%	3 1%	2 1%	2 2%	2 2%	1 1%	1 1%	4 2%	2 1%	5 1%	2 1%	- -%	* 1%	** **	4 1%	1 2%	5 1%
WHITE - Gypsy, Traveller or Irish Traveller	* *%	* *%	- -%	- -%	- -%	- -%	* *%	- -%	* *%	* *%	- -%	- -%	* 1%	** **	* *%	- -%	* *%
WHITE - Any other white background	16 4%	10 5%	6 3%	3 3%	5 4%	5 7%	4 2%	7 3%	9 4%	16 4%	13 4%	2 6%	1 4%	** **	15 4%	2 3%	16 4%
MIXED/ MULTIPLE ETHNIC GROUPS - White and Black Caribbean	10 2%	5 2%	6 3%	2 2%	4 3%	- -%	5 3%	6 3%	5 2%	10 2%	10 3%	* *%	1 3%	** **	10 3%	- -%	10 2%
MIXED/ MULTIPLE ETHNIC GROUPS - White and Black African	3 1%	2 1%	1 *%	1 2%	1 1%	- -%	- -%	3 1%	- -%	3 1%	2 1%	* 1%	* 2%	** **	3 1%	- -%	3 1%
MIXED/ MULTIPLE ETHNIC GROUPS - White and Asian	7 1%	3 2%	3 1%	3 3%	2 1%	1 2%	1 1%	4 2%	2 1%	7 1%	6 2%	* *%	- -%	** **	7 2%	- -%	7 1%
MIXED/ MULTIPLE ETHNIC GROUPS - Any other mixed/ multiple ethnic background	8 2%	5 2%	3 1%	1 1%	2 1%	- -%	5 4%	3 1%	5 2%	8 2%	8 2%	* *%	* 1%	** **	8 2%	- -%	8 2%
ASIAN AND BRITISH ASIAN - Indian	8 2%	2 1%	7 3%	2 2%	5 4%	- -%	1 1%	7 3%	1 1%	8 2%	7 2%	1 2%	* 1%	** **	8 2%	- -%	8 2%
Columns Tested: a,b - c,d,e,f,g,h,i - j,k,l,m,n,o,p																	

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP80. Which of these groups best describes your child's ethnic group or background? (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
ASIAN AND BRITISH ASIAN - Pakistani	19 4%	10 5%	9 4%	3 4%	6 5%	3 4%	6 4%	10 4%	9 4%	19 4%	18 5%	1 2%	* 1%	** **	19 5%	- -%	19 4%
ASIAN AND BRITISH ASIAN - Bangladeshi	1 *%	1 *%	1 *%	1 1%	- -%	- -%	- -%	1 1%	- -%	1 *%	1 *%	- -%	- -%	** **	1 *%	- -%	1 *%
ASIAN AND BRITISH ASIAN - Chinese	2 1%	2 1%	- -%	1 1%	2 1%	- -%	- -%	2 1%	- -%	2 1%	2 1%	- -%	- -%	** **	2 1%	- -%	2 1%
ASIAN AND BRITISH ASIAN - Any other Asian background	5 1%	1 1%	4 2%	1 1%	* *%	2 3%	2 1%	1 *%	4 2%	5 1%	5 1%	* 1%	* 2%	** **	5 1%	* *%	5 1%
BLACK AND BLACK BRITISH - Caribbean	4 1%	2 1%	2 1%	1 1%	1 1%	- -%	1 1%	2 1%	1 *%	4 1%	3 1%	- -%	* 1%	** **	4 1%	- -%	4 1%
BLACK AND BLACK BRITISH - African	9 2%	4 2%	4 2%	4 5% h	2 2%	* *%	1 1%	7 3%	2 1%	9 2%	7 2%	2 4%	* 1%	** **	9 2%	- -%	9 2%
BLACK AND BLACK BRITISH - Any other black/ African/ Caribbean background	1 *%	- -%	1 *%	1 1%	- -%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	** **	1 *%	- -%	1 *%
OTHER ETHNIC GROUP - Arab	2 *%	1 *%	1 1%	* *%	- -%	- -%	2 1%	* *%	2 1%	2 *%	2 1%	- -%	* 1%	** **	2 1%	- -%	2 *%
OTHER ETHNIC GROUP -Any other ethnic background	1 *%	1 *%	- -%	- -%	1 1%	- -%	- -%	1 *%	- -%	1 *%	1 *%	- -%	- -%	** **	1 *%	- -%	1 *%
Prefer not to say	10 2%	6 3%	4 2%	5 5%	2 2%	2 2%	2 1%	7 3%	3 2%	10 2%	7 2%	2 4%	1 4%	** **	10 3%	* 1%	10 2%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP83. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Social/ behavioural? Conditions associated with this such as autism, attention deficit disorder, Asperger' s, etc.	13 3%	8 4%	5 2%	* *%	4 3%	1 2%	8 5% c	4 2%	9 4%	13 3%	8 2%	3 6%	1 5%	** **	11 3%	2 3%	13 3%
Mobility? Cannot walk at all/ use a wheelchair or mobility scooter etc., or cannot walk very far or manage stairs or can only do so with difficulty	8 2%	2 1%	6 3%	2 2%	1 1%	1 2%	4 3%	3 1%	5 2%	8 2%	7 2%	1 3%	- -%	** **	8 2%	- -%	8 2%
Mental abilities? Such as learning, understanding, concentration, memory, communicating, cognitive loss or deterioration.	8 2%	5 2%	3 1%	1 1%	3 2%	- -%	4 3%	4 2%	4 2%	8 2%	6 2%	* 1%	* 2%	** **	8 2%	- -%	8 2%
Eyesight? Poor vision, colour blindness, partial sight, or are blind	6 1%	3 2%	3 1%	1 1%	* *%	1 2%	3 2%	1 1%	5 2%	6 1%	5 1%	1 2%	- -%	** **	6 1%	* 1%	6 1%
Hearing? Poor hearing, partial hearing, or are deaf	6 1%	2 1%	3 2%	1 1%	3 2%	* *%	3 2%	3 1%	3 1%	6 1%	5 1%	- -%	1 2%	** **	5 1%	1 2%	6 1%
Breathing? Breathlessness or chest pains	5 1%	1 1%	4 2%	1 1%	- -%	1 2%	2 2%	1 1%	3 2%	5 1%	4 1%	* 1%	* 1%	** **	5 1%	* 1%	5 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP83. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Dexterity? Limited ability to reach/ difficulty opening things with their hands/ difficulty using a telephone handset/ television remote control/ computer keyboard etc.	4 1%	2 1%	2 1%	2 3%	1 1%	* *%	* *%	4 2%	* *%	4 1%	3 1%	* 1%	* 1%	** **	4 1%	* 1%	4 1%
Their mental health? Anxiety, depression, or trauma-related conditions, for example	3 1%	1 *%	2 1%	1 1%	* *%	- -%	2 2%	1 *%	2 1%	3 1%	3 1%	- -%	* 1%	** **	3 1%	- -%	3 1%
Other illnesses/ conditions which impact or limit their daily activities	8 2%	1 *%	7 3%	1 1%	3 2%	2 2%	1 1%	4 2%	3 1%	8 2%	5 1%	2 4%	* 2%	** **	6 1%	2 3%	8 2%
Nothing – no impairments or conditions that impact or limit their daily activities	363 82%	183 82%	180 81%	79 85%	113 88% f	63 86%	107 73%	191 86% fh	170 77%	363 82%	302 82%	33 83%	18 79%	** **	310 81%	52 89%	363 82%
Prefer not to say	23 5%	11 5%	12 5%	7 7%	4 3%	3 4%	9 6%	11 5%	12 5%	23 5%	19 5%	2 4%	2 8%	** **	22 6%	1 2%	23 5%
Don't know	11 2%	8 4%	3 1%	1 1%	* *%	1 2%	8 6% dg	2 1%	9 4% g	11 2%	9 3%	1 1%	1 4%	** **	10 3%	* 1%	11 2%
SUMMARY																	
ANY IMPAIRMENT OR CONDITION	47 11%	20 9%	27 12%	6 7%	12 9%	6 9%	22 15%	18 8%	29 13%	47 11%	38 10%	5 12%	2 9%	** **	41 11%	5 9%	47 11%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP83. Which of these – if any – impact or limit your child's daily activities? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE a	FEMALE b	AB c	C1 d	C2 e	DE f	ABC1 g	C2DE h	ALL i	ENGLAND j	SCOT- LAND k	WALES l	IRELAND m	URBAN n	RURAL o	ALL p
Significance Level: 99%																	
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
NO IMPAIRMENT OR CONDITION	363	183	180	79	113	63	107	191	170	363	302	33	18	**	310	52	363
	82%	82%	81%	85%	88% f	86%	73%	86% fh	77%	82%	82%	83%	79%	**	81%	89%	82%
PREFER NOT TO SAY/ DON'T KNOW	34	19	15	8	4	4	17	12	21	34	28	2	3	**	32	1	34
	8%	9%	7%	9%	3%	5%	12% d	6%	10%	8%	8%	6%	12%	**	8%	2%	8%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP87. What is your working status? If currently on furlough please respond based on your usual employment status. (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND ~m	URBAN n	RURAL o	ALL p
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	~m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Working full time (30hrs/wk+)	188	102	86	60	77	35	16	137	51	188	154	19	9	**	159	28	188
	42%	46%	39%	64%	60%	47%	11%	62%	23%	42%	42%	47%	42%	**	42%	48%	42%
				efhi	fhi	fh		fhi	f	fh							
Working part time (8-29 hrs/wk)	111	58	53	23	37	18	33	60	51	111	93	11	5	**	97	14	111
	25%	26%	24%	25%	29%	25%	22%	27%	23%	25%	25%	28%	22%	**	25%	23%	25%
Not working (i.e. under 8hrs/wk) - retired	3	3	*	-	-	*	3	-	3	3	3	-	-	**	3	-	3
	1%	1%	*%	-%	-%	*%	2%	-%	1%	1%	1%	-%	-%	**	1%	-%	1%
Not working (i.e. under 8hrs/wk) - unemployed (registered/ not registered but looking for work)	15	7	8	-	-	*	14	-	14	15	11	2	1	**	15	-	15
	3%	3%	3%	-%	-%	*%	9%	-%	6%	3%	3%	4%	6%	**	4%	-%	3%
							cdegi		cdg	g							
Not working (i.e. under 8hrs/wk) - student	6	5	1	*	5	1	-	5	1	6	4	2	*	**	4	2	6
	1%	2%	1%	*%	4%	1%	-%	2%	*%	1%	1%	4%	1%	**	1%	3%	1%
					h							n					
Not working (i.e. under 8hrs/wk) - housewife/ disabled/ other	107	41	66	9	9	18	71	19	88	107	93	6	5	**	95	11	107
	24%	19%	30%	10%	7%	24%	48%	8%	40%	24%	25%	15%	24%	**	25%	20%	24%
			a			cdg	cdegi		cdegi	cdg							
Prefer not to say	11	5	6	*	-	2	8	*	10	11	9	*	1	**	7	4	11
	2%	2%	3%	*%	-%	3%	5%	*%	5%	2%	2%	*%	4%	**	2%	6%	2%
						g	cdg		cdg	g							
Don't know	2	*	1	*	-	-	1	*	1	2	1	*	1	**	2	-	2
	*%	*%	1%	*%	-%	-%	1%	*%	1%	*%	*%	*%	3%	**	*%	-%	*%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP87. What is your working status? If currently on furlough please respond based on your usual employment status. (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
WORKING STATUS SUMMARY																	
WORKING	299	160	140	83	114	53	49	198	102	299	247	30	14	**	257	41	299
	68%	72%	63%	89%	89%	72%	33%	89%	46%	68%	67%	76%	63%	**	67%	71%	68%
				efhi	efhi	fh		efhi		fh							
NOT WORKING	131	57	75	10	14	19	88	24	107	131	111	9	7	**	118	13	131
	30%	26%	34%	10%	11%	26%	60%	11%	49%	30%	30%	23%	30%	**	31%	22%	30%
						cdg	cdegi		cdegi	cdg							
PREFER NOT TO SAY/ DON'T KNOW	13	5	8	*	-	2	9	*	11	13	10	*	1	**	9	4	13
	3%	2%	3%	*%	-%	3%	6%	*%	5%	3%	3%	1%	6%	**	2%	6%	3%
							cdg		cdg	g							

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP88. AGE OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
16-24	28	16	12	1	4	4	19	5	23	28	23	2	2	**	25	3	28
	6%	7%	5%	1%	3%	6%	13%	2%	11%	6%	6%	5%	9%	**	7%	5%	6%
							cdgi		cdg	cg							
25-34	211	106	105	31	68	36	75	99	112	211	175	18	12	**	187	24	211
	48%	48%	47%	34%	53%	49%	52%	45%	51%	48%	48%	44%	54%	**	49%	41%	48%
					c		c		c	c							
35-44	180	85	95	56	51	30	42	107	72	180	149	18	8	**	150	30	180
	41%	38%	43%	61%	39%	41%	29%	48%	33%	41%	41%	44%	34%	**	39%	51%	41%
				defhi				fh		f							
45-54	21	12	10	4	6	3	8	10	11	21	19	2	*	**	20	1	21
	5%	5%	4%	5%	5%	4%	6%	5%	5%	5%	5%	6%	1%	**	5%	2%	5%
55-64	2	1	*	-	1	*	1	1	1	2	1	*	*	**	1	*	2
	*%	1%	*%	-%	1%	*%	*%	*%	*%	*%	*%	1%	2%	**	*%	1%	*%
Refused	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,o,p

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP89. GENDER OF PARENT/ GUARDIAN INTERVIEWED (SINGLE CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Male	110	58	51	33	33	24	19	66	42	110	90	10	6	**	97	12	110
	25%	26%	23%	36%	26%	32%	13%	30%	19%	25%	24%	24%	29%	**	25%	20%	25%
				fhi	f	f		fh		f							
Female	330	161	169	59	95	49	126	154	175	330	275	30	16	**	284	46	330
	74%	73%	76%	64%	74%	67%	86%	70%	80%	74%	75%	75%	71%	**	74%	80%	74%
							cdegi		cg	c							
Prefer not to say	3	1	1	*	1	*	1	1	1	3	2	*	-	**	3	-	3
	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,o,p

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP90. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Universal Credit (and household has other earnings)	77 17%	36 16%	41 19%	5 5%	15 12%	13 18% c	44 30% cdgi	20 9%	57 26% cdgi	77 17% cg	66 18%	7 17%	4 16%	** **	69 18%	7 13%	77 17%
Universal Credit (and household has no other earnings)	44 10%	22 10%	22 10%	* **%	3 2%	5 6% cg	36 25% cdegi	3 1%	41 19% cdegi	44 10% cdg	37 10%	3 9%	3 12%	** **	39 10%	5 8%	44 10%
Income Support	28 6%	14 6%	14 6%	5 5%	5 4%	4 5%	15 10%	10 4%	18 8%	28 6%	23 6%	3 7%	1 4%	** **	25 7%	3 5%	28 6%
Carer's allowance	18 4%	10 5%	8 4%	2 3%	3 2%	3 4%	9 6%	5 2%	13 6%	18 4%	14 4%	3 7%	1 3%	** **	17 4%	1 1%	18 4%
Personal Independence Payment (PIP)	18 4%	6 3%	12 5%	2 2%	1 1%	5 6% g	10 7% dg	3 1%	15 7% dg	18 4%	13 4%	3 7%	1 6%	** **	11 3%	6 10% n	18 4%
Employment and Support Allowance (ESA)	15 3%	7 3%	9 4%	4 4%	2 2%	3 4%	7 4%	6 3%	9 4%	15 3%	13 4%	1 2%	1 6%	** **	13 4%	2 3%	15 3%
Income-based Jobseeker's Allowance	10 2%	5 2%	4 2%	1 2%	1 1%	1 1%	6 4%	2 1%	7 3%	10 2%	9 3%	- -%	* 1%	** **	10 3%	- -%	10 2%
Pensions Credit (Guaranteed Credit)	6 1%	5 2%	1 **%	2 2%	2 1%	- -%	2 2%	4 2%	2 1%	6 1%	6 2%	* 1%	- -%	** **	6 2%	- -%	6 1%
Pensions Credit (no Guaranteed Credit)	1 **%	1 **%	* **%	* **%	1 1%	- -%	- -%	1 **%	- -%	1 **%	1 **%	- -%	* 1%	** **	1 **%	- -%	1 **%
SPONTANEOUS RESPONSES																	
(Child) tax credits	8 2%	2 1%	5 2%	* **%	3 3%	1 1%	3 2%	4 2%	4 2%	8 2%	6 2%	1 2%	1 3%	** **	7 2%	1 1%	8 2%
Child benefit	5 1%	1 1%	4 2%	1 1%	* **%	2 3%	2 2%	1 **%	4 2%	5 1%	4 1%	1 4%	* 2%	** **	5 1%	1 1%	5 1%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP90. Could you please tell us whether you or anyone in your household currently receives any of the following benefits? (MULTI CODE)

Base : All parents

	Total	CHILD'S GENDER		SOCIAL GRADE							NATION						
		MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Working Tax Credit	3	1	1	-	1	1	1	1	2	3	2	*	*	**	3	*	3
	1%	1%	1%	-%	*%	1%	1%	*%	1%	1%	1%	1%	2%	**	1%	*%	1%
Disabilty living allowance	1	1	-	-	*	-	*	*	*	1	-	1	-	**	1	-	1
	*%	*%	-%	-%	*%	-%	*%	*%	*%	*%	-%	2%	-%	**	*%	-%	*%
Other	*	-	*	-	-	-	*	-	*	*	-	-	*	**	-	*	*
	*%	-%	*%	-%	-%	-%	*%	-%	*%	*%	-%	-%	1% n	**	-%	1%	*%
RECEIVES ANY OF THESE BENEFITS	181	87	94	13	29	30	109	42	139	181	152	15	9	**	163	17	181
	41%	39%	42%	14%	23%	41%	75%	19%	63%	41%	41%	38%	40%	**	43%	29%	41%
						cdg	cdegi		cdegi	cdg							
None of these /do not receive any of these benefits	239	123	116	78	94	38	29	171	68	239	197	24	11	**	199	40	239
	54%	56%	52%	83%	73%	52%	20%	77%	31%	54%	54%	59%	51%	**	52%	69%	54%
				efhi	efhi	fh		efhi		fh							
Don't know	3	1	2	1	1	1	-	2	1	3	2	*	*	**	3	-	3
	1%	1%	1%	1%	1%	1%	-%	1%	*%	1%	1%	*%	1%	**	1%	-%	1%
Prefer not to say	20	10	10	2	5	4	8	7	12	20	16	1	2	**	19	1	20
	5%	4%	5%	2%	4%	5%	5%	3%	5%	5%	4%	2%	7%	**	5%	2%	5%

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

Any break column with a base size lower than 100 has been removed as margins of error become too great. Data is tested at the 99% confidence level.

QP91. Which one of these bands describes your total household income before tax or any other deductions are made? Please include any benefits or credits that you or anyone else in your household receives, including housing benefit, as well as any income from employment. Please note - if you or anyone in the household is currently on furlough please respond based on your usual household income (SINGLE CODE)

Base : All parents

	CHILD'S GENDER			SOCIAL GRADE							NATION						
	Total	MALE	FEMALE	AB	C1	C2	DE	ABC1	C2DE	ALL	ENGLAND	SCOT- LAND	WALES	N IRELAND	URBAN	RURAL	ALL
Significance Level: 99%		a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
Unweighted total	782	398	384	217	212	134	212	429	346	782	421	137	127	97	676	100	782
Effective Weighted Sample	546	281	266	169	151	92	154	305	244	546	396	131	118	90	487	59	546
Total	444	222	222	93	129	73	146	222	220	444	368	40	22	13	384	58	444
Up to £199 per week / Up to £10,399 per year	43 10%	19 8%	24 11%	1 1%	1 1%	6 9% cdg	34 23% cdegi	3 1%	40 18% cdgi	43 10% cdg	37 10%	2 5%	2 9%	** **	39 10%	4 7%	43 10%
From £200 to £299 per week / From £10,400 to £15,599 per year	39 9%	18 8%	21 10%	2 2%	7 6%	9 12% cg	21 15% cdg	9 4%	30 14% cg	39 9% cg	31 8%	4 11%	2 8%	** **	36 9%	3 5%	39 9%
From £300 to £499 per week / From £15,600 to £25,999 per year	66 15%	34 15%	32 15%	5 5%	21 17% c	14 19% c	26 18% c	26 12%	40 18% c	66 15% c	53 14%	7 18%	4 20%	** **	59 15%	7 13%	66 15%
From £500 to £699 per week / From £26,000 to £36,399 per year	70 16%	34 15%	36 16%	9 10%	23 17%	18 24% c	20 14%	32 14%	38 17%	70 16%	56 15%	8 20%	4 18%	** **	57 15%	12 21%	70 16%
From £700 to £999 per week / From £36,400 to £51,999 per year	65 15%	32 14%	33 15%	19 21% fh	32 25% fhi	10 13% f	4 3%	51 23% fhi	14 6%	65 15% fh	52 14%	6 16%	4 17%	** **	58 15%	7 12%	65 15%
£1,000 and above per week / £52,000 and above per year	85 19%	47 21%	38 17%	46 49% defghi	29 22% fh	7 10% f	3 2%	74 33% efhi	10 5%	85 19% fh	73 20%	7 19%	2 11%	** **	66 17%	18 30% l	85 19%
Don't know	23 5%	13 6%	10 5%	2 2%	2 2%	3 4%	15 10% cdg	4 2%	18 8% cdg	23 5%	20 5%	1 2%	2 8%	** **	21 5%	2 4%	23 5%
Prefer not to say	53 12%	26 12%	27 12%	10 10%	13 10%	7 9%	22 15%	23 10%	29 13%	53 12%	47 13%	3 9%	2 10%	** **	48 13%	5 9%	53 12%

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